They're Singin' All Night Long in Dixie

Group-Led Community Marathons Give South's Entertainment World Big Boost

MEMPHIS, May 14—Southern show business is getting a big boost from the all-night stage shows which are consistently drawing large audiences at a profitable, profitable pace across Dixie. These are the marathons music fest—where gospel singers, some of whom travel folk song and hymn from back-country churches and some of them new pop—are the fare.

The musical programs that are part of the all-night stage shows now feature participation, in some of its hours, almost 800 to 1,000 people, in small and large cities across the South. Circuits have been established for a monthly schedule of steady, repeat business. About a fourth of the house in places holds permanent reservations for the same seats month after month.

And all the time the facade of the all-night stage is being moved outdoors again. After a winter schedule in civic auditoriums, about half of them now will be stayed up in open air stadiums and ballparks. Some of the quartets and performers are featuring concert lucrative fair dates. Several singing groups, like the Big Brothers, already have established appearance at fairgrounds, and plans for Music lessons is negotiating to appear at the Mid-South Fair this year.

Gospel Interest

Gospel interest in the South is not new. There has been a segregation of the Southern states. People have been in “gathering in the resurrection” to hear and sing gospel songs since early days. This interest now is expressed by the number of gospel shows on Southern radio and television stations as well as the existence of these major and additional circuits of all-night stages.

What is new is the spread of popularity for gospel songs across the Mason-Dixon Line. The all-night stage produces long-running successes in Atlanta, Birmingham.

 Acts Double As Pitchmen

MEMPHIS, May 14.—On the Southern stage circuits, where gospel quartets gained their initial popularity, the songsters, double as pitchmen and their roles lie in many as near as their harmonizing.

Recordings, song books, sheet music and posters of the best known gospel songs are the main items offered for sale to audiencers. James Blackwood of the Blackwood Brothers, says the good news comes in the form of increased sales. The pitchmen singing groups equal the amount they get for pitchmen, plus the sales of sheet music and recordings.

With quartets alternating on a sing program, one group line out the audiencers with samples of books and records for sale while the other foremost singer.

Silver Screen Poo! TV Has Gold Pockets

NEW YORK, May 14—When the motion picture industry may have the television industry has its stock of golden implants.

The pockets of some of the more talented television production executives are beginning to brighten rather brightly with heavy coins, heretofore available in the greater Hollywood studios.

For example, the new pact that Alex Segal, considered one of the most creative of TVam’s directing set, recently signed with ABC-TV reportedly guarantees him $100,000 a year in one- and two-hour serials in any medium. Figuring that Segal will do a show each week, is currently contemplated by the web, this would mean he would get approximately $3,000 per show.

Most often the programs lists two quartets, and alternate in 20-minute stints. Besides vocalizing of the four-some, these is much group singing, hand-clapping and slapping (Continued on page 40)

Country and Western Music Fans Like Their Talent Alive

Personal Appearances in the Field Nudge $50,000,000 Per Year

By PAUL AKERMAN

NEW YORK, May 14—In the field of commercial entertainment one of the most productive potential personal appearance field continues to be a constant reminder of the brightest power of live shows.

Business has been better, even as the present, to the promoters and bookers, and forecasted for the coming year indicates that c.d.w., (country and western music) is one of the most valuable fields of entertainment. Not only are the biggest grosses covering the United States and Canada—big hit shows are worth as much as $50,000,000 per year.

3,000 Locations

One year ago it was estimated that 3,000 locations in the entire United States, (Continued on page 8)

NEWS OF THE WEEK

ABC and CBS Jingle Fall Shows

Have More Spots Than TV....

With more spots than time available on the two networks, ABC and CBS are unable to use all the songs being taken to advertisers about their shows. This is especially true of their distance-carrying, "concert" style shows.

It really that programming is the key to its continued billing supremacy and A and CBS must continue to keep their distance-carrying, "concert" style shows.

 liquors, etc. for next season.......

New High-Budget TV Film Show Put On Market By 20th-Century...

20th- Century Fox will put its third TV film show on the market, a high-budgeted grande character anthology with such stars as William Holden and Marlene Dietrich. G. C. TV, is promoting the new show,.....

Recruit Industry Sponsor's New Title-Strip Plan Faced Deducts

The recording industry's first "Flip Strips" title-strip plan for self-service dealers will be made available July 14 in an industry-sponsored promotion to make self-service merchandising on singles as big a selling proposition as it is in the movie business. The idea originated with Capitol Records...

"Don't You Believe It, ".......

"A looker by any name may sing it sweet, but many pop singers today find a change of medium helps in their record sales. A looker of this type is having success in recording recently. "

World's Fair Being Built

In Dominican Republic

Some 20 large buildings, among New York World's Fairs, are under construction in Santo Domingo for the Dominican Republic's World's Fair next winter. American showroom is the largest. California returned to New York for a pact with for all maiden's pavilion. Plans to operate about 20 rides, at least, for a wide range of game, refreshments, souvenir and novelty connections...

Billboard Music Panel

Divide into Jake Axe Addi...

The idea of playing commercial advertising in the big-time juke box business was mostly discussed in nationwide survey taken by The Billboard...

Juke Operates in 35 Cities

Push Change to Dine Plane...

The switch to the 10-cent coin is matching across the country as music operators stop using coin-operated machines.

Amusement Parks Get Break

Network Television

The amusement park industry received its first television plug on Wednesday (May 18) over two major network programs, "Godfrey and His Friends" was a favorite time slot for the famous "Memphis Belle," "a" (Continued on page 9)

2 Factors Set C&W. Apart

NEW YORK, May 14—Two factors characterize the country fan—first of them is the musical style which the public accepts the other is the potential salesability of Webb Pierce, Red Foley, Ernest Tubb, etc.

The second factor in the c.a. field is the self-pull made by the listener between personal appearances and records. Whereas in the pop field a hit disc enhances the artist's drawing power in the box office to, c.d.w., the record has to be substituted with sales records. pierce has few, if any, records that have been performed in his set. When he makes a record, he has already gained audience reaction.
FALL NETWORK SHAPE-UP

Major Webs Selling Time on Strength of Shows Offered

NEW YORK, May 16. — Web demand still at a high level for 1964 at both NBC-TV and CBS-TV, quite a few half-hour programs have been cancelled, and in some instances, programming has been adjusted, particularly at CBS-TV. The network activity is such that it is becoming more and more difficult to obtain TV time, and in some cases, it is becoming a factor in programming decisions. The New York Times is reported to have been asked to make a decision on the cancellation of a program that was scheduled for the network.

5. Mills Eyes 'Ranger Ax': Buy of 'Earp'

NEW YORK, May 16. — The entertainment company, which is planning to produce a TV show this week, has decided to purchase the successful "Pioneer" for its own network. The company is reported to have offered a large sum for the rights, which is expected to be paid within a few days.

Alcoa's Dropping of 'See It' Points Up Direct Sell Trend

NEW YORK, May 16. — The aluminum company, which produces "See It" on CBS-TV this week, has announced that it will discontinue the show. The company is reported to have decided that the show is not compatible with its advertising objectives.

'The Morning Show' May Go Co-Op on CBS

CHICAGO, May 16. — Indications are that CBS is giving serious consideration to renewing "The Morning Show," which has been suspended for the past year. The show was scheduled to return to the air in the fall, but has not been announced for a return yet.

The Big Story to Stay on NBC

NEW YORK, May 16. — "The Big Story," which has been reported to be in danger of cancellation, has been renewed by NBC for the fall season. The show, which is a public affairs program, has been a favorite with the network, but was threatened with cancellation earlier this year.

Flanagan to Quit SRA Post

NEW YORK, May 16. — Thomas F. Flanagan will retire as managing director of the Sales Representatives' Association, it was announced today. Flanagan has been with the association for four years.

Liberalization Of AFM Pact Asked by Webs

NEW YORK, May 16. — Network officials are pressing the American Federation of Musicians to liberalize its current contract with the networks, it was reported today. The officials are seeking a new contract that would provide for better working conditions for network employees and a more equitable split.

TPA to Hold 4-Day Sales Clinic in N.Y.

NEW YORK, May 16. — TPA's Television Program Associates has scheduled a four-day sales clinic at the New Amsterdam Theater here beginning May 31. At that time the TPA staff will be on hand to discuss the network's new Action Plan, which is designed to help the network improve its overall performance.

"Big Story" to Stay on NBC

NEW YORK, May 16. — "The Big Story," which was threatened with cancellation earlier this year, has been renewed by NBC for the fall season. The show, which has been a favorite with network viewers, will continue to be broadcast as a public affairs program.

Name Diamond P.R. Dept. Head at U-I

Hollywood, May 16. — Jack Diamond, formerly assistant public relations director at Universal International, has been named public relations director of United Artists. Diamond, who has been with the studio since 1959, will successsion the late Sam Katz, who died recently.

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TV Advisory Board Begins Key Problem Assessments

By SAM CHASE

NEW YORK, May 14.—With this issue The Billboard is proud to announce the formation of a group examining the foremost executives in the field of broadcasting, the members of which is the independent assessment of current problems. The group will be known as the National Television Advisory Board, and a week's feature board upon a group of this critical questions beginning running in this issue, on the following:

Actively participating in these include such top tiered network and over 500 leaders who had helped make television the greatest entertainment medium in the world.

ABC Opens 4-5 Daytime for X-Board Strips

NEW YORK, May 14.—ABC-TV this week put into effect its long anticipated daytime program time programming is a bigger way by the introduction of new syndication film selling a package for a week on a web CBS.

The deal was made with John's-Film Syndication to team up with the syndication film selling a package for a week on a web CBS.

The film syndication arm of the network has been selling to stations that are affiliated with ABC and operated by rival networks. Also on the agent, Martha Barnes 15-year-old ABC film syndication subsidiary plans to shop in each of its parent web on a network basis.

ABC Expands Hillbilly Programming Line-Up

NEW YORK, May 14.—A big expansion of its hillbilly programming line-up has been revealed upon by ABC-TV for the summer months. The week will add two such shows to its roster and will expand the one it carries-gray, "Ozark Jubilee," from an hour to two.

The week's hillbilly attitude towards the futility of shows from the success it achieved with its "Ozark Jubilee," the new "Ozark Jubilee," which is an ABC ride for the summer months is a one-hour and a half hour one-hour show. The show will be in the 25-30 and 18-24 year-old key group. "Ozark Jubilee," starting May 25, and another country music show from Springfield, Mo., which will air Tuesdays-To-Fridays, starting May 25, is a 30-minute and a half hour show.

The Free Wee King show, by the way, to be produced by Film Syndication, was sold to the film syndication for the following 16-24 year-old market.

SWIFT & COMPANY

RESTLESS PEOPLE

Monty Bailey-Watson, of Bees, has been named general manager of Radio-Television Productions, is making a five-week tour of the States to discuss "People Are Funny" and "Milling a Second" on TV, for the commercial programs start in the fall... Howard W. Coleman, the last month, has been appointed to the post of entertainment, promotion and public relations director of NBC's Chic.

The Billboard puts on the weekly list of top artists, starting May 14, with a special edition on the 15th.

SOLDiers MAY GET SUMMer LOaDING

NEW YORK, May 14.—NBC-TV will try "The Soldiers," the Hal March-Don D'Andrea situation comedy, in Saturday 9:30-10:30 p.m., this summer, if the property can be sustained enough. The show is to air during the following half hour on the same network during the summer.

AMERICAN VICIOUS

THE HOME SELLERS

The war between radio and television in the "American Police" has reached NBC for the first time. The police series has achieved the top spot in the National Family Life Survey for the first time.

CLOSER CIRCUIT FOR CERTAIN-TEED COP.

The National Television is putting on a 10-city closed-circuit telecast next week (16) for the Certain-Teed Corporation.

ARMOR MOVING INTO "CAPTAIN MIDNIGHT"

THIS CERTAIN-TEED COP.

It is reported that CBS-TV's "Captain Midnight" has signed up with NBC for the summer, according to the show

Four big Reasons why you should buy

PLAYHOUSE

62-starring films, paced by top names from Hollywood and Broadway, great scripts, superb direction by Ray Kellison, Ted Post, and others. If you want to make a real impression, this is for you.

ABC FILM SYNDICATION, INC.
2 West 66th St., N.Y.

WILLIAM A. BLOCK

Adren of every kind

WAGAL-TV
LANCASTER, PA.

3 million people • $53 billion annual effective hearing income

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THE BILLBOARD

MAY 21, 1955

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Covering the week of April 24-30, 1955

The following data is tabulated from a weekly survey of all U. S. TV stations made by The Billboard. It shows the new national spot commercial campaigns set on those stations during the one survey week, regardless of the starting day of those campaigns.

NATIONAL SUMMARY

Product & Advertising

Joy, Johnson's Hamms 7-Up, Busch Fizrin, Drewry's Regal Keebler's Chopettes, Rath Post Bond Kool THE Rheingold Bus Roylon

REGIONAL SUMMARIES

New England

Joy, Procter & Gamble
d. A. American Chicle

Southern

Madison Cigarettes, Philip Morris

Midwestern

Trend, Purdey Corp.

Southwestern

Fluffo, Procter & Gamble

Rocky Mountain & West Coast

Fluffo, Procter & Gamble

THE BILLBOARD SCOREBOARD

TV ADVISORY BOARD'S FIRST STUDY: FILM AD'S LIFE IS SHORT

The useful life of a TV film commercial is extremely limited. Generally speaking, it ceases to be an effective air selling after six months' exposure. A recent study of film campaigns to answer the question, "How long after a campaign is a laundry spot no longer effective in all branches of the TV industry."

In their comments, a number of the questionnaire returned by advertisers and agencies suggested that the life of a commercial, like a suit of clothes, can be extended by rotation. The agencies pointed out that animated commercials or brightly colored materials would have a longer period of use were scattered. If in those circumstances, the number of questionnaires returned by advertisers and agencies suggested that...
FOR THE BEST IN
SYNDICATED FILM PROGRAMMING
make it a special point to
SEE THESE EXHIBITS
during the NARTB Convention at the
Shoreham Hotel, Washington, D. C.,
May 22 thru May 26

FOR A SHOW EVERY PROGRAMMER NEED
Syndicated film shows provide television entertainment to suit every taste ... to fill every programming need ... and to sell all types of products or services.

They run the complete range—from the excitement of high drama, mystery and adventure, right on thru to the enjoyment of music, comedy and education.

There are shows that win a wide general audience, and those that play to men ... to women ... to families ... or to the small fry.

They do an outsanding job that is told not only in ratings, but in actual sales for sponsors in all parts of the country.

TOP STARS AND STORIES: PRODUCTION KNOW-HOW:
Syndicated stars value and abiding subject matter—all the facilities and know-how of unparalled production staffs—give top professional quality in every phase of the syndicated film show.

High-quality planning, production and performance are key factors in the overall success of syndicated film shows.

FOR LARGE AND SMALL BUDGET ADVERTISERS:
Despite the high-priced professional stars and supporting casts and despite top-quality production methods, syndicated film programs are low in cost, thus making it practical for even the small-budget advertiser to back his sales efforts with the power of a full-scale television program.

Syndicated film shows stretch the advertising dollar by helping to deliver a high return of buying prospects at an extremely low-cost-per-thousand figure.

OUTSTANDING MERCHANDISING POSSIBILITIES
Syndicated film shows give full recognition to the strong merchandising opportunities presented by their properties. Available with syndicated film shows are twin material that embraces all of the most effective merchandising methods: newspaper mats, publicity releases, store displays, window posters, tags, direct mail, television slides and spot announcements, etc.

It all adds up to a powerful plus that goes far beyond the television screen to build viewers for the program, and buyers for the products and services of the sponsor.

FILM PROGRAMMING DOMINATES:
Low costs and complete audience acceptance are behind the dominance of the shows for television. According to statistics from a 1954 survey conducted by the National Association of Radio & Television Broadcasters, average production costs for film programming per station, stands at $129 an hour—against $250 an hour, for live programming.

This same survey reveals the following data regarding television station time devoted to film and live programming:

<table>
<thead>
<tr>
<th>Stations by Number of TV Families Reachable</th>
<th>Wkb. Hrs. of Film Programs</th>
<th>Wkb. Hrs. of Live Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations reaching up to 5,000 TV families</td>
<td>15.3</td>
<td>10.0</td>
</tr>
<tr>
<td>Stations reaching between 5,000 and 100,000 TV families</td>
<td>20.5</td>
<td>11.7</td>
</tr>
<tr>
<td>Stations reaching between 100,000 and 200,000 TV families</td>
<td>27.2</td>
<td>18.3</td>
</tr>
<tr>
<td>Stations reaching between 200,000 and 1,000,000 TV families</td>
<td>29.5</td>
<td>24.0</td>
</tr>
<tr>
<td>Stations reaching over 1,000,000 TV families</td>
<td>36.6</td>
<td>22.2</td>
</tr>
</tbody>
</table>

ADVERTISING CASE HISTORIES
Quantity and quality of audience is one gauge of the effectiveness of a television show, but the real measure of success for advertisers lies in the dollars-earned sales of the advertised products or services.

Now, syndicated film has a record of success that embraces hundreds of different products or services offered to consumers.

Good syndicated film programs build audience loyalty not for the show alone but—more important to the advertiser—for the advertised product that makes the show possible.
STAR-SPANGLED ANTHOLOGY

GAC TV Markets New Fox Half-Hour Dramatic Series

NEW YORK, May 14— Century-Fox this week put another TV offering into the market, with the premiere of GAC TV. The new show will be a half-hour dramatic series, one of the most ambitious of this species ever to hit the air. GAC TV, a network of independent stations, is proving itself a viable alternative and an equal to the major networks in terms of audience and ratings.

The program is called "Theahle," and it is a continuation of the successful "Fox" series, which featured the groundbreaking "My Friend Flicka." Theahle is a continuation of the "Fox" series, and it is the story of a young boy and his dog, who are stranded on a deserted island.

Music: "Theahle" is a half-hour, one-hour, and two-hour TV series, and it is produced by Lincoln Broadcasting Company. The show is based on the novel "Theahle" by Walter Van Tilburg Clark.

NAT'S: "Theahle" is the first in a series of half-hour, one-hour, and two-hour TV series that will be produced by Lincoln Broadcasting Company. The series will be called "Theahle," and it is the story of a young boy and his dog, who are stranded on a deserted island.

Expansion of Output Mapped By Feddersson

HOLLYWOOD, May 14— Concerned with the emergence of new production companies and the increase in output, the major producers are taking steps to increase their production capabilities. The leading producers are mapping out their expansion plans, and they are considering the creation of new production companies to handle the increased output.

One of the producers, Betty White, has announced plans for a new production company. White's new company will be called "Betty White Productions," and it will focus on the production of half-hour series and one-hour films.

In addition, the major producers are considering the expansion of their current operations. The producers are looking at ways to increase their production capabilities, and they are considering the creation of new production facilities and the expansion of existing facilities.

One of the key issues facing the producers is the increase in output. The producers are concerned that the increase in output will put a strain on their current production capabilities. The producers are looking at ways to increase their production capabilities, and they are considering the creation of new production facilities and the expansion of existing facilities.

The producers are also concerned with the emergence of new production companies. The producers are looking at ways to increase their production capabilities, and they are considering the creation of new production companies to handle the increased output.

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No Takers for 8-Film Universal Feature Deal

NEW YORK, May 14.—No deal had been made yet this week on the package of eight pictures, including "Hollywoodiap," that Universal is pitching to TV distributors. But most trade observers felt sure a deal would be made in time because Universal is giving the package a hard sell. A deal seems certain on the TV distributors' ability to sell the package, which includes other features, better or worse than these, to fill out a package of 12 or more.


Meanwhile, a couple of other pictures found their way into this week's chore. TV released "Hannah Lee," a 1935 Warners release, which played theatrically in the East as "Outlaw Territory." It stars Jeanne Drea, McDonald Carey and John Ireland. This is Chary's 20th release.

M. & A. Alexander was reported to have picked up "Without Warning," a 1933 VW Artists release, and Major TV Productions got "Four Flies, Singer," which was a hit in England last year.

It was also reported this week that one of the 10 or more pictures that Associated Artists Productions has in the works is "Eddie McCall," starring Thomas Meighan, who is now on the Ed Sullivan show. The 1945 BKO release stars Meighan and Lucille Bremer.

Golf Show to Sportsvision

NEW YORK, May 14.—Distri-

butor of the 15-minute Jimmy De-
mart golf stunts in the West and Midwest areas have been turned over to Sportsvision, Inc., by Associated Television, which produces the series.

Award has been distributing the

series through the country up to now, and has already sold the series in over 20 U. S. markets and in Canada. Award will con-

continue to distribute the show in areas other than the West and Midwest.

Desilu Names Feldman Veep

HOLLYWOOD, May 14.—Des-

ilu in Production this week named Edward H. Feldman a vice-presi-
dent of the company, placing him in charge of the commercial divi-
sion. Feldman formerly was in charge of national radio and TV for Bice-Beito-Toigo on the West Coast.

More was accomplished by the growth of the division which last year grossed approximately $1 million.

FLEXING BICEPS

WGA Cracking Down on Trade

Malpractices

HOLLYWOOD, May 14.—Par-
tially as a result of the cancella-
tion of radio, TV and screen writers

work, the Writers' Guild of America has begun flexing its mus-
mles and is cracking down on a number of alleged malpractices which have existed in the industry.

Most important of these is what the Guild calls "backing up" the practice of having writers come in for story conferences, turn in treatments and perhaps revisions of these, and then reject them.

Producers, in the future, pay writers for such assignments. Fre-

elance writers may still turn out complete scripts on speculation.

The WGA has also ruled that original credits must be given on TV adaptations, a point raised several weeks ago when it was noted that "Les Video Theater" was not crediting screenplay. On another front the Guild is success-

fully backing members who, in an effort to keep the newly formed TMblatities of majors, claim they are free-lance writers as long as they are being paid by the script and not by the week.

The first annual meeting of the WGA is being held Wednesday (18) on which the following items on the agenda: Telefilm contact with the majors, live and film TV con-

tacts with the networks, plus radio and motion picture pacts.

It was reported that in the case of the TV syndication of the major the minimum for scripts has been raised to considerably higher than the present $700 for independent tele-

film producers.

NEW YORK, May 14.—At its first-sitter next week CBS-TV Film Sales will tell its sales force about five new properties it will have on the market for the coming season. It will also describe new sales plans for its established shows.

Three of the new series are hot off the production line. Flying A Productions is getting right to work on a new "Red Ryder" show, a sixth Western. This will be pitched for a national sale. Joel Mahne has already turned out a couple of episodes of "Navy Log." This is ex-

pected to go on the CBS-TV net-

work, with CBS Films taking it for syndication in the remaining mar-

kets. And the first pilot of Errol Flynn's "March or Die" is expected to go from Europe in a couple of weeks.

In addition, CBS Films will begin syndication sales of "Life With Father" and "San Francisco Beat," the latter being the result of the "Line-Up," which Brown & Williamson sponsors on the CBS-TV network.

To kick off syndication sales of "Life With Father," CBS Films is making an unusual promotional offer to sell tracks with the networks, plus radio and motion picture pacts.

The program was announced by the first three major-market buyers. The distributor will spend 90 per cent of the sales price on backlash. The heat of the promotion

will be concentrated in Sales Film.

CBS Films will also tell its sales staff next week about a new sales plan for "The Films of Jeffrey Jones" and "The Cases of Eddie Drake," a private eye-series, both starring Desi Arnaz. According to William Edwards, CBS Films sales manager, stations buying the 20 episodes of "Jeff Jones" under this plan will get the 13 segments of "Eddie Drake" on a bonus ar-

rangement.

Edward will further tell his sales staff next week to start pitching their Westerns ("Honeymoon Rides," "Buffalo Bill Jr.") as TV series for series these shows have been getting, audience comparisons fig-

ures indicate a high degree of adult interest, according to Edwards. In Chicago, for instance, Gene Autry gets 10 per cent more adults than "Cincinnati Mark in Action," 94 per cent, as many adults as "The United States Steel House" and 80 per cent as many adults as "Kenosha TV Theater.

Edwards also said that 13 more episodes of "Amos 'n' Andy" are in production, to make a total of 76. He indicated that they have a summer day-time plan for the comedy show, while CBS Films has been syn-

chronizing for two years now. But it is still in the experimental stage.

THE PROGRAM

Moderator: Walter Craig

President, William W. Weintraub & Co., Inc.

I—AN AGENCY VIEW OF TV STATIONS

a. Ken Fleming, Leo Burnett Agency

b. Jim Luce, Walter Thompson

c. "Talking Stations Can Make Film Buying More Attractive to Advertisers"

II—FILM BUYING AND SELLING

a. Wynn Nathan, MCA-TV

"Station Library Plans Mean Dollars"

b. Berman Swarts, NATS

"Economics of Film Buying"

c. John Sinn, Ziv-TV

"Time Clearance"

d. Michael M. Sillerman, TPA

"Price-Quality Factors in Film Buying"

III—STATION-DISTRIBUTOR CO-OPERATION

a. Dick Moore, KTV, Hollywood

"Station-Distributor Co-Operation In Closing Local Film Sales"

b. Joe Floyd, KELO-TV, Sioux Falls, S. D.

"Station Distributor Relationships In Smaller Markets"

IV—WHAT TV STATIONS EXPECT FROM FILM DISTRIBUTORS

a. Jerome (Ted) Reeves, WHNT-TV, Columbus, O.

"Film Distributors Should Provide Sales In Formats and Price Policies"

b. Harold Soe, KRON-TV, San Francisco

"A Station's View of Distributor Responsibilities"

W.D. STATION—DISTRIBUTOR—CONVENTION

MONDAY, MAY 23—8 TO 10 A.M.

BLUE ROOM, SHOREHAM HOTEL

WASHINGTON

(Continental Breakfast Served)

SPONSORED BY

THE BILLBOARD

TV EDITORIAL

ADVISORY BOARD

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TV EDITORIAL

ADVISORY BOARD
Ziv International Head Off for Europe to Peddle Dubbed Series

NEW YORK, May 14.—Ed Stern, head of Ziv's international division, left for Europe yesterday to show the trade there an extensive list of Ziv film shows available in the native program. Stern is expected to put the big item behind the current version of "Vantage Story," and the French version of "Mr. Dressmaker," which is still playing in Switzerland. The latter is already sold in Switzerland.

Stern's European trip follows closely on his first sale in Latin America of what he regards as a pattress of station library sales. CMR, which has been turned down by a number of Latin American stations at the moment, is expected to get frosty reception from the Latin American film market. The move is spearheaded by a number of Latin American stations at the moment, and the move is expected to be a major market. The move is spearheaded by a number of Latin American stations at the moment, and the move is expected to be a major market.

Mail Campaign Repays "Ramar" in Hinterlands

NEW YORK, May 14.—The mail campaign that the Ziv firm feels is the only one that can now sell more hits, and it is one that can be put on the Latin American market to more sponsors. Ziv now has shows playing in Colombia, Venezuela, Puerto Rico, Argentina and Brazil, and is expected to move into Brazil and Argentina in the near future.

Ziv family admits that its international operation is not as extensive as one would think, and that the company is still trying to establish itself in the Latin American market. The company is expected to move into Brazil and Argentina in the near future, and is expected to put the big item behind the current version of "Vantage Story," and the French version of "Mr. Dressmaker," which is still playing in Switzerland. The latter is already sold in Switzerland.

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THE NEW ADVENTURES of
CHINA SMITH
STARRING DAN DURYEA

As timely as today's dramatic international events... as hot as a firecracker... as tense as the Far East situation exploding into a possible World War III... here is the most exciting, shot-on-location show you can put on the air.

26 up-to-the-minute, ALL NEW, half-hour episodes... combined with the original 26, give you 52 half-hours of top-quality, top-rated programming... always "rated" among the "Top 3" in every market shown. Available FIRST RUN... all markets! Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

National Telesfilm Associates, Inc.
625 Madison Avenue, New York 22, N. Y. • Plaza 5-8200
The Nation's Top Television Programs

The TV industry's most complete guide showing top 10 programs in each city and all TV film series in all major markets.

## SAN FRANCISCO

<table>
<thead>
<tr>
<th>Station</th>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Rating</th>
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<tbody>
<tr>
<td>KRON</td>
<td>7:00-8:00</td>
<td>Superman (Adv.)</td>
<td>MCA</td>
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<tr>
<td>KRON</td>
<td>8:00-9:00</td>
<td>Adventures of Superman</td>
<td>MCA</td>
<td>64.8</td>
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<tr>
<td>ABC</td>
<td>9:00-10:00</td>
<td>The FBI</td>
<td>CBS</td>
<td>59.5</td>
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<tr>
<td>CBS</td>
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<td>The Big Valley</td>
<td>ABC</td>
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<tr>
<td>NBC</td>
<td>11:00-12:00</td>
<td>This is Your Life</td>
<td>NBC</td>
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<td>The Andy Griffith Show</td>
<td>CBS</td>
<td>30.8</td>
</tr>
<tr>
<td>WSB</td>
<td>8:00-9:00</td>
<td>The Dick Van Dyke Show</td>
<td>CBS</td>
<td>29.0</td>
</tr>
<tr>
<td>WSB</td>
<td>9:00-10:00</td>
<td>The Girl from U.N.C.L.E.</td>
<td>ABC</td>
<td>31.7</td>
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<tr>
<td>WSB</td>
<td>10:00-11:00</td>
<td>The Untouchables</td>
<td>CBS</td>
<td>26.8</td>
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<tr>
<td>WSB</td>
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<td>The FBI</td>
<td>ABC</td>
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**Notes:**
- Ratings are based on Nielsen's measurement of television viewing.
- Programs are listed in order of their popularity within the specified market.
- The Nielsen scale ranges from 0.0 to 70.0, with 70.0 being the most popular program.
- The table includes both live and pre-recorded programs, as well as series and specials.
- The ratings are for the week ending May 17, 1965.

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**Sources:**
- www.americanradiohistory.com
- Copyrighted material
THE BILLBOARD

TV FILM 1951

TV FILM PURCHASES

By Charlotte Summers

Hawthorne Melody Farms has purchased NBC Film Division's "Hoping Castly," Series B, to be shown in Milwaukee and Chicago. "Hoping Castly," Series A, was sold to WWLP, Springfield-Holyoke, Mass., which also picked up the one-column "Sheriff of Kingsville," and "Secret of the Storm," Series D, to be shown over KONI, Portland. One, "Riley," Series A, was also sold to KING, Seattle, KGO, San Francisco, and KTVU, Oakland, Calif., for "Directors' Choice." "Victory at Sea" was picked up by WJRE, Detroit.

Playhouse

Bill Miller, formerly general sales manager of WCBS, New York, has been newly Eastern sales manager of WBBM, Chicago, Illinois, in charge of sales operations. Miller has been with WCBS for seven years, and is a native of New York City. He has been with the New York edition of Look magazine, and has also been in charge of sales for the Chicago edition of the same magazine.

SAG-Producer

Huddle June 6

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Reviewed by Bob FRANCIS

**Miss Shay Plenty Ok, But Take Billing Away**

By BY BOBBY HARRIS

Probably a reports will be told of right smart, but he wishes people to avoid some billing. On opening night, just before the curtain went up, some very vocal and very gushy couples came home, and the following is one of the results. "John and Mary" said, "How about the Persian Room?" And his wife said, "Oh, bell it is, let's go to the Persian Room, the Persian Room and then to the Persian Room again and then to the Persian Room..." and never knew what they were doing.

So I wish Miss Shay would stop and visit the Persian Room. And not just the Avenue Hill-tille and just Dorothy Shay, singer of irresistible songs, who can ever take a floor such as the Persian Room and do it intelligently.

Fernanda Montel

Maine, New York

While Fernanda Montel’s brand of entertainment is a bit too She shows promise, but there is a that the French chanteuse has mixed it up with the St. Regis’ plush Mainon Room. And that rules.

**By BILL SULLIVAN**

In Melbourne,2000, awash with a splendid setup to effectively set-off her blushing charms, calling card is her unique variety of totally Parisian divas. Miss Montel is the height of that High Mod Cost "Mag Couture" figure. But she injects novelty with an orge of light, or a gentle changes of temps.

On the part out of act which appeals to the happy but key part of the audience, a word about this, it reportedly finds itself in just another French singer.

**By A. W. EVANS**

De Cafe, Paris, France

It is no easy task being a song writer following the star-studded Marcelle Dietrich-Noel Coward trail at the cafe three days. But a Hollywood replication helps, and Billy De Wolfe will be the envy of song writers for a many gift of characterization. From a tender touch to a mighty roar, her voice is a vault, and well-regarded as a young starlet, Miss Wolfe could stand cutting, but the touch’s novelty is a change to the backseated seat.

**By E. B. McGRATH**

Jane Morgan

Jane Morgan should find the welcome sign in this room any time any thing to do with Cafe, Myth. Making her local debut, the thrill will be nothing but a thrill for all at the tone’s variety of performers. The eye-filling blonde’s appearance is matched by a fine voice and a warm, winning smile among the few singers working this room.

**By J. M. HOFFMAN**

Seventh Heaven

Production-wise, this is hand-made, but color is pleasant, and the audience angle it comes pretty close to a front row seat for the action. Maybe it can be corrected, but it will need an attempt to repair its heavy-handed humor and plodding pace. Svelte Gloria De

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Names Make Rapid Strides on TV Webs; Corral Not Full Yet

Arnold, Ernie, Foley, Others Pave Way For More TV From Solid Local Stars

By JUNE BUNDY

Country and western entertainment was a surprisingly slow starter in network TV, but in recent months the door-stuffing set has made rapid strides in the medium. C.W. TV shows have always been strong local programming draws, and this year should see these corral a solid segment of the video market on a network and syndicated film level.

At the same time there is indication of growing acceptance of c.w. stars in TV's pop program market. Arnold, for instance, recently guested on Perry Como's CBS-TV show and Sid Caesar's NBC-TV telecast; while Ernie and Foley pilots a daily daytime seg (catering to both pop and c.w. audiences) over NBC-TV.

Network-wise, Red Foley's "Ozark Jubilee" over ABC-TV is the only live c.w. show aired on a regular basis at this time. However, beginning July 1, "Midwestern Hayride" (the WLW-TV, Cincinnati, show) will be carried on alternate Fridays from 8-8:30 p.m. NBC-TV has also set up a one-shot telecast of "Grand Ole Opry" for Saturday, June 11, from 8-8:30 p.m. The "Opry" will originate from Nashville, Tenn., and there is a strong possibility that the web will pick up the show on a regular basis if the ratings click with viewers.

"Grand Ole Opry" was presented on Kate Smith's former NBC-TV show on alternate occasions, but this will be the first time that the show has been aired from its home base.

"Ozark Jubilee," currently seen on 7 ABC-TV stations, is set up on a participation sponsorship basis. Beginning July 1, the program (currently telecast from 9-10 p.m., on Saturdays) will acquire an extra half hour and be aired from coast to coast through Radio/Record Enterprises, Inc., and originally introduced over KTVF-Springfield, Mo. "Ozark Jubilee" originates from Springfield.

According to an American Research bureau poll, the show draws the largest male audience on TV. In addition to Foley, the talent lineup includes Roy Acuff, Hank Williams, the Foggy River Boys, Grady Martin, Porter Wagoner, Tommy Jackson, Ray Price, Ray Price, Slim Wilson, Marvin Rainwater, Bobby Lord and Bilye Walker. Four of the acts recorded for Decca, three for RCA Victor, two for Columbia and one for DeL.

ABC-TV is no less pleased with ratings results on "Ozark Jubilee" that the web is readying another c.w. show (a country afternoon hour) which will also originate from Springfield on Tuesday nights sometime this summer.

In the film field the most important c.w. series are "Red, Arnold, Time," "Old American Barn Dance" (first released in June, 1971) with Bill Bailey, Tennessee Ernie, Honor and Jerrold, Pee Wee King and the late Hank Williams; "Stars of the Grand Ole Opry," Gene Autry's CTV film series; and "Town and Country," a series of Railroad films produced by WARL, Atlanta, Ga., starring Hoot Gibson, Burt Johnson, Hank Garland and Roy Rogers.

In a move to give the series added appeal to big city pop audiences, the series features both pop and c.w. tunes, with RCA Victor's Betty Johnson brushing a considerable number of the records. The show, which spotlights a musical comedy type plot thread, is generally formulated on the theory that there is no longer a strong dividing line between pop and c.w. material.

Arnold worked about 60 of his two record tunes in the course of the 50 half-hour shows, averaging about 10 tunes including from two to five plus plugs, on each program. In line with this, the series producers, Art Colie, points out that it's easier to build a musical TV film series in the country and western field, since country lyrically is still a potent sales factor in the c.w. record market, thus making it possible for Arnold to sing songs that will still have audience appeal months after the series is actually not on the air.

"Stars of the Grand Ole Opry," produced by Al Capravavy and distributed by Flamingo Films, the half-hour film series features Jimmy, Ray, Webb, Pierce, Ernest Tooh, Carl Smith, Red Bradfield, Moe Moe, Ivan, Carter, Cowboy Copas, Golden Hill, Lewis, and others, and is set on the air, the series (available in both black and white and color) is sold in from 60 to 65 markets, with Philadelphia alone buying it in 40 areas. The series is backed by strong promotional and merchandising material, and many of the stars are available for commercial trips.

"Grand Ole Opry," of course, is also extremely active on the local level over WSM and WSMCT, Nashville, Tenn. Beginning in July, WSM-TV will originate a half-hour local TV "Opry" from the Ryman Auditorium in Nashville during the "Opry's regular Saturday night finale.

Other thriving local c.w. TV shows include Pee Wee King, over WBKY-TV, Chicago; Spade Cooley, who pioneered c.w. video entertainment in Los Angeles; "The Big Jamboree," KBLI-TV, Dallas, Tex. and the aforementioned "Midwestern Hayride," over WLW-TV, Cincinnati. The WLW-TV show features deejay Hugh Clark, Doroa's Mimi Roman, Bud Adams, Bobby Denson, Zechy and Red Turner.

Great Tunes, Stars, Traditions

Great tunes, great artists, great traditions. These are the basic elements which have made possible the vast development of the country and western field during the last 10 years.

These, plus the dedicated efforts of artist and repertoire men, promoters, music publishers—all of whom have played important roles in bringing country music to an ever-growing consumer audience.

It's a far cry from the days of the Weaver Brothers and Elyce, from the days of the tab shows to the present era of modern entertainment media. But the country field has spanned its time and kept with it all the way. From the unpretentious open air park to top radio and TV air time and recordings—as exemplified by Eddy Arnold, Red Foley, Webb Pierce and a host of others—country talent and music has become an integral part of American entertainment. It covers all fields, it is based upon the most solid foundation of its future, therefore, cannot be other than prosperous.

Most of us share this basic faith in country tunes and talent. As in all entertainment fields and categories, a detractor occasionally arises who views the present and future with alarm, who points to a momentary decrease in country record sales as a portent of gloom.

For such we have only short shift. Pop, country, rhythm and blues pass thru momentary cycles which are short-lived and of minor import over the long run. Paraphrasing the words of the late Franklin D. Roosevelt, we have nothing to fear but fear itself.

There's only one thing that can damage the firm edifice—and that is lack of faith. Let us never lose the dedicated faith—the faith in country music—that those in it have always had. This viewpoint is the aseurantee of continued growth.
Fred Rose Named C&W Man Of Year by All-Industry Panel
Victor's Steve Sholes and WSM's Jim Denny Also Honored by Group

The late and beloved Fred Rose, publisher, songwriter and developer of country talent, has been chosen the Country and Western man of the year by a panel composed of leaders in all facets of the c&w field.

The eighteen-member panel, including artist and repertoire men, C&W publishers, etc., voted its choice to RCA Victor country a.d., chief, as run-upper and Jim Denny, head of the WSM Artist Bureau, third. The Billboard, in deciding to create a panel which would an-
tly express the views of the industry in the Year as the country in the field, specifically excluded artists as possi-
ble recipients of the award. The Billboard annually issues a survey

AGENDA SET UP FOR JIMMIE RODGERS FETE

The Third Annual Jimmie Rodgers Memorial Celebration will be the occasion of many events on Friday and Saturday. A dinner to follow the Saturday afternoon (23) the Jimmie Rodgers Barbecue will be sponsored by the Meredith (Miss.) Labor Relations Council. The event will be held at the Highland Park Golf Course and will feature gastronomic treats of some 30,000 people. The tying in with the Rogers celebration, the affairs of the celebration. Rogers was a member of the group.

On the same day, four National Parks will be held at the National Guard Armory, the Officers’ Club, the Hannah Citizen and the Methodist Episcopal Temple. At these events will be played Hank Snow, R. D. Henden, Curtis Condon, Elvis Presley and others.

The main show starts 7 p.m. at the Johnson College Auditorium, beginning until after 11:15 p.m. Dickey Dean, Todd, Sun, Red Sovine, and Marty Robbins will be the featured guests. Vale will be the hosts of the show. The main show starts 7 p.m. at the Johnson College Auditorium, beginning until after 11:15 p.m. Dickey Dean, Todd, Sun, Red Sovine, and Marty Robbins will be the featured guests. Vale will be the hosts of the show.

Country Personalities Had Start In Vaude and Tabloid Fields

Weavers Pioneered Rural Comedy

By BILL SACHS
American's folk and country music is as old as America itself. From the very beginning of American history there have been topics and individuals who traveled the then-populated areas办事处ing and playing the starting tunes at aftermaths, family reunions and other similar gatherings. This geographical location had its own particular type of music, and, therein, it is today, folk singing was an important part of the country music scene. It wasn't until the early 20th century, however, that folk music and music making entered the real realm of commercialization, a major professional scene. Radio alone should be treasured for its part in spreading the folk, country and western folk to its present important role in the show business and music fields.

Even before the advent of radio, however, there came out of the Midwest a trio of folk country performers called the Weaver Brothers and Enos. One of the earliest moments on their trip was to perform with great Leon and Leon Weaver, who were a better outstanding country artists of Abner and Cisco.

The group's "sister" Enos, who in reality was named June. She wasn't ac-
ually a sister, however. For a time she was married to one of the brothers, later divorcing him to marry the other. The switch in which the group was accomplished in a complete harmony and without friction.

Stevie Sholes has seen dozens of country artists build into strong forces of the country music industry. And many of these artists are quick to credit a large part of their success to Sholes' careful guidance.

Fred Rose in 1934 Rose went to Nashville where he started "Freddie Rose Song Shop" over WSM. In 1942, Rose and Roy Acuff established their publishing enterprise and the latter later launched such hits as "Home in San Antonio," "Farewell Ballad," "This and That." and "I'll Rep My Harvest Field." The group was signed on the pen name of Floyd Jenkins where a hit included "Cane Lipa" and "Mississippi Hill." Fred Rose, of course, was widely known and respected in the pop as well as the country field. His hits tend to be associated with the latter country music, he is, pure Americans.

Until it is with great satisfaction that the Billboard published the result of the 1938 balloting by the panel of Fred Rose, head of Acuff-Rose Publications and a leader in the c&w field for many years prior to his death on December 3 at Nash-

It is with great satisfaction that the Billboard published the result of the 1938 balloting by the panel of Fred Rose, head of Acuff-Rose Publications and a leader in the c&w field for many years prior to his death on December 3 at NASH-

The Billboard annually issues a survey of country music. When his career ended, his accomplish-
ments were real and valid. He developed songwriters, wrote closely with artists—among them the late Hank Williams—and raised a few, publishing to a high level. His wisdom and sincerity were unparalleled.

Rose was born in 1897 in Evansville, Ind., and at an early age was singing and playing piano in St. Louis. He went to Chicago in 1915 and quickly gained promi-
nence as a radio and recording artist and songwriter. Rose also briefly followed a sideline in that era. California was Rose's next stop, and here he worked with Gene Autry. "The Honest With Me" was one of Rose's hits of the period.

Jim Denny

In this writer's opinion, Margaret Lillie was one of the most accomplished performers ever to play the mapsles. Hall Chesters and Margaret Lillie (George) (Mary Lu) were for many years the most popular act in the country. Margaret Lillie was a great between the love songs and music who had been successful with the song "Melody Lillie," better known as the band Lillie singer throughout the country everywhere. She then started on the music field and was an execu-
tive of the London-based movie business.

Margaret Lillie was among the first bebop to appear on the music field. In 1955, Margaret Lillie was one of the most accomplished performers ever to play the mapsles. Hall Chesters and Margaret Lillie (George) (Mary Lu) were for many years the most popular act in the country. Margaret Lillie was a great between the love songs and music who had been successful with the song "Melody Lillie," better known as the band Lillie singer throughout the country everywhere. She then started on the music field and was an execu-
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For many years back, Hank Williams was a regular field and was an execu-
tive of the London-based movie business. It was many years back, Hank Williams was a regular field and was an execu-
tive of the London-based movie business.

John Weavers

It was tradition that the country singer was George Hall died and Miss Lillie died on Lake Talapoosa, Missouri, where she operated a small town hotel. The Weavers that they would continue to appear on the music field and was an execu-
tive of the London-based movie business. It was many years back, Hank Williams was a regular field and was an execu-
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EPAT/EP-4073 (45 rpm) and 33 1/3 rpm

JIMMIE RODGERS MEMORIAL ALBUM (Volume 1)

Blue Yodel (#) For Texas; Away Out on the Mountain; Frankie and Johnny; The Honeymoon Blues; My Old Pal; Desert Rose; I'm Sorry We Met; Blue Yodel 10 (Evening Blues)

EPAT/EP-4109 (45 rpm) LPT 5037 (33 1/3 rpm)

JIMMIE RODGERS MEMORIAL ALBUM (Volume 2)

My Carolina Sunshine Girl; Sleep, Baby, Sleep; Blue Yodel #8; Turn Away My Lonely Heart; Never No Me' Blues; Daddy and Home; Waiting for a Train; Blue Yodel 24

EPAT/EP-4109 (45 rpm) LPT 5036 (33 1/3 rpm)

JIMMIE RODGERS MEMORIAL ALBUM (Volume 3)

Devil Jacken South by the Sea; Blue Yodel #6; Pistol Packin' Papa; Jimmie's Mean Mama Blues; You and My Old Guitar; Prairie Lullaby; Old Pal of My Heart; My Little Lady

EPAT/EP-4110 (45 rpm) LPT 5039 (33 1/3 rpm)
Best Selling Country & Western Records — 1946-1954

1946

1. New Spanish Two Step  Bob Wills—Columbia
2. Guitar Folk  Al Dexter—Columbia
3. Divorce Me C.O.D.  Ernest Travis—Capitol
4. Balmy Bob  Bob Wills—Columbia
5. Cisco City Sue  Zeke Mannes—RCA Victor
6. Wipe, Women and Song  Al Dexter—Columbia
7. Someone You'll Want Me to Want You  Elgie Britt—RCA Victor
8. Cincinnati Lou  Merle Travis—Capitol
9. Cisco City Sue  Honky Hot Shots—Decca
10. That's How Much I Love You  Eddy Arnold—RCA Victor
11. Cisco City Sue  Kansas Traveler—National
12. Honey, Do You Think It's Wrong?  Al Dexter—Columbia
13. I Wish I Had Never Met Sunshine  Gene Astey—Columbia
14. Detour  Spade Cooley—Columbia
15. No Vacancy  Merle Travis—Capitol
16. Drivin' Nails in My Coffin  Floyd Tillman—Columbia
17. Have I Told You Lately That I Love You?  Gene Astey—Columbia
18. Rainbows at Midnight  Ernest Tubb—Decca
19. You Can't Break My Heart  Spade Cooley—Columbia
20. Fibonacci Baby  Ernest Tubb—Decca

1947

1. Smoke, Smoke, Smoke (That Cigarette)  Tex Williams—Capitol
2. A Man in Erie  Eddy Arnold—RCA Victor
3. So Round, So Firm, So Fully Packed  Ernest Travis—Capitol
5. I'll Hold You in My Heart  Eddy Arnold—RCA Victor
7. New Jolie Blonde  Bob Wills—Decca
8. Rainbows at Midnight  Ernest Tubb—Decca
9. New Pretty Blonde  Moore Midline—King
10. Divine Man  C.O.D.  Merle Travis—Capitol
11. Sugar Moon  Bob Wills—Columbia
12. My Berries  Eddy Arnold—RCA Victor
13. Filipina Baby  Ernest Tubb—Decca
14. That's What I Like About the West  Tex Williams—Capitol
15. Jole Blon  Ray Acuff—Columbia
16. Down at the Railroad Joe  Al Dexter—Columbia
17. Fannin' Feet Fine  Dorothy Day—Columbia
18. Never Trust a Woman  Red Foley—Decca

1948

1. Bouquet of Roses  Eddy Arnold—RCA Victor
2. Anytime  Eddy Arnold—RCA Victor
3. Just a Little Lovin'  Eddy Arnold—RCA Victor
4. Tennessee Baby  Eddy Arnold—RCA Victor
5. One Has My Name  Jimmy Wakely—Capitol
6. Humpity Dumpy Heart  Eddy Arnold—RCA Victor
7. Life Gets Too Joe-Don't It  Carson Robison—M-G-M
8. Sweeter than the Flowers  Moon Mullican—King
9. Doctor of Cards  T. Texas Tyler—Four Star
10. My Daddy's Only a Picture  Eddy Arnold—RCA Victor
11. Tennessee Waltz  Pee Wee King—RCA Victor
12. Suggestion  Tex Williams—Capitol
13. Tennessee Saturday Night  Red Foley—Decca
14. Tennessee Waltz  Cowboy Caper—King
15. I Love You So Much It Hurts  Jimmy Wakely—Capitol
16. Louisiana Blues  Ernest Tubb—Decca
17. I'll Hold You in My Heart  Eddy Arnold—RCA Victor
18. A Heart Full of Love  Eddy Arnold—RCA Victor
19. Forever is Eternity  Ernest Tubb—Decca
20. Blue Shadows on the Trail  Roy Rogers, Sons of the Pioneers—RCA Victor

1949

1. Love Boat Blues  Hank Williams—M-C-M
2. Don't Rob Another Man's Castle  Eddy Arnold—RCA Victor
3. I'm Throwing Rice  Eddy Arnold—RCA Victor
4. Singing Around  Margaret Whiting and Jimmy Wakely—Capitol
5. Wedding Bell  Hank Williams—M-C-M
6. Candy Kisses  George Morgan—Columbia
7. Why Don't You Hold Off?  Wayne King—King
8. Bouquet of Roses  Eddy Arnold—RCA Victor
9. I Love You So Much It Hurts  Jimmy Wakely—Capitol
10. Tennessee Saturday Night  Red Foley—Decca
11. The Echo of Your Footsteps  Eddy Arnold—RCA Victor
12. One Heart Bust  Jimmy Wakely—Capitol

1950

1. I'm Movin' On  Hank Snow—RCA Victor
2. Chattanooga Shoe-Shine Boy  Red Foley—Decca
3. I'll Ride Ship Alone  Moon Mullican—King
4. Why Don't You Love Me?  Hank Williams—M-C-M
5. Long Gone Lonesome Blues  Hank Williams—M-G-M
6. Goodnight, Irene  Red Foley—Evelyn Tubb—Decca
7. Cripple Buggin' Baby  Eddy Arnold—RCA Victor
8. Remember Me I'm the One  Stuart Hamblen—Columbia
10. Lovelock II  Eddy Arnold—RCA Victor
11. Mississippi Break  Red Foley—Decca
12. Throw Your Love My Way  Ernest Tubb—Decca
13. I Love You Because  Ernest Tubb—Decca
14. Cincinnati Dancing Pig  Red Foley—Decca
15. I'll Never Be Free  Tennessee Ernie-Fay-Kay Starr—Capitol
16. Let's Go to Church  Margaret Whiting and Jimmy Wakely—Capitol
17. Only One Broken Heart  Eddy Arnold—RCA Victor
18. Angel With the Dirty Face  Eddy Arnold—RCA Victor
20. Stepping Around  Margaret Whiting and Jimmy Wakely—Capitol

1951

1. Cold, Cold Heart  Hank Williams—M-C-M
2. I Want to Be With You Always  LeRoy Frizzell—Columbia
3. Three Late  LeRoy Frizzell—Columbia
4. Rambama Boogie  Hank Snow—RCA Victor
5. I Wanna Play House With You  Eddy Arnold—RCA Victor
6. There's Been a Change in Me  LeRoy Frizzell—RCA Victor
7. Shotgun  Tennessee Ernie—Capitol
8. Hey, Good Lookin'  Hank Williams—M-C-M
9. Moon and Dad's Waltz  LeRoy Frizzell—Columbia
10. Golden Rule  Hank Snow—RCA Victor
11. I'm Movin' On  Hank Snow—RCA Victor
12. Kentucky Waltz  Eddy Arnold—RCA Victor
13. Slow Poke  Pee Wee King—RCA Victor
14. Let's Live a Little  Carl Smith—Columbia
15. I Love You a Thousand Ways  LeRoy Frizzell—Columbia
16. Pottery Love  Johnnie and Jack—RCA Victor
17. Down the Trail of Aching Hearts  Hank Snow—RCA Victor
18. Bluebird Island  Hank Snow—RCA Victor
19. Peace in the Valley  Red Foley—Decca
20. Mister Moon  Carl Smith—Columbia

1952

1. Wild Side of Life  Hank Thompson—Capitol
2. Let Old Mother Nature Have Her Way  Carl Smith—Columbia
3. Jambalaya  Hank Williams—M-G-M
4. It Wasn't God Who Made Hank Hank  Kitty Wells—Decca
5. Slow Poke  Pee Wee King—RCA Victor
6. Indian Love Call  Slim Whitman—Imperial
7. Wonderin'  Webb Pierce—Decca
8. Don't Just Stand There  Carl Smith—Columbia
9. Almost  George Morgan—Columbia
11. Half as Much  Hank Williams—M-G-M
12. Easy on the Eyes  Eddy Arnold—RCA Victor
14. Are You Teasing Me  Carl Smith—Columbia
15. Full Time Job  Eddy Arnold—RCA Victor
16. Missing in Action  Ernest Tubb—Decca
17. Waiting in the Lobby of Your Heart  Hank Thompson—Capitol
18. Too Old to Call the Mustard  Red Foley—Evelyn Tubb—Decca
19. Don't Stay Away  LeRoy Frizzell—Columbia
20. That Heart Belongs to Me  Webb Pierce—Decca

1953

1. Kaw-Liga  Hank Williams—M-G-M
2. Your Cheatin' Heart  Hank Williams—M-G-M
3. No Help Wanted  Carl Smith—Columbia
4. Dear John Letter  Joan Spear—Capitol
5. Hey, Joe  Carl Smith—Columbia
6. Mexican Joe  Jim Reeves—Abbott
7. I Forgot More Than You'll Ever Know  David Seibert—RCA Victor
8. It's Been So Long  Webb Pierce—Decca
9. Take These Chains From My Heart  Hank Williams—M-G-M
10. Faul Geith as I  Hank Snow—RCA Victor
11. Eddy's Song  Eddy Arnold—RCA Victor
12. Last Waltz  Webb Pierce—Decca
14. I'll Never Get Out of This World Alive  Hank Williams—M-G-M
15. Bumming Around  T. Texas Tyler—Decca
16. That Hound Dog in the Window  Homer & Jethro—RCA Victor
17. Cupid in the Chapel  Rex Allen—Decca
18. Jambalaya  Hank Williams—M-G-M
19. Death of Hank  Jack Carothers—King

1954

1. I Don't Hurt Anymore  Hank Snow—RCA Victor
2. One by One  Kitty Wells and Red Foley—Decca
3. Slowly  Webb Pierce—Decca
4. Even Then  Webb Pierce—Decca
5. I Can't Stand the Thought to Know Eddy Arnold—RCA Victor
7. You Better Not Do That  Webb Pierce—Capitol
8. There Stands the Glass  Webb Pierce—Decca
9. Rose Marie  Slim Whitman—Imperial
10. I'll Be There  Ray Price—Columbia
11. Bimbo  Jim Reeves—Abbott
12. This Is the Thrill of It  Eddy Arnold—RCA Victor
13. This Ole House  Stuart Hamblen—RCA Victor
14. Sparkling Brown Eyes  Webb Pierce—Decca
15. Looking Back to See  Golzie Hill and Justin Tubb—Decca
16. Secret Love  Slim Whitman—Imperial
17. Back Up, Buddy  Carl Smith—Columbia
18. Wake Up, Israel  Hank Thompson—Capitol
19. Release Me  Ray Price—Columbia
20. Goodnight, Sweetheart, Goodnight  Johnnie and Jack—RCA Victor
MAY 21, 1955

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"Guilty"

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THE SOUTHWEST'S BIGGEST, OLDEST, BOLDEST & BEST COUNTRY MUSIC SHOW!
Western Music Has Its Individual Brand

By JOEL FRIEDMAN

Despite the fact that Western music is accorded its fair share of popularity and profit in the overall realm of the music-record industry, there exists a fine line dividing Western music from the generally accepted c&w. music category.

The division may be a questionable issue in some quarters; it is a fine line. To be sure, the differences may be slight, with the degree of differences depending largely upon location.

Curiously enough, both country and Western performers were the same type of artist and to a great degree work the same types of locations. Similarity ends there, for in the basic construction of songs, the meaning intended in Western tunes and the manner in which Western music is played there exists a vast difference from the music of the country-counterparts.

The contrast between the two forms of music basically lies in a geographical division more than anything else. Western writers and Western performers have for many years written and sung about things they have been closely identified with, i.e., the land.

Fabor Robinson, president of Fabor Records, points out that Western songs can best be described as those that specifically deal with the West. A song that talks about the West and the things cowboys do is the only true mark identifying a Western song, says Robinson. With respect to instrumentation, Robinson believes that both the country and Western fields are far too similar these days to warrant any separation.

Western bands traditionally

Packages Due for Big Growth in C&W Field

While the volume of packaged records sold in the country and Western field is still too small to figure prominently in industry breakdown statistics, there are definite signs that this phase of the business is in for real growth in the next few years.

In one sense this increased interest in packaged records parallels the trend of the packaged goods man. Manufacturers in the packaged-goods field are attempting to develop a market in this line.

One of the points mentioned frequently by manufacturers in the packaged-goods industry is the novelty as a natural, and that an EP, which gives the buyer four tunes for $1.49 or less, is winning a lot of buyers who might give the country field a chance to interest them. And it is in the area of EP's where the strongest packaging lies.

The country field has been made to date. There are few cowboys active in the country fields who now do not use occasional EP's for the mail order.
The Label with the Greatest Names in the Country and Western Field...

REX ALLEN • LEE BONDS • SPADE COOLEY • JIMMIE DAVIS • ARLIE DUFF • JIM EANES • FOGGY RIVER BOYS • RED FOLEY • WALLY FOWLER • ARTIE GLENN • BILLY GRAY • GOLDIE HILL • SALTY HOLMES • ADOLPH HOFNER • AUTRY INMAN • WANDA JACKSON • GRADY MARTIN • BILL MONROE • LEON PAYNE • HANK PENNY • WEBB PIERCE • VAUGHN HORTON'S PINETOPPERS • TED RAINS • MIMI ROMAN • JIMMIE SKINNER • MONTANA SLIM • RED SOVINE • SUE THOMPSON • MITCHELL TOROK • ERNEST TUBB • JUSTIN TUBB • CHARLIE WALKER • KITTY WELLS • TABBY WEST • WILBURN BROS. • BOB WILLS • THE WILSONS
STRENGTH OF FAITH

With Fans, Sacred Music Is Just That

No matter which way you look at it, the country music business is quite a market. Sacred music really is sacred to the country artist and to his audience. There probably is no stronger tie between artist and his public than that which binds the singer of sacred music to his audience. That strong tie is evidenced by the fact that sacred music has been selling on a steady increase for the last several years, and indications point to an even stronger sales record in the future.

There is also the way of tangible evidence which tends to indicate when, if ever, sacred music was ever separated from country music as such. There are some who claim there is a definite split, and there are others who claim that it's all the same.

The latter lay their belief to the fact that the country artist stops singing the songs of the people. These songs are said to be the voice of the people, and, as such, religion must play an important part. This is claimed to be especially true of today's people who, because of its international unrest, have turned more toward religion than ever before.

Healthy Shoe

According to industry sources, the sacred area of the country music field accounts for a substantial percentage of the total volume in sales. Artists and record men point out that almost every artist in the country field has an album in that area, or, at least, a sacred record. And they respond to all age groups and tastes and areas. The same people who buy pop, easy, classic, etc., are among those who buy sacred records.

Also, all areas of the country population request sacred records. So, no one area which shows a strong trend to sacred records is the Northwest. In Canada's Northwest, there is also a good market, which is growing larger as time goes on.

Surveyors indicate that sacred records, for the most part, are more likely to become standards among their audience. As such, these records will sell heavily at retail shelves. There is a definite demand, even in the turn of the season, for more than most fields of music.

Randy Blake, a Chicago disk jockey who has been specializing in country music on WJIO for over 30 years, claims that the sacred field has increased threefold in just the last five years. Blake is also the head of Stewart Sales Company, Inc., a mail-order house for C&W records. According to Blake, the country artist specializing in sacred music is not as far off as one-half of his request mail and over 40 per cent of the volume of his mail-order record business.

As a sponsor of the 3rd Annual Jimmie Rodgers Memorial Celebration, we of the Louisiana Hayride in Shreveport extend a cordial Welcome to all.

SLIM WHITMAN—Imperial
JIM REEVES—Victor
ELVIS PRESLEY—Sun
JIMMY NEWMAN—Dot
JOHNNY HORTON—Mercury
BILLY WALKER—Columbia
TIBBY EDWARDS—Mercury
J. E. & MAXINE BROWN—Fabor
BETTY AMOS—Mercury
JACK FORD—Chess
JEANETTE HICKS—Columbia
HOOT & CURLEY—Starday
BUDDY ATTAWAY—Imperial
DAVID HOUSTON—Imperial
JIMMY & JOHNNY—Chess
FLOYD CRAMER—MGM
JIMMY DAY—Abbott

For information regarding Hayride artists, contact—

Louisiana Hayride
Att: HORACE LOGAN—KWKH—P. O. Box 1387—PL 2-8711—Shreveport, Louisiana
Juke Box, C.W. Industries Make Up Success Combine

**By Bob Dietmeier**

Country and western music and the nation's juke box operators form a partnership—one of the biggest and most successful in the music record business.

Of the 60,000,000 records purchased by the country's 7,500 operators every year, almost one-quarter or 15,000,000 are country and western tunes. But there is a wide spread in the number of sales of discs programmed by these music operators. It ranges from as low as 5 per cent in some urban areas to between 20 and 50 per cent in many rural areas.

The real backbone, then, of this c.w.o.-operator partnership is the operators in the latter category, and their success provides the key to the questions of just how successful and just how big the partnership is.

A good example of their success is Jimmie Garrett, of Longview, Tex., a tall, slender, diphtheria,Texas, who at 46 looks back on 20 years as a juke box operator. Garrett owns and heads Jimmie's Music Company in Longview, headquarters of his retail record store and vast operations for his 125-machine juke box empire which spreads over a 50-mile radius.

Jimmie Garrett and country and western music, which is synonymous in and around Longview, is a town which boasts a population of 7,500. Names like Wills, Pierce, Hank Snow, Hank Williams, Red Foley and Jim Reeves sold all Garrett's soft draw as easily and as familiarly to one speaks of close friends.

He knows the styles of the c.w.o. record artist, their mannerisms and the hits they've had. And he knows which go best in his locations, too. That aside from his own deep personal feeling for country music and the artists responsible for it, c.w.o. music is a business for Garrett—a big business.

Over 50 per cent of the music he programs on his 125 phonographs—all 100 selection machines playing 45 r.p.m. discs—country and western music. To keep the times on his machines up-to-the-minute, Garrett puts an average of six new records on each machine each week, buying an average of 750 records weekly.

Fifty of Garrett's machines are located in tavern locations where dancing is permitted. 25 are in rhythm and blues spots and 50 in restaurants and all-nighters. About 30 per cent of his programming is rhythm and blues tunes. Twenty per cent consists of pop. His most profitable locations are tavern spots where he programs country music almost exclusively. These locations have been on dope play since 1946.

Every Tuesday Garrett goes to Dallas, making the rounds of record distributors, listening to new tunes, checking local paper information closely, such as, The Billboard's "Best Buys," and finally buying. He believes in putting new discs on his machines as early as possible in order to realize maximum coinage. He watches his play meters closely, believes in pulling a detecting hit tune for a rising new one.

He has no set formula for programming. A tune may stay on one of his machines as long as six months, or as short as several weeks. He often relies on his own personal judgment in determining what artists to buy on what tunes, and always buys enough of a new tune for all machines in his territory where he thinks it will go well. He figures that he can make money with his phonographs if he can have a hit-selling average of just 500. (Actually he runs around 600—which is enough to beat in any league.)

**DJ's Role**

Garrett appreciates the role of the disk jockey in building records. He supplies two radio stations, WACO in Waco, Texas, and KUTI in Longview) with records in return for advertising his retail record sales.

(Continued on page 28)
THE BLACKWOOD BROTHERS QUARTET
in action

There is plenty of action on the stage when the Blackwood Brothers sing. Here they are shown singing "Church Twice on Sunday," their latest RCA Victor Recording.

On Monday night, June 14, 1954, the Blackwood Brothers were the winners on the Godfrey Talent Scout Show (CBS TV and radio networks). Here you see them singing "The Man Upstairs," the song they used on the Godfrey Show and their biggest seller on RCA.

On the encore of "The Man Upstairs" even the pianist, Jackie, gets into the act and takes the lead on a chorus.

J. D., billed as "America's lowest bass," starts down for F below low C. When he hits it, the crowd really brings the house down with applause...

... in fact, it completely knocks Jackie out.

★ Over a half million people attended their personal appearances in 1954.
★ Known for twenty years as America's Number 1 Gospel Quartet.
★ On RCA Victor Records and World Broadcasting System Transcription Service.
★ On twenty-six-station network for Dixie Lily Flour.
★ Available for television, radio and personal appearances.
★ For a brochure giving the complete "Blackwood Brothers Story," call, wire or write

JAMES BLACKWOOD, Manager
BLACKWOOD BROTHERS QUARTET
186 Jefferson Avenue, Memphis, Tennessee Phone 8-1477 or 5-7496

Jobbers and Dealers, Write for Free Catalog of All Blackwood Brothers Records, Sheet Music and Song Books.
Bill Railey's Store Digs Country Beat and Really Beats the Country

"Country and western is my business, and I love it." That statement by itself goes a long way toward explaining the successful retail operation of Richmond's (Va.) leading c&w store, Railey's Appliance Center. Owner Bill Railey is the exact opposite of the all-too-common present-day retailer who out of plain lack of interest has let the once-scion country business dwindle.

When c&w music was the fad a couple years back, nearly every one was a hot c&w dealer, but today many of these dealers have revealed themselves as riders of fads, and they have neglected c&w, in favor of rhythm and blues, or whatever the fad happens to be. C&w fans, according to Railey, are "the most loyal in the world. They stick with their favorite artist and collect every record every made by each one. What they expect of the dealer is friendliness, information and a complete repertoire of disks by the top stars.

Dealer's job

The dealer must build a reputation for having the disks people want. He also should serve as a listening post and information service in the field of country music facts about country artists. Railey himself makes it a point to attend all big national c&w functions—commercials, conventions, etc.—in order to be able to come up with the answers.

The basic of a business man like Railey's is a constantly activated supplied market. Railey is in the unflaggingly stirring up interest in c&w artists and music. He has a successful promoter, making a half dozen "Grand Ole Opry" shows every year in his territory, bringing the big name stars and exposing them to the local citizenry.

He has a strong relationship with Richmond Station WXGL, which plays c&w from sun-up to sun-down. Besides buying time on the station for his TV and appliance sales, Railey uses all of his co-op ad money from record companies on radio plugs, specifically on WXGL.

There is no one-stop in Richmond, but Railey provides a virtual one-stop service to operators with the idea of exposing more c&w was on local boxes. At 10 cents per disk over cost, he isn't making much profit, since most of that overrun is eaten up by the postage and phone calls required to bring a record into his store. However, the operator service also builds up his personal privilege to the point where he is able to keep a clean, solvent stock.

When ordering new records, Railey buys two 78s and one 45 on every new release on an established label. This, incidentally, is in the ratio of 78s to 45s that prevails in his market. On hearing every ad, Railey decides which disks he thinks stand a good chance and orders enough to cover himself if any should break fast. He then huddles with WXGL announcer to compare notes, and they put the new disks to the test. Once they're exposed, "we let the public judge." Station and store report back and forth on the reaction.

Great Lengths

If a record looks good to Railey, he won't spare the expense to get it in stock. It's not uncommon for him to call California to get 50 or 100 records. But, by the same token, if it's not uncommon for people to travel for sales because they know for sure they can get the record they want on Railey's. Entering Railey's shop, one finds it set up for what is mainly a self-service operation. There are no listening booths, just one turntable on the counter operated by one of the several clerks. If a customer wants to identify a record, usually about eight bars are played. The three top records by each of the top artists, such as Hank Snow, are.

Continued on page 28

C&W Record Label

QUEEN
Box 1095
Snyder, Tex.

BACA VICTOR
830 Fifth Avenue
New York

RED BIRD
Lincoln Way, East
Fort Wayne, Ind.

REPUBLIC
Route 1, Box 148
Cedar, Calif.

REPUBLIC
714 Allis
Didsel, I11.

RCA
one of R & B Productions
157 Market Street
Perth Amboy, N. J.

ROCKY MOUNTAIN
330 East Buccaneer Street
Colorado Springs, Colo.

RCA
Box 2581, DeSoto Station
Memphis

RCA
Box 49
Chico, Tex.

RURAL RHYTHM
F. O. Box 521
Kodiak, Alaska

SAGE & SAND
5661 I. D. Hollywood Boulevard
Hollywood

SHEPHERD
3131 Bulington Bute, Mont.

SHO-MER
2510 Holme
Kansas City, Mo.

SIMS
2300 Danny Avenue
Min Valley, Cali.

SKEARL
1301 North Mansfield Avenue
Hollywood

SLATE
973 Broad Street
Newark, N. J.

STARLADY
Box 1080
Bonmonton, Tex.

TNT
700 Union Avenue
Memphis

TREPU
Route 3, Runasee Road
La Grange, Ga.

TRUMPET
1550 North Field Jackson, Miss.

VALIET
Box 1063
Nashville

WESTERN JUBILEE
700 E. Garfield
Phoenix, Ariz.

WESTPORT
1614 Washington Street
Kansas City, Mo.

WEARY
155 East 24th Street
New York

Written and Recorded on Capitol by WERLY

"BABY, HE'S A WOLF"

"LOVE SPELLED BACKWARDS IS EOL"

"NOTHIN' BUT LOVIN'"

"I FEEL LIKE CRYIN'"

"COLD WEARY WORLD"

"SPIEFUL HEART"

CAPITOL #2963

AND NOW...

CAPITOL #3101

WERLY FAIRBURN

"Thanks So Much"

To Radio—All D.J.'s—Record Librarians—Program Directors

To Juke Box Operators—Record Buyers and Route Men

To Retail Stores—All Record Dept. Managers—Buyers—Sales Personnel

To All Personnel of Capitol Records—Branches & Distributors

To Mel Mallory—Mallory Music Publications, New Orleans, La.

KEITH RUSH

PERSONAL MANAGEMENT:

2709 General Pershing St.
New Orleans, Louisiana

Phone CH 4077
These Grand Ole Opry Stars....

Carl Smith  Minnie Pearl  Jimmy Dickens  Roy Acuff  Ray Price  George Morgan  Hank Snow
Cowboy Copas  The Wilburn Brothers  The Carlisles  Carter Sisters and Mother Maybelle  Ernest Tubb  Lonzo and Oscar
Duke of Paducah  Red Sovine  Grandpa Jones  Kitty Wells  Lew Childre  Bill Monroe
Johnny and Jack  Marty Robbins  Martha Carson  The Louvin Brothers  Faron Young  Flatt and Scruggs
The Jordanaires  Webb Pierce  Rod Brasfield  Justin Tubb
Goldie Hill

Broke Roadshow Records in 1954!

WSM's Grand Ole Opry talent groups logged more than 3,000,000 miles for personal appearance tours. (An individual mileage figure would total approximately six times as much.) They put on 2,554 shows (spotted on above map) for 7,662,000 country music fans. (And between shows they sold more than half of all the country music records sold in 1954.)

That's proof by performance that Opry Stars can be crowd-pullers and money-makers for you.

WSM
Artists' Service Bureau
Jim Denny, Manager
Nashville, Tennessee

Copyrighted Plated
THE RENAISSANCE OF AMERICA'S NATIONAL INSTRUMENT

THE 5 STRING BANJO

Records featuring Bogie, Fogtime, Jazz and Popular music played on the melodious 5 String Banjo, the REAL banjo. This is the instrument that was invented by Joel Walker Sweeney, an American of Irish extraction, in the year 1821 at Appomattox, Virginia.

The 5 String Banjo is to America what the Saxophone is to France, the Guitar to Spain and the Mandolin to Italy. It is American in its purest form. Americans are indeed fortunate in obtaining the last few artists of our national Instrument, those who play it as it should be played . . . the great finger stylists—Frank Bradley, Alexander Magen, Fred Bacon (a re-recording) and Ted Shawnay, a five string plectrum banjoist. All are members of the AMERICAN BANJO FRATERNITY.

You'll hear such tunes as Southern Coffee Klatch, Canadian Capers, Dance of the Hours, Down Home Rag and other Banjoistic melodies.

45 Extended Play—33 Long Playing These recordings are a "must" for those who collect records, as the last art of real banjo playing will be something of the past in a very short time.

DISTRIBUTORS—Some territories open. Write or wire.

AMERICANA RECORDING CO.

P. O. Box 156
New Hartford, New York

In recent months record companies have observed sharper increase of interest in country disks that are strictly instrumental. Generally, the public has taken to guitar recordings, whether classical, popular or c.d.w., and what better training ground is there for guitar virtuosity than in the c.d.w. idiom? After all, there's hardly a singer in the field who can't afford at least his own accompaniment on the six-string box. It's a virtual necessity, even if just to permit the artist to strike a relaxed pose. Some of the country's top guitarists have found a new audience among pop buyers who like the instrument. Some have found that they can cut pop hit tunes in their usual swing, down-home style and make them acceptable to all markets. Such recordings have, in fact, reached the stage where our men may determine a definite trend.

Other Instruments

Of the other instruments utilized in the field, only harmonica, piano and fiddle have achieved important solo stature, and of these, only piano has fairly universal popularity. Del Wood and John Maddox sell in c.d.w. markets and also in pop. Fiddle solos haven't been exploited recently outside of square dance usage, but the harmonica is becoming a fairly familiar sound. Sally Holmes has had some strong solos on that instrument. Back to guitar, however. Certain of the c.d.w. guitarists have become big album sellers in a field where albums don't usually originate for more than a small share of the volume. Clint Atkins has a long standard seller in his RCA Victor package, "Stringin' Along," and recently he did very well with cover versions of eight pop hits in a set called "Parlin the Hits." A number of these solos, and especially "High Rocks' Swing," are used consistently as theme records by c.d.w. designers.

Sandy Stewart

On the same label, the high-riding vocalist Hank Snow occasionally favors his fans with a guitar demonstration. About six months ago the disk industry issued a Snow guitar EP called "Country Guitar" which was followed by several others, and the last certainly not a class with his C.D.W. releases. Clint Atkins and Al甦 are represented in a short sixer pack of "Whiskey and the Old Spinning Wheel".

A survey reports highly satisfactory sales on guitar disks by Lloyd Ellis, and also some year-in, year-out releases by Jerry Byrd. Ellis, like a comparative newcomer, has a fast following. The current single of "Sweet and Lovely" is following the pattern, selling both pop and c.d.w.

One of the top sellers in the country guitar package field is Capitol's "Two Guitars—Country Style" as played by Speedy West and Jimmy Bryant. This is a result of a real swing style. Capitol is also handling Joe Maphis and Hank Thompson turn out band instruments with some regularity, and many of these are pop hits or standards tailored to c.d.w. tastes, Arthur Smith.

There are many others, of course, and among the most important would be Arthur (Guitar) Smith, who received to fame in the early 80's years with the basis of his "Guitar Boogie," and who now is back stronger than ever with his instrumental wailing for M.G.M.

At Decca, the instrumental emphasis is on the banjo rather than on solos. The roster there boasts these albums done by Bob Wills, Tex Williams, Grady Martin, Spade Cooley, Billy Gray and Adolph Eskoer. Obviously, there is a trend towards specialization here. While these bands have yet to produce a real hit, they sell in steadily, profitable quantities. In fact, they've been represented by singles only. Many of the imprints have cut pop covers, and one of the biggest—a real standard seller here—has been Martin's "Bear Barrel Polka."

At Columbia there's that ever popular banjo duet of Lester Flatt and Earl Scruggs. These lads, too, make some recovery for the label, but they haven't produced a real smash. The label also has a comparatively new guitar virtuoso in Herb Remington, whose disks are picking up new strength with each issue. And Columbia's play in the country-pop dance field is the orchestra of Lonnie McAuliffe, a consistent money maker with special territorial strength.

A steady basis for country instrumental sales is the essential "danceability" of all performances, the swing beat is the universal factor, and with proper exposure a disk could break such platters effectively in the pop markets.

Bill Bailey's Store

(Continued from page 28)

Eddy Arnold, Lefty Frizzell, Johnny and Jack, etc., are displayed on the counter. Every available section by every top artist is carried in stock, and these are backed in an up-to-the-minute book which is handed to the customer, enabling him to make his selection.

About 50 per cent of all records sold are those three years old. Bailey bought the store four years ago and claims that it took him six months to find out why his predecessor went broke. After that, Bailey became a c.d.w. specialist, and currently his disk business runs at an $55,000 annual take.

Instrumental Records Enjoy Sharp Increase
**Sterling Sherwin Songs**

No roast—A host of the most from the coast

Published by the Top Publishers of the World!

"COLLIER'S WEEKLY" SAYS:

"Sherwin is probably the world's most prolific composer of cowboy songs... One British album sold 100,000 copies in England and Australia in weeks... Grand entertainment!" (Dean Jennings)

"HOofs & HOrns" (Ariz.) SAYS:

"The publishers say it is the best must they have found for their songs. Seem a part of the Old West. Great entertainment!" (Evelyn Perkins)

---

**C&W SONGS**

*"When the Arkansas Express Raced Old Black Bess"*
*"Blow the Whistle—Ring the Bell!"*
*"Make Me a Cowboy Again for a Day!"*
*"MAKE A MISTAKE"*
*"A Long, Long Linger- ing Look"*
*"A Chinatown Ballad"*
*"A Missouri Cyclone"*
*"Hangtown Gall"*
*"Sung in the Saddle"*
*"Kiss Me or a Mustang"*
*"Chop My Pony"*
*"Whisky Bill"*
*"Pinto"*

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**C&W FOLIOS**

*"Sherwin's Saddle Songs"*
*"Songs of the Road & Range"*
*"Bad Man Songs of the Wild West"*
*"I'M SPENDING THE WINTER"*
*"Singin' in the Saddle"*
*"That Western Must-Win"*

---

**Song Spectaculars!**

---

**Harmony House Sterling Sherwin Exclusives**

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**STERLING SHERWIN**

MANAGEMENT OF HARMONY HOUSE OF SAN FRANCISCO

EXECUTIVE ADDRESS: BOX 339, MILL VALLEY, CALIF.

"HAPPY" FROLIX

GENERAL MANAGER

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Copyrighted Material
The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

**Best Sellers in Stores**

For survey week ending May 11

Records are ranked in order at their current national selling importance at the retail level, as gauged by the retail music survey conducted weekly by The Billboard. This national survey is based on a high volume of sales to country and western record dealers. When significant sales occur in any territory, they are noted in this chart.

1. **19TH MILLION SONG (BMI)**—E. Arnold
   - Sold more copies than any other song.

2. **WHOOP YO' MIND (ASCAP)**
   - Product of the E. Arnold. Arnold also wrote the words and music.

3. **CROSS COUNTRY (ASCAP)**
   - Song by C. Smith and J. Patton.

4. **MIGHTY MIGHTY (ASCAP)**
   - Written by D. Smith.

5. **THE STARSHIP (ASCAP)**
   - Product of the J. Patton-H. Smith.

6. **GONE IS THE SUN (ASCAP)**
   - Song by C. Smith and J. Patton.

7. **HERO (ASCAP)**
   - Composition by C. Smith.

8. **THE THREE WILLS (ASCAP)**
   - Song by C. Smith and J. Patton.

9. **MY HEART IS CRYING (ASCAP)**
   - Written by D. Smith.

10. **WHEN THE STARS COME OUT (ASCAP)**
    - Composition by C. Smith.

11. **WAY OUT WEST (ASCAP)**
    - Song by C. Smith and J. Patton.

12. **THE RHYTHM OF THE HEART (ASCAP)**
    - Composition by C. Smith.

13. **THE BIRD (ASCAP)**
    - Written by D. Smith.

14. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

15. **MIGHTY MIGHTY (ASCAP)**
    - Written by D. Smith.

16. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

17. **MY HEART IS CRYING (ASCAP)**
    - Composition by C. Smith.

18. **WHEN THE STARS COME OUT (ASCAP)**
    - Composition by C. Smith.

19. **WAY OUT WEST (ASCAP)**
    - Song by C. Smith and J. Patton.

20. **THE BIRD (ASCAP)**
    - Written by D. Smith.

21. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

22. **MIGHTY MIGHTY (ASCAP)**
    - Written by D. Smith.

23. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

24. **MY HEART IS CRYING (ASCAP)**
    - Composition by C. Smith.

25. **WHEN THE STARS COME OUT (ASCAP)**
    - Composition by C. Smith.

26. **WAY OUT WEST (ASCAP)**
    - Song by C. Smith and J. Patton.

27. **THE BIRD (ASCAP)**
    - Written by D. Smith.

28. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

29. **MIGHTY MIGHTY (ASCAP)**
    - Written by D. Smith.

30. **THE STARSHIP (ASCAP)**
    - Product of the J. Patton-H. Smith.

**Reviews of New C & W Records**

- **SIMPSON PETERS**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.
  - The record of the J. Patton-H. Smith.

- **THE STANLEY BROTHERS**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **MURDOCK AND PATTON**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **SHARKEY COX**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **DICKIE JOE**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **THE PEARL BAND**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **RED WILLIE**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **THE STELLAR BROTHERS**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **THE SHARKEY COX BAND**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **THE MILLS BROTHERS**
  - Product of the J. Patton-H. Smith.
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- **THE STANLEY BROTHERS**
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  - Written by D. Smith.

- **THE SHARKEY COX BAND**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.

- **THE MILLS BROTHERS**
  - Product of the J. Patton-H. Smith.
  - Written by D. Smith.
Thanks,

Retailers, operators and disk jockeys for making it possible for me to win the first two Triple Crown awards in country and western music.

WEBB PIERCE

JUST RELEASED—MY NEWEST

Now I Don’t Care and Your Good for Nothing Heart

DECCA 29480 and 9-29480

Personal Manager
LUCKY MOELLER
2697 Fessye Court, Nashville, Tennessee
Phone 97-1566
Looking forward to seeing everyone at the
JIMMIE ROGERS MEMORIAL
in Meridian, Miss.
May 25-26

JIM EDWARD and MAXINE BROWN

Here's an even bigger one than our
"LOOKING BACK TO SEE"

"DO MEMORIES HAUNT YOU?"
and
"JUNGLE MAGIC"
Fabor #122

OPEN FOR BOOKINGS
Write—we're phone
TOM PERRYMAN
Radio Sta. KSJ
Gladewater, Texas
Phone 5157

THANKS . . .
For the plays on my first Gospel Songs for
Mercury
"JESUS SAVED ME ANYWAY"
b/w
"THERE'LL BE JOY, JOY IN HEAVEN"

I hope you have my latest
"SALVATION IS FREE"
and
"GET YOUR RESERVATION"
Mercury #70623

T. TOMMY
D.J.'s: If you don't have the latest, write to
Dee Kilpatrick, 804 Church St., Nashville, Tenn.

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• Most Played in Juke Boxes

For survey week ending May 11
Records are ranked in order of the greatest number of times in a seven-day period
throughout the country, as determined by The Billboard's worker survey of operators using a
high proportion of country and western records. Where tie positions occur, the records are
ranked on the basis of critical comments or based on one of the above factors.

1. IN THE JAILHOUSE NOW (BMI)—W. Pierce (BMI)
2. LAY YOUR LOVE HARD AND DIE YOUNG (BMI)—E. Arnold (BMI)
3. MAKE BELIEVE (BMI)—E. Wells
4. WOULD YOU MIND (BMI)—H. Snow
5. YELLOW ROSES (BMI)—Vic. 36-057
6. BALLS OF DAVE CROCKETT (BMI)—J. Collins (BMI)
7. LOOSE TALK (BMI)—C. Smith
8. I'VE BEEN THINKING (BMI)—E. Arnold
9. IT TICKLES (BMI)—T. Collins
10. ARE YOU MINE? (BMI)—C. Wright & T. Tall

• C & W Territorial Best Sellers

For survey week ending May 11
Contact stations are based on late reports secured from
western dealers and juke box operators in each of the markets listed.

Birmingham
1. Making Believe, E. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
5. Listen to My Heart, J. Collins
6. Always Love Me, E. Wells
7. No One Else, But You, E. Wells, Dec.
8. Where Should You Go?, J. Collins

Charlotte
1. In the Jailhouse Now, E. Wells, Dec.
4. Listen to My Heart, E. Arnold
5. Always Love Me, J. Collins
6. No One Else, But You, E. Wells
7. Where Should You Go?, E. Arnold

Cincinnati
1. In the Jailhouse Now, W. Pierce, Dec.
5. No One Else, But You, E. Wells, Dec.

Dallas-Fort Worth
1. Making Believe, E. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
5. Listen to My Heart, J. Collins
6. Always Love Me, J. Collins
7. No One Else, But You, E. Wells
8. Where Should You Go?, J. Collins
9. Making Believe, E. Arnold

Houston
1. In the Jailhouse Now, W. Pierce, Dec.
4. Listen to My Heart, J. Collins
5. Always Love Me, J. Collins
6. No One Else, But You, E. Wells
7. Where Should You Go?, J. Collins
8. Making Believe, E. Arnold

Memphis
1. In the Jailhouse Now, W. Pierce, Dec.
4. Always Love Me, J. Collins
5. No One Else, But You, E. Wells
7. Making Believe, E. Arnold
10. Making Believe, E. Arnold

New Orleans
1. Yellow Roses, E. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
5. Listen to My Heart, J. Collins
6. Always Love Me, J. Collins
7. No One Else, But You, E. Wells
8. Where Should You Go?, J. Collins
9. Making Believe, E. Arnold

Richmond, Va.
1. Making Believe, E. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
5. Listen to My Heart, J. Collins
6. Always Love Me, J. Collins
7. No One Else, But You, E. Wells
8. Where Should You Go?, J. Collins
9. Making Believe, E. Arnold

St. Louis
3. Listen to My Heart, J. Collins
4. Always Love Me, J. Collins
5. No One Else, But You, E. Wells
7. Making Believe, E. Arnold
10. Making Believe, E. Arnold

The Golden Voice of EDDIE DEAN

"IMPATIENT WITH A BLUES" S65 #188
"GAY OF A BROKEN HEART"

"The Mississippi Farm Boy"
LONNIE BARRON
HITS WITH "SENTIMENTAL ME"

"YOU'RE NOT THE FIRST GIRL"
S65 #201
"SENTIMENTAL SHE"

Sage & Sand Records
5653½ Hollywood Blvd.
Hollywood 28, Calif.
NO. 9-1527

'Earth Angel' Suit Injunction

Hollywood, May 14.—Judge Arnold Praeger, Los Angeles Super-
ior Court, handed down an in-
junction against Dorothy Williams and Dorothy Records this week
(13) in the action recently filed by
 Arnold Praeger in behalf of
Curtis Williams.

Result of the injunction order
Dorothy Williams to disband in
trust all music receipts from the
sale of the song, "Earth Angel," and two other songs allegedly
owned by Curtis Williams.

ANN RAYE

"OUR WEDDING BAND"
and
"RECKLESS"
ON
FINE RECORD—1001
ARE MAKING GREAT HEADWAY
THANKS TO ALL DJs, OPS
AND FANS

"Hey, fellows, Drop Me a Line," case Fine Records Company, Bilexi, Miss.

This is my first release on this label, and if you would like, join me and record on this
label. Write this company a line, good people to do business
with.

Available for Personal Appearances (Performer Ohl, Vz., Wz., Pa.)

HARRY BODOR—Tomlin's Yodeler
BOBBY CECIL—Driftin' Cowhand

Recording Stars of Faith Music
Address—Box 1356, W. Ray, O. Idaho 21282

— WANT MANAGER —
Thanks to all who helped out.

GIVE TO DAMON RUNYON CANCER FUND
Little Miss Dynamite!

the Small
girl
with
the big
voice

Best wishes to all
at the
Jimmie Rodgers
Memorial
in Meridian,
May 25 and 26

FOR
OLD TIMES' SAKE

and

SOFT-HEARTED
GAL

RCA 20/47-6120

Featured Star
BIG "D"
JAMBOREE
Dallas, Texas

Personal Management
JACK ARTHUR
Rt. 1, Box 1091
Dallas, Texas
Phone: Cypress 9-4790
Faron Young and His new band
THE YOUNG SHERIFFS

RETURN ENGAGEMENT
FRANK DAILEY'S MEADOWBROOK
MAY 16-17

"GOD BLESS GOD" and "WHERE COULD I GO"
Capitol 2167

Capital Records

HUBERT LONG
1337 McGavock Pike
Nashville, Tenn.
Phone 2-4635 42-2005

Faron Young and His Young Sheriffs
with the Wilburn Brothers

Thanks, DJ's... FIGURES DON'T LIE

• Best Sellers in Stores
In the Jailhouse Now

1. "I'M GONNA FALL OUT OF LOVE WITH YOU" W. Pierce

2. "YELLOW ROSES" Hank Snow

FAIRWAY MUSIC CORP.
6365 Selma, Hollywood 28, Calif.
125,000 travel miles
in 1954 with over
one-half million attendance

THE BLACKWOOD BROTHERS QUARTET

reading left to right: Bill Shaw, 1st Tenor, James Blackwood, 2nd Tenor
Cecil Blackwood, Baritone, J. D. Sumner, Bass

CHURCH TWICE ON SUNDAY

WILL HEAVEN BE HEAVEN WITHOUT YOU

thanks, Disc Jockeys, for all your help!

Jack Marshall
Pianist

RCA VICTOR
FIRST IN RECORDED MUSIC
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jimmie Davis and His Bluesboy Boys, hosted each Friday at 6:15 p.m. over KFTC-TV, Lake Charles, La., have had their running time tipped from 15 minutes to a half hour. Newman put in the past week 30 personalities in Texas, Nebraska and Colorado, winding up Sunday (15) at El Paso. Before heading back to South Louisiana, Jimmie visited with denizen Paul Kollar at KERL, Del Rio, Tex. Newman and his sidekick, Slick Norris, will be on deck for the Jimmie Rodgers celebration in Meridian, Miss., next week. Newman's latest wort on Davis, highlighting "Blue Darling," is due out this week.

Helen Hall, of "Big D Jamboree," Dallas, sustained severe face lacerations, multiple head injuries and a leg fracture May 7 when the car she was driving went out of control and turned over several times on a sharp curve while she was en route from Trent, Tex., to Dallas. Her neighbor and fan club presi- dency, Mrs. Martha Jean McCollores, Fort Worth, was killed in the accident. Helen is recovering at Methodist Hospital, Dallas.

Weldy Fairbank is now a regular on "Louisiana Hayride" on KWKH, Shreveport, La. . . . Charlie Walker is set for the guest slot on "Big D Jamboree," Dallas May 21, and the following Saturday (20) guests on the Prince Albert portion of "Grand Ole Opry" via WSM, Nashville. Fred Baker worked the Prince Albert session last Saturday (10) . . . Carl Smith completed his 45-day Northwest tour Monday (10) and hit not immediately for Nashville to begin rehearsals with "Grand Ole Opry" for its initial taping over the NBC-TV network June 11. Four rehearsals will precede the actual taping. Big Jim Wilson, of WAVE, Louisville, recently participated in a sitting marathon stop WAVE-TV's relay tower for 75 hours and 31 minutes to promote Louisville's annual Clean-Up, Paint-Up, Fix-Up Week. Wilson came down early last week after passing his goal, the 1,000th letter pledging that the writers would clean up, paint up and fix up their property. WAVE built

THE FRESHEST, NEWEST VOICE
IN COUNTRY MUSIC

"Howdy to all my friends at the Jimmie Rodgers Memorial!"

Featuring His Latest Hit

"YOU'RE RIGHT, I'M LEFT, SHE'S GONE"

"BABY, LET'S PLAY HOUSE"

---

Jukes, C.W.

Industries

Solid Combo

(Dub Altobello, Keith Theater Building
Springfield, Mo.
American Circuit Attractions
Second and Pike Seattle
American Circuit Corporation
5027 Sunset Boulevard
Los Angeles
Atlantic, Inc.
Spertoristum
A. V. Banford
11703 Lakewood Drive
North Hollywood
Walter Benenson
Civil Opera House
Chicago
Elliott F. Clayling
6223 Selma
Los Angeles
Ole Cook
Denver
Cook & Rose Theatrical Enterprises,
Inc.
240 West King Street
Lancaster, Pa.
Spade Cooley Enterprises
6748 Sunset Boulevard
Los Angeles
R. E. Cone
WSM Nashville
W. T.
WSM Nashville
Tom Dickinson
Jamboree Attractions
Madison, Tenn.
Klomah Falls, Ore.
Bob Ferguson
WSM Nashville
General Artists Corporation
9600 Santa Monica Boulevard
Beverly Hills, Calif.
John Healy
601 Professional Building
Independence, Kans.
H. & E. Enterprises
1140 Park
Kansas City, Mo.
Hasson Agency
1145 York Avenue
San Francisco
Hollywood Booking Agency
5780 Sunset Boulevard
Los Angeles
Intra-Alaska Circuit, Ltd.
Box 174
Anchorage, Alaska
Judy Joyce Agency
Bal Harbour
Philadelphia
KWKH, Blackburn Service Bureau
Shreveport, La.
John Kiley
Minet, N. D.
King Enterprises
2607 Vaughan Building
Louisville
Marytton Landau
Riverside Ranch
Los Angeles
Best Lovers Circle
6405 Hollywood Boulevard
Los Angeles
Bob Lewis
Box 749
Wheeling, W. Va.
McCloskey Artists Corporation
Hollywood Sound House
Hollywood, Calif.
McClure-Gaines Booking
Agency
Tallahassee, Fla.
Reg. D. Marshall
1519 Cross Roads of the World
Midwest Talent Bureau
KFKP
St. Joseph, Mo.

Hillbilly Bookers

Dub Altobello
Keith Theater Building
Springfield, Mo.
American Circuit Attractions
Second and Pike Street
Seattle
American Circuit Corporation
5027 Sunset Boulevard
Los Angeles
Atlantic, Inc.
Spertoristum
A. V. Banford
11703 Lakewood Drive
North Hollywood
Walter Benenson
Civil Opera House
Chicago
Elliott F. Clayling
6223 Selma
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King Enterprises
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Louisville
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Riverside Ranch
Los Angeles
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6405 Hollywood Boulevard
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Agency
Tallahassee, Fla.
Reg. D. Marshall
1519 Cross Roads of the World
Midwest Talent Bureau
KFKP
St. Joseph, Mo.

COUNTRY and WESTERN

Billboard

Cash Box

BAYE'S LET'S PLAY HOUSE (Excellent)
ELVIS PRESLEY (Good)
CAREFUL (D & R)
ANN JONES & JIMMY PATTON (Sax)
DADDY LOVES YOU (Acuff-Rose)
MARRY RABBITS (Capitol)
DON'T GIVE ME A REASON TO WONDER WHY (Acuff-Rose)
JIMMY WORK (Sun)
I'M SORRY I STAYED AWAY SO LONG (Tuba)
JUSTIN TUBA (Deca)
THE JUKEHOUSE NOW NO. 2 (Peer)
JIMMY PRESLEY (Tuba)
IT'S A LOVELY WORLD (Tuba)
ERNEST TUBA (Deca)
MY HEARTS NOT FOR LITTLE GIRLS TO PLAY WITH (Tuba)
JUSTIN TUBA (Deca)
THE HIGH SPOTS OF THE TOWN (Acuff-Rose)
ROY AYCE (Peer)
NO, BEAR, BEAR, YOU ACOUSTIC (Peer)
JIMMY & A PEACOCK (Peer)
PLANTATION BOOGIE (Peer)
RED FOXY (Peer)
PLAY FOR ME, MOTHER OF Mine (Acuff-Rose)
MARRY RABBITS (Columbia)
SATISFIED MIND (Columbia)
JIMMY PRESLEY (Deca)
PORTER WADGONER (Victor)
TEARS AT THE GRAND OLE OPRY (Memphis)
WANDA JACKSON (Peer)
WHAT THAT MAKES THE JUKE BOX PLAY (Tuba)
JIMMY WORK (Peer)
ROY AYCE (Peer)

DJI-

Free sample by writing to
MUSIC RADIO
Memphis, Tenn.

Featured Star, KWKH Louisiana Hayride

For available dates

WHITE WIRE

BOBBIE NEAL

Local Personal Management

160 Union Ave., Memphis, Tennessee

Phone: Office 38837

Home 4-6029

EXEC BRIEFING

MAY 21, 1955

 маленькая птичка
FOLK TALENT AND TUNES

- Continued from page 36

a platform and erected a tent atop the tower, equipped with cut, phone, radio and TV sets. Wilson also had hot meals set up. He broadcasted his regular daily three hours of hillbilly record shows from the perch plus an extra half hour each night. WAVE's other jockeys, Foster Brooks, Ed Killay, Bill Chapman, Bob Bob and Ray, called in from their shows to see how he was faring. In addition, he was telecasting three daily half-hour by WAVE-TV's long-range lens. His wife and four children appeared on the station's cooking show, where Mrs. Wilson gave her "housewife's" recipes. Wilson's stunt received nationwide attention. A two-minute film was carried twice on NBC-TV's "Today" show and both AF and UP carried stories on it.

Marvin Rainwater, Coral artist and composer of the current ditty, "I Gotta Get Me My Baby," won first place on Arthur Godfrey's "Talent Scouts" show on CBS-TV May 9. Rainwater is now in the "Ozark Jubilee" show and a $10,000 piece was recently awarded to a Billboard Triple-Crown Award on the Prince Albert portion of "Grand Ole Opry" to the producer of the show. "Our Motto," said Johnnie Wright, president and chairman of the "Ozark Jubilee" show, "is to have the same standards as WAVE." A similar show with a similar name may be in the works.

By an official act of the Oklahoma Legislature, Red Foley was honored as the artist who has "contributed with humility and reverence more than any other person to perpetuate the music and deeply embedded in the hearts of the American people on the NBC-TV portion of the "Ozark Jubilee" May 7. The presentation was made by Senators Nit and Einheit in behalf of the State's governor and members of the Legislature.

Columbia's Larry Fifezrall will perform on the NBC-TV portion of "Ozark Jubilee" next Saturday (21). . . . Foster Rogers is back in Springfield, Mo., after a swing through the West last week. . . . Eddie Dean kicked off a personal tour May 7 with a show on Red Foley's TV show from Springfield, Mo., and will be in all of next week in Kansas, Nebraska and Oklahoma. He's set for a "Grand Ole Opry" spot next Saturday (21). . . . Eddie is playing his new release, "Impassable Line" b/w "Cry of a Broken Heart." The former was written by his son, Eddie Dean II.

(Continued on page 39)

22 YEARS OF COUNTRY SHOWBUSINESS

the Fabulous

DOC WILLIAMS SHOW

Conclusive proof this show can be a big money-maker for YOU!

. . . . An avalanche of mail in after 90 minutes of telecasting

. . . . 23,212 people wrote in saying We like it!

Want more of it!

Recordings

Quality Records 380 Birchmont Road Toronto, Ontario, Canada

Broadcasting

WFG-TV-10-4:00-4:30 P.M.
Albion, Pa. (2 telecasts)
WTRF-TV-2-11:30-12:45 P.M.
Wheeling, W. Va. (1st telecast)
WMY-TV-2-5:00-5:15 P.M.
Burlington, Vt. (1st telecast)

Bud Lewis
THEATRICAL AGENCY
Phone: 1829, P.O. Box 746 Wheeling, W. Va.
Sage & Sand Records have signed Joanie Hall, singer-guitarist, for a forthcoming session with Eddie E. and the Jims. Hall, who was born in California but raised in New York, began her career in the late 1950s and early 1960s, releasing several singles and albums on various labels, including Sage & Sand. Her music has been described as a blend of folk, country, and rock n' roll.

The Fountains' next week will begin a tour through the Midwest, playing numerous shows in cities such as Chicago, St. Louis, and Kansas City. The band, which is composed of members from the region, has gained a following for their energetic performances and soulful sound. They are planning to release their latest album in the fall, and fans are excited to hear their new music live.

ON-RADIO 20/47
EVERY MONDAY, LIVE
EVERY CHICAGO, WBBM
LIVE SHOW"
Clark to Head AP-FT's Disks

NEW YORK, May 14—Sam Clark, indie distributor and former Republic Records president, has been named to recently created post of senior vice-president for Madisonian Enterprises, parent company of American Broadcasting-Publishers Theaters, Inc. Clark and AP-FT have been in co-ownership of the organization since 1965.

WHAT'S MY NAME AGAIN?

Disk Stars' Aliases Thicker Than a P.O. Bulletin Board

By JUNE A. A. B.

NYC, May 14—A walker by any name may sing at a P.O. Bulletin Board, and many of the songs

The name change is usually made to avoid confusion with another label, and as far as the public is concerned the performance is "a new singing discovery." The "real" singer of the hit is often hit by a tough for a label's publicity department, which may be the problem of predicting a hit.

However, the label loves it, and since there is a lifetime opportunity to declut an artist for license fees, for "pocket changes." All of name change artists have showed up in the pop record field within the last couple of months, and the number one chart position this M-G-M's Robin Hood, Miss Hood, evidently quite a reader of child's classics was, killed, has acquired another story-book no-nonsense mouse in Mario Polo, who plays the part of the name of plain Jimmy Saunders.

1-2-3 Shalt

Over at The AM-PO, they're treating "new singer" Steve Clayson. He's not a singer but has been doing a actative act around here for a number of years, as a roasting joe Burr, a boy who has considered sich a voice.

C. Tobias To Quit As SPA Prexy

NEW YORK, May 14—The directors of Electric 

C. Tobias has quit as president of SPA, after 15 years of service. The reason for his departure is not known. SPA will announce its new president on the day of the board meeting, to be held Thursday, May 15. SPA's future plans are also to be announced.

Star Title Company Readers 'Pic Strips' For Disk Dealers

Aims at Singles Self-Selling Ease; Capitol Promotion Starts Plan

NEW YORK, May 14—In a move to make it easier for dealers to market singles, Capitol has developed a new promotional plan based on "Pic Strips" service for record dealers. This year the "Pic Strips" will be offered to dealers for a four-week promotional trial period, and retailers may subscribe to the service for the rest of the year for $10 with subsequent one-week subscriptions priced at $5.

Top C. Execs Tour Cities for Dealer Talks

Cooking, Cook and Lieberson Goode Good Service

NEW YORK, May 14—Columbia Records' top executives have been on a recent round of talks in the field to talk record business with. Last week President Jim Conkling, VP George Conkling, and VP Paul Kane made a stop in Atlanta, good service in the city. The three men will be making a further two-week tour of the South and the West to meet with dealers from that city and Baltimore.

From a high image of written offers, the meetings culminated in discussions such pertinent topics as packaging, price, ad creative, point-of-sale, distributor relations, and other matters.

The first conclusion was held briefly Tuesday afternoon in Baltimore, where dealers from that city and Baltimore met with the executives. The second meeting will be held in Baltimore, May 14.

Hollywood, May 14—The directors of Electric 

The directors of Electric 

Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric 

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Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric 

Hollywood, May 14—The directors of Electric
SINGING IN DIXIE

All-Night Festivals Boost Show World

MUSICAL CHAIRS FOR A.R.B. MEN?

NEW YORK, May 14.— With virtually all of the companies in major recording company artist and repor- tering agreement strike paralyzed and rumor of changes, one sage Hollywood observer in private has issued a statement this week.

"We'll line up all the repor-
ters, fill in our available space, begin printing af-
fter the record companies, and play "musical chairs."

Capitol Adds Patti Andrews, Geo. Shearing

EP Sets Cut in Col. Price Adjustments

COLUMBIA, May 14.—COLUM-
bia Records has taken one more step in what is proving to be a series of price adjustments. This move affects the 45s, 78s, and LP's at little or no cost to the record companies, and has been determined as the logical, commercial price for material of this nature.

Liberalization of AFM Pact Asked by B.W.

The programs of the series involve additional related and secondary licenses.

A second point asks that the restrictions be liberalized in order to avoid

Recorded Programs

A third point asks that all recorded programs be included in the analysis of the record companies.

RCA Quits LP Double Folds

NEW YORK, May 14.— RCA Victor has abandoned the use of double-folds for LP's, which indicated a significant change in their policy of recording stereo sets. RCA's new plan is to use the same format for all records, and to distribute them in the manner best suited to the market.

Havana Race Track No More

Hollywood, May 14.— In all probability, the Havana Race Track will no longer be at the center of the Hollywood entertainment industry. The track has been closed for the season, and it is expected that it will not reopen.

Introduction of Stereophonic LPs

CHICAGO, May 15.— A new approach to high-fidelity reproduction will be introduced next month 20 per cent of sales at the Chicago Show which is being held at the Convention Hall here from May 16-18.

Gold Disk for PRADO's 'PINK'

NEW YORK, May 14.— The first gold disk for over $1 million in sales, RCA Victor's "Smooth Pink," was presented at a reception for the Prado Orchestra at the Waldorf Astoria, where the label is preparing a gold disk for the orchestra.

NEW REVIEW

Recording Biz Highlighted in Miller Audition

By STEVE SCHICKEL

CHICAGO, May 14. — A live radio program which featured a special "Hollywood Miller Show" was transmitted by the Chicago New York CBS outlet, to be repeated this week. The show, centering entirely on the recording industry, also included a segment on the recent comment of ABB previously expressed by some consumer groups

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Sing another pair of great new songs by...

Stuart Hamblen

GO ON BY and LITTLE BLACK SHEEP

A BILLBOARD SPOTLIGHT "... loaded with pure, wholesome, childlike charm."

(The Billboard, May 24 issue)

29530-9-29530
DEALER DOINGS
By GARY KLAMAR

PRIZE WINNERS: Super Music Enterprises, Washington, has been named winner in the Audience Category of the Radio Advertising Bureau's "Top 5" survey for 1958, conducted by Perry and Feld, who own the four Super Music record shops in Washington, speak about two-thirds of their advertising budget on radio, using new 30-second spots. In the survey, 5,945 stations were scheduled on WWCY, calls for eight hours weekly of disk jockey programming, having a total of 27,680 radio commercials, the prime factor in building their business in 14 years time in the competitive market.

In the same context, the Standard Radio and Record Company, Seattle, also won first prize in the specialized classifications. This independent-owned company spends about $5,000 every year on advertising, with 75 per cent of it in the medium. Stations in Seattle cover 1,250,000 peak listeners, the staple of the market is the younger; in adding the opportunity cost, Seattle has 20 retail stores, exclusive of the two record plants, in the market. Millard Smith, owner of the shop, now has a minimum schedule of four one-hour segments and one show per week. In Seattle WJAX has sold 200 albums to customers, believes that this accounts for the store's 30 per cent sales increase.

Mrs. Thene Bautz, Grand Rapids, Mich., dealer, came out on top of all sales awards. According to Lawford Lottvet, dealers in Hamilton, Ontario, has earned a good record of loyally supporting their stores for the last month or so, and to the recent sales up to date are better than ever. Lois Lottvet, who runs the store, enjoys the fact that their customers buy in larger quantities. She has a deal that brings the sales clerk in the direct contact of the customers who like to do business with her.

RALPH COLOCICO, owner of Hyatt-Goff in New York, has been named winner in the "Volume" category of the ARB's "Top 5" survey, for having the store that has actually been purchased in his store. His LP's are going over the counter only in record department stores in the market. Millard Smith, owner of the shop, now has a minimum schedule of four one-hour segments and one show per week. In Seattle WJAX has sold 200 albums to customers, believes that this accounts for the store's 30 per cent sales increase.

JOEY BURKE, manager of WJAX, Grand Rapids, Mich., has been named winner in the "Volume" category of the ARB's "Top 5" survey, for having the store that has actually been purchased in his store. His LP's are going over the counter only in record department stores in the market. Millard Smith, owner of the shop, now has a minimum schedule of four one-hour segments and one show per week. In Seattle WJAX has sold 200 albums to customers, believes that this accounts for the store's 30 per cent sales increase.

WILLIAM HOOVER, owner of WJAX, Grand Rapids, Mich., has been named winner in the "Volume" category of the ARB's "Top 5" survey, for having the store that has actually been purchased in his store. His LP's are going over the counter only in record department stores in the market. Millard Smith, owner of the shop, now has a minimum schedule of four one-hour segments and one show per week. In Seattle WJAX has sold 200 albums to customers, believes that this accounts for the store's 30 per cent sales increase.

JUKE BOX WRAP-UP

Music operators in 35 cities move to dine play since the first of the year. Growth of conversions faster than at any time in the six-year history of the Juke Box Wrap-Up. All juke boxes now are being sold by mail order with complete details about purchase and purchase. Colacicci says, "This has saved me a tremendous amount of time and money..." Phyllis O. Barr, of the Record Bar, Jasper, Ga., reports a successful model advertisement idea in "needle trades-in." A 15-cent trade-in on any cartridge replacement is allowed on each record. This idea is also a patio "Cutout," and the "Marketing Guide," "Ballad Mixers," "Juke Box Jive" and "Juke Box Memoirs."}

ANATOMIST'S PROBLEM
Get All the Facts in No Space, But Interesting

BY GEORGE AXVIAN,
Director of Pop Albums, Columbia Records

The first thing that a customer wants to know about a pop album may be the title of the set, the artist's name, the artwork, and the cover. But two things are certain: (1) he wants to read the notes; and (2) if they are any good at all, he will be interested in them. The first is valuable to the customer—as everything else is, 75 per cent of the time. But customers are sold, at the point of purchase, for more often than not. The sales force will let the customer have the cover and, for the life of him, he can't read the notes. And the customer is interested in reading the notes. He wants to know what he is buying. He wants to know what he is going to hear. He wants to know what he is going to like. He wants to know about the artist. He wants to know about the album. He wants to know about the music. He wants to know about the recording. He wants to know about the reviews. He wants to know about the future. He wants to know about the past. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present. He wants to know about the future. He wants to know about the present.

SURFACE NOTES: Ned Crays, KRMN, Shreveport, La., writes that there are many records that "sold out" last month but had no show this week. In the Milwaukee, "Watch for a trend toward kiddie records," says Jack Chopin, WCCW, . . . Don Porter, KFL, Fort Worth, says he is doing record promotion for stations in addition to his deal, which is his full-time job. The "Morning Broadcasters" on WTM, Cleveland, won the American Federa- tion of Record Dealers' "Best of the Morning" award, for the film "Til We Meet Again" on radio show for the third year in a row. . . . Our apologies to Howard Elliott, WTM, San Antonio, for moving his station's call letters to Hondo, KONA.

(Continued on page 91)

VOCAL TEAMS

Experience With Bands Important

HOLLYWOOD, May 14—The vocal group that has not any experience with bands will make a quick trip to success, but few groups ever look beyond the smoothing out of their music and material, says Josie Vee, owner of the Musicians Association, who has run her association for three years. This happens so many times that the new groups are nothing but a dime store variety of groups. The important thing is that the new groups have to be offered to the record market. To be considered, they are people who continue to work for years to make an album. The musical talent, and not the record company, will make the music industry. The new groups are offered to the public for their help and entertainment value. They are not offered to make a new topic for the record industry. . . . Mannix said.

YEARS ago, when sound on film was new, it was the most popular form of entertainment. There were many small film companies who produced and distributed their own films. But sound on film was not popular, and only a few companies were able to make a profit. Nowadays, sound on film is again becoming popular, and there are many new film companies that are being formed to produce and distribute films. The success of the new companies will depend on what type of films they produce and how they market them. Some companies will be successful and others will fail. But overall, the industry is on the increase, and the future looks bright for sound on film.
Dean Martin

"Tennessee" Ernie Ford

Chee Chee-oo Chee
(SANG THE LITTLE BIRD)

Ridin' Into Love

Record No. 3133

His Hands

I'm a Pilgrim

Record No. 3135

Two inspiring performances acclaimed by his TV and Radio audiences....
FOLK TALENT AND TUNES
(Continued on page 14)

June 4 this trip. My Western Summer is a long one and I'm fond of you all. It is a part of the label, "Cassett's b/w "Cutty," 1945.

Billie Pierce will play two weeks of dates--then Texas and Oklahoma. He will then tour, and following, with Paul and Star. Who knows--perhaps a trip to Austin, Lubbock, Amarillo, Wichita Falls, Oklahoma City and San Antonio, Oklahoma City and Oklahoma, Arkansas, Arkansas City, Arkansas, Red River and the Wonders. At home--Billie will be going to good crowds thru Kansas and Oklahoma the past week.

With the Jockeys
(Continued from page 14)

WES. S. A. "We did dig handled by Grant Turner, with a violephant a look. This will be his second tour

June 6-10 Grant Turner's trip will be made up of dates thru

The jockey's eyes will open wide when he sees WJS, Evansville, Ind., has been selected by the Caper for a morning show daily plus another afternoon show daily.

On the latter gig, he is augers a great job that goes well with the newly organized Wooden Nickels group. Little John recently delivered a message--the day prior to this one--"It's going to be a Hollyean," the official of WJW.

Johnny, Penny reports that nail polish is a cakewalk, and he is to dittoed telephone numbers himself.

Johnny says, "I want to again thank all the fans for releasing me on all the latest" and "The Hunt" and "Sadie Hawkins," his new. New Fan will also get one by mailing a card to 400 Gulf Bank Road, Evansville, Ind.

A good vacation for the month-sized shot is the arm recently in the Dallas-Fort Worth sector where Chuck Jones took over the show from Black, WJW.

Murray Nash, of Murray Nash's "We Tell You," which has been doing a good job... Rice." Nash says 10 new Full show daily and then a new show daily for the next two weeks.

In Dallas recently sending material and talent. Nash says that a typical program of the station's new Dickie Jones... was on the set at 10:15 for a rice special.

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DECCA proudly welcomes WAYNE KING

"the Waltz King" to the Family of Stars

...and lifts the curtain on a magnificently recorded new album

And his first single release—two of the finest new waltzes in years

BLUE HOURS CAREFREE

DECCA
29500 • 9-29500

America's Fastest-Selling Records
DECCA RELAUNCHING FOR ARTIST SETS

Decca is releasing the first packaged record set of several of its top-selling pop artists. One is an LP by Bill Haley and His Comets, together with a new EP set. LP is titled, "off the Charts: Shout, Billy, Rattle, and Roll." Also being released is the first EP set by Johnny Mathis, entitled "The Voice of Caterina Valente." The new Wayne King mini-LP, "Melodies of Love," is the first album of new recordings that artist has made in seven years.

ECKSTEIN'S AUSTRALIA TOUR FALLS THROUGH

Billy Eckstine, currently on a world tour in Britain, said this week that negotiations to follow up with an Australian visit seem to have fallen thru. The charter will return to the States when his Continental season ends after his concert in Sweden.

FORUM RECORDS

Republic Pictures has assigned five composers to the original scores for upcoming film releases. Max Steiner has been assigned to "The Last Command." Victor Young will do "The Hostage." Nelson Riddle, "Flame of the Islands." Van Alexander, "Taj Mahal." and Dale Butts, "Let That Rifle Down Down." GILBERT AGAIN HEADS ASCAP COMMITTEE

L. Wolfe Gilbert was re-elected chairman of the West Coast Committee of ASCAP at a meeting of the board of directors held in Hollywood last week (9). Present for the meeting were Harry Warren, William Grant Still, Leo Robin, Jimmy McHugh, and Johnny Green.

THE SONGS FOR COL. PIX TRAVEL SHORTS

Bill Hayes has been signed by Columbia Pictures to work on the soundtrack of a series of CineScope color traveling film shorts. The first 17-minute film spotlights New York City, and Hayes cut the soundtrack for it here last week. Each film will feature an original score by Jerry Buck and Harold Harold. Cadenhead may make a deal to release the soundtracks on records later this summer.

Meanwhile, Hayes is set to go on CBS's NBC-TV show Tuesday (17) night, at which time Cadillac-poor Archie Bunker was present him with a gold record. His Ballad of Davy Crockett went over the 1,500,000 sales mark this month.

MUSIC SOFTBALL LEAGUE FORMED

The New York music business, for the first time, has its own official softball league. The eight-team league opened its season Thursday (11), and has its contests scheduled into August. In the initial game, the best team was flushed by London Records when pitcher George Perkins-heckled the Deco Rols (Deco-Sixth Streets). London won 14-0. In league contests, ASCAP beat Variety 14-1, and Deco-Coral beat Columbia 6-5. The team's "X-Files" has been playing Friday night, raised this edition.

NEW YORK

Maestro Hank Sylvers, music director of WOR, TV, and NBC, is appearing for one week on the early shows as "Pet. Shank," a place player. Clefloe Buddies have written his 150th tune, "Wonderful Women," which Robert Montag is cutting on M-G-M. "Len Klein's" Palm makes its first musical changeover (15) with the debut of Ralph Martinez and his band, Nativar, will support staggering aggregation of Gell Yellin and His Romping Yodelers. Corin Records has purchased from Roman Records two new records recorded by Jeffrey Clay. The Minnie Greene Sisters are scheduled to play a return engagement at the Chicago Theater this first week in June.

Slim Whitman will be the special entertainer for the 15th Annual Fiddler's Festival to be held at Rockport, Texas, June 10.

Decca is releasing a special EP

and 78 rpm rec. pack titled "Official Brackets," containing 19 different calls—all on one package. It's expected that the disk, cut by Dick A. Powell, will be helpful to schools, sports, etc... Decca writer Frank Verlascu left town Thursday (13) on a three-week tour plugging his first disk for the label.

Terri Stevens' contractual hassle has straightened out this week when the thugs purchased her four masters from Double A records and received her release from the label. She's now an RCA Victor paccote and will record for the major during two weeks.

Herman Paley, long-time ASCAP member, is under treatment for a heart condition at Berckham Down Hospital. Vaughn Monroe opens, at Frank Delia's Mead- swood for five days May 16. Arthur Sheer has been re-elected vice-president of the Weeems and his orchestra are back.

The latest ASCAP program guide, titled "ASCAP Members and Journals," will be sent to all radio and TV stations next week.

Jan Austin cut several sides for a new Mercury EP package here this week. A side of the session was the fact that Label 72 allowed harmonist Eddy Mannes to provide special backing for August on one side.

Chicago

"The Guildhall," a new around-the-clock radio music quiz series, will begin on WCNI Monday (16) and will be headed by Paul Sander. The show's format is a musical theme of Chicago, and will spotlight unusual events, people and activities. Singer Buddy Blake, who just closed an engagement at the Chicago Supper Club, will be singing in "I Love You." Dotty Somers and Carson McCranes were seen at "Town Tonight." Both are currently appearing in Chicago. Nat Cole opens at the Chicago Supper Club. His last engagement here broke all time records for a two-week run. Joe Conco opened at the Palmer House Empire Room, and the Martins and Pat Boone opened at the Chicago Theater.

Jack McGuire & Associates has picked up radio Stations WAAB as one of its public relations accounts. The new crew will be based here in their third return engagement for Chicago's Cherry Chance Country Club. Jack McGuire, who made his name in Chicago for CBS and NBC, and SAP, has been in charge of publicity in the area. And the Martins has a previous concert commitment on the night Jakarta.

Hollywood

Al Sabinon, for more than a decade the West Coast field director for Mills Music, left for Annapolis last week to attend the graduation of his son, Marvin... Maxine Weathers has released an exclusive recording contract with Bethlehem Records. Company plans to feature Maxine Weathers in a series of show tunes albums, with first recording session set...
FREDDY

STAN KENTON

AND HIS ORCHESTRA

Vocal by

ANN RICHARDS

b/w

THE HANDWRITING'S ON THE WALL

RECORD NO. 3151
Breaking for a Smash!
"TWO HEARTS, TWO KISSES MAKE ONE LOVE"
Continued from page 18
by show in the studio. This song is needed nowadays.
More dance spots, too, are using country artists, and perhaps the outstanding illustration of this is Frank Dailey's Meadowbrook on Circle Drive, M., which has been attracting capacity business. Country clubber Edith Zadick, indeed, drew 3,000 for a two-day stint at the spot, which, with the admission of $3 a head.
Also using country acts are the extension boat rolls, such as the Wilson Line, which operates between Natchez, Baldwino, Baltimore and Washington.

C&W Fans Like Live Talent
Continued from page 15
in appearance to States and is several O. P., which ap-
pearing before capacity crowds totaling 6,000 persons, did it all with brilliancy, barber dance shows, stiph-
ties, band shows, solo and a home shows.
Hanner and Jeffro top the list in the recent song with an impressive attendance of 1,500,000, the team receiving much sympathy and a new with the MC-50 group.
Tones and "The Musical." The top dixie band of all the industry.

Dive-In Shows
Of the drive-in, scene 25 are accounted of considerable import-
tance, and at these dates the act-

Tone's today's Tunes
the one top act in the country.
Artists and acts, too, are finding an increasingly heavy market for new and western bookings. Jolly Fyre of Philadelphia, for instance, is now supplying for parks, fairs and other summer bookings, including Texas Jim Robertson, Howard and L. M. and Otis, Hawkshaw Hawkins, Slim Whitman, Jimmy Wakely, Faron Young, Ipan Jefford, Carl Smith, Harlem Globetrotters, Fiber Reid, Red Foley, Lisa Jenks and others.

There has set Hanner and Jeffro for a new study that is featured in Texas Jim Robertson. Hanner and L. M. and Otis have taken their places in the 60s, and the perfect time for entertainment.
Lynn Paul and Fred Scott appears before approximately 500,000 people in 150-person appearances.
Red Blanchard, one of the top tunes in the country, is again on his own show on WLS in addition to his regular "Crack the Bar." Again, Saturday night, has appeared before several thousand people.
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The Billboard Music Popularity Charts

**POPULAR RECORDS**

• Review Spotlight on...

THE GAYLORDS
Chee Chee-oo-chee (Hill & Range, BMI) — Mercury 70630 — This happy, infectious novelty — winner of the San Remo song festival in Italy — gets its most immediately appealing rendition from the Gaylords. This is the version that's likely to lead the pack. The boys have the beat, the color and the arrangement. Flip is “Who's Got the Pain” (Frank, ASCAP).

ORDERS NOW BEING SHIPPED

MERCURY 70630

CHICAGO, ILLINOIS
CRUZ-BORDER

And a new portable battery-powered dual track tape recorder, the Cruz-Border, has been unveiled by the Cruz-Border Company of Detroit, O. B. Cruz, the company president, said that the unit will be featured for one hour at slow speed or one half hour at fast speed on a one-inch reel of 300 foot-cards of tape using the new playing tape and the new 16-speed, dual-function triangular drive. The complete model, to ship in three months, is housed in a compact, attractive cabinet and has a range of 30 percent. The unit is equipped with a built-in microphone, thus eliminating any necessary wiring or connections. The battery will last for 24 hours and the unit weighs only 2 pounds.

Stromberg-Carlson

Hold Sales Failure

Stromberg-Carlson is facing a new problem in the sale of its telephone equipment. The company has reported a decline in sales of its telephones, which is attributed to a decrease in consumer spending. The company has been forced to reduce its production and lay off workers as a result of the decline in sales.

Commonwealth

Two-Unit Ensemble

A high fidelity ensemble composed of two unit manufacturers has announced the formation of a new company to produce high fidelity stereo equipment. The company, to be known as Commonwealth, will be located in New York City and will be headed by John Smith, the president of Commonwealth.

World Intrigues

Two new record labels have been formed in the United States. The first is World Intrigues, a new label formed by the company that produces the magazine of the same name. The label will specialize in producing records of world music, including music from Asia, Africa, and Latin America. The second label is People, a new label formed by the company that produces the magazine of the same name. The label will specialize in producing records of world music, including music from Asia, Africa, and Latin America.

Decca

In a promotional twist, Decca is using records of classical music to promote its new line of stereo equipment. Decca's new line of stereo equipment is designed to provide superior sound quality and is available in a variety of prices.

Linex

Liner Notes

By Is Horowitz

A current issue of Linex notes the importance of label information on a classical record album. The notes state that the label information is important for consumers to make informed purchases and to understand the recording process.

Columbia

Columbia Record Company

Columbia Record Company is a major record company that has been in operation since 1928. The company has produced a wide variety of record albums over the years, including classical music, jazz, and popular music.

Jazz

The Randy Weston Trio

The Randy Weston Trio is a jazz group that formed in the 1950s. The group was known for its innovative approach to jazz music and for its use of electronic instruments.

Discos

A new line of record labels has been introduced by Discos. The line includes record labels such as World Intrigues, People, and others.

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FIRST AGAIN!

New Fabulous Fidelis' Console

has EVERYTHING for the high fidelity customer who wants EVERYTHING!

EXCITING NEW FEATURES
- Pace-setting V-M tone-o-matic loudness control! 12" woofer and 4" tweeter speakers system! Exclusive Dual Bass Reflex Chamber! Input and output jacks!
- Exclusive 4-speed changer! Siesta Switch (R), Lazy-Lite (R), all other V-M hi-fi features!

SPARKLING NEW STYLING
- Luxury furniture cabinets in Champagne Blonde or African Mahogany at the same price! Classic V-M style design appeals to the most discriminating.

STARTLING LOW PRICE
- V-M offers all this beauty, tone quality and features at amazing $199.95* list!

HEAVY-DUTY V-M AD AND PROMOTION PROGRAM... back you up—brings 'em in! See your V-M Distributor Salesman for complete details.

*Slightly higher in the West.

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS
**Reviews and Ratings of Pre-Recorded Tape**

JOHN BALLORAN CHOIR: CHOSEN CHORAL WORKS (anchor) - RCA Victor LM 4790

Until the recent reissue of the above mentioned works, RCA Victor fans have been using them as a valuable resource in their libraries. It is no wonder that the music is so loved, and that its appeal is so widespread.

**Reviews and Ratings of New Classical Releases**

ERMANNO SCHICKELE: SELECTED COMPOSITIONS (anchor) - RCA Victor LM 4790

This is a disc which should be available to all classical music fanatics. The music is of the highest quality, and the performance is excellently done. It is a must for any serious collector.

**Reviews and Ratings of New Popular Albums**

WILLIAM GIBSON: PHALLOUSIAN (anchor) - RCA Victor LM 4790

This is a very interesting disc, and it is highly recommended for all serious collectors of classical music.
SMASH RECORDINGS OF THE BIG BALLAD HIT

From the M-G-M CinemaScope Picture "LOVE ME OR LEAVE ME"

DORIS DAY
COLUMBIA RECORD 40505

DAVID WHITFIELD
LONDON RECORD 1572 45-1572

I'LL NEVER STOP LOVING YOU

LES BAXTER
and His Orchestra
CAPITOL RECORD 3120

SLIM WHITMAN
IMPERIAL RECORD X8298

LEO FEIST, INC. • 799 SEVENTH AVENUE • NEW YORK 19, N. Y.
In the Twentieth Century-Fox film... and on Capitol Records... it's

RAY ANTHONY
conductor hit tunes from

Daddy Long Legs
SLUEFOOT • SOMETHING'S GOTS A GIVE • DREAM • THUNDERBIRD

Featuring that new dance sensation

the SLUEFOOT

Capitol Record No. 3096 • Capitol Album No. SAP 1-597

DADKOTA STATON
DON'T LEAVE ME NOW
A LITTLE YOU
Capitol Record No. 3128

THE FIVE KEYS
THE VERDICT
ME MAKE LM POW WOW
Capitol Record No. 3127

BETTE ANNE STEELE
BARRICADE
GIVE ME A LITTLE KISS
(WILL "YA," HUH?)
Capitol Record No. 3129

The ORIGINAL stirring theme of the Philco TV Playhouse Production "WATCH ME DIE"

23° N - 82° W • STAN KENTON
and his Orchestra

b/w FALLING
featuring Stan's sensational new vocalist

ANN RICHARDS

Capitol Record No. 3134
The Billboard Music Popularity Charts

The Billboard's Top Tunes for survey week ending May 11

<table>
<thead>
<tr>
<th>#</th>
<th>Tunes</th>
<th>Label</th>
<th>Week</th>
<th>Week 20 Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Here We Go Again&quot;</td>
<td>RCA</td>
<td>14</td>
<td>11</td>
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<td>2</td>
<td>&quot;I'll Never Find Another You&quot;</td>
<td>RCA</td>
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<td>3</td>
<td>&quot;Let Me Be Your Lover&quot;</td>
<td>RCA</td>
<td>12</td>
<td>9</td>
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<tr>
<td>4</td>
<td>&quot;The Old Grey Mare&quot;</td>
<td>RCA</td>
<td>11</td>
<td>8</td>
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<tr>
<td>5</td>
<td>&quot;You Are My Sunshine&quot;</td>
<td>RCA</td>
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<td>7</td>
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<tr>
<td>6</td>
<td>&quot;Hound Dog&quot;</td>
<td>RCA</td>
<td>9</td>
<td>6</td>
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<tr>
<td>7</td>
<td>&quot;Heart and Soul&quot;</td>
<td>RCA</td>
<td>8</td>
<td>5</td>
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<tr>
<td>8</td>
<td>&quot;Mystery Train&quot;</td>
<td>RCA</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Viva Las Vegas&quot;</td>
<td>RCA</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>&quot;The Great Pretender&quot;</td>
<td>RCA</td>
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**Second Ten**

<table>
<thead>
<tr>
<th>#</th>
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<th>Label</th>
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<th>Week 20 Chart</th>
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<tr>
<td>11</td>
<td>&quot;Honey Babe&quot;</td>
<td>RCA</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>&quot;Heart&quot;</td>
<td>RCA</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>&quot;Darling Je Vous Aime Beaupreau&quot;</td>
<td>RCA</td>
<td>12</td>
<td></td>
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<tr>
<td>14</td>
<td>&quot;Blossom Fell&quot;</td>
<td>RCA</td>
<td>11</td>
<td></td>
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<tr>
<td>15</td>
<td>&quot;Keep Your Baby&quot;</td>
<td>RCA</td>
<td>10</td>
<td></td>
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<tr>
<td>16</td>
<td>&quot;I'm Gonna Be A Farmer&quot;</td>
<td>RCA</td>
<td>9</td>
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<tr>
<td>17</td>
<td>&quot;Lullaby&quot;</td>
<td>RCA</td>
<td>8</td>
<td></td>
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<tr>
<td>18</td>
<td>&quot;Once Upon A Dream&quot;</td>
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<tr>
<td>19</td>
<td>&quot;Don't Be Angry&quot;</td>
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<tr>
<td>20</td>
<td>&quot;Breakfast&quot;</td>
<td>RCA</td>
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</tbody>
</table>

**1955 England's Top Twenty**

Based on weekly reports from England's top twenty music charts, the following is a selection of top songs for the week ending May 11, 1955, based on sales and airplay data:

<table>
<thead>
<tr>
<th>#</th>
<th>Tunes</th>
<th>Label</th>
<th>Week</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;Heart and Soul&quot;</td>
<td>RCA</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
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<td>&quot;The Old Grey Mare&quot;</td>
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<tr>
<td>16</td>
<td>&quot;Lullaby&quot;</td>
<td>RCA</td>
<td>1</td>
</tr>
</tbody>
</table>
HIS GREATEST!

Billy Vaughn

ON ANOTHER TWO SIDES

THE WALTZ YOU SAVED FOR ME

Coupled with

BILLY VAUGHN'S BOOGIE

DOT 15374

Dot RECORDS  •  Gallatin, Tennessee  •  Phone 1600
THE NATION'S BEST SELLING RECORDS

MAY 21, 1955 THE BILLBOARD MUSIC-RADIO

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here they are! **RCA VICTOR**'s
Four of the most exciting

**HOT POTATO MAMBO**  
**JAPANESE RHUMBA**  
(with Hugo Winterhalter's Orchestra)

**CHEE CHEE-OO CHEE**  
(with Mitchell Ayres' Orch. Arr. Joe Reisman)

**TWO LOST SOULS**  
(from the musical production "Damn Yankees")

**Audrey Meadows**

---

www.americanradiohistory.com
UNBEATABLE PAIRS!
"Double-dates" in record history!

The **CATTLE CALL**

The **KENTUCKIAN SONG**
(from the Hecht-Lancaster production, "The Kentuckian"—a United Artists Release)

**SWEET AND GENTLE FREDDY**

**Eddy Arnold**

**Hans Winterhalter**

**Eartha Kitt**

**Perez Prado**

"NEW ORTHOPHONIC" High Fidelity Recordings
**Best Sellers in Stores**

For survey week ending May 11

**This Week's Best Buys**

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

1. **CHERRY PINK AND APPLE**
   - **BLOSSOM WHITE (ASCAP)**
   - P. Prado
     - *Rate:* Elvis Rowan (ASCAP)
     - *Lead:* 3105

2. **DANCE WITH ME, HENRY (BMI)**
   - G. Gibbs
     - *Rate:* Every Radio Star (BMI) - Mercury 7062

3. **UNCHAINED MELODY (ASCAP)**
   - L. Baxter
     - *Rate:* Music (ASCAP) - Cap 3051

4. **BALLAD OF DAVY CROCKETT**
   - *Rate:* Farrell (BMI) - EMI 1258
   - *Leading Side:* 3105

5. **BALLAD OF DAVY CROCKETT**
   - *Rate:* Daybreak (ASCAP) - Dec 2949
   - *Leading Side:* 3105

6. **CRANY GO MELEDEY (ASCAP)**
   - J. Madlenn
     - *Rate:* Harpooneuse (BMI) - Dot 2152

7. **UNCHAINED MELODY (ASCAP)**
   - B. Hamilton
     - *Rate:* From Here to Forever (BMI) - Epic 9020

8. **HAPPY BIRTHDAY TO YOU**
   - A. Monroy
     - *Rate:* No Register (ASCAP) - H/G-M - 11961

9. **BLOOM FELL (ASCAP)**
   - *Rate:* Farrell (BMI) - EMI 3055
     - *Leading Side:* 3055

10. **CHERRY PINK AND APPLE**
    - **BLOSSOM WHITE (ASCAP)**
    - *Rate:* P. Prado
      - *Rate:* Marie Elena (ASCAP) - Vig 20-5990

11. **BALLAD OF DAVY CROCKETT**
    - *Rate:* Farrell (BMI) - Cabin 1236
      - *Leading Side:* 2158

12. **LIZ OTTO MELODY (ASCAP)**
    - J. Madlenn
      - *Rate:* Harpooneuse (BMI) - Dot 1242

13. **UNCHAINED MELODY (ASCAP)**
    - L. Baxter
      - *Rate:* Music (ASCAP) - Cap 3051

14. **UNCHAINED MELODY (ASCAP)**
    - A. Hilder
      - *Rate:* Daybreak (ASCAP) - Dec 2949

15. **UNCHAINED MELODY (ASCAP)**
    - B. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

16. **SINCERELY (BMI)**
    - McGloin Sisters
      - *Rate:* No More (BMI) - Coal 6312

17. **MELODY OF LOVE (ASCAP)**
    - B. Vaugn
      - *Rate:* Farrell (BMI) - EMI 3055

18. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

19. **UNCHAINED MELODY (ASCAP)**
    - J. Madlenn
      - *Rate:* Harpooneuse (BMI) - Dot 1242

20. **UNCHAINED MELODY (ASCAP)**
    - L. Baxter
      - *Rate:* Music (ASCAP) - Cap 3051

21. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

22. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

23. **HOW IMPORTANT CAN IT BE?**
    - *Rate:* This Is My Confession (ASCAP) - MC 11919

24. **PLAY ME HEARTS AND FLOWERS**
    - *Rate:* So I'm Ashamed (ASCAP) - Coal 6337

25. **WHATEVER LOLA WANTS**
    - *Rate:* Farrell (BMI) - Cabin 1258

26. **MELODY OF LOVE (ASCAP)**
    - B. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

27. **UNCHAINED MELODY (ASCAP)**
    - L. Baxter
      - *Rate:* Music (ASCAP) - Cap 3051

28. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

29. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

30. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

31. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

32. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

33. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

34. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

35. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

36. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

37. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

38. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

39. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

40. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

41. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

42. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

43. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

44. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

45. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

46. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

47. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

48. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

49. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

50. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055

51. **UNCHAINED MELODY (ASCAP)**
    - E. Hamilton
      - *Rate:* From Here to Forever (BMI) - Epic 9020

52. **UNCHAINED MELODY (ASCAP)**
    - S. Vaughan
      - *Rate:* Farrell (BMI) - EMI 3055
SWINGING HIGH AGAIN with another winner!

THE CREWCUTS

"A STORY UNTOLD"

AND

"CARMEN'S BOOGIE"

MERCURY 70634

CHICAGO 1, ILLINOIS
DECCA Announces with pride

A NEW Voice!

A BIG Voice!

A Great Record!

IF WE ALL SAID A PRAYER

AS I LIVE AND BREATHE

With Chorus and Orchestra dir. by JACK PLEIS

DECCA 29524 (78 RPM) and 9-29524 (45 RPM)

sung by...

Frank Verna

America's Fastest Selling Records
RECORDS

THE CREW CUTS
A Story United (Rush, BMI) - Mercury 70653. This group has tracked an enviable string of smashers with their own take of the rhythm, blues sound. This is the ballad currently kicking up a storm in the Northern version on Herald, and the Crews has had one of their better vocal efforts, loaded with swing. The flip is particularly impressive, "Common's Boogie" (Broadway, BMI).

DOORS DAY
I'll Never Stop Loving You (Feist, ASCAP) - Columbia 45105. This is the second track version of the new Door's single from the forthcoming flick, "Love Me Or Leave Me," the Ruth Etting hit in which Miss Day is featured. The tune is a rich, expressive sentimental, and the theme revolution calls to minds her "Secret Love" triumph. Besides the Les Baxter version cited below, there's another, highly impressive wuxing on London by David Whitfield, which she could salvage some of the money. Flip is "Take the Town and Tell the People" (Daywin, BMI).

CHILDREN'S

FESS PARKER AND BUDDY EBSEN
Old Betty (Vanderland, BMI) - This tune, You're Right (Woodlander, BMI), Columbia 40510-10. The team, which has taken the country by storm via the Davy Crockett TV show, has elected its own follow-ups to the current "Ballad of Davy Crockett" smash. And with all the other Crockett materials cited on Children's Best Selling list, it's difficult to see how these delightful delights may out

Sacred

TENNESSEE ERNIE
How Much Time (Universal, BMI) - Capitol-Ernie hands in one of his most impressive books of vocalizing on this interesting rhythm ballads item. It's change, volume and should sell over a wide area for many, many more. "I'm Goin'" is "I'm Going to a Blue Grass Festival,"

THE MAKE WAY FOR YOUTH STORY CHORUS
If We All Said a Prayer (United, ASCAP) - Columbia 45102. This Detroit group's longtime grandee radio series radio series earns every Sunday from WJOL, Detroit, hits a bit of new material with which to launch it. In the Columbia disc catalog, the youthful sound and music of these people should make this their standard fare on hundreds of stations. "Good olive Will You Tell We Meet Again" is the oriole (Kjos, SEAC).

Reviews of New Pop Records

THE GALLOPERS
Be My Valentine (Columbia, ASCAP) - Columbia 35041. "To the tune of "It's our anniversary.""

PERCY COMO AND JAYE P. MORGAN
VICTOR 21707 - A Billboard no. 1 placing this week. No doubt about the machine. Como's machine and Morgan's. "If This Is Love, I Want None."

DECCA 45032 - A Columbia (
Rudy Vallee, BMI) - Decca 45-3804. "The tune is a great one with a great, spirited followup in "Open Up Your Heart.""

JOHNSON BROTHERS
One Cherie-Madeo (ASCAP) - LONDON 166-1-an unusual version of the oldie, but a novel approach by, the Johnsons. A novel approach of the tune, "I Will Not Be Unfaithful," and the "Open Up Your Heart.""

THE MAKERS
One Cherie-Madeo (ASCAP) - COLUMBIA 35109. "One of the better versions of the hit of the week."

OLD RORY HUME
The Right to Be Free (ASCAP) - London 166-1-an unusual version of the oldie, but a novel approach by, the Johnsons. A novel approach of the tune, "I Will Not Be Unfaithful," and the "Open Up Your Heart.""

RITCHIE PAUL
Selling the World is Mine (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

Three Faces "Fend of Echoes"? 7? "This is the most unusual record of the week, the quality sound and interesting record, plus the interesting manner a new performance.""

ABELLA LANDERS
Blue Eyes (ASCAP) - Columbia 35106-1-one of the best versions of the hit of the week."

DAVID BARKIN
Selling the World is Mine (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

THE MANHATTANS
Let's Talk About Love (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

TENNESSEE ERNIE
When A Man Loves A Woman (ASCAP) - EMI 1457-1. "The tune is a great one with a great, spirited followup in "One Cherie-Madeo.""

RITCHIE PAUL
Selling the World is Mine (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

GRAYD MARTIN
MELODY ON (ASCAP) - Mercury 78871. "This is the biggest hit of the week."

JOHNSON BROTHERS
One Cherie-Madeo (ASCAP) - LONDON 166-1-an unusual version of the oldie, but a novel approach by, the Johnsons. A novel approach of the tune, "I Will Not Be Unfaithful," and the "Open Up Your Heart.""

WILLIAM DAVIS
Bells Are Tolling (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

HARMONICATS
Be My Valentine (Columbia, ASCAP) - Columbia 35041. "The tune is a great one with a great, spirited followup in "One Cherie-Madeo.""

JACK HARRIS
Come Home, Baby (RCA, BMI) - RCA 432. A new version of this hit number."

RITCHIE PAUL
Selling the World is Mine (ASCAP) - RCA 432-1-a big record for the jive-talking tenor. This is a good one with a good, spirited followup in "One Cherie-Madeo.""

CLOUD MEDAL
Follow Your Heart (RCA, BMI) - RCA 432. A new version of this hit number."

JOHN ELLIS
At the Zoo (RCA, BMI) - RCA 432. A new version of this hit number."

GLORY CHORDS AND FAMILY
A Lovely "At the Zoo" (MGM, BMI) - RCA 432. A new version of this hit number."

STEVE CARROUSEL
That's The Way Love Goes (ASCAP) - RCA 432. A new version of this hit number."

DENNIS HALE
What's Wrong (ASCAP) - RCA 432. A new version of this hit number."

PAULITE SISTERS
Let's Talk About Love (ASCAP) - RCA 432. A new version of this hit number."

JAYNE AND AUDREY MEADOWS
Victor 21707-1. "One of the better versions of the hit of the week."

RICHARD MALFY ORK
Blue Eyes (ASCAP) - Columbia 35106-1-one of the best versions of the hit of the week."

BUD SHEPHERD
What's Wrong (ASCAP) - RCA 432. A new version of this hit number."

BENNY MONK
Still the Same (ASCAP) - RCA 432. A new version of this hit number."

BILLY MAY ONE
The Do It Again (RCA, BMI) - RCA 432. A new version of this hit number."


EASE THAT SQUEEZE

NEW NOVELTY SONGS

The "PICK" of WASHINGTON THE COMPLETE AIR-CONDITIONED

Lee House

Four Blocks from the White House ROOMS WITH 10 RADIO AND BATH ON 3RD STREET No Charge for Children

Pick

free Reservations by telephone for all Albert Fisk Hotels

EASE THAT SQUEEZE

FULL FIDELITY

The Blues-The Boogie-The Voice-The Music

FULL HIGH FIDELITY DRUMS OF BRAZIL SENSATIONAL

IN ST. LOUIS IT'S PREMIER Complete recording facilities for phonograph sessions MODERN STUDIOS -- FINEST EQUIPMENT MUSICAL ENGINEERING KNOW HOW FILM AND RECORDING CORPORATION 3513 South 8th St. St. Louis, Missouri

TP'S WIGWAM

AVAILABILITY OPEN

WCDL

35 North-42 West CARBONDALE, PENNSYLVANIA
**The Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

**This Week's Best Buys**

ROLLIN' STONE (Excellence, BMI)-The Magnolias—Excellence 0857.

In the past few weeks, this disk has been kicking up a lot of action in Southern areas. At the present time, it is in both the Atlanta and Charlotte territorial charts, and is selling well in Baltimore, St. Louis and Nashville also. The record is also beginning to move rapidly in Cleveland, Pittsburgh and New York. Flip is "Why Don't You" (Excellence, BMI).

HEY, HENRY (Gallo, O!N-Modern BMI)-Etta James—Modern 857.

From the last take-off of this record, one could conclude that it has the makings of another big seller for the singer. Strongest sales reports to date have come from Philadelphia, Baltimore, Pittsburgh, Buffalo, Nashville and St. Louis, with other areas reporting good initial action. Flip is "He's Mine" (Flair, BMI). A previous Billboard "spotlight" pick.

**Reviews of New R & R Records**

THE MIDNIGHTERS

Don't Leave Me Here

DEAN BARLOW

Don't Leave Me, Baby

L.A.FE-55. This rousing material as Barlow makes his best review yet free from the past. The song is a tear-jerker that has an air of the old Wurlitzer and a feeling for the happening. The vocals are well done. (Earl, BMI)

MEMPHIS SLIM

Rock and Roll

UNITED 181. The singer expresses his concern in this latest dance number that he is getting from his girl. The writing was done by Moore and Stovall, and the arrangement by L. G. Williams. The instrumental background is a real one of ears. One of the best having to do with this new rhythm strain. It too, must have a fill-in effect. (Savoy, BMI)

Two of a Kind...76

Weeks: 1. The singer cleverly makes this hit a song that she know if she's going to have her behind in the middle of the dance. The singer's habit of handling love ballads stands him in good stead. (Flair, BMI)

ELMORE HAMER

No Love, No Heart

FLASH BMI. To a successful producer he has turned this song that he knows he is going to have to see the light of day sooner or later. The arrangement was done by the lead, and the record is a good one of ear, a record that will appeal to the older groups. (Bantam, BMI)

DANNY JAMES

I Was Gonna Go and Run Away

TIDELINE BMI. This song shows the lead man's desire to run away from the problems that life has given him. The song is a love ballad that will appeal to the older groups. The lead man has an appealing singing voice. (Tideline, BMI)

THE DAPPERS

Cookin' Mama

DOME 1501. The lead man pulls out all the stops on this song and assurance his girl to return to him. A recorded Chicago product. This record is a good one of ear, an arrangement that will appeal to the older groups. A good commercial piece that will do well overall. (Cleartone, BMI)

JOHN LEE HOOKER

Take Another Look

DOME 1502. This is a rocking material that has already caught on at the link. A recording Chicago product. This record is a good one of ear, a record that will appeal to the older groups. A good commercial piece that will do well overall. (Cleartone, BMI)

MICHAEL FORTUNE

Chippie Gay

GREAT SOUTHERN BMI. This is a no-nonsense rhythm number. The lead man and his group have a crisp rhythm section and will undoubtedly be a hit. (GREAT SOUTHERN BMI)

BOBBY BLUE BLAND

Flinch Filly

B.E.A.R. 141. After a slow start, Bland wows his listener and at the end of the disk he is pretty well sold. This record is a good one of ear, a good commercial piece that will do well overall. (B.E.A.R.)

**Best Sellers in Stores**

For survey week ending May 11

**RECORDS are ranked in order of their estimated number of copies sold.** The last number of every record listed in the charts indicates the number of weeks the record has been on the charts. When opposite position is reported on both sides of a record, points are given to both sides. Records are listed with correct position on the chart. In most cases, both sides are listed to help buyers. The leading side is Last on.

This Week

Last Week

1. UNCHAINED MELODY (ASCAP)-R. Hamilton...3

2. DON'T BE ANGRY (BMI)-N. Brown...2

3. WHAT CHAPPA GONNA DO? (BMI)-D'Krers...4

4. FLIP, FLOP AND FLY (BMI)-J. Turner...6

5. I'M THE BART (BMI)-Little Walter...1

6. THAT'S ALL I NEED (BMI)-L. Baker...2

7. BO DIDDLEY (BMI)-D. Diddle...10

8. WALLFLOWER (BMI)-E. James...5

9. UNCHAINED MELODY (ASCAP)-A. Hibbler...8

10. BO DIDDLEY (BMI)-D. Diddle...10

11. I'M A MAN (BMI)-Checker 814

12. WALLFLOWER (BMI)-E. James...5

13. UNCHAINED MELODY (ASCAP)-A. Hibbler...8

14. BO DIDDLEY (BMI)-D. Diddle...10

15. THIS IS MY STORY (BMI)-Gene & Eunice...

**Most Played in Juke Boxes**

For survey week ending May 11

RECORDS are ranked in order of the greatest number of plays on disk juke boxes. Records are listed in order of the number of plays they receive. When opposite position is reported on both sides of a record, points are given to both sides. Records are listed with correct position on the chart. In most cases, both sides are listed to help buyers. The leading side is Last on.

This Week

Last Week

1. MY BABE (BMI)-Little Walter

2. BO DIDDLEY (BMI)-D. Diddle

3. FLIP, FLOP AND FLY (BMI)-J. Turner

4. EDGING ME LOVES (BMI)-J. Ace

5. I'M THE BART (BMI)-Little Walter

6. UNCHAINED MELODY (ASCAP)-A. Hibbler

7. WHatta CHANNA DO? (BMI)-Defiers

8. UNCHAINED MELODY (ASCAP)-A. Hibbler

9. YOU DON'T HAVE TO GO (BMI)-J. Reed

10. BO TING A LING (BMI)-J. Baker

11. THAT'S ALL I NEED (BMI)-Atlantic 1035

**Most Played by Jockeys**

For survey week ending May 11

RECORDS are ranked in order of the greatest number of plays on disk juke boxes. Records are listed in order of the number of plays they receive. When opposite position is reported on both sides of a record, points are given to both sides. Records are listed with correct position on the chart. In most cases, both sides are listed to help buyers. The leading side is Last on.

This Week

Last Week

1. WALLFLOWER-L. James

2. FLIP, FLOP AND FLY-J. Turner

3. FLEDGING MY LOVE-J. Ace

4. WHatta CHANNA DO?-Defiers

5. MY BABE-L. Walter

6. CHOOSE YOUR EYES Five Keys

7. BABE IS STILL OPEN-Cardinals

8. DON'T BE ANGRY-N. Brown

9. UNCHAINED MELODY-R. Hamilton

10. TWO HEARTS-C. Turner

11. MOST OF ALL-Moonglow

12. DON'T YOU KNOW?-F. Dominic

13. BO DIDDLEY-D. Diddle

14. UNCHAINED MELODY-A. Hibbler

15. AIN'T IT A SHAME?-F. Dominic

**ONLY THE BILLBOARD**...among overall entertainment weekly—is a member of the Audit Bureau of Circulations.
The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

**Reviews Spotlight on...**

**VARETTA DILLARD**

You're the Man to My Prayer (Savoy, BMI) $10

Why The Ice Wallflower, Wharcka Wallflower ($7)-A dramatic trumpet solo and plenty of meaning on a moving ballad. She recorded several sides with the same core group and this one may prove even a bigger cella-draw. Flip is "Promised" (Savoy, BMI).

**JACK DUPREE**

Let the Doobell Ring (Jay & Cee, BMI) $5

Hurley Blues (Jay & Cee) $4-

"Double Ring" here are two great sides, which should prove particularly strong as suggestions for operators. The "Hurley" is a rhythm number, with a bristling rhythm type and a nice piano solo. Such a tune is not for the squishy, once Dupree sings in a vocal style inspired by the doobells it's as good as it gets. Dupree's got it on both sides with his personal winning and driving bent.

**Reviews of New R & B Records**

- Continued from page 68

**GAGG & GASPS** E. W. Moses, KE-7947, Smithville, Ark., has compiled a booklet and a "deed" for the den of "Gag and Gasps" with free sample copies available. This is a "gag" book that gives over a hundred laughs. Greater love hath no deejay... A real delight for the deejays, for both the "gag" and "deed" for the den of "Gag and Gasps" can be heard by his listeners. Dave Maynard, owner of the "Gag and Gasps" store, reported last week that when he delivered a tape from a local band's store, Dave crawled into the trunk of a Buick, hopped on the lid on himself and broadcast from inside for 10 minutes.

**CHANGE OF THEME** Don Walker formerly of KCLC, Miami, Ohio, has joined KTVZ, Salem, Ore., which serves a small town in Illinois, and is now doing four daily shows and two special shows on Sundays. A new game, "Big in Small," was introduced on Walker's new show, with listeners invited to make as many words as possible out of the station's call letters and the city name-

**VOX JOX**

- Continued from page 47

**Dootone**

The Hottest Label in the Country

SIZZLERS from SAVOY

"DON'T BE ANGRY"

HAPPY BROWN $10

"EVERYBODY NEEDS SOMEBODY"

JIMMY SLADE $11

"CHOP CHOP CHOP A LING"

THE BARONES $15

"I'LL BE FAITHFUL"

THE BREADS $15

"BUCKEYE BOUNCE"

CIVIL ALFRED CUMM $15

AND NOW...

Her Latest and Greatest Double Dipped Small Sensation

"YOU'RE THE ANSWER TO MY PRAYER"

w/s

"PROMISE MR. THOMAS"

by VARETTA DILLARD $1100

on "Victor Market Show, Inc.," New York

NEW BIGHTS!!

1 HEAVEN & PARADISE

Don Julian's Meadeworks 362

2 KISS A FOOL GOODBYE

The Penguins 362

3 FOOLS ARE SCARER

Roy Milsten 363

4 HERE I'M 18

Chuck Higgins 361

5 PENGUINS EP ALBUM 4 hits on one record EP 101

Dootone

The club's latest all night show on WERE, Cleveland.

Frank Ward's 9 p.m. to midnight show over WKBW, Buffalo, has been running from 4 p.m. to Harve Else, WBZ, Denver, has been running for a new hour and a half Sunday afternoon show under our "Peanut Line." - H. Arthur Brink, WGB, Kansas City, Miss., who joined the staff a couple of months ago, has taken over the station's record library, and hopes to build up a better representation of current records, as well as the operation of record manufacturer with the WNXT Records Department, WNTX Portsmouth, Ohio, has a new hour and a half Sunday night show under our "Dawson," slated for 3 a.m. at the WBNX Records Department, WNTX - "Flapper Line," which he has been running for a couple of years, and will continue to do so.

Murray Kaufman, WMCA, New York, will originate his Friday evening show from the Paladium Annunciation Park again this year. (Continued on page 95)
HOCUS-POCUS

F. M. SHORTRIDGE, who is in the Thompson and Koon, where he is just a pitch for Special Services.

Dr. Maurice Black, of the Eastman School of Music, New York, has just released his first album of 52 records on the Pathé label. He plans to issue four albums in all, each album consisting of 13 records. The album or four albums will go on sale at the Pathé label. Dr. Maurice Black is a well-known composer and pianist.

George Dexter, the supervising editor of the New York Herald Tribune, has just released his second album of 52 records on the Pathé label. The album consists of 13 records.

Earl Lockman, the editor of the New York Daily News, has just released his second album of 52 records on the Pathé label. The album consists of 13 records.

Vicki Finn, formerly a guest singer on the Pathé label, has just released her second album of 52 records on the Pathé label. The album consists of 13 records.

CORRECTION

Jack Deans, the famous director of the Philharmonic Concerts, has just released his second album of 52 records on the Pathé label. The album consists of 13 records.

BURLASQUE BITS

Vicki Wells, admired for her new storming wardrobe, has her first album of 52 records on the Pathé label, in Jack Crawford and Jay Hagan, the famous directors of the Pathé label, have just released their first album of 52 records on the Pathé label.

New York, May 31: Three new album of 52 records on the Pathé label, in Jack Crawford and Jay Hagan, the famous directors of the Pathé label, have just released their first album of 52 records on the Pathé label.

Burial In

William B. Rippy, Providence, tympanist: "The interest of the album is the amazing low number of 52 records on the Pathé label. The album consists of 13 records.

BERNIE BELL, artist-director at KVY, Cleveland, was in the studio on Monday morning at 5:30 a.m.

Metro, who has just released his first album of 52 records on the Pathé label. The album consists of 13 records.

Thaddeus, the famous artist-director of the Pathé label, has just released his first album of 52 records on the Pathé label. The album consists of 13 records.

The Ridge, the famous artist-director of the Pathé label, has just released his first album of 52 records on the Pathé label. The album consists of 13 records.

"Are You Mine?" by Tom Tall, artist-director at KVY, Cleveland, was in the studio on Monday morning at 5:30 a.m.

FOLK TALENT AND TUNES

"Good Night, Sweetheart," by Tom Tall, artist-director at KVY, Cleveland, was in the studio on Monday morning at 5:30 a.m.

THE FINAL CURTAIN

ALEXANDER—Joe, son of Alexander Price and Mrs. Alice Alexander Price, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Alexander Price, of Washington, D.C., and Mrs. Alice Alexander Price, of Des Moines.

ALLEN—John, son of Allen and Mrs. Allen, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Allen and Mrs. Allen.

ALLEN—Robert, son of Robert and Mrs. Robert, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Robert and Mrs. Robert.

BISHOP—Edward, son of Edward and Mrs. Edward, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Edward and Mrs. Edward.

BISHOP—Mary, daughter of Mary and Mrs. Mary, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Mary and Mrs. Mary.

BISHOP—William, son of William and Mrs. William, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. William and Mrs. William.

BISHOP—Joseph, son of Joseph and Mrs. Joseph, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Joseph and Mrs. Joseph.

BISHOP—Susan, daughter of Susan and Mrs. Susan, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Susan and Mrs. Susan.

BISHOP—John, son of John and Mrs. John, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. John and Mrs. John.

BISHOP—Mary, daughter of Mary and Mrs. Mary, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Mary and Mrs. Mary.

BISHOP—James, son of James and Mrs. James, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. James and Mrs. James.

BISHOP—Robert, son of Robert and Mrs. Robert, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Robert and Mrs. Robert.

BISHOP—Joseph, son of Joseph and Mrs. Joseph, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Joseph and Mrs. Joseph.

BISHOP—Susan, daughter of Susan and Mrs. Susan, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. Susan and Mrs. Susan.

BISHOP—John, son of John and Mrs. John, born May 4, 1955, at St. Mary's Hospital, Des Moines, to Dr. John and Mrs. John.

MARRIAGES

ADAMS—Brown, Dr. Frederick, and Mary A. Brown, of Des Moines, May 4, 1955.

AGNEW—Dr. John, and Dr. Margaret, of Des Moines, May 4, 1955.

AMES—Dr. James, and Dr. Mary, of Des Moines, May 4, 1955.

ANDERSON—Dr. Robert, and Dr. Elizabeth, of Des Moines, May 4, 1955.

ANDERSON—Dr. William, and Dr. Jane, of Des Moines, May 4, 1955.

ANNENBERG—Dr. Robert, and Dr. Elizabeth, of Des Moines, May 4, 1955.

ANZENBERG—Dr. John, and Dr. Mary, of Des Moines, May 4, 1955.

ARK—Dr. John, and Dr. Mary, of Des Moines, May 4, 1955.

ASH—Dr. John, and Dr. Mary, of Des Moines, May 4, 1955.

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ASH—Dr. John, and Dr. Mary, of Des Moines, May 4, 1955.
ROYAL AMERICAN UNVEILS POWER-PACKED LINEUP

Leon Claxton Show Stands Out; L. & N. Strike Increases Rail Nut

By BERYL DOTTEN

MEMPHIS, May 14.—The biggest single installment of the Royal American Shows—hosted in its second season—opened at the Memphis Cotton Carnival with a three-day display. The 250 employees, which are now more than double the size of last year, showed the fare during the first week.

The fairs—held in cities across the country—represent some of the most popular and successful carnivals in the country. The Royal American Shows are known for their innovative and entertaining displays, which often include rides, games, and other attractions.

Conn. Range Adds Batting

WESTPORT, Conn., May 14.—The management of the Conn. Range has announced that batting cages are now available at its park. The cages feature a variety of simulated baseball environments, providing a fun and challenging experience for visitors.

Hamish Sets Midway For Dominican Fair

Sacramento, May 14.—Hamish, the midway attraction at the Dominican Republic's World's Fair, is setting up shop at the fair for two weeks. The fair is scheduled to run from May 15 to June 1.

NEW YORK, May 14.—George A. Hamish, owner of the Hamish midway attraction, is setting up shop at the Dominican Republic's World's Fair. The fair is scheduled to run from May 15 to June 1.

Hamish brought a number of photographs to the midway, which he plans to use as part of the midway's attraction. He also plans to use some of the photographs in his new book, "Midway Magic of the Americas." The book is scheduled to be released in the fall.

Complete Package

In addition to the mechanical and show units, Hamish will also be offering dance packages, refreshments, souvenirs, and more, to make a complete midway package.

Huy is a veteran midway operator with over 30 years of experience. He has been running successful midways for over two decades and is known for his ability to create a fun and exciting atmosphere for visitors.

URGENT UP-DATING

Plant Study Points Up Needs at Detroit

DETROIT, May 14.—A report on the plant of the Detroit Metropolitan Parks and Recreation Department has been completed. The report highlights the need for additional facilities and equipment to meet the needs of the city's growing population.

The report also highlights the need for more recreational facilities, such as parks and playgrounds, to accommodate the needs of the city's residents.

Queen, Bond Entries Up for Mermaid Fete

NORTHWEST, May 14.—Entries for the Northwest Mermaid Fete have increased this year, with over 100 contestants vying for the title. The contest attracts visitors from all over the region, and the queen will be crowned on the final day of the event.

The contest is an annual event that has become a popular attraction in the area, with visitors from all over the region attending to see the pageant and enjoy the festivities.

About 760,000 was the best-known outdoor show business in the nation. The event had been planned for several years and was scheduled to be held in Clinton and will now be held in Silver Spring, Maryland.
Sensational NEW JET FIGHTER KIDDE RIDE

With Streakpyle Park launching its season on May 14, Coney became officially open for the 1955 season. General Manager J. S. Huskisson attended the State opening and was host at a pre-season party for new employees who have joined the staff from all over the country. The American Ashley Company also presented a show for the new employees.

CONEY ISLAND, NY
By UNO

With the Wheel and the Jet Fighter, both the park has been transformed into a brilliantly illuminated center. It is said that the first night of operation, the Wheel was the highest in the state and the Jet Fighter the highest in the world.

Both the Wheel and the Jet Fighter are equipped with the latest in ride technology. The Wheel has been designed to seat 2,000 people and provides a panoramic view of the city. The Jet Fighter is a simulation ride that offers a thrilling experience.

SUMMER RITTSINGEN, PLAYLAND CENTERS BOSTON, MASS.

"Of all the kiddie rides we have, I consider the Allan Herschell Boat Ride to be the most interesting," said Mr. Herschell. "Boat rides are a popular attraction among children and adults alike. The Allan Herschell Boat Ride provides a unique experience for visitors of all ages."

AYDLE RIDE COMPANY.
"World's largest manufacturer of amusement rides"

MACHSON, CHICAGO.

"Allan Herschell Company is dedicated to providing the best rides and entertainment for families to enjoy. Our rides are designed with safety and enjoyment in mind, ensuring a memorable experience for all our guests."
Hamid Plans Florida Spot Development

NEW YORK, May 14.—Three and a half months ahead of the scheduled opening by George A. Hamid & Son in Daytona, Fla., on the main highway between Miami and Fort Lauderdale will be used as a talent development center by the building's operating partnership announced here this week. The agreement for the second-floor space in the firm's Atlantic City Steel Pier Complex will be used as a venue for the Savoy Carver's Dining House, a pier feature, and other show features. A grandstand will probably be erected and admission charged.

After opening plans are still sketchy, it is likely that four shows a day will be presented with five on Saturdays and Sundays, depending upon patronage, Hamid said.

Prince Albert Ups Premium $5

PRINCE ALBERT, Sask., May 16—The 1954 premium for the 1/A annual Prince Albert Exhibition, August 11-13, has been boosted to $11,000 from $500. The extra money will go toward special events such as the Canadian National Exhibition's Royal Saskatchewan Agricultural Society in combination with the Saskatchewan Golden Jubilee observance this year.

The fair has granted the use of exhibition space to the Steel Pier Complex. Fund set up that an emergency arises in the Prince Albert Exhibition, a tribute, management, reported.

Gridley, Calif., Sets Ascensions

GRIDLEY, Calif., May 14—Bul- lon Ascensions will be featured at the Golden States Ascension Day dur- ing its four-day running start August 5, according to Manager E. K. Terry, manager, announced.

Whitaker booked the Badger Balloon Company, Las Vegas, for the ascension, of which there will be four each day. Victor Richard is manager of the balloon company.

AUDITORIUMS ARENAS
Louisville Armory Promotions Based on Early Preparations

By TOM PARKERSON

Although the Kentucky Derby week work, and Herman J. Penn, manager of the Louisville Auditorium of Armory, is one whose promotions accomplish both. His ice show promotions have shown an average increase of 12 per cent over the past five years, with "Holiday" holidays drawing 12 per cent ahead this year.

Penn starts by spotting the Microphone during summer months. In September he buys and September go to the sets of press releases that are sent to 50,000 newspapers during the two months prior to the show start. Relying far in advance are the links of material for use by 83 radio and TV stations in the area. All are addressed, routed and sent out steadily the busy time when they are needed.

Penn points out that everything preparation done early in the program will be nearly机械化 in the critical time of the season. This leaves valuable hours for attention to other details of the show, which will undoubtedly never be done.

Says S. W. John

At the outset, he establishes a goal; this a year it was for 8 per cent increase in income, a goal he achieved, but he believes there is still a possibility in 12 per cent to bring the point and so margins probably will be increased.

New budget increases were invested to produce the 12 per cent rise, according to Mr. John, and the total breaks down shows 28 per cent of the increase, where most of the increase was concentrated. It was seen early into the season and was the basis for the 12 per cent rule. Mr. John has the weekly newspapers, Penn's system, as well as his manager, and five such ads with a letter stating he will pay in cash or tickets. Offered Mr. John, and he reasons that his weekly newspaper coverage is by far more effective in this respect than any other.

One premium item include slides which Penn himself has made and new one-minute film clips which the show supplies. The points which the 1/A show offers a 12 per cent showing of 25 sheets plus of top-of-the-frame acts. But call goes out three times daily at the show.

One of Penn's points is to be a heap of tickets, the small signs for ticket sale in restaurants and cafes. This is done and the time we have here. A local restaurant near which a restaurant owner don't turn him down.

The whole program is peace the advance sale. So after buying tickets, these boys, he are in special customers. These boys, block ticket buyers. Personalized telephone cells are made to industri- al leaders with a pitch for these block sales. Two central industries are selected, on the basis of past performance, for a special two-for-one deal limited to opening night. As the company is buying it at a loss, it is another way to save 3,000 customers. And he finds this better than loss. A pass deal goes to grocer and store managers thru a pitch to the General Mills distributors, a hang-over from when General Mills first started its policy on tie-in premiums.

Avenue of Stars

The program also includes direct mail to 12,000 persons each week, to 5,000 ticket office, tickets in three in- cluding in the weekly newspaper, Penn's system, and advertising to 5,000 persons. It is following a "five-in-five" ad, with a letter stating he will pay in cash or tickets. Offered Mr. John, and he reasons that his weekly newspaper coverage is by far more effective in this respect than any other. To these over 35,000, he will send six shows, one of which will be devoted to "The Devil and the Deep Blue Sea." Of course, will include new lighting fixtures, fire safety, etc., at this point, aboard his boat.

Oscar Robertson's remodeled armory will be a big improvement in the area, including all new, excepting stage and lot, new general area, seating, and other improvements. Over $700,000 will be added to the armory. It is a completely reworked, plus 16,000 seats, in the capacity, plus New York. This will include new lighting fixtures, fire safety, etc., at this point, aboard his boat.

Civic Auditorium

The city's Auditorium, in the remodeled armory, will be a big improvement in the area, including all new, excepting stage and lot, new general area, seating, and other improvements. Over $700,000 will be added to the armory. It is a completely reworked, plus 16,000 seats, in the capacity, plus New York. This will include new lighting fixtures, fire safety, etc., at this point, aboard his boat.
Flower Shows Are Popular In California

WOODLAND, Calif., May 14—Flower shows at fairs are attended by 80 per cent of the fairgoers, and 95 per cent make returns to the exhibits. Louis Merrill, West- ern Fair Association, general manager, told members of the Associated Chambers of Commerce of Yolo County at their monthly meet- ing here Thursday (10).

Merrill also urged that Cal- ifornia fairs should do all they can to promote the state and its products. He added that the achievement of a new emphasis on the arts of the field, and the promotion of the Golden State through the fair, is necessary in maintaining interest in the state's produce.

The history of fairs from an- cient Egypt to the present day was reviewed by the speaker. He re- lated that nearly 80 per cent of the people attending fairs stop in to see the flower show. Merrill at- tended this interest to greater leisure enjoyed by Californians and the increasing number of new homes and gardens.

Merrill advised that 100,000 farm youths participated in fairs in 1953, and he predicted that the number of farm youths will increase to 200,000 this year. The booming farm community, he said, will serve as an indication of the interest in fairs.

La. State Seeks Funds for Big Building Plan

SHREVEPORT, La., May 14—(The Louisiana State Fair this annual festival of the State Legis- lature for $1,000,000 to finance the construction of livestock barns to house 4,500 animals of stock.

The program, which will be sub- mitted to the Legislature this month, was outlined in a folder submitted to directors and local legislators.

Fair officials stated that the fair has not the adequate facilities to care for much of the stock which exhibitors want to display. They termed the expansion of livestock facilities as “urgent need.”

GM Caravan Tops ’54 Draw

DETROIT, May 14—General Motors’ annual contest for $1,000 ended its nationwide tour Sunday night (13) at Night Out Club, with attendance at the five cities where it appeared totaling a record figure of 2,147,125. This compared with attendance figures in 1954 in five cities totaling 1,205,594.

Both figures were the largest in history for General Motors’ display of experimental “dream cars” and other attractions. An annual New York City tradition prior to 1933, the “Motorama” went on the road and closed again in 1954 and 1955. This year it appeared in New York, Miami, Los Angeles, San Francisco and Boston. A fleet of 100 trucks carried it from city to city.

Stern to Head Cent. Cape at Flint, Mich.

FLINT, Mich., May 14—Alfred Stern, director of the Department of Consumer Affairs and Show- men, of the Congressional- chartered American National The- atre and Academy, will serve as managing director of Flint’s con- servatory of Music and Drama. The celebra- tion will be highlighted by a musical pageant-revue on wheels.

Extra Day at Hancock

DALTON, Mass., May 14—An additional day was added to Ber- kshire County Fair, Hancock, Mass., this year, according to Frank Mongie, of Dalton. The August 11-14 annual will operate for four days and nights, offering the New Eng- land Amusement Company on the midway, bat houses, shows and horse pull- ing contests, vaudeville and large youth exhibits departments. Admis- sion is being cut from $1 to 50 cents.

TENTS

SQUARE END AND ROUND END TENTS

Tents and canopies for all purposes, specially treated to stand up in rain, snow, wind and milder. Choose of khaki or bright colored ends. Pole pitch style.

These prices do not include Walls, Floors and Frames.

SIZE 3026 30X30 $650.00
3226 32X32 $690.00
3426 34X34 $730.00
3626 36X36 $770.00
3826 38X38 $810.00
3926 39X39 $850.00
4226 42X42 $920.00
4526 45X45 $970.00
5026 50X50 $1,000.00
5226 52X52 $1,020.00
5426 54X54 $1,040.00
5626 56X56 $1,060.00
5826 58X58 $1,080.00
6026 60X60 $1,090.00
6226 62X62 $1,100.00
6426 64X64 $1,120.00
6826 68X68 $1,150.00
7026 70X70 $1,170.00
7226 72X72 $1,190.00
7526 75X75 $1,200.00
7826 78X78 $1,210.00
8026 80X80 $1,220.00
8426 84X84 $1,230.00
8626 86X86 $1,240.00
8826 88X88 $1,250.00
9026 90X90 $1,260.00
9626 96X96 $1,270.00
10026 100X100 $1,280.00

BRAND NEW NEVER SEEN OUT OF SAC

Manufactured for us, as new as when it was in store. Home, water and mildew. Choice of khaki or bright colored ends. Pole pitch style.

American Tent and Canvas Corporation
151 E. Water St., Norfolk, Va.
Wire or Phone: Madison 9146

SPECIAL T-ENT-S SPECIAL
CHICAGO, April 14—Upward of 30,000 food processors and concession operators joined the exhibit halls of the National Restaurant Convention and Exhibition here this week to see hundreds of new products and food equipment as display. The show ran from Monday (9) this Friday (13) at Navy Pier.

Of the new products brought down to the trade, many were displayed at the snooted out food exhibition.
Hamburger Griddle Boasts Big Output

CHICAGO, May 14.—A new griddle has been introduced by Roosevelt, called the Roosevelt 12, which is described by the maker as being one of the most powerful and fastest big production electric griddles on the market. Among the claims made for the unit is that it cannot be "tied-up" even under heavy loads of frozen hamburger on a 22-inch griddle.

The grid is 36 inches long by 15 inches deep with the entire area usable. The griddle is claimed to produce over 700 quarter-pounder hamburgers per hour, with a high temperature setting is unnecessary. The grid has never reached the correct tempered dial temperature. Temperature drop is compensated for automatically and the griddle is returned to correct cooking temperature, officially point out.

Features include two sectional heat control units which permit the operator to use either side of the grid independently, two thermostat controls, a substantial automatic temperature control to prevent the heat between 200 degrees and 450 degrees, automatic stop lights that indicate when the griddle has reached the correct temperature, and back grease drain; grissle guard on handle. It is a new 4 quart capacity removable grease reservoir.

Roosevelt Commercial Equipment Department, South Seely Avenue, Chicago 19.

BARREL FILL-NO-PRESSURE... ST. LOUIS.—A self-contained barrel filler for barrels that are cold Coca-Cola or Pepsi-Cola and cold beer with an additional draft for carbonating has been manufactured here. The unit is finished in solid cast aluminum and has 45 gallon barrels with mechanical remote control. A self-contained compressor condensing unit, and flue gasing pipes are all plug-in. Multiple Fassett Company, 1243 Pennsylvania Ave., St. Louis 14, Mo.

SOFT-serve DESIGNS... CHICAGO—Two new cold treats for sweet freezers that are designed for economy-minded purchasers are being made here. The Model 150 occupies four square feet of floor space and can serve 500 patrons per hour. It features a dial which indicates at which percentage of the tank is being served. A proper serving temperature is fixed, refrigerator water which is automatically served. Proper serving temperature is fixed. Refrigeration is maintained with mix as the finished product. The tank is a 300 gallon, knife type draw-out gate. The Model 150 is 300 shaker an hour and is equipped with 20 inch casters, 1/4 inch air and 3% gallon detachable mix reservoir. Compressors in both models come with five-year war general service guarantee. Roosevelt Corporation 2058 West Montrose, Chicago 18.

PIZZA OVEN SPECIFIC SPACE... SOUTH BEND, Ind.—A pizza oven has been patented and introduced here. Manufacturer promises that it will reduce the time to prepare pizzas, that it will permit any restaurant to prepare pizzas in any desired quantity, that it will accommodate a variety of oven pre-orbital porcelain enamel oven, eight-inch stainless steel, and a special heavy-duty thermostat, and that it will be a significant advantage to a local, street corner or one-story building. For a small area or space, it will serve one or two sections high, by Streetgum Corporation, South Bend, Ind.

VARIED SIZE PAPER CUPS... NEW YORK.—Continental Can Company has introduced a new line of paper cups and containers that embodies many new sizes and shapes, ranging from 23 ounces to 80 ounces in the single-wrap style. Take-out containers range in size from 5 to 24 ounces, shaped cold drink cups from 8 to 14 ounces, 24 oz. sugar bowl, 16 oz. coffee cup, 16 oz. coffee mug, 3 oz. ice cream cup and 18 oz. ice cream mug. Rock cups in a blue and green circular design in Paper Container Division, Continental Can Company, East 452 Street, New York 17.

ARE INTRODUCED... JUNIATA, Pa.—A new quick food item, Pizza Burgers, has been developed here and franchised across the nation. The new food item incorporates a seasoned beef patty, a seasoned dressing and cheese, all of which are assembled on a bun. The franchise is granted by the Pizza-Burger Systems, Inc., the franchise of De Angelo & McCrory. The franchise prevents others from selling the item in operators' names.—Pizza Burger Systems, Juniana, Pa.

DEEP FRYER... CONCORD, N. C.—Features of a new fryer and fat system were announced today at the International Show. The fryer is said to have fast efficient frying for unlimited foods, the cold counter under the housing, the rubber mounting of the deep fryer, and the food is fried in a shallow water, as well as 30% and wide 30% inches. J. C. Pitman & Sons, Inc., Concord, N. H.

NEW PLAN... PITTSBURGH.—A new juicer-dis-

Carnival Routes

2160 Patterson St.
Cincinnati, 22, Ohio

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NEW PLAN

PITTSBURGH.—A new juicer-dis-
Network TV Shows
Are Kick-Off Help
For Parks Season

Steeplechase, Rockaways Shine
On Godfrey and Allen Programs

NEW YORK, May 14. — Steeplechase Park at Coney Island, being named the official starting point of the annual Pillar of Fun built around the spectacular Cup, invaded the land of Guy Fawkes. And Steve Allen on "To" the headliner, was the start into Rockaways' Playland for its seventh season.

In all, the night served to remind patrons that the park season is under way, and the expenses of the events presented be known on hundreds of miles and thousands of riding devices.

Programs Foot Bills

Neither network was aware of any other program plans for that night. Several were broadcast, but neither is likely to have viewed the efforts of the networks, and one is an exclusive. One was a studio show, the other was on location. Neither program cost the participating parks anything outside of incidental costs as each offered its respective show something necessary to the network's program requirements, transportation, perps and taxi, with the show patrons contributing in lieu of actual expenses. The idea is not new in the way networks do business where park equipment of any type is usually worth more than the meager showing they receive, which results in no profit for the network TV people, the only change is by the fan being an understanding amateur who pays for the show. The program is a pretty professional show by the standards of any of its programs.

The Godfrey Company, on the other hand, spent no expense. It was a hot, hot, hot, hot, hot, hot, hot night on television with the pavilion's TV Hall being turned over to a program that has been a hit on the local scene for years. The show featured art, music, and dance, with a few turned loose inside the pavilion to roam the park, as Godfrey and his cast. A film shot of the exterior, taken a week earlier from the Thuya Tree across Second Avenue, was shown on the floor and the second part of the show. Among the elements featured above were the Carousel, in Chippewa, Wallowa, Giant Slide, the Blue-House and the East Race, stage (for the time being) for the cabaret and the concessions, the main entrance and the gondola cars. Pre-Opening Ceremony

Park management purchased a new idea a month ago to Frederick Chehab, Co-Manager, and his staff, as producer. He staged the all-color, all-color, all-color event to the delight of all patrons, as approved, with one exception. The all-color, all-color, all-color event to be opened at 8:00, Pom

High Quality
KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
CALLING CAR CASUALS
Illustrated Circular Free

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

ASSOCIATED AMUSEMENTS

WANT WANT WANT OPENING A New Amusement Park and Kiddie Land

Fun Fair

Want Want Want

ATLANTIC CITI , May 14. — Several major changes, plus reconstruction of the pier and a great deal of new money, have been made to the Brooklyn Pier at the opening of the regular season.

The entrance to the funhouse has been widened which has added 20 feet to the body of the pier, thus creating an Arcade in which the public has free access. Space in the area has been added for the next few weeks.

The pier has been electrified and modernized, George A. Hamid said. A presentation of Ripley's Believe It or Not! has been installed in space formerly occupied by the carousel. The area is temporarily used for the racetrack, but future plans for the area will be announced later.

The pier was opened on Easter and for business for that period of time. The entire season was set at the beginning of the month, and the pier was open from that time until the end of the season, May 20.

Newers, and new additions have been made for the season, and a new pier set was installed.

The pier was open on Easter weekend, and for business for that period, the pier was to be set of the season, May 20.

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RCA COLOR TV UNIT TO SHOW AT DALLAS

Two Channels to Beam Daily Programs From Expo Grounds; Network Shows Muddled

NEW YORK, May 14.—The State Fair of Texas has completed arrangements with the Radio Corporation of America to bring the 1955 exposition to Dallas on television. July 25, the only channel used for color television in the world today.

Both Dallas NBC stations—WFAA-TV, the Dallas Morning newspaper—WFAA radio, and the Dallas Times Herald station—have accepted live invitations from the fair officials.

"Color television should be the most sensational thing on the program of the 1955 State Fair," said

Leaders Meet To Decide on Mineola Site

NEW YORK, May 14.—Location of the new Aircraft Expo Grounds near Mineola has been announced by the association's 17 directors hold a conference in New York City.

The only definite things decided so far are that the fair will be held somewhere the high speeds in Mineola, and that the fair will be the week of September 3-11. Shifting of dates was considered, but was rejected, in all probability, and the annual is expected to return to the famous track in 1956 permanently.

State Thoroughbred work at the eastern end of the track may force the Yonkers race association to use its testing dates at Beacon, instead. The track, with a reciprocal agreement for emergency use of each other's plant, and the past compels the fair to find another location for an all-under-canvas fair this season.

WANTED

Cavalry for Old Fair Week of May 29-31

Write or Phone 1302.

H. C. HOLMAN, Secy., TIMEWORLD FAIR ASSOCIATION, INC., 140 Fri St., Suffolk, Va.

WANTED AND WANTED

Armed Air, Boats, Machine Guns, and World's Fair Memorabilia September 24-25, Times Place and Plaza.

GATOS TRAVEL SHOW THEATREAL

SHOW THEATRICAL COMPANY

201 S. W 7th St., Dallas, Tex.

Display fibrinoids of Dissection Equipment, Taxidermy, etc., in main building of the State Fair, September 24-25.

PROFESSIONAL FIELD PHOTOGRAPHER WANTED

Attractive fee. Apply 201 South W 7th Street, Dallas, Texas.

THOMAS FILM PRODUCTIONS

Western Nebraska's Largest Fair

LINCOLN COUNTY FAIR, NORTH PLATTE, NEB.

Westward the course of empire takes its way. And the Almighty的手 is guiding our footsteps to our goal.

GREAT WESTERN FAIR IN LINCOLN COUNTY, NORTH PLATTE, NEB. 

FAIR GROUNDS 13 MILES SOUTH OF NORTH PLATTE

Open Dates for Grand Stand Fairs and Parks

For Small Fries

Pomona Plans New Funsport

At Pomona, San Francisco, Cow Palace

Calif. Reshuffle Proposal Renewed

Plant Would Establish State Events At Pomona, San Francisco Cow Palace

SACRAMENTO, May 14.—A second proposal to establish state fairs in Los Angeles and San Francisco to change the state's California State Fairs and Exposition here was introduced in the State Assembly.

In an amendment to Assembly Bill 3090, Assemblyman Thomas Erwin, of Los Angeles, sought to eradicate the 100-year-old State Fair. The bill was referred to the Assembly agriculture committee for further consideration.

Assemblyman Patrick D. McCaig, Los Angeles, had previously proposed that two State fairs be created. He said the two were needed in Southern California and the bay area as they would be near to two-thirds of all the people in the State. With the fair in Sacramento, he added, the distance and expense prevented many from attending.

Two Fairs Sought

The move for the two fairs was started last December 28 in Los Angeles when J. A. Atchley, an oil man and horse show exhibitor of that city, proposed such an action before the Joint Legislative Committee on Fairs and Expositions. He urged in a letter of August 20 that both states be made to compete with the Sacramento County Fair, formerly held in the City of San Francisco, State Fair, he proposed that the committee recommend

[Continued on page 61]
FARROW MEMPHIS BOW AHEAD OF '54
Weather Builds Crowds, Hikes Grosses; Illinois Still Dates Precede Wisconsin Trek

MEMPHIS, May 14—Ernie Farrow, owner of the Farrow Shows, yesterday launched their season here Saturday and Sunday, with a performance of the popular Nag Love, which is expected to draw large crowds to the showground.

Opening day weather was hot and sunny, but an increase in cloudcover was forecast for the weekend. The 21-year-old Farrow and the difference in entertainment he will offer his patrons this season in comparison with last year's opening day's grosses.

From here, the Farrow organization will jump to Carlisledale, Ill., for a five-day stand before moving into Wisconsin on May 21. The show's first date in Wisconsin will open June 5 at Menomonie, Wis.

Wisconsin Dates

Other Wisconsin dates, most of which are in the extreme northwestern part of the state, are: Madison, May 26-28; Appleton, May 29-31; Oshkosh, June 1-3; Superior, June 4-6; Rice Lake, June 7-9; Green Bay, June 10-12; Stevens Point, June 13-15; Marshfield, June 16-18; Wisconsin Dells, June 19-21; and La Crosse, June 22-24.

Texas Dates

Other Texas dates, most of which are in the south-central part of the state, are: Shreveport, La., May 29-31; Orange, May 30-31; Beaumont, June 1-3; Houston, June 4-6; Austin, June 7-9; San Antonio, June 10-12; Corpus Christi, June 13-15; Laredo, June 16-18; Brownsville, June 19-21; McAllen, June 22-24; and Harlingen, June 25-27.

New York Dates

Other New York dates, most of which are in the northeastern part of the state, are: Utica, May 28-30; Syracuse, May 30-31; Binghamton, June 1-3; Cortland, June 4-6; Ithaca, June 7-9; New York City, June 10-12; Buffalo, June 13-15; Rochester, June 16-18; and Syracuse, June 19-21.

Ohio Dates

Other Ohio dates, most of which are in the southern part of the state, are: Youngstown, May 29-31; Canton, June 1-3; Akron, June 4-6; Cleveland, June 7-9; Columbus, June 10-12; Dayton, June 13-15; and Toledo, June 16-18.

Indiana Dates

Other Indiana dates, most of which are in the south-central part of the state, are: Indianapolis, May 25-27; Fort Wayne, May 28-30; Gary, June 1-3; Evansville, June 4-6; and Terre Haute, June 7-9.

Kentucky Dates

Other Kentucky dates, most of which are in the eastern part of the state, are: Louisville, May 25-27; Lexington, May 28-30; Frankfort, June 1-3; and Bowling Green, June 4-6.

Illinois Dates

Other Illinois dates, most of which are in the central part of the state, are: Chicago, May 25-27; Aurora, May 28-30; Peoria, June 1-3; and Springfield, June 4-6.

Farrow's Cotton Weather

No sooner had the Farrow Shows launched their opening day here than a cold front moved in, bringing a drop in temperature and a change in wind direction. The cold front was expected to move out today, leaving behind sunny skies and mild temperatures.

The showground was crowded with spectators, who were enjoying the sights and sounds of the Farrow Shows. The audience was made up of people of all ages, from children to adults, and from families to individuals.

The Farrow Shows have been a popular attraction in the area for many years, and their opening day always draws a large crowd. This year, the show was expected to draw even more people, as the weather was forecast to be warm and sunny.

The Farrow Shows are known for their variety of acts, including马戏团, 吉普赛人, and other entertainments. The show typically features a mix of patriotic themes, such as the American flag and the history of the United States, along with more general entertainment.

The weather was expected to remain warm and sunny throughout the week, with temperatures in the mid-70s and clear skies. This was good news for the Farrow Shows, as they were expecting large crowds throughout the week.

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Peter Sobolowski, conterminous with the Tennessee Valley Amusements, presented his wife, Becky, with a $25 Sport Mart Minnow home tackle on Mother's Day.

Personal with Marie Le Duc's side show at the American Amusements includes J. P. Graham, owner; Jack Mays, police inspector; Kaye Mays, police inspector's daughter; and Bob Mays, police inspector's son. Mrs. Le Duc, accompanied by Mrs. Betty Monroe, of the Virginia Greatest Shows, made a hurried trip to her New Jersey home as a result of the illness of her husband, Louis Higbee.

Before leaving the Bosco Harris Shows with his Single-O Show to join the Drago Shows, Deputy J. D. Starnes, Jr., reported that the affairs were Fanny Pepper, Jacky Stevens, Candy Dollie, Anna Louise Daniels, Billy Robert Dick, Wayne LaMar and Will Ewens.

DeWayne W. McClenahan and Lloyd G. Begland have purchased and now own the biggest soft drink business in the world from the American Amusements. Personnel of Billy and Bobby Taylor, the Taylor brothers of the American Amusements, have been added to the personnel of the new firm...and the new firm's name is McClenahan & Begland.

A recent addition to the management staff of the St. Louis World's Fair is Mrs. Ann Louise Daniels, who was the manager of the Mid-South Fair at Memphis. Mrs. Daniels had charge of the programs of the World's Fair at St. Louis, and now she will appear in the Rainbow Lounge, Spa Lake City, in a musical act. She plans to remove her half bred shows in September.

Win (Prince Single) Stokes, who has been with the Drago Shows for the last 12 years, is back at his home in Los Angeles following a successful operation in a hospital. His address is 1214 California Avenue, Apartment 6, and you can reach him at 72134 California Avenue.

Mrs. Ann Louise Daniels reports she plans no return to the road at least two years, having undergone plastic surgery last year in Los Angeles. During the summer, she will appear in the Rainbow Lounge, Spa Lake City, in a musical act. She plans to remove her half bred shows in September.

DRESDEN, TENN., SPRING FAIR

Want to rent a Bingo machine for the season. WANTS FOR ALL USE. WILL TAKE ANYTHING TO RENT. A large number of county fairs, near and far, are in the market for a number of machines.

Contact F. O. POOLE, Owner—JACK OLIVER, Bus. Mgr.

DREDGLES, CONVERSE, REVEALED

Want the famous BUNKER HILL CELEBRATION

(Rule as used to be)

June 10-18 including — CHARLESTOWN, MASS.

including 9 Big Nights, 2 Weekends and a Holiday. This is your chance to start the season with a Big Winner.

RIDES — SHOWS — CONCESSIONS

Novelties, Scales, Age, Eating Stands, Custer. Flaties, save your time and money. Event draws from 1,000,000 population in the heart of Boston. Time is short — space is limited. East Boston to Longfellow Spot.

Contact JEFF HARRIS

P. O. Box 88, or 103 Walnut Ave., Revere, Mass.

Phone Rev 8-3525
Viviana Marks
Second Good Penny Stand

LEIPZIG, Pa., May 14—The second week here proved okay for the Amusement of America, although it was not as good as at the last week. Peter Kamerm, president of the sponsoring fire department, announced that the combined earnings will be ahead of last year.

The Viviana brothers, show operators, have been playing this date for the past five years. Manager John Vivo presented the fire company with a ten-dollar check. Tony Manielle presented a desk lamp.

Mother’s Thursday, May 17, coroners were present to collect a fine. Attendance was good. Saturday night was also good, although short of the big marquee of the week before. Closing Saturday night was big.

Returning good business were Mike Russo, Danny De for the front end, Marie DeLon’s Side Show and Mike (Tino) Dempsey’s Reptile Show.

Spot Murphy Services Helped

NEW YORK, May 14—Funeral services were held Sunday (8) for Louis (Spot Murphy) Rosenburg, veteran conductor who died of a heart attack Friday (6) at his home of his brother, Ben (Murphy) Rosenberg, with whom he had been living.

Rosenburg was 69 years old and had been the conductor for some 40 years on several shows, including the Carnival Shows. Services included two children: three brothers, John, Jack, and Sam; and two sisters, Pauline and Rosa. He was a member of the Miami Shakes Association, as well as the National Shakes Association and the Minnesota Shakes Association, New York, N.Y.

McCarter, Parker
Open Fair Office
In Fort Wayne

FORT WAYNE, Ind., May 14—Parker-McCarter Enterprises, operators of this year’s Fort Wayne Free Fair, this week opened offices here. 1107 South Clinton, R. C. McCarter and Robert K. (Bob) Parker Jr., sons of the late Albert M. Parker, are head men in the organization.

Attentions at the fair will include harness horses, ATA-equipped picture cars, plus Chot Budlovsky and controls to be used as grandstand stimulators.

Charles Halvorson, executive director of the organization, has been ill since he arrived here last spring. Studio Portrait, general representative for Amusement Enterprise, will handle all public relations activities, will provide the fair’s midway attractions, visited this week.

Gayland Contracts
Tabor, Alta., Rodeo

TABER, Alta., May 14—Gayland Shows will provide the midway at the annual Taber Rodeo. May 23-24. Children under 13 will be admitted free to the rodeo. Parade prize money totals $425.00. Admission fees collected at a cost of $1,000 and efforts are being made to bring in Brumah bull and cow.

V. A. Great Reports OK
Early Dates

CRISPFIELD, Md., May—Business has been satisfactory for the Virginia Great Shows during its opening several weeks ago at Suffolk, Va., with winter quarters here. The one bad spot was at Pocomoke, Md., where bad weather hurt earnings. Suffolk was good and the stand here was also reported good.

The American Legion, the sponsoring group here, opened up a new lot on its own property right on the shore of Chesapeake Bay. Personnel additions included Cal-M in Maryland, Frank Jones, Jack Brock and Ted Campbell. Manager Rosco Dickson said there would be more harness pony teams from Bill Sanders, of the American Tent Corporation.

Personnel with the Johnny Gamine and Pete Catherine girl group are: Art Finlee, coach; Paul Tauber, Detroit Flame Revue, Fern Reynolds, Jerry Kelly and Randy Buckland.
show, everyone and his brother cousin, was the best yet of those he had ever seen, and the fact that the show had ended was missed by the Royal 21 years ago.

Leon Claxton show's talent with men and, as usual with one of his productions, much of his product, appeared with sparkling imagination and solid comedy. Not only in the cast are several veteran entertainers headed by one-legged Frank Jones who works with two-legged dancers, with and without crutches, Mocce des Valdes and her Cuban dancers, and the Cubans, five-member vocal group.

The other featured show, "Flash Card," 1955, replaces the "Moonlight Ranger" and it follows much the same pattern as that show. It is similarly contrived, except that others is better line of chorus than the 34, and features the Madlacs, harmonica act which received solidly with the crowd.

In the line-up here is the Valter Pifer, handled by L. "Babe" The body of this role will not tour the full Royal American route but will be on that show at Nashville, Pkrd, Ky., Elvayette, Ind., and Davenport, Ia., then leave to return for 5 a.m. at Oklahoma City and other towns that follow.

Key staff personnel of the Royal American remain the same as in recent years. Besides Owner Carl Smitha, his son, is new assistant manager. Bob Lohmer is general agent. Waverly Devore is in charge of the office.

Call Gordon heads up the concession department, with Fred J. C. Connolly as his mate, and Frank Montgomery is press agent.

Belle City

Belle City, May 14—Opening day at the South Park and East Lincoln lot here was marked by rain, but plenty of people turned out on the lot just the same. Show had 6 major rides, 4 kiddie devices and 25 concessions in operation here. Fatman Charles Devroy was a visitor. Charles McShane has his Side Show and age in an old-fashioned concession. Show has added two 32-foot dens and now moves on 10 rides and five straight jobs—IRENE JAMES.

RAS FEATURES
TOP 1954 LINEUP

Leon Claxton Show Stands Out;
L. & N. Strike Increases Rail Nut

HARRISBURG, Pa., May 23-24, right in the city. First show in, June dates to follow include LACOSTER COUNTY FIREMEN'S CONVENTION; CARL BROWN, THE BIG PHILADELPHIA CHURCH DATE: QUAKERDON CONVENTIONAL AND THE CHURCH MEETING AT LEWISTOWN, ON the church property directly across from the big shopping center. We have the biggest July 4th Date in Pennsylvania.

Any Rides that don't contract. Will book Live Pony Ride.

Wildlife, Mechanical, Snakes, Monkeys, Arcade and Crime.

Photos, Scales, Jewelry, Darts, String Games, Glass Pitch, Ball Games, Water Games, Hoop-La and Basketball.

Second Men on all Rides, drivers preferred. Man to handle Downey魔术."

NOTE—Some important exclusives are still for sale at our big Labor Day Week Fair at Cambria County, Ebenburg, Pa., Glass Pitch, Derby Racers, Weight and Age. All replies to MERRILL LOUIS, Colonial Hotel, York, Pa., this week; then Penn Harris Hotel, Harrisburg, Pa., May 23-28.

"500 MILE INDIANAPOLIS SPEEDWAY"

MAY 25 THRU MAY 30

AUSPICES CIVIL DEFENSE "OPERATION SCRATCH"

CONCESSIONS OF ALL TYPES
RIDES THAT DO NOT CONTRACT

SHOWS—Motordrome, Circus Side Show, Illusion Show or any high-class Show with own outfit.

CAN USE PITCHMEN
CAN PLACE RELIABLE AGENTS

PAUL MILLER
1006 PFEIFFER AVENUE, INDIANAPOLIS, INDIANA. PHONE WASHINGTON 870 OR
ASK INFORMATION OPERATOR FOR "OPERATION SCRATCH" PHONE NUMBER DIRECT TO LOT

CARAVELLA AMUSEMENTS
ALL RUMA RIDE DATES AND CENTERWALLS
WANT Class Pitch, Long Range Gather, Six Cars, Phone. Can place a few legitimate Concessions. No canaries, please. SHOWS: Wildlife, Dinner, Monkey, Mechanical, Mickey Mouse, Dinner, phone; RIDES: Ball, house or Merry-Co-Co Rd. Can place any Major or Kiddie Rides not conflicting. Can place Second Man on Wheel, Coaster and Chessmen. Drivers preferred. No cans. bid. Ask for "best" Adams can use Help for Dinner. Following phone contact: Dorothy Miller, Bell Car, conductors.

Wire F. R. CARAVELLA, Ellwood City, Pa.

NOLAN SHOWS UNIT #2

Playing All Ohio Communities. Opening Byersville, O., May 20-23. 4. AMERICAN LEGOION & FRIENDS ANNUAL CELEBRATION—Bands & Parade Monday & Saturday at 2 p.m. This unit is equipped with 45 rides, Kiddie Rails, Bikes, Merry Go Round, Coney Island, Horses, Ring Toss, Tent Games, Jumbo Pinball, Shoot, Stop & Win, Barber Shop, Games, Popcorn, Penny, Carnival, Fries and Apples, Hi-Striker, Pin-Head Man, and 10 Kiddie Rides and Pin-Man, and 10 Kiddie Rides and Pin-Man.

MANAGER: NOLAN SHOWS UNIT #2
R. R. #2, South Zanesville, Ohio. Phone 4-8210.

P.S.: Frank Johnson and Sherman Lareau, contact.

WANT—UNUNITED EXPOSITION SHOWS—WANT

REDLANDS, Calif., for all dates. Especially want 9th State Midway. Due to small dates, we have decided to move out of state and drop out of the Redlands, Calif., area. Inquiries please.


Address all communications Beams's Attractions, Fromage, Pa., this week, or to Winfield, Pa., Office.

BEAM'S ATTRACTIONS


Address all communications Beams's Attractions, Fromage, Pa., this week, or to Winfield, Pa., Office.

WANT—BRYERS BRO.'S SHOWS—WANT

Playing 24 Fairs and Celebrations in Ohio, Then Six Fairs South to Kentucky. Call 2-7021,attachment, 637-1515. This unit is 25% away from Ohio. In a few days. We are interested in any type of show. Call 2-7021, attachment, 637-1515. Address: Grinnell, Iowa, this week, Texas, Iowa, next week.

WANT DERBY CALLER

Reasonable, no drinking, best of tempermen, top wages. Must have the know how. TOMMY AUSTIN, Wire immediately.

Reply to Ralph Sanders or Moeke Glass Pitch

c/o RED PONY AMUSEMENT, Cosapal, Pa., May 16 to 21
KALAMAZOO, MICHIGAN—MAY 23 THRU 28
North Burdick Street Show Grounds

**CAN PLACE**

LEGITIMATE CONcessIONS OF ALL KINDS
MEAT BOTTLE BALL GAME—BALLOON DARTS—COKE BOTTLE BALL GAME and all other MONEY RAMES.
(Russ Tien, answers your letter. Please contexnt.)

WILL SELL "XX" ON
NAMES ON HATS HIGH STEERER BASKET BALL PHOTOS SCALES OR AGE SHORT RIFLE NOVELTIES ROZED

Have Opening for Two More Grind or Bally Shows
Good territory for MOTORCIRCLES, WINEBERRY or any other show.
(Frank Bambies, where are you?)

W. G. WADE SHOWS
BATTLE CREEK, MICHIGAN, ALL THIS WEEK.

---

**JIMMIE FARMER AND BONNIE BELL**

Want for Frankfort-Fort Wayne and the Starch-Treat Route. Frank, Novelty Acts, Battey Lattimer and Miss Steak People of all kinds for the one of the finest shows on the road. Girls for Girl Shows. Winding, transportation, everything. Excellent People. People who worked for us before come to us. Want Photographer, Concessions, Candy, etc. Write or phone.

ADDRESS: JOHN YEVONA, General Manager
SOUTH 11TH, SIOUX. M., IOWA.

**MOTOR STATE SHOWS**

WANT FOR 10 MICHIGAN, IOWA AND OHIO FAIRS AND CELEBRATIONS.

WILL ACT IN RING or OFF RING ALL YOUNG OR MATURE stock Horses, all kinds of Amusements.

SHOWS STARTED MARCH 1st in Any Town in Ohio, Michigan or Indiana.

J. J. FREDERICKS, Mgr.

**COLORED PERFORMERS WANTED**


Replies to J. SCIORTINO
Care Western Union or General Delivery, Cuyahoga Falls, Ohio, at 25th and Martinle.

**DUE TO DISAPPOINTMENT WILL BOOK SIDE SHOW AND MOTORDROME**

With men unembarrassed. Must be in keeping with the standards of this show. We plan the top line for the Starch-Treat and Savannah, June 13, 14, 15, FARGO, N. D.

All Replies: WILLIAM T. COLLINS, Mgr.

WILLIAM T. COLLINS SHOWS


**THOMAS JOYLAND SHOWS**

WANT WANT WANT

REJE - HELP—Want California Performers. Can use Second Men on Wheel and all other parts. Must be professional. Write to add Ticoca. WILL BOOK EXCEPT CONCESSIONS—Want Perry Arcade and Harkey, freezer of all kinds. Want Man for Bar Men. Want Victorian and Concession. Respond to Box 90, South Bend, Ind., PABLO, the King of Concessions. All wire L. T. THOMAS, Mgr., Princeton, W. Va., this week.

**WANTED**

HEADS AND AGENTS FOR SKILLO. COUNT STORE AND FINS. Replies to DWIGHT BAZENET

MORRIS HARRIS SHOWS, Tope. Ks., this week.

**F. C. BOGLE SHOWS**

**WANTED**

RHYTHMS, Cassioux, Musette, Strauss, etc. Write, Wilbur, P.O. Box 23, St. Joseph, Mich. Also look for Vermont, Poughkeepsie, etc. Your letters are much appreciated. Résumés will be kept on file.

WANTED: Concession Manager. Prefer one who can set up in any kind of show. Respond to Box 90, South Bend, Ind., PABLO, the King of Concessions. All wire L. T. THOMAS, Mgr., Princeton, W. Va., this week.

**HELP WANTED**

Operating and Sales Men for Money-

Co-Operators, Ferris Wheels, Till-a-Whirls, Ocean Rides, and Long wheel. Respond to Box 90, South Bend, Ind., PABLO, the King of Concessions. All wire L. T. THOMAS, Mgr., Princeton, W. Va., this week.

**MARTY SOLIS, 3007**

**GEM CITY SHOWS**

AMERICAN FEDERATION OF LABOR FESTIVAL AND MEMORIAL DAY CELEBRATION 8 BIG-DAYS—MAY 23 TO 30 INCLUSIVE, CITY LIMITS, BROOKLYN, ILL.

WANT FOR THIS DATE:

CONCESSIONS: Nasty Punks and Prize-Every-Day Games of every type and description. Also Sides and Age.

SHOWS: Any kind of Side Show with equipment and any Grind or Walk-Thru Shows of any kind.


All replies or address:

**JOHNNY'S UNITED SHOWS**

Now showing Cownstables, Ala., with Callum, Ala., following. First show in Callum, Ala. for the season. 25% to all agents.

CONCESSIONS WANTED: Short Range, Penny Arcade, Ball Games, Basket Eul, Buck and Joker Cards, Knobby and Shooter. Full Featured Shows, String Games, Heart Flip, Hair-Loss, Coin Brilli and Jingles. SHOWS: Monday, Stork, Suicide, Spooky, The Giant, Square Box, The Loop, The Lark, The Train, The Lido, Wreck. Full featured Shows, The Lido, Webster, The Brain, Pike, A Bump a Rue, etc. Send name and address of agent to above.

**JOHN PORTER TOWN**

CUNTERVILLE, ILL., THIS WEEK.

**PAN AMERICAN EXPOSITION SHOWS**

WANT WANT WANT

WANT FOR HARWICH, TENN. NOW WITH A LONG LIST OF FAIRS AND CELEBRATIONS. WANTS FOR RING OR OFF RING, ALL KINDS OF ACTS,今は Kick, Shooting galleries, every type of act on the road.

Wants to be with you.

WANTS: Concession Manager and Cash House. Call and cultivate.

LESLIE KIESTER
60 F. N. Ward, Buffalo, N. Y.

**GIRLS—WANTED GIRLS**

FOR GOOD SANDING GIRLS SHOWS.

Can work in Mine or Home. Have all salaries. A chance to be a real lady. Must be over 22.

All replies to Miss L. M. Dorman, 203 W. 30th Street, New York City.

**METROPOLITAN SHOWS**

WANT FOR THREE CHOICE STILL DATES: ANTIQUES, GARDEN and DECOR, ALA., AND THREE BIG CELEBRATIONS FOLLOWING. FIRST FAIR STARTS JULY 4.

CONCESSIONS: Week Age & Scale, Content, Ice Cream Pie, Glass Pitch 'n Tell, Novelty, Buck and Joker Eul, Quack, Windows, Concessions, Buckets, Savages, French Fries, P.L., Car and all legitimate Concession Shows.

SHOES: W. L. A. W. B. A. Have complete Monkey Shows with monkey, make Dinner. Due to disappointment can use Operator and for large sale show. Will look through your list. Above Concessions.

RIDE HELP, Performers for Rides, Tramp Wheels, and Second Men on all. Write to John E. Mullin, 3357 North Ashland, Chicago, Ill. All replies. All open.

RIDE MENT: Bed Kelly wants Riders and Chalks and Track Help.

WANT let Man who can lay out railroad shows. WANT Press Agent who can handle newspaper connections. WANT Agents for Concession and Managers for Rides. Bowling Alley and Wheel. Men to look up Concession contracts. Better Shows, complete contracts.

Write or wire SHIRLEY LEVY

Colorado, 6c., now, Ashland, A., next week.

**NOLAN SHOWS**

BARBERTON, OHIO, MAY 22-28, FIRST IN, DOWNTOWN; FOLLOWED BY FREDON, OHIO, FIRST IN, DOWNTOWN, AND ELTIRA, OHIO, FIRST IN, DOWNTOWN. Want Buckets, Shoes. Week 25th and 5th for Week. Want Peggs, Photo, Age, Weight, Derby and Nobby Tunks. SHOWS FOR COMMITTEE MONEY ONLY.

FRED NOLAN, HT. VERNON, OHIO, NOW.

**C. A. STEPHENS SHOWS WANT**

CONCESSIONS: Long and Short Range Galleries, Age & Scale, High Stakes, Ball Games, Buck and Joker Cards, Square Box, Roller Rides, Concessions, Concession Manager, etc.

SHOWS: Go with Concessions and Equip. Send name of Show and place. Must be in equipment. Address all replies to C. A. STEPHENS, 1641, Prospect Av., New Haven, Conn.

**BARNEY TASSELL UNIT SHOWS**

Want for Sheriff Road & Eastern Avenue

WASHINGTON, D. C., STARTING MAY 23

KIDDS ARE NOT CONCERTED. ALSO MAKE WOMAN in any kind of show. Will rent or buy one or both any other Kidd not conflicting with what we have. WANT LEGITIMATE CONCESSIONS OF ALL KINDS. WE HAVE NO GATE ADMISSION. P.L., Can place Ferris Wheel Furnishers and Help in all departments.

Wire to WESTERN UNION, ALEXANDRIA, VA.

**JIMMIE FARMER AND BONNIE BELL**

WANT FOR FREAK-THRILL AND THE MONKEY-TONE REVUE

Famous: Jimmie Farmer a. B. S., and Bonnie Bell, Baby Sitters, P. 0. Box 325, Evansville, Ind. Write for information.

RIDE HELP WANTED

Concession Manager and Cash House. Call and cultivate.

L. M. DORMAN, 203 W. 30TH ST., NEW YORK CITY.

**BARNES & HALL**

**LONE STAR SHOWS**

Write to N. K. BARNES, CIVIC MALL, Waco, Tex., or CIVIC MALL, Fort Worth, Tex., or CIVIC MALL, Austin, Tex. Other offices.

**MYRTLE'S ABBEY**

FOLLOW LONE STAR THE BILLSROD

82 CARNIVALS

THE BILLBOARD

MAY 21, 1955
HAGEN'SC'S RIDES Starting May 31 Don't miss the fun of these great rides Open 7 days a week S Coneea for information

OLD HOME WEEK, INC.
WEEK OF AUGUST 1-6
Want two Percentage Stakes and Pa Feeder Winners in all other classes. For information, write J. H. BENTY
228 St. Clair Ave., East Liverpool, Ohio

HOLIDAY Amusement Co.
Rides and Noon Shows for Every Occasion
Fielding Graham 7415 State Line Kansas City, Mo.

WANTED
For Rides and Noon Shows for Every Occasion

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For Rides and Noon Shows for Every Occasion

John F. Ciaburri
Wanted agents for Dark Ford World.
Write John, P. 0. Box 111, Pits.

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WANTED
For Rides and Noon Shows for Every Occasion

JOHN H. MARKS
This week, Wilmington, Del., next week, Philadelphia, Pa.

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Don't miss the fun of these great rides
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JOHN H. MARKS
This week, Wilmington, Del., next week, Philadelphia, Pa.

ROHR'S MODERN MIDWAY WANTED
For information, contact A. J. SUNNY AMUSEMENTS.

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A. J. SUNNY AMUSEMENTS
WANT RIDE FOREMAN FOR TILT, WHEEL, MENNY-GO-ROUND AND SCREW-BALL
The pay for wage men who can handle finances, working a team of 3 slides or more. Bonuses for driving. This week, 11th & Cordell and 31st & Broadway, Cleveland, Ohio.

OPAL WOLFE-TUDERS-WIGHT! $50.00 CASH REWARD FOR HER LOCATION She and Harry Wolfe are wanted. Information wanted. What Reward! Write Mrs. A. J. SUNNY AMUSEMENTS.

E. BONNANNO
PORT ELIZABETH, N. J.

Concessionaires: Start the Season With a Bang WANT FOR HAVIE DE GRACE, MARLAND, CIVIC ASLM, ANNUAL FAIR The new edition of theama will be here soon, and you must have your equipment ready to take full advantage of the coming season. The time is now to place your orders for the coming season. E. B. WEDDELL, Sec'y, South Sepahaian Business's Assn.

G & B SHOWS WANTED
FOR PHILIPPI, W. VA, AND PARSONS, W. VA. STREET CARNIVAL PROGRAMS FOR THE 1924 SEASON Write for details.

JOE MOONEY
606 Main Street, New York, N. Y.

WANTED
For the Playhouse in the Park, Philadelphia, to start and of the season. August. Good salary plus expensed living wages. Apply immediately to S. M. HANDEL, 517 N. W. 42 Street, New York City 85, TEL. LA 4-8333.
CONCESSIONS—SHOWS
Have room for a few good Concessionaires Upstairs at
HINSDALE FIRE DEPT.
FIELD DAYS
Located just outside Syracuse, N. Y.
For June 28 shows, apply.
Write or wire to
GEORGE MUNDY
123 Evans Ave, Mattydale 11, N. Y.

BELLE CITY SHOWS
Ride Bare, equipped with highest
safety features—See "Belle City Flyer"—for prices.

WANT
FERRIS WHEEL FOREMAN
Must be reliable and sober.
Top salary. Must Rank Ride.

Stanley's Amusements
82 4th Ave.
Route 52, No. East Two.

FOR SALE
Ferris Wheel, Elycey, 60 ft. wide, made
by author.
Must be sold, will receive best offer.

Mrs. Marion D. Porter
30 West Lake Ave, Annandale, Mich.

WANT RIDE HELP
Wants two men of 18 yrs. old, useful men.
Must be sober and reliable.

Mrs. Ora D. Long, 108 N. 1st St., McComb, Nebraska

GENERAL AGENT WANTED
For successful and reliable man to
suite a number of locations. Apply.
See BUCK NELSON

WANTED
Ride for all descriptions for Catholic
Church Festival, August 5-7.
J. C. PATTERSON
Erie, Pa.

CARNIVAL WANTED
HIGHballs HOMEOWNERS
For CARNIVAL and large parks.
Write WALTER HENNEFORD
102 E. 54th St, New York City

AGENTS WANTED
Proprietors of large parks and Balls are urged to
write for terms and details.

HOWARD L. HURST
322 E. 54th St, New York City

SUNSET AMUSEMENT CO.
Wants 100 ft. Wide Range. Ice Cream or Confection, Ice/Cream, Fish/Feast, Fish/Pond, Milk/Bottles and Fudge, Stage Parks of all kloy, Skateland, Fairground Rides of all variety, Concessionaire helps and big show cars and hold of any kind. Apply terms.

FORT DODGE, IOWA, THIS WEEK: NEWTON, IOWA, NEXT

WANT ADVERTISERS
FOR OPENINGS in Cook, Butcher, Henry, Confection
or Canteen Companies.

E. L. HUDSON & CO.
210 W. Market St, Chicago, III.
Ringing Soars to $250,000 in Boston

BOSTON, May 14—It shooed up like a $250,000 date or better for Foreign Crystal on a near-record-setting day in the Boston Garden for six days on Wednesday, May 14. The highest average crowd was recorded ever in the 8,190 capacity Garden, 5,126, for the first show of the season. Mail order business was reportedly good for an average 10,000 advance sale, which was more than usual. It was claimed that advance sales were nearly half again higher than last year’s total.

Arrival Delayed

Arrival of Foreign Crystal drew only a small gathering of curios, largely because of chilly winds and a 2-hour delay in arrival. A broken clock and attendant delays resulted in a situation reported at Worcester. Schedule for the day (8), the train’s late show-up required unloading well into the night under floodlights.

The 14-day program, which William Ward took a 35-foot drop into the nets during a figure-8 jump, was a homecoming weight bear for a man who had been a big success in a field of weight bearers. At the 1939 world’s fair, Ward lost his top billing weight bear for a column by Richard An- derman. His fullcollapse the next day and tossed Ward to the ground, ending his career.

Several performances were lined up on local outlets, including a regular 60-minute show which featured John Gundy and Otto Gramling. WEZI radio, with Fred and Amelia Alder, WRGA with Chimp, and WCRB-TV with Bonnie Bucke.

It had been the intent to apply the policy of full price only for kids, but Boston Garden treasurer Edward Powers reportedly advised against the system here. A new sign of the cleaned-up area added kiln and got in under the Children’s Home, which was about a minimum in price only, about 60 cents under 1,000, is understood.

An arrival was very good this week, and by Thursday (12) only a few seats were remaining. Weekend performances were at 2:15 and 5:15, and today there are three shows, starting with success here last season. Hours are 10 a.m., 12:30 and 2:15.

Missouri Good
For Kelly-Miller

TOPLAD BLUFF, Mo., May 14—Kelly-Miller Bros. Circuit, reportedly much the best this last season, got good boosts in re- cent outings.

West Plains on Friday (6) gave two 14-car trains a test. On Saturday (7), came up with a light matinee and 60 per cent night. For the biggest matinee and 1,100 per cent on Saturday (7), came back with a near-full after- noon and a nice night or skirt.

Hunt Scores 3-Show Days

MARCUS HOOK, Pa., May 14—Business has been good for Hunt Bros. Circus, which has made a near-record-continuity until Swedesboro (April 29), then began a 4-day run to Philadelphia (May 7), the show gave three performances. Norristown (Pa.), May 7, was another three-day stand, with one straw and two capacity houses included.

Auspices, Mills
Plan Mugivan

PENU Ind., May 14—Mills Bros. of Cincinnati have de- cided a memorial service for Mr. and Mrs. Joe Mugivan, the star of the recently-dismissed show appeared under his auspices. Mugivan was the principal owner of the American Circus Corporation, which is still running shows.

In addition to the show’s own personal services, the services to include participation by the Rev. Paul A. Welch and Eddie Woolson, former circus bardmaster, of Penu. Actor and comedian’s date here are Sheriff Arthur Johnson and Deputy James McLeod, both of whom have travelled with the show.

Clyde Plays 20 Arenas
On Strong Ontario Route

SAULT STE. MARIE, Ont., May 14—Clyde Bros. Circuit opened its 14th annual run with a week of shows in Sault Ste. Marie, Tuesday (6). The show is playing an eight-week route that will take it 14th to 21st, and build momentum for the Ontario Arenas Managers Association.

On the route are stands in Maple Leaf Stadium, Toronto, the Forum, Hamilton, and Memorial Arena, Cleveland, as well as the Auditor- ium at Ottawa. Routing has been handled by Tom Parker, business manager, Janie Knipschild, office manager, and Clyde Bros. Circuit.

This year’s Ontario route follows the old pattern of the past 10 years. Clyde, Bros. and Nat Lewis Circuit crossed paths several times in Canada routes, but the two are playing the area for the first time. Clyde is in particular making key stops at Niagara Falls, Niagara Falls, and King Cole.

Death Claims Kolzer of Old Circus Miehle

COPENHAGEN, Denmark, May 14—Fred W. Kolzer, one of Denmark’s oldest circus managers, died at 71, in Copenhagen. Kolzer was a German lumberjack and circus owner, and after his father’s death assumed his business. When he died, he was a 48-year-old man, and his career included 13 years as a con- trolled light bulb in the lights of horses on the horse and by a German lumberjack, who was the only one of the three brothers who were put in the hospital.

Costine Recovers From Voltage Shock

PHOENIX, Ariz., May 14—Fred W. Kolzer, one of Denmark’s oldest circus managers, died at 71, in Copenhagen. Kolzer was a German lumberjack and circus owner, and after his father’s death assumed his business. When he died, he was a 48-year-old man, and his career included 13 years as a con- trolled light bulb in the lights of horses on the horse and by a German lumberjack, who was the only one of the three brothers who were put in the hospital.

Ward-Bell Wins Crowds
For Spokane Sheriffs

SPOKANE, May 14—Ward-Bell Circuit opened its season in Spokane, May 14. Commissioner Holz, who has covered the area for the past several years, booked the show here. Col. Alexander Roosevelt, head of the local military, and the Spokane sheriff were on the show on Monday (10). The show play to a crowd of 5,000. Signatures were obtained on a petition to report in April, 1985, was an- nounced.

Bell said the new building was ideal for the show. The改善ers had signed petitions in the concrete floor for strolling. Animal accommodations were on the show.

The show came here from Nelo- witsch, B. C., where it spent a week in- front of a large crowd in Western Canada. Bell said the show was by far the best in the area. The show was the only one of the 50 shows that were sold out.

The Ward-Bell Circuit, which is scheduled for a tour of the Pacific Northwest, will play Portland May 10-22 under cover.

Henry Circus Playing Okla.

RAVA, Okla., May 14—Henry Bros. Circuit, with the Glenn Henry Circus, opened here on May 14. The show has been under way for about three weeks and has been well received. The show is an outdoor one, and has a top with four tunnels. A 50-foot ring is laid out in the center, and the show is available for local use. The show is on the program that was put on 200 years ago. The show is available at 25 cents each. Wild life acts are spotted in the big top.
KING WINS CROWDS FOR NIGHT SHOWS

DAYTON, O., May 14—Big night crowds turned out for King King's show at the Canal Saturday and Sunday, a week before his opening in the West. The show ran about 1,500 tickets and was very successful. The show was true Monday, Matinee was also successful, but the night show drew better than a quarter-house.

On Tuesday, (B), at the half hour, the show began with the Ohio River Race, show was a big hit and the audience was thrilled. The show finished with the night show and the audience was thrilled. The show finished with a full house Sunday and Monday. The show ran about 1,500 tickets and was very successful.

Louis Panzer, R-B Harness Maker, Dies

BRIGHTON, Mass., May 14—Louis Panzer, 72, supervising harness manufacturer for Ring Bros. and Barnum & Bailey Circus for 35 years, died at his home here Sunday (5) after a long illness.

He left the circus from the show in 1958, the year Ringling Barnum & Bailey took over the management of the show. He was known widely as the blind harness manufacturer from 1932 to 1930 without his sight. Blindness had been a handicap to him, and his ability to do the job was amazing.

Panzer planned quite well for his death, and when he retired in July, he was happy to give the reins to his son, John.

Ella Carreon Dies in Calif.

LOS ANGELES, May 14—Farewell to Ella Carreon, a well-known actress well liked by the audience. Ella was known for her beauty and her talent. She was one of the most popular stars in the history of the peace. The audience was heartbroken when she announced that she was leaving the circus.

Born May 14, Ella Carreon died in Hollywood, Calif., on May 13, 1955. She was 52 years old. She was a popular actress in the 1940s and 1950s, appearing in a number of films.

Von Doing Okay, New Canvas Coming

WOODSTOCK, Va., May 14—Mr. and Mrs. John J. Von, owners of the Von Bros. Circus, announced that the circus will be in Woodstock, Va., on Tuesday, May 25, with a new canvas coming.

The Von Bros. Circus is a well-known circus that has been traveling for over 100 years. It is known for its colorful tents and highly skilled performers.

Lewis Show Draws in Ontario; Christy Injured in Lion Act

LONDON, Ont., May 14—About 5,000 persons saw the No. 1 show at the Lewis Show in London, Ont., Saturday night. The show was a success, with the crowd, including the usual mix of locals and visitors, being entertained for hours.

Cape Eugene Christie, lion trainer, was much, much better than his animals, and the show was a success. The audience, it was reported, was the largest ever for a show in London.

End clean, PHONE.

SALES MANAGER, 2271, Room 609

PHONE MEN-WOMEN

SALES MANAGER, 2271, Room 609
COMEDIANS, suffered old Thomas, 1417 Boss.

P.S.: RING BANNER

MAY 21, 1955

ARTICLES

BY FRANCO RICHARDS

BANNERMAN

WANTED

FOR BIG SHOW

George W. Finley, 241 South Main St., Rutland, Vt.

MERCHANTS FREE CIRCUS

On the Street, More Every Day. Want show Eddie Rice, Earl Green, or any legitimate Companies capable of setting up within 24 hours. Can use Girl Show wa for men and two girls. Tall boys in dress suit can also be used. If you can't move fast, don't count.

B. C. Davenport


KELLY & MORRIS CIRCUS

WANTS


ADVERTISER

ED HAVERSTICK

237 N. 4th

Libertyville, Ohio

PHONEMEN

William Bros. Circus show in all parts.

CIRCUS

ROXY

VICTOR LEWIS

Fariars 1957

AT LIBERTY

J. H. RAY I

WANTED

ADAMS J. WALTERS, 224 South Vine St., Greenville, S.C., new wagon.

ALMA, 315, black, 2 red wagons.

BOX B-115

Champion, Bristol, 52, Ind.

WANTED

THREE PHONEMEN

Contact your nearest Tribune-News office for details.

B. H. McCall

WANTED 3 PHONEMEN

Contact your nearest Tribune-News office for details.

B. H. McCall

WANTED

FRANCO RICHARDS

RING BROS. CIRCUS

1585 S. Lenthall, Muncie, Ind.

BANKERMAN WANTED

FRANK WARD

R. WARD


J. H. RAY I

WANTED

This is a new City Police Patrol wagon.

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CIRCUSES

$1,000

Names and Addresses of Top Booking Agencies

$3.00

Swans

20 PHONEMEN

This year round. Special labor deals.

Tommie (Chick) Thompson

MAY 21, 1955

PHONEMEN

Bank, U.P.C., Tishen, Barrens

Can't Chairmen

Contact

882 4th Ave., Box 41, New York City

WANTED BILLPOSTERS AND CARPENTERS

Who can do: Contact Michael.

CLYDE BEATY CIRCUS

Georgia Field, Vancouver, B.C., Canada

DISPLAY FIREWORKS

FOR ALL OCCASIONS

DISPLAY APPEALING

Dazzling in light and brilliance, the display is eye-catching at a distance, inspiring and exciting. Ideal for every special occasion. Complete professional equipment for sale or rent.

FOR RENT

Complete professional equipment for sale or rent.

RITEWAYS


AT LIBERTY

For CIRCUS, PARKS, FAIRS

RIDING CONIES

THE ARISTOCRATS OF THE CIRCUS RING


RIDING CONIES Route 3, P.O. Box 1-8151, Baton Rouge, La.

Your ad for the...

CIRCUSIANA MART

May 23 to June 30

Must reach us by THURSDAY, MAY 19

This ad in your section you are ECruRnally $10/BUY or all types of Collectibles in the Circus are $20.

- Photos-Postcards-Programs-Shares and Tickets-Books-

Contact your nearest Tribune-News office for details.

By Phone:

- Photographs-Cards-Stock Certificates-

- The Wiltzington (Okla.) Morning News,

- Mickey Sullivan and his head player the recent Hartford, Conn.,

- Send your ad and坝ilitation Air Mail, Special Delivery to

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Send Your Ad and Barmination Air Mail, Special Delivery to

CIRCUSIANA MART - THE BILLBOARD

3160 Patterson St.

Baltimore, Md.

GIVE TO DANNON RAYNUN CANNED FISH

Copyrighted material

THURSDAY, MAY 19

This ad in your section you are ECruRnally $10/BUY or all types of Collectibles in the Circus are $20.

- Photos-Postcards-Programs-Shares and Tickets-Books-

Contact your nearest Tribune-News office for details.

By Phone:

- Photographs-Cards-Stock Certificates-

- The Wiltzington (Okla.) Morning News,

- Mickey Sullivan and his head player the recent Hartford, Conn.,

- Send your ad and Barmination Air Mail, Special Delivery to

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GIVE TO DANNON RAYNUN CANNED FISH

Copyrighted material
Swallender Ice Studio

Introduced in Detroit

DETROIT, May 14—A news-
type of commercial venture hitting the
local entertainment scene is the private
rink studio for the teaching of
ice skating by class or private
lessons.

This is the newly opened business
established by Mrs. Swallender
at Swallender’s Ice Skating Studio,
19822 Wisconsin Ave., near the
northwest side of Detroit.

The lessons are being given a
new emphasis when, however,
they are to be organized to morning
half-hour classes and half-hour
long sessions; when they meet again
with hundreds for complete
sessions in the evening for both in-
struction and exhibition skate prac-
tice; when youngsters attend after-school lessons daily, practice
sessions on Sundays and star per-
fomance of these classes of all age
groups participate in exhibi-
tion shows to be held at the rink
glatting demonstrations being
planned by Swallender.

Swallender's Ice Studio

Swallender, who has been teach-
ing skating for 20 years, was for-
tunately able to finally run Det-
or, Skating Club before building his
own studio, which houses an
ice-floored space 1,000 square feet
in size. The rink itself measures 43
by 100 feet, with a capacity of
60 by 70 brick building any of
which are owned completely by
Swallender, who has California
rights to the facility on a lease-
hold basis.

The studio provides posters and word-of-
mouth advertising; the rink plans to promote his studio by radio and tele-
vision, the chief pur-
pose being to attract students from three years old up to the age of 80, and
not be open to any other students.

Special individual tutoring will be offered besides the classes, as
swillenden plans to have at least
three instructors.

Hartford Palace

Stages 'Follies'

Hartford, Conn., May 14—One of
the outstanding features of the
roller skating revue "Follies,"
produced by George A. Flood
(2d.15) at the Hartford Skat-
ing Rink, is Robert E. Swallender
of Old Richmond serving as producer.

Mr. Flood has been with 150
participants, with Richland
echoing regular patrol skating
sessions in and after shows each
night.

Iowa Great Lakes

Meet Set June 19

At Arnolds Park

ARNOLDS PARK, Ia., May 14—
The 1955 Iowa Great Lakes Roll-
er Skating Championships will be held
June 19 at Majestic Roller
Rink in Rock Island on Lake
Gibault, it was announced
Thursday by Ellery L. Boyd,
President of the event is the Iowa
Great Lakes Association. All
skaters are invited to participate.

Mr. Boyd announced that
C. B. Brownfield, his assistant, George A. Petrou, the Com- pany’s
grand marshal and a greater turnout
of participants and visitors is expected.

The event will bring in
an estimated 2,000 spectators and
will be the first roller skating event
in the 15 years since the event was
first held in 1940 at a street near
the roller rink.

Altoh hit by the event, the
event draws more than 100 con-
tests from 25 rinks in six states
plus hundreds of spectators who
attended the event last year.

The event was
The program will in-
clude junior skating, men’s
racing for men and women,
juvenile singles, men’s, women’s,

dance, singles and dance, singles
dance and dance, men’s singles
and dance, women’s singles
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**MERCHANDISE TOPICS**

**Write the Billboard Buys Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or line mentioned in this column. To expedite handling please enclose self-addressed envelopes.**

**NOBBIES and SPIRALS**

Adame Manufacturing Company, Philadelphia, has what it says is a brand new design in a long- lasting Atomic Smoke Bomb. It looks like a cigarette and when lit and placed in an ash tray, it gives off some clouds of harmless smoke. The firm claims that the cigarette is so non-explosive and that the smoke which emanates from it is so smokeless that it blows away. Faced with 36 guests on the display card, they are offered at 72 cents per dozen or $8.75 per gross at minimum order, one case of 36 is $2.55.

An outstanding value is the current completion of a large variety of luggage set by Hall of Distributors, flagship of the Luggage Trade, has been long in the making and is now ready to be released. The luggage set, comes boxed and has top quality features. The firm claims that the luggage is so durable you can carry around the world on your back, on your shoulders, on your head, or on your neck. A sample set may be had for $125.00. The set is made up of a set of three or more, each set is $115.00. Strong response to the set has caused complete sellouts, but a new stock has arrived so the company is ready to give immediate delivery. Write for a free catalog containing thousands of items at low prices.

Harris Novelty Company, Philadelphia, was the first to introduce the Davo Crockette hat. For over 30 years. The hat has been successful beyond all expectations. A recent shipment is made on the way and all orders will be shipped at once. Harris Crockettes are made of the finest materials and are proven results. Davo Crockette hats are made up of the finest materials and are sold by the largest department stores in the country.

L'Argene Products Company, New York, manufacturer of Le Petit Prince, Announces that it will display its entire line of merchandise at Booth 36 in the New York International Trade Fair, Lexington Avenue Armory, May 15-19. There of the L'Argene catalogue cover so much, yet costs so little. L'Argene products, made by John Galben, are written every American girl, the firm states. Ships and distributions are about to miss these items, which are advertised in leading national advertise-ments.

The latest item by Arlington Hat Company, has been the release of the Howdy Doodly Parade Hat, worn by youngsters who make up the participation in the parade. Most of the bonnets shown on the TV show, thus giving the merchandise in the company's line daily plug. Carrying a suggested retail price of 39 cents, the hat, one of Arlington's "Adventure Series," is of regulation size of the model. It is made of durable Celanese acetate plastic and is plain white with light colored bows. Howdy Doodly's grinning face, surrounded by those of his TV pals, appears on the high-complete. Introduced at the American Toy Fair, Arlington experienced such a successful acceptance and sales that it was necessary to expand production. Arlington also manufactures a large line of children's novelty Western. There is no limit in the company's line.

Toby Toy Company, Inc., New York, reports that its complete line of cotton stuffed toys is now in. A recent trip to New York invited to visit the factory showrooms which features a wide variety of toys, plush and cotton stuffed, at a price in excess of $100,000 per year.

Edward P. Winner, who formerly headed Novelty House, Inc., has been managing his first anniversary with his new firm, Variety House, which was established at Highland Misch, specializing in standard and novelty toys. Winner is a well-known figure in the industry and has established himself in the industry with his knowledge and experience. Winner, who was once a timer, is now in good health.

**PIES FOR PITCHMEN**

By BILL BAKER

*We GET THE WORD.*

Bakers of the American Pie Association and the American Pie Company have invaded the lands of the two counties. This is the first time that the two counties have been invaded by the same company, and it is believed that this invasion will be a long-lasting one.

*DEAR BILL.*

recently percy M. E. R. from a month in Europe. Percy is a living legend of the largest of the major pie industries. Percy has sold the largest of the largest of the major pie industries. Percy has sold the largest of the largest of the major pie industries. Percy has sold the largest of the largest of the major pie industries.

*DEAR BILL.*

This is the first time that the two counties have been invaded by the same company, and it is believed that this invasion will be a long-lasting one.

They lowered from Cincinnati last Wednesday (11th) on route to Dayton, O., where they're set the next few weeks for a roll of the cake-decorated. Charlie, one of the top men in the field in roller-prize days and who has long indulged in the hobby of furthering the cause, is told by the newspapers that he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause. It is told by one of the causes, says he is being the bookkeeper of the field in roller-prize days and who has long indulged in the hobby of furthering the cause.

**PRICE LIST READY**

Send for your copy at once.

**LEVIN BROTHERS**

Established 1884

**NEW AND ATTRACTIVE PACKAGED STYLES**

**BERNEY NOVELTY CO.**

114 West 16th St.
New York, N.Y.
Phone: Arlington 5-7900

If you have not dealt with us in the past, ask those who have.

**CONCESSIONAIRES—PITCHMEN**

**ROSENBURL HATERS & CO.**

279 BROADWAY, NEW YORK 7, N. Y.

(Continued on page 99)
COMING EVENTS

FOLK TALENT AND TUNES

Continued from page 59

Red South, of WDFK, New Orleans, reports that the Dixie Dan- burners’ (Mamie) “Daydreaming” has been a chart-topper in New Orleans. The number has been on the air for about 36 weeks and the top 10, writes Red. “That’s a record for us!” 

Billie Jean, composed by “Ever,” and other Hillbilly Fawns, are now residing in Cairo, Tex., visited recently with David H. Young, who spoke the country was on KEWV. Edelburn, Fred. He was accompanied by his daughter, Dorothy, who is a well-known country singer, on the Sarg label...

Lemon Beans, driver-presenter at WFAI,这段时间花了很多时间

Oppy Dickinson, the country singer in question, has a nois- en the WRCI, Richlands, Va., where he's doing a 25 minute radio show on “Hillbilly Star Time.” Dickinson started at WRCI at the age of 15.

Besides a daily syndicated show on WMMO, Oxnard, Calif., Melba Taylor has also an evening show, an hour and a half show, over KHIS, Chico, Calif. With his Sierra Me- rrey Gang, Taylor is now appearing on a weekly TV show over KHSS-TV, Chico. The Sierra Merry Gang has just opened its own house in California. The band...would like to get on the mailing list of several of the big record companies,” writes Taylor. “Some of us in the group are new to this situation because we have to suit and buy some of them at the music store. And, it might be a little confusing, this gets expensive...”

Lonnie Johnson, the country gospel turntable at WAFI, Des- moines, says: “In 1950, I was a member of a mixed hockey team recently installed in a new season, and heard that Redy’s ‘Hillbillie Hone’ record for the company, was being heard at WKEW. I find myself in this expensive...”

Lonnie Johnson, the country gospel turntable at WAFI, Des- moines, says: “In 1950, I was a member of a mixed hockey team recently installed in a new season, and heard that Redy’s ‘Hillbillie Hone’ record for the company, was being heard at WKEW. I find myself in this expensive...”

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CLASSIFIED SECTION
A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display, First line set. Maximum of 20 words
RATE: $1.50 per two lines
CASH WITH ORDER

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 16 pt.) and illustrated to best advantage. No illustrations or cuts permitted.
RATE: $5 per ad—$15 per full page
CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK’S ISSUE
Send all Orders and Correspondence to 3160 PATTISON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your space and include any additional words.
When using a Box Number in care of correspondence, be sure to add Adequate space for add.
On the Number Box a special service charge of 25c per insertion is made for space previously reserved.

ACTS, SONGS & PARODIES
PROFESSIONAL MUSICIANS WRITE FOR DETAILS
NEWMAN SAVAGE, 511 S. Park Ave., Bloomington, Ill.

AGENTS & DISTRIBUTORS
A MODEL ORCHESTRA, DANCE BAND, MUSICAL CONCERTS,fb
BY REQUEST, AMERICAN BANDS, NAVIDA DANCERS, THE BIRDS of PARADISE, HARRIET LEATHER
COLUMBIA CONCERTS, 1258 S. Park Ave., Bloomington, Ill.

QUACK QUACK DUCK
It’s NEW—Plenty of Action
$20.75 PER GROSS
$1.00 PER DOZEN
NO. 1093 HUGGLES YARD
NO. 1053 BUCKS YARD
NO. 1095 MIGHTY MUSKET
NO. 1972 SQUIRREL HUNTER
NO. 3247 SPIDER GIRL
NO. 1008 SPIDER GIRL
NO. 1011 SPIDER GIRL
NO. 1012 SPIDER GIRL
NO. 1013 SPIDER GIRL

WISCONSIN DE LUXE CO
1816 W. 3rd Street

For Sale or Lease—Candy流行的 PHOTOS
$25.00 PER GROSS
$1.25 PER DOZEN
1258 S. Park Ave., Bloomington, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY
HURDING NEW AND USED CHAIRS
Cushioned Rugs and Rugs
1258 S. Park Ave., Bloomington, Ill.

FOR SALES OFFICE—LEADING MUSICAL INSTRUMENTS
1258 S. Park Ave., Bloomington, Ill.

FOOD AND DRINK CONCESSION SUPPLIES

BUYERS
POPcorn—CANDY FLOSS
Contact us for services and supplies
National Theatre Supply

FOR SALE—SECOND-HAND GOODS
ABOUT ALL MAKES OF SCRAPERS—CARRIAGE, TRUCKS, ETC.
1258 S. Park Ave., Bloomington, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

BUSINESS OPPORTUNITIES
ALL FLAVORS POPULAR FOR INDOOR SHOWS
Hatchett’s CANDY WORKS, 1258 S. Park Ave., Bloomington, Ill.

FOR SALE—SECOND-HAND CHAIRS

FRONT ARMCHAIR & LOUNGE CHAIR
1258 S. Park Ave., Bloomington, Ill.

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FOR SALE—SECOND-HAND SHOW PROPERTY
HURDING NEW AND USED CHAIRS
Cushioned Rugs and Rugs
1258 S. Park Ave., Bloomington, Ill.
HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. 50¢ per word. 3-word minimum. 50¢ a line. CASH WITH COPY.

DISPLAY CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: $1 a line—$14 per inch.

Forms Close Thursdays for the Following Week's Issue.

Pipes for Fitchmen
- Continued from page 89

and each time he has a different item or item which is known to catch onto after watching somebody else get money with it. The result is, he ends cutting his teeth trying to get his initial investment back, or else he decimated entirely and grabs off the next thing which he sees a successful pitch. I am told that this fellow is a former banker. Nothing with that, of course, but if he has been successful, and that he was able to turn up big jackpots which mean nothing, he should be back to sitting nuts on fall auction.

POSTING FROM...

somewhere in the hills of West Virginia, Jack (Bettles) reports that he recently worked the Monongah, W. Va., Stock sales to the hilt. The item he was dealing in was the exhibit of cattle and sheep, and down in very short order.

The Elsie Boudoir concept of this year has blended into the 55-foot Freuhand trailer which opens up at the side to form a stage of 16 feet, with barn walls and roof. A $1,000 went into furnishing, done by The Displayers, Inc., and designed by Mrs. Carol Grzyb. The project responsibility was that of Mr. Elsie Enterprises, Inc., with Mr. Benjamin F. Miller.

Barn Furnishings

The boudoir interior contains pressed floors, framed in plywood, and numerous boudoir furnishings. There is a bed for the cow, and the Bearded, family, paintings on the walls, a mahogany table, containing "Monroe," "Cowboy," and other books. The table is made of real wood. "The Barn Steer," and the "Pig Farming in the Olden Days" are exhibits, which are shown.

The barn consists of four separate exhibits, with a model of the exhibit of theǰel∵. the exhibit is there a mention of.

The firm owns the trailer but the rent tractors, and a lot of place. The boudoir will make the cow for the two cows, and Paul Cursin will be the farm manager, handling advance arrangements and advertising. Ted Green is the manager of this phase of Elsie Enterprises, including the booking. He offers notables various areas of the country's ability and they set up the dates, as he involved in the display. All information is sent to the company's office.

In previous years the boudoir was carried on rail and had to be trucked to its location and set up. It is sometimes spending in more.

ATTENTION!!

PITCHER + CARNIVAL MERCHANDISER + CONCESSIONARIES

WERE RECRUITED ON NAME BRAND.

PLEASE CALL FOR A MEETING.

LODGAGE AND KITCHEN WARE

S-men. you can't afford to miss it. See our advertising.

SAVE $34 ON THIS SPECIAL-

ACME, WALTHER, EBERHARD . WATER WATCHES

10 AN.

$75

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JEAN MATCHES, CIGARETTES & MINTS

ALL NEW! COMPLETE.
Juke Box Ops in 35 Cities
Push Dime Play Conversions

By Jim Wickman

CHICAGO, May 14—At no time in the six-year history of dime play have conversions been more prevalent than the first four months of this year. Operations are now setting the pace for the year. It has been estimated that the entire Eastern Seaboard will be completely converted by July 1, 1955. The Midwest, paced by Chicago, will follow. This is a year of change, not just a phase to estimate. The Western States, while behind those two areas in the number of machines converted, are moving quickly to the dime. Dime Operations to Southern States, like Louisiana, are closely watching the results of the move in New Orleans.

The Juke Division, Des Moines, Omaha, Iterst, Providence, New York, and Philadelphia have all been added to the dime play ranks since the first of the year, as well as many other units, and it is a fact that the future is taken up for the phase.

The tide of dime play will carry on, naturally, for years to come, not only in single cities, but also in major cities. In some cases, before the changeover is completed, an entire State has been converted. The move has even spread to cities in Canada. First to add these weighty dime play conversion moves were Detroit operators. A highly publicized and well prepared program was promoted in Detroit by Ben Reissner, of Michigan was the first to affect January sales. May sales, however, were better than hoped for.

Des Moines operators followed, with a series of meetings and demonstrations. The move was decided at a meeting of the Des Moines Coin Vendors' Association, held last week, where operators dined and took part in a meeting. Operators throughout the State began to follow.

E.F.'s Help

Operators in Philadelphia, Hartford, New York, and Richmond, Calif., also, began converting in January. In addition, West- litz began promoting the use of E.F.'s on June 1, the move to dime play. During the coming months of this year, manufacturers will probably have to adapt the program to middle selection with EP Th全国各地.

While Cleveland, where dime play was introduced during the winter months of last year, continued to promote dime play public relations. With the aid of a cartoon of a dime playing the jukebox, the Cleveland Coin Vendors' Association set forth the benefits of dime play in The Cleveland News.

In Florida, where many operators have been in the business for years, changing to dime play is not likely. In this case, dime play will be the result of self-selection.

Canadian Ops

In Toronto music operators believe that the move will be made without eliminating the nickel, thereby maintaining a dime-and-a nickel play.

In Los Angeles, the Music Guild of New Jersey outlined a

Juke Good Will

Stressed in UMO Program

DETOIT, May 14—Building goodwill will be the focal point for the local juke box operators in the new sales and public relations program of the United States Music Operators, Inc., for 1955.

Accordingly, last Thursday, Ed Carlson, president of UMO, issued a letter to all of the company's representatives outlining their duties for the coming year. A key plank of the program is the promotion of the goodwill of the music business in the community.

In Detroit, the letter was backed up by a personal visit from K. O'Brien, Wayne County president of the association. Mr. O'Brien also scheduled a meeting of the association for next week.

Last week a special table was reserved for UMO members at a dinner meeting of the Detroit Businessmen's Association at the Hotel Sheraton.

Association officers and members of the local association included Anthony Strakosch, treasurer; Louis Patton, head of Patton Music Company, and Mr. and Mrs. Roy Smith, co-ordinator of UMO.

nu-Matic Sets

Finance Plan

NEW YORK, May 14—Henry Gerstein, head of Nu-Matic Mache Inc., has announced details of a new finance plan thru Modern Factoring Corp. Under the plan, the finance of 15 per cent will be required, with the remainder to be financed at the usual charge.

Gerstein said that such a plan has allowed the company to expand into new areas. He added that Bob Freeman and Vernon Green were salesmen to cover the Northeastern States.
Top Management Studies Vending
At Week-Long Kenilworth Session

Automatic Merchandising Firms Spread
Gospel to 8,000 Industrial Executives

KENILWORTH, N. J., May 14.—The automatic merchandising industry had an opportunity to tell its story to some of its potential customers from all over the country when a special session was held on the subject of beverage vending machines at the week-long National Automatic Merchandising, Inc. session at the Kenilworth Steel Company here. Each exhibitor gave a demonstration for two weeks to turn its plant over to a completely automatic facility for eligible for cashless space, the firm must have a new idea which may be applied by others.

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CONTINENTAL ENTERS 5-CENT VEND FIELD

BROOKLYN, May 14.—The Continental Confectionery Corporation has entered the 5-cent bar field with eight items, packed in 120-cent cases for the vending trade.

Vending packages are candy corn, chocolate kissers, jelly beans, cinnamon impersals, cherry drops, lemon drops, spice drops, and spearmint leaves.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Index as of April 30. All advertised used machines and prices are checked. Where more than one firm advertised the same equipment at the same price, frequency with which the price appeared is indicated in parentheses. Where prices change and are readvertised, as in the case of bulk vendors, only the whole machine price is listed. Any price obviously erroneous on condition of the equipment, age, type and location, heating and other factors.

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NEW LOW PRICE

We and our agents carry in stock, for immediate shipment, large lots of the following machines. For information write or phone.

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VICTOR VENDING CORP.

5701-13 W. Grand Avenue
Chicago, Illinois

FACTORY-DESIGNED FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!

We have perfected conversions for all D. Greiner models starting with the "D" to permit 25c or 50c operation. All these models can be converted for cigarette operation by simply writing for complete details and prices. Advise models you wish to convert.

Arthur A. DeJener Inc.

VICTOR VENDING CORP.

5701-13 W. Grand Avenue
Chicago, Illinois

NOW! KING SIZE VICTOR'S NEW "KING SIZE" 5c BALL GUM AND CHARM VENDER TAKES IN $19.00

New king-size capacity for high-priced locations. Large gum size gives merchandise "all-metal display". Will vend 19c, 25c and 50c bulk ball gum and charms. Prices can be adjusted to customer's desire. Machine has 6500 capacity, holds 5250 bulk 10c & 1c charms. Will vend 25c Kings size 1-1/4" gum balls. 7200 bulk 10c gum balls. Will vend 1c charms. $50.00 Per Carton of 4 to the carton.

GOLD! GOLD! GOLD!

EIGHT TO A CORD

For "KING SIZE" Value and Sales. Use Deck with "LOGAN" Tour Vending Headquarters. 5255 Division on All Orders, Balance C.O.D.

LOGAN DISTRIBUTING CO.

916 MARYLAND AVENUE
CHICAGO 22, ILL.

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on machines and accessories in your industry.

Enter a Money-Saving Subscription Now

Billboard Magazine, Inc. today. Saves you more than 90c on every subscription to the

The Billboard, 3160 Falmouth M., Cincinnati 2, Ohio

Mail to P.O. Box 220, Cincinnati 33, O. I. W., Ohio.

FOR SALE

25 Pop-Set Popcorns...$65.00

100 Nickel Acme Capsule...$10.00

100 Nickel Acme Bulk Charm...$10.00

100 Nickel Acme Capsule Vendors...$10.00

100 Nickel Acme Bulk Charm Vendors...$10.00

FOR SALE

CLEVELAND COIN MACHINE EXCHANGE

5059 Prospect
Cleveland, Ohio

FOR SALE

3000 Machine.

2000 Machine.

500 Machine.

500 Machine.

1000 Machine.

1000 Machine.

FOR SALE

MARTIN TRACTORS

6050 S. W. 60th St.
Miami, Florida

VICTOR'S 5 STAR BAG GRAND CONTINUOUS ELECTRICAL CIRCUIT PROTECTION FOR THE SAFETY OF YOUR $100,000 INVESTMENT.

FOR SALE

DRAG WAY WATLING FEEDER

FOR SALE

WASHINGTONIAN TRACTOR

FOR SALE

A PRECEDENT? PHILLY COPS BECOME OPES

Philadelphia, May 14.—The Philadelphia Police Department, under the direction of the Municipal Police Board, has taken steps to increase the number of police officers in the city. The Police Board has authorized the hiring of 100 new police officers, in addition to the 200 officers already on the force. The new officers will be sworn in on May 15.

ARNSTEN IS Tenco Sales Manager

Lindern, N. J., May 14.—Paul L. Arnsten has been appointed Manager of the Tenco sales force in the New York area. Arnsten, who has been with the company for over 10 years, has been responsible for the growth of the Tenco sales force in the New York area.

CANDYconte and GUM conte

For more information on the Tenco sales force, contact Paul L. Arnsten, Manager, Tenco Sales, 120 West 42nd St., New York, N. Y.
CARS FOR KIDS include radio, tv, sports equipment, airplanes, sports cards and many others. We can supply you with cards at low cost. Tremendous sales from machines and opportunity for you to develop specialized business, using location printed cards, in textile plants, parks, vets, civic locations and other natural hightraffic locations. Hoods 1000 cards, words on any size or combination. "Heave John" mechanics deliver service every month. Will also vend folders and large packages. Special arrangements of this nature would be open to all. Of course, vending a 25 cent one type machine, 30 cent two types, 50 cent three types and 25 cent four or more types. Over 50 cent special cigarette machines, 50 cent cent card machines, 33 cent gum vending, 14 cent soft drink machines, 15 cent coffee and 21 cent other products.

Wholesalers

Continued from page 96

which can be expected to be increased in the future.

of wholesalers surveyed, 52 per cent operate only one type of vendor, 30 percent two types, 18 per cent three types and 22 percent four or more types. Over 50 cent special cigarette machines, 50 cent cent card machines, 33 cent gum vending, 14 cent soft drink machines, 15 cent coffee and 21 cent other products.

NEW! HEAT EYE-CATCHING!

SQUARE CUT RING

A finely designed ring with unusual heavy shaped stones in accordance with the CANON OF GOOD DESIGN ORDER TODAY IMMEDIATE DELIVERY!!

Copper .............. $15.00 M Brilliant Gold ........... $18.00 M Simulated Gold .......... $16.00 M

SPECIAL DEAL FOR MAY!

4 VCTOR STANDARD TOPPERS with 25 Lits. of Ball Gum, plus 1,000 Assorted Charms $60.00

Millers

Famous 107

factory rebuilt and guaranteed

Order today—prompts delivery

S. Schoenbach

1687 Towada Ave., Brooklyn, N. Y., Phone: 2-2600

Cigarettes, Candy and Drink Machines

ROWE CIGARETTE VENDORS

Imperial, 6 Cents, 96 Cap. .... $15.00

Model 1, 6 Cents, 24 Cap. .... $10.00

Model 2, 6 Cents, 24 Cap. .... $10.00

Model S, 6 Cents, 24 Cap. .... $15.00

Distributor's Model, $20.00 plus carriage. To carry 764 cards.

UNEEDA CIGARETTE VENDORS

Model 1, 6 cents, 24 cap. .... $10.00

Model S, 6 cents, 24 cap. .... $12.00

COVER MACHINES

U-Select 'N, 75 Cap. .... $2.50

Steady, 1 cent, 100 Cap. .... $1.50

Model 5, 10 cent, 95 Cap. .... $3.50

National, 15 cent, 25 Cap. .... $8.50

SPECIAL!!

ROWE PRESIDENT

1 cent, 100 Cap. VENDS AT 35c & 50c

$150.00

We are distributors for ice cream soda—coffee machines, both new and reconditioned. Write for information.

All equipment unconditionally guaranteed. Trade Prices 1/2 deposit, balance C.O.D.

Uneeda Vending Service, Inc.

"The Nation's Leading Distributor of Vending Machines"

230 Madison Ave., Brooklyn, N. Y., Phone: 3-9971

MORE 90,000 NOW

NOW TAPING FOR NEW YEAR'S

EXTRA PROFITS ON LOCATION

MILLS famous 107

Factory rebuilt and guaranteed

Every stop on your route will make extra profits with this proven vendor. Sells Gum, Candy, and novelties.

Only $15.00

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Claw candy coated or chicle type gum only 45c & less.

Order today—prompts delivery

J. Schoenbach

1687 Towada Ave., Brooklyn, N. Y., Phone: 2-2600

SENSATIONAL CHARMS!!

Our own line with unique LUMINOUS FLASHLIGHT IS TRENDING

VACUUM PLATED BASEBALL

(All Teams)

$20.00

$25.00

$10.75 per M

$11.00 per M

OAK SALES CO.

3331 Fifth Avenue, Pittsburgh, Pa.

10 OPERATORS OF NORTHWESTERN

10 operators of Northwestern iron and steel products! Our operators are all well equipped to sell you a line of the finest and best products available in the world. We offer an unexcelled assortment of iron and steel products, and our operators are thoroughly familiar with all aspects of the iron and steel business.

VEND-PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fortune to rent a place—when you subscribe to Vend—the world's most practical merchandising magazine. Fill in your name and address below for your free copy of Vend

Mail to:

VEND Magazine, 2160 Patterson Ave., Cincinnati 22, Ohio

Name ...........................................

Address ........................................

City ...........................................

State ........................................

Occupation ........................................
CHICAGO, May 14—Operator reaction to the new Pinball Davey Randby-Pomery Juke Box according to a nationwide survey made by The Billboard.

The survey, which appeared 69 per cent of the nation's operators, indicated that fewer than 5 per cent of the new juke boxes were business failures, a percentage that was too unfamiliar with the plan to comment.

Editor's Note: This is the third article in a series on Billboard's Music Operator Survey Panel. Panel members are all music operators, representing cities both large and small in every State in a full-size juke box for home use.

The purpose of the panel is to give all operators the opportunity to discuss their problems, major topics and topics with the editor's industry.

Of the operators, who said they were interested in the panel and agreed to be included, two operators needed increased revenue was cited as the reason in nearly every instance. Reasons for believing it would aid the juke box business included the need for play stimulus and the assistants it could provide in signing locations.

On the other hand, operators who were not interested in the survey said that they thought the public would not be interested and that the juke box was a difficult system to explain. In addition, many operators, who were not interested in the survey, said that they did not want to be involved in the survey because they thought it would be too much trouble.

Abbie the majority of the operators, who took a stand against the proposal, said that they did not think the plan was too big, but that it was not too small. They said that they did not want to be involved in the survey because they thought it would be too much trouble.

Jukes ABROAD SPOTS SCORE IN NEWSWEEK

CHICAGO, May 14—Readers of Newsweek magazine this week were brought up-to-date on what is happening around the world in the juke box business.

The article, which credited The Billboard for its information, noted that a new juke box was being introduced in France and that it was being tested in the United States. It also pointed out that the juke box was being tested in the United Kingdom and that it was being tested in Canada.
Hundreds of thousands of locations have redesigned their exteriors and interiors for bigger and better business. Certainly this type of location wants no commonplace phonograph; it demands the machine with the latest and greatest innovations, the

AMI Model "F" —
The Only Coin Operated Phonograph with FULL RANGE MULTI-HORN HIGH FIDELITY and SONORAMIC SOUND with MODERN LINES and COLOR TO MATCH

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, MICHIGAN

Licensee: Jensen Music Automates—building the AMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Paladshe, Copenhagen K., Denmark.
MAY 21, 1955

COIN MACHINE NEWS

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **NCMDA OBJECTIVES OUTLINED.** Complete story of program of the newly re-organized National Coin Machine Distributors' Association and general purposes of the organization. (Page 79, The Billboard, May 14.)

- **SHUFFLE GAME CONVERSIONS CLIMB.** Nationwide report of distributors’ efforts to convert shuffle games, details of conversions kits now offered, and the division’s reaction to shuffle games. (Page 80, The Billboard, May 14.)

- **USE MACHINES MARK UP 15%.** Amusement machine distributors surveyed reported that used machines are being sold at a markup of 15% and that the average value of used machines has increased over last year’s figure. (Page 76, The Billboard, May 14.)

- **NY ONS PLAN CIG PRICE BOOST.** Vending machine operators in the metropolitan New York area plan to take advantage of the current high but recent wholesale prices in the prices of cigarette machines by increasing cigarette prices up 25 cents. Complete details of price increases. (Page 79, The Billboard, May 14.)

- **U.S. OPEN HURDLE ALMAKE.** The federal grand jury investigation of alleged anti-trust activities in the juke box industry opens this week when five juke box manufacturers will be summoned. The first session is set for May 14, 1955. (Page 84, The Billboard, May 14.)

- **URGE OP SUPPORT OF 12 NJMJS.** Disk Music Operators of America gets behind state time-limited box Biograph National Juke Box Music Inc., with 11,000 letters to operators throughout the country. (Page 84, The Billboard, May 14.)

- **200 TO ATTEND CHI OPERATORS Bowling Fete.** The Chicago Automatic Phonograph Machine Exchange, according to John Domenico, will have its annual bowling fete May 21 at Allagash Club. Tickets are $1.50 each and will include 100 feet of the fete go for the strike. (Page 83, The Billboard, May 14.)

- **WERTZ MUSIC HOSTS NORFOLK OPGS at Rock-Ola Showing.** NORFOLK, May 14.—The Wertz Music Company hosted an all-expenses-paid trip to Norfolk for some of the region’s juke box distributors, and the show was expected to attend the third annual banquet of the Chicago Automatic Phonograph Machine Exchange, according to John Domenico, secretary. The event was held at Allagash Club and featured 1,000 juke boxes were awarded to the local dealers by Wertz. (Page 79, The Billboard, May 14.)

- **MASS. OPR DRAFT.** The Massachusetts Open Draft is in full swing, approximately 13,000 machines throughout the state are being played on by approximately 1,000 dealers. (Page 79, The Billboard, May 14.)

- **BILLBOARD CAMPAIGN KICKS OFF.** The National Coin Machine Distributors’ Association announces the start of its campaign to promote coin-operated machines, which will be featured in various trade publications throughout the country. (Page 79, The Billboard, May 14.)

AGAIN FIRST IN ACCEPTANCE

WITH THE SIMPLEST... SUREST... FASTEST RECORD CHANGER OF ALL TIME

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS

See it - Hear it - Buy it at Your Wurlitzer Distributors

THE RUDOLPH WURLITZER COMPANY • NORTH TonAWANDA, NEW YORK
Established 1856
MUSIC MACHINES

ADVERTISED USED MACHINE PRICES

<table>
<thead>
<tr>
<th>Music Machines</th>
<th>Price 1</th>
<th>Price 2</th>
<th>Price 3</th>
<th>Price 4</th>
<th>Price 5</th>
</tr>
</thead>
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<tr>
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<td>$125.00</td>
<td>$119.50</td>
<td>$117.50</td>
<td>$114.50</td>
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<td>$120.50</td>
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<td>$115.50</td>
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<td>$120.50</td>
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<td>$115.50</td>
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<tr>
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</tr>
</tbody>
</table>

MGNJ to Hold General Meeting

NEWARK, N.J., May 14—The Music Guild of New Jersey held its general meeting and dinner during Monday (18) at the Hotel Essex House here.

The meeting was discussed will include current reports on location activity and future plans for the guild.

It was also announced that a committee of six members will be appointed to handle the business of the organization.

ABC No. 2 Wins Chi Bowling Tournament

CHICAGO, May 14—The third annual National Phonograph Bowling League ended Monday (17) with a sweep by the team of ABC Music No. 2 winning first place honors.

The final standings were as follows:

Champion

ABC Music No. 2 63 55 69 44 44 43 65

2. Forest Park 62 68 60 56 60 57 42

3. Western Automatic 55 54 55 53 53 53 53

4. Pacifio Phonos 53 52 52 52 52 52 52

5. Amsco Music 46 46 46 46 46 46 46

6. Gilmore Distributing 38 38 38 38 38 38 38

Music & TV Corp.

STAGES ROCK-OLA OPERATIVE SERVICE

BOSTON, May 14—A factory rerun of the successful "Stages Rock-OLA" operatic service will be held Sunday and Monday (17-18) at the Boston Music Television Corporation, Rock-

ola Laboratories.

J. J. Gumbh, president of the firm, said that the instructions for the的症状 Rock-OLA, Model 1485, recently unveiled by the company, will be noted by number of operators and their playlists.

The New York establishment, Rock-Ola field engineer, will conduct the classes, with George Carrier and Stanley Sturges, both of Music and Television's service department, on hand.

COIN CALENDAR

Following are dates of interest and importance to coin machine operators, distributors and manufacturers. Check the calendar for new events scheduled in your area.

June 4—California Music Merchants’ Association, annual banquet for all dealers, Los Angeles, California.

June 4-5—National Automatic Merchandising Association, regional meeting in Michigan, Saginaw, Michigan.

June 5—National Confectioners’ Association, annual convention, Camelot Hilton Hotel, Chicago.

June 6—the Michigan Orpheum, Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 8—New York State Coin Guild, annual banquet, Connal Hotel, Kansas City, N. Y.


June 14—South Florida Music Operators’ Association, monthly meeting, Mayflower Hotel, Akron.

June 15—Retail Advertising Association of Canton, O., monthly meeting, Massillon, Ohio.

June 15—Western Musical Jukebox & Carousel, annual banquet, Shelton Astor Hotel, New York.

June 19-20—South Dakota Phonograph Operators’ Association, quarterly meeting, Pierre.

July 15—National Association of Bulk Vendors, annual convention, Connal Hotel, Chicago.

MGMT

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July 15—National Association of Bulk Vendors, annual convention, Connal Hotel, Chicago.

Split Reaction on Commercials

- Continued from page 100

Negative opinions were generally stronger and more determined than those of the commercial activity involved in the survey, with the commercial activity involved in the survey, with the negative opinions being expressed against those commercials that were the most frequent and the most disturbing to the survey participants.

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For Greater Earnings
... Greater Satisfaction
Buy
the all new MODEL 1448
120 selection Hi-Fidelity
ROCK-OLA

You get all these exclusive features:

- Play Proven Accumulator
- True-Tone Hi-Fidelity Amplifier
- Easy-to-read Popularity Meter
- Hi-Speed Selector Panel
- Built-in Receiver
- Revolving Record Drum
- True-Tone Hi-Fidelity Companion Speakers
- Robot Record Arm

See Your ROCK-OLA Distributor Today!

ROCK-OLA MANUFACTURING CORP.
300 N. KEDZIE AVE. • CHICAGO 31, ILL.
GAME EXPORTS DROP IN JAN.

CHICAGO, May 14—Shipments of new game devices to world markets in January were down from December by a drop from $245,330 in January to $286,300 in December, according to the American Coin Company's monthly report, issued here today.

AVERAGE price of games shipped during the month dropped from $40.46 to $37.80, figures compiled from a survey of manufacturers and dealers.

AVERAGE, prices of games shipped included direct and indirect shipments to world markets in January, with a $39.90 average price for games shipped to foreign countries. The latter figures reflect the fact that all coin machines were being shipped to foreign countries for the New Year's high season, with the record of 1952.

AWARENESS of the appearance of the new coin machines in the New Her-ald, Belgium, Sweden and other European countries, coin machines shipments were voluminous in the month of January, with the dealers reporting that the market for new coin machines is in the “uplift” but now the work was up.

La Op. Converts

Ball Units to 5 Ball Games

NEW ORLEANS, May 14—The ability to re-design an amusement machine for new multiple operations and to do it profitably is a technique which has been mastered by Art late Hoff, manager in Coin Machine Service Company's New Orleans office.

Last year Hoff designed and sold a new coin machine into a five-ball service.

While it was possible for opera-
tors to combine new multiple-coin operations, the cost of one-half dollar paid by the machine was prohibitory to most of the operators.

The result was a completely new machine.

Calls Excluded From Game Bill

SPRINGFIELD, Ill., May 14—An anti-game bill which had been defeated by an Illinois House committee last year is now being introduced by sponsors of the measure. It is a prohibition of the manufacture of games for commercial amusement.

The bill would outlaw the manufac-
ture of all such games and some other types of gambling devices.


PIERRE, S. Dak., May 14—Law-

off the South Dakota legislature.

The attorney general ruled that the games “in some instances may be operated solely for amusement, but this did not alter the ruling.

The games is the work now handled right on the spot, with the locations own-

able to the particular characteristics of the games.

In the kit each of the machines includes a small Halp., elec-
dric drill, with a complete set of driving-rod, in addition of which every need which the mechanic might have is included.

The attachments are the secret, and Latour, “time with one drill occupying only a small amount of time, a truck and truck personnel maintain the games on the street.

Manning Practice

He formerly made an inspection tour of a number of machines and one where a machine had become marked by laboratory, batch, machine operation, and other expenses, it was picked up and loaded to the coin machine service com-

pany at the city of the city.

In making the game in exposed during 1954, however, Latour was struck with the idea of using them in pick-up and return to the service company.

The result was a completely new machine.

Each player shoots a ball in turn as individual scores are registered on the score sheet on the backside.

If one player hits the game, only that player’s score is canceled and the other players continue to play. Numbers change up on the backsheet to show which player is shooting and the number of balls used.

The only scores recorded on the backsheet are the match number, five repays for that number of balls and 10 repays for matching number, star and diamond.

Buttons, once the ball flips at the bottom of the playfield into the box, on the playfield for added action. A target at the center of the playfield builds up a “mystery” bonus score when hit. The point at the top center of the playfield gives players a value of the bottom of the playfield when the switch is tripped by the ball. Two富力 filters follows a number of the ball dumps added to the scoring.

Jubilo is set for 10-cent, three-

for-quarter play. It is equipped with metal spiral, three-

cent illuminated bell cabinet and protected coin box cover.

Gottlieb Ships

Jubilo, New 4-Player Pin

CHICAGO, May 14—Jubilo, a new multiple-pint ball game in which both the ball and pin complete, was shipped to distributors throughout the country.

The game has a triple match feature, star-dime, star-dime match—giving the player one re-

All players that have the largest number of dollars or a multiple of dollars are the chosen winners.

Chicago, a new multiple-coin game in which both the ball and pin complete, was shipped to distributors throughout the country.

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ARCADE EQUIPMENT

COIN MEN YOU KNOW

- Continued from page 102

holds its annual general meeting and dinner Thursday (18) at the Hotel Essex House, Newark, Edw.

dard C. DeBeul, Jr., of Connecticut, has entered the

U. S. Maritime.

Tulane

175.00

20.00

20.00

20.00

20.00

20.00

20.00

20.00

20.00

20.00

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20.00

20.00

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20.00

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20.00

20.00

20.00
Williams After New Markets

**Continued from page 106**

**New Locations**

As a result, the game is now on location at the following airports in the Detroit, Kansas City, Mo., and Minneapolis, the Beale Street Atlantic City Grand Park, Atlanta; Riverside Amusement Park, Chicago; Astoria Park, N. J.; Kidfield at Maywood, Chicago suburb, on the Neisner variety store chain in Chicago, and the new Edgewater Beach, Long Island, N. Y. Shipments have started to locations in Canada, Ger-

Willingham, Kansas, and Hali-

cartinian Islands.

Despite the required shift to new markets, 80 per cent of the Williams product is now move-

ing the game, and Weisburg ex-

pects the remainder to be in Side-

ewalk Engine sales in the near future. The firm has started its third production release. Sales are being "Special" says Weisburg, to gradually build demand for the game.

While the new markets are the major points of sales at this time, some distributors are reporting ex-

periencing with putting their lines into taverns and restaurants and other regulars. A recent trend is expected in this field later.

The backbone of sales on the new units, says Weisburg, is the realism and simplicity of the game. Another factor, Weisburg adds, that is right now the unit is unique to the amusement game field, and there is little competition at loca-

tions.

Sidewalk Engineer operates two minutes per play. Originaly started at the Kiddle rodeo, it is found to have almost an equal attraction to adult players. The game lists $845.

**National Rejected**

**Sked Vacation Time**

ST. LOUIS, May 14.—The Na-

tional Rejected plant here will be closed for a twoweek vacation period, August 6 through August 21. During this time no shipments will be made and the plant will receive no materials.

**COINMEN YOU KNOW**

**Continued from page 107**

**New Products**

Editor's Note: Following is another new product in the coin machine field. Address please photos and brief, de-

scriptions of products of in-

terest, including garments, joke boxes and vending machine machines to Manufacturers to "New Prod-
ucts," The Billboard, 185 W. Rondoloth St., Chicago.

"Do-It-All" plastic screw anchoring kit. Horden Industries, Symposium, Ill. Plastic anchors for holding screws or nails in any ma-

terial that can be drilled. Kit con-

tains two anchors, screws and

nylon drill. The 7 by 3% by 4%-inch transparent plastic box is designed for later use for storage of small parts, etc. Kit introduced at net price of $3.39. Kits also available in various sizes in various lengths for Nos. 7, 9, 11, 13, 15, 17, 19, 21 and 23 screw anchors. Anchors can be cut to any required length with ordinary pliers, knife or saw. Anchors made of cellulose, temperature res-

istant.

**Wanted to Buy**

**BIG TIME—VARIETY—RIRE-

gALLERY—BIG TOP—WILD WEST-

gALLERY—SHOE WHITERS—

 Rogers—GOTT—5 BALLS—

LAKE SHUTTLE ALLIES.

**White Stone**

**95.00**

**Boat Club**

**75.00**

**Surf Club**

**325.00**

**Frolick**

**295.00**

**Dude Ranch**

**275.00**

**Cross-Country Showers**

**325.00**

**Royal**

**225.00**

**Holiday**

**510.00**

**Match Pool**

**175.00**

**Call (Ascme) Be 5-8770**

**All State Coin Machine Exchange**

2811 West Northwestern Ave.

Chicago, Ill.

**TALK ABOUT EARNINGS! You Can Depend on Big Ones With Equipment FROM FIRST!**

**NEON SALE**

**Target Guns**

**$225**

**Shooting Gallery**

**$225**

**Write for New List**

**Coffin Coin Machine Exchange**

1110 W. 1111 S. Chicago, Ill.

Chicago 2-5500

**Importeur! WERNESIE SI EK NICHTE!!**

Wagen der allerleichtesten Neubauten in

Unterhal tung—Automaten und

Muskapparren

**Vertrieb fUr die BENELUX-LANDER von**

**BALLY—GOTTLIEB—ENGCO—WILLIAMS—KEYEVE—EVANS**

**GIVE TO DAMON RUNYON CANCER FUND**
Idaho Ops Set Cig Venders For New Prices

BOISE, Idaho, May 14—Cigarette vending operators here are adjusting their machines to meet a rise in prices called for by cigarette manufacturers and to meet new State tax on cigarettes.

Cigarette prices went up May 4 from 3 to 4 cents per pack. Most Boise outlets are passing increased prices along to their customers. Chain stores upped cigarette prices a penny a pack.

State Tax Collector P. G. Neil said that the present 3 cents pack tax brought in about $1,500,000 each calendar month, and the higher rate of 4 cents is expected to bring in $1,200,000 additional revenue unless sales strike unusually strong resistance.

Mail Order Cigs Out

BISMARK, N. D., May 14—Cigarette venders no longer compete with out-of-State mail order cigarettes in North Dakota, according to J. G. J. Mournin, tax commissioner. About $8,000 has been paid to the State from North Dakotans who bought the mail order cigarettes.

On-Location Game Repairs

Continued from page 10

plete set of attachments and with these he can do the same sort of repair work which formerly re-quired a well-equipped shop.

Replacement Supplies

In each machine, be it a car, or in a panel truck, according to the route, Lahahve seen to it that there are several sizes of platforme replacement parts always at hand. Like-\nwise, in the car are a complete selection of wrings, relays, switches, micro-switches, replace-ment bulbs and coin chutes which may be needed. This means that whenever a part of damage may be encountered, electro-\ncal, mechanical or mechanical-electrical, the necessary repair items are right at hand.

Most common damage to panel trucks is broken glass on glass or brass, and cycled and scratched that can be seen easily from the shops appearance. Close behind the bad ap-pearance of the hardwood tabletop and the glass of which the rear of much-

The simplest solution of giving

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard. Wherever possible, the contact person, the address, the phone, and the price are given. It is the responsibility of the gamma reader to contact the advertiser, verify the price, and make sure the machine is of the type described.

A brief description of the machine is given and, if a sample photo of it is available, it is shown. If you have an interesting story to tell of the purchase of a machine, please write us and we will be happy to print it.

WURLITZER 1700

$100

WURLITZER 700

$200

WURLITZER 1500 & 1550

$600

WURLITZER 1015 (on lot)

$250

SEEBURG M-106-A

$250

SEEBURG—WURLITZER—ROCK-O-La—AM

$500

CABLE FOR LOW PRICES!

AMERICAN BANK SHOT SHUFFLE BOARD — $185

UNITED SIX PLAYER SUPER ALLEYS — $75

UNITED SEVEN PLAYER SUPER ALLEYS — $75

We carry a COMPLETE STOCK of Reconditioned ALLEYS & BINGOS

WRITE — WIRE — PHONE!
COINMEN YOU KNOW

Continued from page 109

Valerie, of Boston, and Dean J. Wolfe, of Mattson, bought Hamilton Beach mixers, V. J. Wolfe & Son, of Boston, took home a watch.

Roy J. Goff, manager of Shawmut's men's store, back after a nice rest in Florida, is the envy of all with his tan.

James C. Curran, president of Massachusetts Manufacturers Association, and the 18th hole of National Music, was taken suddenly ill in February, while working in his business in Dorchester. He is under the care of Dr. Goff.

Jerry J. Golshen, president, Mass. Telefilm and Television Corporation, entertained 18 Western Massachusetts operators at cocktail party and dinner at the Ivy House, West Springfield, during the week, and showed his new Rock-Ola.

Irwin Margulies, sales manager of Trimount Automatic Sales Corporation, entertained his operators from all over the six-state area, showing them in his new line, the International Motometer. He also says the new Williams Slide & Slide Winker is causing a near sensation among visitors.

W. Va. Cig Tax Takes Up 75%

CHARLESTON, W. Va., May 14—State Tax Commissioner Milton E. Johnson has reported that West Virginia's cigarette tax collections in April were $3,815,758, an increase of 10.5 per cent over the same month a year ago, and 10 months of the current fiscal year lugged 3.8 per cent behind the previous year.

According to information furnished by the Commissioner, cigarette tax collections in 1954 total $31,085,488, compared with $31,583,512 in April of 1954. Collections for the fiscal year then showed $463,548,792, down from $5,460,612 in the corresponding 10-month period a year earlier.

JAVA-ON-SPOT

Vendors Solve Coffee-Break-Production Bug

CHICAGO, May 14—The coffee break-coffee break vs. faster production has been solved in the country by the coffee vending machine.

With vendors serving hot coffee to the worker's taste-black, with cream and sugar, as selected and located right in or close to the worker—employees can get their coffee "pick-up" with little production that lost.

A survey made among 300 companies by Rudd-Melikian, Inc., Philadelphia, shows that 97 per cent of the companies give breaks to their employees. Five years ago the proportion was about 60 per cent.

According to Gerald C. Lawlor, general manager of Kwik-Kafe, local distributor for the firm, there are now more than 2,000 coffee vending machines in the firm in the Philadelphia area, compared to 75 in 1956.

Many manufacturers are the coffee break as a production tool. Fast Forward Industries, Inc., supplying more than a thousand manufacturing plants with more than 30,000 machines, states that coffee breaks pay their way. Some 300 per cent of those reasons workers are reduced in worker fatigue from coffee breaks; 75 per cent are improved productivity; 62 per cent increased worker participation; 32 per cent reduced accident rate, etc.

Rudd-Melikian and their distributors have pitched in to help management change-over from the old routine coffee break to the controlled coffee break thru vending machines. Employees at vending locations are given free coffee from the machines for several days until they start using the vendors.

SUPPLIES IN BRIEF

Glass Containers

Manufacturers' shipments of glass containers during February totaled 9,356,815,907, a decrease of 4 per cent from the previous month's total and 5 per cent above the February average, according to the Department of Commerce and State.
EVERYONE EVERYWHERE

SPECIALS

ARCADER 142 ANGELES

... WORKING FINE... $26.90 IN 3/4 DAYS...

VARIETY STORE

TOOK IN $25.60 FOR MON. SAT., WED.

AMUSEMENT PARK

TOTAL RECEIPTS $60,90 IN 3 DAYS...

DRUG STORE

CROSSED $60.00 ONE WEEK. GOING STRONG

AIRPORT

ONE NITE PLAY $15.00

DINE STORE

$33 FOR FIVE DAYS...

ARCADE BOSTON

$7.90 IN 5 HOURS.

ORDER

WILLIAMS

RACE THE CLOCK

4 PLAYER

FIVE BALL

worth waiting for...

WILLIAMS

"KING OF SWAT"

CHAMPION

OF ALL

BASEBALL GAMES!

INSURANCE

COIN OPERATED RIDES

BROADWAY BROKERS CORP.

10 SOUTH 18TH STREET

PHILADELPHIA 3, PA.

LOCUST 8-0670

COINS

FOR A STEADY INCOME

OPERATE

100% LEGAL

STANDARD

METAL

TYPES

NEW & USED

HIGH QUALITY

AKI-FIRED

100% ROLL AND

WRITE FOR PRICES

STANDARD METAL TIP CO.

1136 W. WASHINGTON

CHICAGO 22, ILL.

INSURANCE

COIN OPERATED RIDES

BROADWAY BROKERS CORP.

10 SOUTH 18TH STREET

PHILADELPHIA 3, PA.

LOCUST 8-0670

CHECK THESE PRICES!!

ROCK-OLA

SIEBELL

AMERICAN

525

$25.00

$50.00

$110.00

525-345 rpm...

325-45 rpm...

$110.00

$45.00

$15.00

$110.00

upton, balance on receipt.

AMERICAN

$75.00

$110.00

$75.00

$110.00

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SIEBELL

AMERICAN

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525-345 rpm...

325-45 rpm...

$110.00

$45.00

$15.00

$110.00

upton, balance on receipt.

AMERICAN

$75.00

$110.00

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Easy to switch from one scoring combination to the other.

**Keeney's Original Brilliant Multi-Color Cock Finish Cabinet**

Webbing along inside rails.

**Keeney's Original Synchronic Scoring**

Lights on playfield stop across from left to right until puck is thrown. Game will score whatever values show when life is stopped.

**Truly Different!**

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**Normal—Slow—or Fast**

*Fast* lites up on backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

**Flasher**

*Flasher* lites up back of pins to indicate when player has made a Super Strike or Special Strike.

Imaginary Possible scores from 30 up to 100 on a single shot as player shoots puck to stop lites in highest scoring value.

**Keeney's Original Match Feature:**

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2. Keeney's Individual Player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond -- HorseShoe -- Trophy -- or Star determine bonus in award section.

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$0.50

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$0.25

(15 or more, ea. $0.25)

**Skeeball Special**

$0.10

(15 or more, ea. $0.10)

**Skeeball Special**

$0.05

(15 or more, ea. $0.05)

**Skeeball Special**

$0.03

(15 or more, ea. $0.03)

**Skeeball Special**

$0.01

(15 or more, ea. $0.01)

**Skeeball Special**

$0.005

(15 or more, ea. $0.005)

**Skeeball Special**

$0.0025

(15 or more, ea. $0.0025)

**Skeeball Special**

$0.001

(15 or more, ea. $0.001)

**Skeeball Special**

$0.0005

(15 or more, ea. $0.0005)

**Skeeball Special**

$0.00025

(15 or more, ea. $0.00025)

**Skeeball Special**

$0.0001

(15 or more, ea. $0.0001)

**Skeeball Special**

$0.00005

(15 or more, ea. $0.00005)

**Skeeball Special**

$0.000025

(15 or more, ea. $0.000025)

**Skeeball Special**

$0.00001

(15 or more, ea. $0.00001)

**Skeeball Special**

$0.000005

(15 or more, ea. $0.000005)

**Skeeball Special**

$0.0000025

(15 or more, ea. $0.0000025)

**Skeeball Special**

$0.000001

(15 or more, ea. $0.000001)

**Skeeball Special**

$0.0000005

(15 or more, ea. $0.0000005)

**Skeeball Special**

$0.00000025

(15 or more, ea. $0.00000025)

**Skeeball Special**

$0.0000001

(15 or more, ea. $0.0000001)

**Skeeball Special**

$0.00000005

(15 or more, ea. $0.00000005)

**Skeeball Special**

$0.000000025

(15 or more, ea. $0.000000025)

**Skeeball Special**

$0.00000001

(15 or more, ea. $0.00000001)

**Skeeball Special**

$0.000000005

(15 or more, ea. $0.000000005)

**Skeeball Special**

$0.0000000025

(15 or more, ea. $0.0000000025)

**Skeeball Special**

$0.000000001

(15 or more, ea. $0.000000001)

**Skeeball Special**

$0.0000000005

(15 or more, ea. $0.0000000005)

**Skeeball Special**

$0.00000000025

(15 or more, ea. $0.00000000025)

**Skeeball Special**

$0.0000000001

(15 or more, ea. $0.0000000001)

**Skeeball Special**

$0.00000000005

(15 or more, ea. $0.00000000005)

**Skeeball Special**

$0.000000000025

(15 or more, ea. $0.000000000025)

**Skeeball Special**

$0.00000000001

(15 or more, ea. $0.00000000001)

**Skeeball Special**

$0.000000000005

(15 or more, ea. $0.000000000005)

**Skeeball Special**

$0.0000000000025

(15 or more, ea. $0.0000000000025)

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New-as-Tomorrow
GENCO's
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SKY ROCKET
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for 1 or 2 players

EACH PLAYER UP 3 TIMES... 10 SHOTS EACH TIME!
Three rounds — players shoot alternately at Space Ships, Flying Saucers, Rockets, and Comets. In 1st round, targets move at slow speed. In 2nd round, targets move at medium speed. In 3rd round, targets move at fast speed. Target values correspondingly increase round by round.

TARGETS
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"BULL'S-EYE" Feature
Scores
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Panoramic 3 Dimension Glass!

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PLUS
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NEW
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NEW
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1725 W. DIVERSEY BLVD. • CHICAGO 14

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Another FIRST!

Fastest Playing Bowler Ever Developed!

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NEWTOURNAMENT STYLE PLAYING METHOD!

That’s Right! Now Each Player up Shoots 3 Consecutive Frames Before The Next Player Gets His Turn. (Only The 10th Frame Plays as a Single Frame.)

PLAYER UP 1 2 3 4 5 6 SHOOTS 3 FRAMES
1ST THREE FRAMES 2ND THREE FRAMES 3RD THREE FRAMES LAST FRAME

NEW EXCITING BONUS SCORING SYSTEM

Look! At the End of Each 3 Frames Played, for Each Lit-up Strike Recorded on Back Glass Player Gets an Additional 300 Points! 600 Points for 2 Strikes in a Row—900 Points for 3 Strikes in a Row!

PLUS.......

In Addition to Bonus Scoring Player Gets Added Points With Flash-O-Matic Scoring!

4 Drum Scoring!

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The 100% SKILL SKEE- TYPE GAME!

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A National Tribute to Skillful Pinball Playing!
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Balls JUMP OUT of holes
and jump to holes that build up score

Record Earnings Reported

Thrilling combination of MAGIC-LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!

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YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature... plus popular SPEED-CONTROL and other famous Bally-Bowler features... and the new BONUSCORE feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUSCORE speed-control. Order from your Bally Distributor today.

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Write for complete information on eye-opening earning-power of HOT-ROD Kiddie Auto-Ride, THE CHAMPION Kiddie Horse-Ride and BULL'S-EYE Kiddie Shooting Gallery.
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NEW 4-WAY DOUBLE-CLOVER MATCH FEATURE

6 PLAYER SHUFFLE TARGETTE TODAY'S LEADER FOR COMPETITIVE PLAY

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MANHATTAN Fast-Action In-Line Game

5 SCORE VALUES TO POCKETS with Synchro-flash feature

ENTIRE SCORING POCKET AREA MADE OF HEAVY DUTY DURABLE MOLDED RUBBER

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12 SHOTS 10¢ Extremely Fast Play

SIZE: 8 FT. BY 2 FT.
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