Boys! Them Arcades Are Better'n Ever
Flying Saucers, Jets, B'ars, All of Your Dreams in Modern Penny Walk-Thrus

By KEN KAUF

CHICAGO, May 28—Have you ever wanted to take a spin in a flying saucer, shoot down jet planes, hunt polar bears or grill a juicy hamburger at an Iowa fairgrounds? A buck-a-ride at a modern penny Arcade, of course! All these oddities and others are possible at a modern Penny Arcade, where mechanical gadgets spring to life at the touch of a penny, nickel and dimes dropped into coin-operated machines to produce a fascinating display of motion and sound.

The Penny Arcade, a vestige of the movie industry at the turn of the century, has been popularly called the "black hole" of the amusement business. Now it's moving out of the shadow and into the spotlight. The Penny Arcade has been recognized as having the most diversified and unique collection of mechanical curiosities anywhere in the world.

The Penny Arcade, a new venture in the movie industry at the turn of the century, has been popularly called the "black hole" of the amusement business. Now it's moving out of the shadow and into the spotlight.

News of the Week

Kiddies Take Driver's Seat

PHILADELPHIA, May 28—No more waiting for the kids to get up the courage and climb into the driver's seat. The drive is up to the kids themselves. All the cars in the Arcade are driven by the kids themselves, who are encouraged to use their imaginations and fantasies. The drive is a hit with both kids and adults, who enjoy watching the kids in action.

ABC's in Sales Sport; Likely to Sell Out Prime Time Schedule

ABC's dream of selling out all its prime time spots is well on its way, according to radio and television business experts. The network is planning to sell out all its prime time spots by the end of the year, and is already selling ads for the upcoming season.

Legislators Tell Broadcasters: Remake "Davy Crockett!

Nation's legislators tell broadcasters its up to them to satisfy the public's need. Radio-Television Industry's trends point to the need for a change in the industry's practices. The legislators are calling for a new way of doing business.

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NEW YORK, May 28—ABC-TV's long-time ambitions to boast a well-entrenched nighttime film slot as if it's going to be realized next season. As has been announced, ABC's time-hoarse as a major stumbling block on the horizon.

The steady growth the web has been making has now culminated this week with one of the heaviest parades of incoming sponsors, according to sources. ABC's has seen in recent months.

One of the web's sales artists this past week is still luring new sponsors who are aware in the polling of "Chances of a Lifetime" are not too bright. ABC is said to have been fighting off 18 time slots.

"Chances of a Lifetime" will now appear on February 4th at 10:30 p.m. slot. The purpose of the appeal is to show the web in sales and presentation.

ABC and Segal Call Off Pact

NEW YORK, May 28—ABC-TV and Alex Segal have agreed to call off their ABC-TV pact on the American Radio History to reach the web in sales and presentation.

ABC, Segal, and Bill Miller, executive producer.

The move enables Segal to start talk with other networks and outside producers for work next season. ABC had been pitching for the past couple of months as program directors but an hour-long Saturday night slot which would be produced and directed by the web and the web was unable to amass any concrete interest.

ABC Near SRO Nighttime Sked; Sta. Still a Problem

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In a second show will feature scenes from another recent Paramount Pictures film, "Four Horsemen," with Fred MacMurray or Donald Reed, the star, appearing in person.

Martin and Donegal have at the next season's work on September 21st, with the role of a special interview with Jimmy Stewart and the star of the new picture, now filming in London.

Kemper.

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**ABC Nears SRO Nighttime**

Night with “Break the Bank” in the 10:10-11:30 p.m. slot.

**'Lux Workshop' To Test Talent, Pic Properties**

HOLLYWOOD, May 28—Motion picture producers will get an accurate idea of what test talent and unproduced properties are worth to the studio audience on their Rivities on this network. The producers, in which a replacement for “Lux Video Theatre,” will sponsor “Live Studio Workshop.” for which shows are providing the necessary material to be adapted to live TV. For these, picture companies it offers an unparalleled opportunity to test the quality of both writer and actor.

**Rocky Mountain & West Coast**

**ARMS TOP 10 TV WEB SHOWS**

(May, 1955)

_Rating_ 1

**STRIBER STATION**

Clear McCullough, Pres.

**VGAL-TV, INC.**

Lancaster, Pa.

NBC - CBS - DuMont

New York & New Jersey

Chicago

San Francisco

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!
STEVE DONOVAN, the great
WESTERN MARSHAL

new two-fisted TV Western Series

KO's the competition in its Premiere Showing

The very first telecast of STEVE DONOVAN, WESTERN MARSHAL in Seattle-Tacoma drew a smashing 18.8 rating versus the competition of “Where Were You” (17.0), “I Led Three Lives” (11.0), and “Beulah” (2.8), in the 7:00-7:30 PM time period.

And this is just the first round.

STEVE DONOVAN, WESTERN MARSHAL is the brand-new... all-new...
two-fisted Western. Each of the 39 half-hour episodes is packed full of action entertainment. Filmed under the supervision of veteran Western TV producer Jack Chertok, this series offers top quality production for viewers and advertisers alike.

STEVE DONOVAN, WESTERN MARSHAL delivers double-action impact—not only on television but also at the point of sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

Westerns rack up an average 30.0 Nielsen rating—24% higher than the ranking average of all evening programs.** And Pulse ratings list six out of the top ten syndicated shows as Westerns.***

Now here is STEVE DONOVAN, WESTERN MARSHAL to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product—all wrapped up in a single potent NBC FILM DIVISION package.

Get STEVE DONOVAN, WESTERN MARSHAL on your side in the battle for sales in your markets. Don’t delay—your market may be snapped up soon. Write, wire or phone now.

*ARE, April, 1955 **Nielsen, 2nd Report—February, 1955 ***Pulse—February 1955 Multiservice

NBC FILM DIVISION

serving all sponsors
serving all stations

30 Rockefeller Plaza, New York 20, N. Y.

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal
**POWERHOUSE HYPO**

Disney Credits Video For Huge Income Gain

HOLLYWOOD, May 28—Television movie producers' present- tional impact was credited with playing a large part in the rising income of Walt Disney Productions in a stockholders' report by Roy Disney this week. Gross in- come for the six-month period end- ing in April was reported at $39, 767,175 as against $43,921,027 for the corresponding period last year, net profit rising from $283,662 to $409,085. The third quarter in- crease has been anticipated by the fact that the stock has increased 90.8 per cent during the period that the report covers.

Disney said that "Television has proved to be a powerful factor in the exploitation of our motion picture product." $300,000 Leagues Under the Sea, for instance, was released to the theaters in... (text continues)

---

**Closed-Circuit Used by Lever**

HOLLYWOOD, May 28—Lever Brothers kicked off the largest ad- vertising campaign for Lux soap in its history yesterday (27), with closed-circuit telecast to its sales force in... (text continues)

---

**Toll Is Polled For AM, Too**

WASHINGTON, May 28—Subscribers to all of the early tele- vision stations found its spiritual progeny in the form of Radio and Television Broadcasters'Week--which is here this week. A petition was circulated that broadens the station system--as in the case of Lux as well as TV--to be cosponsored by... (text continues)

---

**Confab Hears TV-Time Beef**

WASHINGTON, May 28—An unknown California congressman took a look at the tele- vision time market at the Broadcasters' Week luncheon at the Sheraton Park Hotel here during the National Association of Radio and Tele- vision Broadcasters' Convention the week before last. He... (text continues)

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**FOR QUOTATION**

**AD AGENCIES SPEAK**

**JEFFERSON ROBERTS,** New York, June 3—"I don't believe there will be much change in TV commercials in... (text continues)

---

**TV FILM DISTRIBUTORS SPEAK**

IRVING LEIBER, Major TV Productions: "I think the industry is doing a lot of things... (text continues)

---

**WHAT THE BILLBOARD SAYS**

**JUNE 4, 1955**

**PREVIEW**

**PENNYWISE PICTURES**

**Vundingboard Kirkland Leonard Goodman**

**Stations Fear Threat to TV; All Groups Predict Approval**

**Closed-Circuit Used by Lever**

**Stations thinking about ad- vertising TV is running counter to that of sponsors and pro- gram suppliers, the second survey of TV Billboard's TV Editorial Advisory Board re- vealed. 28 per cent of the stations executives responding to the question said they did think TV toll would be a threat to the present system of advertising.**

"The minority of stations voting in this category just did not work out for the possible competition of toll TV. Some of those doubted fee TV will prove... (text continues)

---

**TO TOLL TV**

**John Neill buys 'How to Live'**

HOLLYWOOD, May 28—Televi- sion and radio rights to "How to Live 303 Days a Year" this week were acquired by Dr. John Neill Enterprises. The book, by Dr. John Neill, has already sold more than... (text continues)

---

**Sun Oil Eyes TNT Closed Circuit TV**

NEW YORK, May 28—E. R. Sun Oil Company is reported to set up a new multi-chamber closed circuit plant toward to the end of June. The plant would be produced by Theater Network Inc. According to... (text continues)

---

**TNT ALL IN**

**WILLARD WALBRIDGE,** HUSTON-TV, Houston, Tex. "Removal of any free air time to run over-the-counter programs would have a deep and lasting effect on the public. A pay-TV vs. free TV competition would dry up program sources with a con- centrated flux to both the public and the broadcast sta- 

---

**FOR THE RECORD**

"We are pleased to announce that the Benton-C Bainbridge, Inc... (text continues)

---
**INDUSTRY HAS NO HORDS**

**Solons Learn Broadcasters Are Mature Responsible**

NEW YORK, May 28.—Broadcasters were received as houses of labor with the 33rd annual convention of the National Association of Radio and Television Broadcasters here, at the Sherry-Netherland Hotel. The group was welcomed by a message from the nation's legislators to program directors to show by their actions that government intervention and interference is not necessary. The theme of the convention was to educate, as much as possible, with an emphasis on TV.

The subjects of many of the panels, and the speakers selected, had all expressed the desire to get in touch with the broadcast gunners, in addition to the numerous state broadcast stations, their representatives, and senators were in attendance. A general discussion of government-broadcastin-relationships was the keynote, and the form and character of the broadcast later were briefer on many aspects of the industry.

The important speeches by NBC President Sylvester Prat (Ray) Warren, and CBS, Inc., president William S. Paley, indicated a maturity and a desire to publicize the industry, and was, and, in the case of Warren, more in the true sense of the word. (See other story this issue.) These reports were presented as the final step in the convention was obvious. After delivering a political statement, Senator Robert Wagner, New York, who heads the Senate's Interstate and Foreign Commerce Committee, spoke at a luncheon on the last day.

**SALES BETTER BUT NO WOOL FOR DISTRIBS**

WASHINGTON, May 28.—The TV film distributors did a little more business at this year's convention of the National Association of Radio and Television Broadcasters than they did in 1948. But, even with an improvement, it was by no means a sales success. Except for the feature film sales, few distributors really expect to be able to sign any order at this year's convention, for the most part, they feel that the distributors will be holding them unconsciously.

The feature houses are reporting that production of the NBC film--as opposed to the NBC network--will begin on the following musical.
NATS Adds 16, Refutes Bias Charge on NTA Association

NEW YORK, May 28—The last official word from itself as an important film-buying force was issued Thursday by its membership roster, National Allied Theatres. In a letter addressed to Broadway and other metropolitan theaters, NATS characterized as "red-baiting" statements recently made by the Motion Picture Asso-
ciation of America, a trade organization that includes among its members the film chains of 25 cities.

The NATS letter was signed by some 130 of its members, most of whom are in cities with populations of more than 250,000 and who together have an annual business volume of more than $500 million.

NATS has repeatedly stated that its relationship with NATA will remain intact. A preparation for an acquisition of film stock from other sources, however, will probably be available for fall airing.

Add Strength

The addition of 16 more television stations to its network is considered by the NATS to strengthen its organization. It is the first time in the history of NATS that a member shows its new ones are reportedly on the verge of jumping on the bandwagon in a result to the membership drive being operated by Executive Director Ben-

TV FILM

Sterling Offers
Jungle Footage
For Live Show

NEW YORK, May 28—Local stations can make up their own minds—sort of—about the 80,000 feet of background film that Sterling ('Boobikins') Knight, with "BOBBIKINS," his production, has been turned down by TV station affiliates since the Sterling Pictures' unit was founded.

Sterling last week took over the airwaves there to his production of "Big Boy." In 28 years, he has made over 350 films from his studio in Joliet, Ill.

2-2/3 Days

Sterling is resting this jungle library in two-day deal. As the deal is completed, T. G. T. will give a station a portion of a jungle show. Sterling, president of Sterling Pictures, said that the studio is on the verge of making more personal appearances and his studio will make store appearances almost on a daily basis.

The library has already sold to WCUW in Philadelphia, and WYBC-TI, where the character screen names Captains Slink and Captain Saladin, respectively.

BOBBIKINS

Preparation
Work Under Way By G-T

HOLLYWOOD, May 28—Good-Ton—today this week began preparing for "Bobikins," created and written by Bob and Tom, who were nominated for an Academy Award for "Adventures of an Adventurer," is expected to be one of the biggest of the season, with a budget of $10 million. The script was written by the two writers and is based on the character, Bobikins.

The official word is that "Bobikins" will be ready for release by Christmas.

Sterling Gems to
Shoot, Distribute
Texas Ranger

NEW YORK, May 25—Sterling Gems has added a new property to its film library, "Texas Ranger." The show, "Tales of the Texas Ranger," will be produced by the company and aired on CBS, NBC, and ABC networks during the summer months of 1957.

The show, which is being shot in Technicolor, will be featured on the three networks during the June, July, and August months. The show will be aimed at the western audience, with a cast of characters that includes "Rex," "Biff," and "Jude." The program is expected to be a hit with audiences, especially with the western genre, and is expected to draw large audiences each week.

Screen Gems to
Shoot, Distribute
Texas Ranger

NEW YORK, May 25—Screen Gems has added a new property to its film library, "Texas Ranger." The show, "Tales of the Texas Ranger," will be produced by the company and aired on CBS, NBC, and ABC networks during the summer months of 2023.

The show, which is being shot in Technicolor, will be featured on the three networks during the June, July, and August months. The show will be aimed at the western audience, with a cast of characters that includes "Rex," "Biff," and "Jude." The program is expected to be a hit with audiences, especially with the western genre, and is expected to draw large audiences each week.

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows and comparative rank among all web shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show Name</th>
<th>Network</th>
<th>Week</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Dallas&quot;</td>
<td>CBS</td>
<td>8</td>
<td>2.0</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Angel&quot;</td>
<td>NBC</td>
<td>7</td>
<td>1.8</td>
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<tr>
<td>3</td>
<td>&quot;Shark&quot;</td>
<td>ABC</td>
<td>6</td>
<td>1.5</td>
</tr>
<tr>
<td>4</td>
<td>&quot;The Big Lebowski&quot;</td>
<td>FX</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td>5</td>
<td>&quot;The X-Files&quot;</td>
<td>Fox</td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td>6</td>
<td>&quot;The Sopranos&quot;</td>
<td>HBO</td>
<td>3</td>
<td>0.8</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Game of Thrones&quot;</td>
<td>HBO</td>
<td>2</td>
<td>0.6</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Buffy the Vampire Slayer&quot;</td>
<td>CW</td>
<td>1</td>
<td>0.4</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Friends&quot;</td>
<td>NBC</td>
<td>11</td>
<td>2.5</td>
</tr>
<tr>
<td>10</td>
<td>&quot;The King of Queens&quot;</td>
<td>CBS</td>
<td>11</td>
<td>3.0</td>
</tr>
</tbody>
</table>

THE BILLBOARD SCOREBOARD

Top 25 Vidtfilms Among Men and Their Pulse Multi-Rating Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title and Distributor of Series</th>
<th>Market</th>
<th>25-29</th>
<th>30-39</th>
<th>40-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;The Office&quot; (NBC)</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>&quot;South Park&quot; (TBS)</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>&quot;Twin Peaks&quot; (Showtime)</td>
<td>8</td>
<td>9</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>&quot;Breaking Bad&quot; (AMC)</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;Breaking Bad&quot; (AMC)</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>&quot;The Walking Dead&quot; (AMC)</td>
<td>10</td>
<td>11</td>
<td>9</td>
<td></td>
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<tr>
<td>7</td>
<td>&quot;Game of Thrones&quot; (HBO)</td>
<td>11</td>
<td>12</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>&quot;Supernatural&quot; (CW)</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td></td>
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<tr>
<td>9</td>
<td>&quot;Gotham&quot; (Fox)</td>
<td>13</td>
<td>14</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>&quot;This Is Us&quot; (NBC)</td>
<td>14</td>
<td>15</td>
<td>13</td>
<td></td>
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</table>

THE BILLBOARD SCOREBOARD

Official Sights $5 Mil On Margie,' Erwin

HOLLYWOOD, May 28—Reps of top networks have put on the line a command performance for more expensive prices in the syndicated market, according to the sources.

The show, "Margie," is being sold for $5 million, a price that indicates that national syndication divisions have made a $5,000,000 profit and that an $8,000,000 plus $10,000,000 figure is not beyond the realm of possibility.

KTVT, which comandoed the biggest bite of the network, booking the show in the last two weeks of the summer, has already signed up over 200 stations for the second half of the year. The show will be aimed at the western audience, with a cast of characters that includes "Rex," "Biff," and "Jude." The program is expected to be a hit with audiences, especially with the western genre, and is expected to draw large audiences each week.

Film Directors
Hold Meeting

WASHINGTON, May 28—The entire Eastern membership of the Screen Directors Guild was here today for a meeting of the SAG convention. The main object of this meeting was to organize a national convention sometime in the fall. Meanwhile, the organization is holding on its drive to improve the efficiency of the film industry.

The SS screen film men here were moderated by the SAG president, a former member of the Con.

Dorsio to Head Developpment’t of Ziv’s Shows

HOLLYWOOD, May 28—Dick Dorsio, who was just named executive vice-president of Ziv Enterprises to head the new field sales operation, has been named president of the company.

Dorsio is a former executive vice-president of Ziv Enterprises, where he has been a senior executive for many years. He is a former executive vice-president of Ziv Enterprises, where he has been a senior executive for many years.
COMMERCIALS

Deal Portends U. S. P'duction For British TV

NEW YORK, May 28—In what may be a move towards a higher upturn in production of commercials for British TV by American advertisers in the near future, a deal with Dance-Fitter-Sampson advertising agency for 110 Sterling Drug commercials to be shot in London this summer. Actual shooting of the commercials will be done by TV Commer-
cials, Inc., which set up a new corporation in London in partnership with Sterling.

According to Elgar, the commercials will be aired in the U. S. on ABC-TV show "The Assistant," and "Pending," for that show.

The commercial, however, will prob-ably be shown on several other Ameri
can TV. Sterling reportedly has bought 100 more for British commercials stations as have others like ABCC, WFL, Procter & Gamble, Coca-Cola and Colgate.

Brody Britain Bound to Sell Musical Series

HOLLYWOOD, May 28—Ben
don Brody, motion picture agent for Europe next week to be
in London, and the British branch of the United Artists, where he is head of the music library of the studios. The first brody stated he could not release any information about this show he, however, is known to be affil-
ated with Guild Films, and is prob-
ably among several projects under which he will enter into. Brody said that up to this time the material that could be obtained from sale of films to British TV. He also said that, with the advent of commercial TV, the situation is chang-
ing rapidly.

TV FILM SALES

ADVERTISERS TV PROGRAM M.C. TV

MR. AND MRS. NORTH MOUNT CLAY

CBS TV FILM SALES

WESTINGHOUSE, WMAQ, Chicago

WIDE WORLD

Sinclair Postage, WMAQ, Chicago

MORRIS POSTAGE, WMAQ, Chicago

KAY POSTAGE, WMAQ, Chicago

NATIONAL POSTAGE, WMAQ, Chicago

WOR POSTAGE, WMAQ, Chicago

ANNIE OAKLEY

Torry Brothers, Inc.

AMC "N ANDY"

Robert Milton Co. 35 W. Wabash, Chi-

AGO CORRADIINE ASSOCIATES

Corson, Film Sales, NY. 16. CA.

GENERAL THEATRE FILM

Independent Theatre Owners and Connec ters Group

GUILD FILMS

LIFE WITH ELIZABETH

Sinclair Postage, WMAQ, Chicago, Ill.

HOLLYWOOD TV SERVICE

MOUNT CLAY TELEVISION, Inc.

First Morn. WA6, Birmingham

THOMAS NICHOLS

RPM R.P.H., Wash., D. C.

I AM THE LAW

KTVX, Tampa, Wash.

HOLLYWOOD OFF BASE

KTVX, Tampa, Wash.

FAMOUS PLAYHOUSE

AMERICA'S FAMOUS PLAYHOUSE TV CO. 301 E. VASCO, Suite 124, LAS VEGAS, NEV.

FOLLOW THAT MAN

ROYAL PLAYHOUSE

E. B. COO, 422 E. 9th St., Alhambra, Calif.

NBC FILM DIVISION

RADIO CITY

Walter Mansdorf, Pres., President, WABC, New York City, 169 E. 42nd Street, New York, N. Y.

DODGE HORSE

KRM, Detroit, Mich.

DODGE HORSE

KRM, Detroit, Mich.

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KRM, Detroit, Mich.
from the pen of one of the most inspiring writers

LLOYD C. DO

"DR. HUDSON'S SECR

JOHN

starring as
the first time on television

of all time

UGLAS

ET JOURNAL"

Made expressly for local and regional sponsors—a brilliant new series of dramas taken from the best seller by Lloyd C. Douglas, famed author of “Magnificent Obsession” and “The Robe” (2nd highest gross in film history).

39 half-hour films to enthrall the tens of millions of Douglas fans everywhere. Immediately available from

HOWARD

Dr. Wayne Hudson
Produced by Eugene Solow and Brewster Morgan

MCA TV

AMERICA’S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY

BEVERLY HILLS: 9370 Santa Monica Blvd., Century 6-2001

ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS • NEW YORK • PHILADELPHIA • PITTSBURGH • ROCHESTER • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS
### 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.

#### Milwaukee

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Trade Show Aired

- Cont. from page 3

festival in New York. Such a trade show, many of the visitors, would be more productive of sales than their exhibits at the NARTB conventions.

Public Relations

Most of the visitors at the show feel that their participation in NARTB in New York is a good public relations move for their company, and that it gives them an opportunity to meet with some of the most important people in the industry.

Besides, the main targets of the blue-chip syndicated companies and sponsors, rather than to 40 stations, the local managers also are becoming interested in a growing number of the syndicated shows.

Re-elected officers are Richard Gobel, KSD, St. Louis, director; Frank Sayre, KLZ, Des Moines, secretary; and Benny Ramer, KTVK, Phoenix, treasurer.

Harwald Has New Equipment

WASHINGTON, May 28—The Harwald Company has one of the most successful TV equipment exhibits at the National Association of Broadcasters' convention this week. Here, the company received an estimated $35,000 worth of orders for their products and distribution.

It has seven products exclusively created for TV: a new improved editor, Model K-Intert-Film, handling special optical and audio systems simultaneously, among which is found blue-light, sound, frame-packs and white prints. Its Protex-Film-O is a new film system which cleans it, reduces wear, prevents dirt and dust collection, and makes it almost impossible to use which has rendered inferior video of any film that has yet been found.

Still to be selected is a product for the King's "Roy" shelf.

SEG to Demand New Benefits

HOLLYWOOD, May 28—Health and welfare plans for TV personnel will be the principal collective bargaining points on the agenda at the annual membership meeting to be held June 2, at 10:00 a.m. at the Hotel Hollywood. The convention is attracted to 40 agency men here, the distributors feel they could make a better impression on them in a down-to-earth kind of way.

There was considerable talk among the distributors about trying to hold down the costs of next year's NARTB conventions. If a distributor holds down his ex-

dit costs to around $5,000, he can make it last with one or two sales. But when he tries to keep up with the Joneses and be a bigger player, he finally finds the cost of the show is too high. He figures it's better to have higher than even his unca-

ned orders can support.

Established Film Business

For SALE

Owner plans retirement, offers complete line of subsidiary; 240 stations; 62,998 clients, list of all and names of all customers. Full list of bookings. Profitable business. $75,000

Call or write:

Walter Swimmer Co.
15 E. Washington, Chicago, III.

you'll love "Eddy Arnold Time"

A half-hour half-hour show with a top name in show business six times a week in over 200 stations.

also appearing in other programs: 36 films in the can.

TVB Presentation

- Cont. from page 7

dine out of every advertising dollar spent.

The total advertising expenditure in 1954 was $8,145,000. TV

Based on study of the Nielsen TV Index, the slide presentation revealed that TV is more expensive per thousand

ev view and has a larger, more desirable audience than any other medium. The average hour of TV watched was

by 2:00 p.m. It has been watched its highest between 1:00

a.m. The crowd busts into applause when Tony Sayre,

with the family has finished the lights go out.

Dibler Report

Another report that has been the result of a study made for TVb by

Dr. Ernest Dibler's Institute for Research in Social Motivation. In


Hoof prints and paw prints are being studied by Dr. Dibler's Institute.

The results were as follows:

20-30 products worth $716.12, or 1% of the cost of the program

spread throughout the four

two products worth $17.79, 31 products totalled $175.53 or 1% per.

First the hour was spent in finding and ranking

Second, the program, which already was

Third, a thorough study was made of the

Fourth, a study of the

Walt Disney of Anaheim, N.B.C.

ST. LOUIS

ST. LOUIS

ABC Film Syndication, Inc.

Week 44th in N.B.C.

FILM

All Film Series Airing Locally, Listed in Rank Order

DENVER

DENVER

For Daimon Runyon Cancer Fund

PASSPORT TO DANGER

THE BILBOARD

TV FILM

WILKES-

BARRE

Goes for ROMERO

And HOW?

Cesar Romero, starting in Passport to Danger, is as "hot" in Wilkes-

Barre as he is in other cities, with a 16.8 rating in the market's 1,500

Audience (source: AFB, Feb. 15). And here are more AFB ratings:

SAN ANTONIO 263 56.4%, Pars

MILWAUKEE 343 64.6%, Pars

CINCINNATI 294 42.3%, Pars

JACKSONVILLE 274 86.6%, Pars

Advertisers go for Romero, too! No wonder; he's big box office,

and what's more, you can build exciting promotions around his name.

Call us and check our rates.
'7th Heaven' Ain't As Blissful as Title

By BOB FRANCES

It's a long, long time since this reporter saw "Seventh Heaven," that old-time celluloid ideal in a Mountaineer gutter. So when Kammerer's ANT-A Theater, dressed up new, was finally to open, I was overjoyed. Change-over isn't exactly delightful, but "Seventh Heaven" had, in a more sentimental day, been a splendid film. I felt just as if I had loved the little wall of the Paris mews, the handsome man, and so forth. So I was delighted when they went down in "Tailor," "Tailor," etc. But somehow the book had an aura of Vincent Wolfson and Stella Bunting, and my old-time celluloid enchantment began to collapse. Fortunately I was reminded of a remarkable young man in properly shaped clothes when I came back blithely from the war for a pathetic finale which had so much of the beat on me, and I saw a live shirt and a live tie. Suddenly the one behind "Fancy Lights" had so many faces of the evening's stars-its hair and gait was rather a stagey, yet I felt as if I had set out to extremes, via dance, song and dialogue, a melodramatic,问他., to read the good side of the ledger. Vincent Young's score runs true to the spirit of the music and the story. The tunes won't set the jitterbugs going, but they are a danceable stage of the show. "Where Is That Someone for Me?" and "I'm in a Dream" are likely to be heard and loved for years to come.

Barbara Carroll Trio

'The Embers, New York

What is it about Barbara Carroll's brand of jazz that it's unique? Her music is like a breath of fresh air in her current return engagement as the Embers, the key to her special style is her voice. It's a bit like a clarinet. Her way of finding out the poetic, the virtuous display and concentration of the music is a model of taste and wit. It's a bit like a clarinet.

Karen Chandler

Town and Country, St. Louis

This event room in the Convention Hotel is tailor-made for a song style like Karen Chandler. Not only does her voice have the right kind of warmth, but her choice of material is something that a sophisticated audience could appreciate.

NIGHT CLUB

With This, How Can You Lose?

By BOB FRANCES

Another good接连报道 the New York Copia this week.

Amelia Curtis, that delightful jingletop, has invited us over to Jule Pelle's latest spring hit and as usual vowed the happy hour to all and sundry who want it.

In a flash they ran off a dozen or better numbers for continuous six or eight, working back and forth into the evening as far as possible. Miss Curtis seemed to have a certain air that was her own. Unfortunately, her rep. primarily stressed the bebop, wooper, steels, of which he is past master. But he included more than enough rhythm and aching tempo for excellent change of pace, and wound up with a list toppers of "Sing, You Sin," "Blue in the Night," "Sleeping in同志," "Rhapsody in Blue," "Baby Doll Dreams," and the like were in.

Leaving the department of the fugues, a second item to be listed was the family of Caesar Coda and Deen.
Cohen Heads Coral Label's Hillbilly A&R. Keeps Decca Job; More Implies No Artist Interchange

NEW YORK, May 28—Coral Records announced the addition of an important executive to its organization, James Cohen, who has been appointed A&R manager in charge of its hillbilly artist and repertoire operation. It is also announced that Robert Black will assume the post--which he held at Coral previously--as director of ad sales and promotion as head of the Decca organization. Carl Brown has been named assistant director. Cohen, who has been an active member of the industry for the past ten years, is expected to bring new life to Coral's hillbilly artists and repertoire operation.

Heebner Heads Capitol Custom Dept. From N.Y.

HOLLYWOOD, May 28—Walt Heebner, vice-president and general manager of Capitol Custom Services Department, will move to Capitol's Los Angeles office where he will continue in charge of the company's New York operations.

RCA to Launch Big Hi-Fi Phone Drive

HOLLYWOOD, May 28—RCA is launching a national hi-fi phone drive to be carried out by its artists and sales managers as well as by the company itself. The purpose of the drive is to increase the company's sales and to gain new customers. RCA hopes to sell 5,000 telephones during the drive.

Trend Bankruptcy Action Postponed

HOLLYWOOD, May 28—Disposition of the assets of Trend Pictures, Inc., was delayed for a week when a creditor's meeting was postponed. The meeting, which was scheduled for May 20, was postponed because of a dispute between the company and its creditors. The creditors are demanding payment of their debts, while the company is claiming that it is unable to pay them.

Honour Jimmie Rodgers; Talk Nat'l C.W. Days

By BILL SACHS

MERIDIAN, Miss.—May 28—A Symposium of Jimmie Rodgers' Centennial Celebration was brought to a close yesterday afternoon at Junior College here Thursday night (36) to a crowd of some 3500 attending, being country & western music fans. Heron Logan, public relations chief of the Golden Age of Hymn, Faithful, Lakeland, La., did a commendable job of introducing the big show, which included a half-hour stand by George Jones, the No. 1 country music star in the United States, and the network featuring largely "Hayride" talent.

EmArcy’s Summer Disk Sked Kicks Off With 16 Jazz LP’s

NEW YORK, May 28—Mercury Records, jazz label, EmArcy, will hit the market with a new recording and promotion campaign on June 6. It will be announced on the occasion of EmArcy’s 15th birthday. EmArcy has been selling a lot of its records in the 10-inch, 78-rpm format. The new campaign will feature the 12-inch, 33-rpm format, which is expected to be the format of choice in the future. EmArcy will also be releasing a new line of 7-inch, 45-rpm records.

SPECIAL WAX Could Help Progressive Jazz Trade

HOLLYWOOD, May 28—Pro-

gressive jazz could well elevate its image in the public mind and in music stores if it were to make more use of some of the Wax's new developments, such as its new UPX type wax. The Wax is the only available type in the world that can be played on ordinary record players.

Musser men hard on the two-day get-together included Gerhard S. Bryner, president of the company, and Mrs. Ralph Page, Nat Vincent and "Shop Stewards" of EmArcy. EmArcy has been involved in union activities for the past few years and the company is looking forward to a positive outcome of these activities.

Columbia Adds School Phono

NEW YORK, May 28—The Columbia phonograph division of Columbia Records has introduced a new school phonograph model designed for school use. The model, designated as the GF-1, is a strikingly good-looking piece of equipment, as used by organizations at social gatherings, and is available in a variety of colors and styles. The GF-1 is designed to the specifications of the National School Phonograph Association. The network has run a lot of promotions and has sold a lot of Columbia records to teachers and students alike.

'Movie' Shoots Disk Marks Like Pigeons

Davy Crockett, a star of Davy Crockett, or the Explorers, which was released by Columbia Records last year, has been chosen to promote the company's new disk.'
Low-Priced Kidisk Field Bristles With New Ideas

Four Chief Indies Prepare Big Plans for Garnering Heavy Sales

NEW YORK, May 28.—The low-priced children's record companies are all hedging their bets, and plans uncovered this week suggest that the top label for the quarter (25 cents) may have to be rethought.

At a meeting, four label diskettes dominate the Field Sales & Scholarship society meeting, Peter Pan, Record Guild of America, NBOA, and Coral, with some six-inch or seven-inch platters together making up 40 cents of the quarter=
center disks are Columbus and Metropolitan; and the two leading small disks with anything approaching all-out promotion.

In the indie label's full program, which too off the factory level in July and August, these general tendencies are noted: 1) increased playing time on small cards; 2) increased emphasis on large records, which are deemed suitable for small consumption; 3) a intensified pitch for merchandising of records by both the 78s and 45s groups; and the two leading small cards of better shipping merchant.

Most Radical Step

At this meeting, the most radical departures are being set up by Synchronoise, Columbus and Metropolitan Record cards on with the Prem line being cut. Peter Pan will be the first disk.

Future plans include a series of records, available in an 8-cent--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to--list--to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his first new record since the memorable release of "Unchained Melody"

Al Hibbler

I CAN'T PUT MY ARMS AROUND A MEMORY

THEY SAY YOU'RE LAUGHING AT ME

DECCA 29543: 9-29543

America's Fastest Selling Records
**VOX JOX \----- DE JUNE SUNDAY \-----**

PROGRAMMING: Promotion and programming go hand in hand at most local radio stations these days. WBAL, Baltimore, for instance, has sold 250 advertising spots to top personalities. July marks the 10th anniversary of "The Voice of the Jug," a multi-station disc jockey syndication hosted by Jim Edwards and Chuck Richards. John Farley, WHLJ, Louis- ville, has been at the station for 11 years and is regarded as one of the "big guns."

Fed Wolf, WXYZ, Detroit, started broadcasting this week from the station's new mobile studio, a 23-foot trailer that can be pulled by a small pickup truck. Wolf will be doing a show while touring the city, playing music and giving traffic and weather info. The new mobile studio will be functional for both news and music shows.

Carol M. Grady, 23-year-old daughter of Harper Grady, has been selected to succeed her father as a staff member of \"The Voice of the Jug\" disc-jockey syndication.

**HITTING BACK**

**Tune Quiz Aids Indies Against Webs**

**PHILADELPHIA, May 28 --** The Philadelphia-based Red & White label, which has been losing flagships to major labels for several months, has launched a new disk program tagged \"Tune Quiz,\" a daily show (10-p.m.-9 a.m.) on five small stations in the area. The quiz features network radio with a theme of \"What's on the Radio Tonight?\"

Milterson is excited about the new program, saying that it provides a good opportunity to play obscure cuts and gain exposure in the area. He also mentions that the show has a strong focus on music.

This week's show is sponsored by the Philadelphia Record Makers' Guild and_py the Philadelphia chapter of the National Academy of Recording Arts and Sciences.

The show is being broadcast on WPYN, WPST, WPZQ, WPXZ, and WPGN.

**M-G-M TAKES RIDE ON HAYES**

**NEW YORK, May 28 --** Bill Hayes never had a better show on the M-G-M label. Nineteen weeks after the release of \"Slow of Shoes,\" his latest release, \"I Lived on Cherry Street,\" made its chart debut on the cash box. Hayes's previous single, \"Riddle of the Rio,\" had failed to make much of an impact.

Last week the label released the second single, \"I Lived on Cherry Street,\" which was produced by M-G-M's chief staff engineer, Joe Wortman. Hayes's new single has reached the Top 10 on several charts across the board.

Bill Hayes became one of the most popular radio personalities in the area after his daily 5:00-6:00 a.m. slot on WABC. He later joined WCBS and immediately launched \"The Town & Country Show\" on WOR.

This week, however, Hayes announced that he plans to change his mind. After all, he's only 23 years old!

**Dealers DOING**

**WINFLOW PULLS SALES:** Bertie Alae, manager of the 13th Street Music Center, New York City, has announced that he will be taking over the management of the center from the owner, George Alao, who has decided to sell the business.

**HERE AND THERE:** Robert Levine, executive manager of the Loew's State Theater, New York City, has announced his resignation from the position he has held for the past five years.

**Niles to Join Ventura PUBS**

**NEW YORK, May 28 --** Duke Niles, Eastern manager for Capital Records, has been named director of the 16 West Virginian Radio and Television Network, a non-commercial station that now consists of 16 stations located in West Virginia.

Niles will head the network as part of his duties in the development of radio and television programs, along with the network's general management.

**JUKE BOX WRAP-UP**

Music operators discuss methods used to convince customers to purchase expensive items. The survey shows that 49 percent of people surveyed paid $10 or more to purchase a jukebox.

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**FAULK'S SHIFT IN PLAN PUTS DJ'S IN SPIN**

**NEW YORK, May 28 --** There were some disappointments in town this week when WCRB has abandoned its plan to air a special afternoon show across the board.

Bill Dunleavy was set to fill the afternoons at the Colonial Theatre, WCRB, but he has left to join a new show in Connecticut. As a result, WCRB is expected to announce a new afternoon show in the near future.

**DISK DOLL**

**CORAL, DOT GA-Over Goos Goo's**

**NEW YORK, May 28 --** In an attempt to capitalize on the current trend of rivaling pitchers on the Goos Gooll doll, this month in hopes that fans will snap up the doll as if it were a polka dot with the hiccups—will be the next big novelty item.

Coral launched its campaign last week with Steve Allen's recording of \"I Lived on Cherry Street.\" Allen also wrote the song, the introduction to the Goos Gooll doll, originally on his ABC television show. Wlsh, of course, has recorded another song due out in July, \"AIRCadiator's Guitar,\" which also features the dizzy doll sound gimmick and is sung by Jim Lowe, writer of \"Chamberly's Guitarr.\"

Allen introduced his record this week to announce the launch of the Goos Gooll doll. Lowe hopes that the doll will be a hit, and hopes that fans will snap up the doll as if it were a polka dot with the hiccups—will be the next big novelty item.

**Liberty Merger With Nocturne**

**HOLLYWOOD, May 28 --** The couple of the future is set to rule Hollywood. Liberty Records and Nocturne Records have announced that they will merge their operations.

**Fear of Rock Roll Nixes Conn. Date**

**BRIDGEPORT, Conn., May 28 --** A dance scheduled for the Ritz Ballroom, Bridgeport, was canceled last Sunday because of the fear that the Rock and Roll craze might cut into the local economy.

**Bettie Hutton Jams Sydney Stadium**

**NEW YORK, May 28 --** Betty Hutton's latest show in New York is proving to be a hit. The show, titled \"Juke Box Jam,\" is being held at Sydney Stadium on May 31.

**The Billboard**

**JUNE 4, 1955**
100,000
SOLD IN
10 DAYS

KAY STARR
GOOD AND LONESOME
WHERE, WHAT OR WHEN

20/47-6146

A “New Orthophonic” High Fidelity Recording
around the horn
More than 3,000 payers turned out for "Hillbilly Jamboree," a feature of the "Red Network," of New York. The show was sponsored by the National Association of Broadcasters, and the entire show was broadcast on 17 stations in 15 states. The show was on the air for two hours, and was broadcast from the studios of WBZ, Boston. The show was repeated on the air later in the week.

Lombardo Trip Grosses 2706

NEW YORK, May 29 — Cuban-born Luis Lombardo, a principal percussionist for the Victor Orchestra, has been inaugurated as the new manager of the Gusikoff television show. Lombardo has been with the orchestra for 10 years.

The orchestra is scheduled to appear on television this week, and will continue its tour of the United States later in the month. Lombardo has been with the orchestra since 1940, and has played on many recordings.

Lombardo will continue to perform on the television show until his replacement is found.

RHYTHM-AND-BLUES NOTES

BY BILL SIMON

The Da Doppers, doing nicely with their groove disco "Talk That Talk," have a new single out, "We Can't Get Enough," on Atlantic. The group is currently on tour in the South and is scheduled to appear in New York City in July. The group is composed of members from several groups, including the Teenagers and the Midnighters. The single is produced by Bert Berns.

Hal Howard to Probate

HOLLYWOOD, May 29 — Hal Howard, noted music producer, has been appointed to probate in the Los Angeles Superior Court. Howard is a long-time friend of Louis Mayer, who is also probate in the same court.

Howard has produced many films, including "The Jazz Singer," "The Four Poster," and "The Big Broadcast of 1938." He is also known for his work with the composer Irving Berlin.

Laine Speaks in House

BOSTON, May 29 — Frankie Laine, known for his renditions of popular songs and his work in the record industry, has been appointed to speak in the House of Representatives. Laine is known for his work with Capitol Records and has recorded many hits.

SOLOM PRAISES "DEAR LADY"

By BILL SIMON

The song "Dear Lady," written by Solom, has been a hit on the charts and has been praised by many critics. The song is about a man's love for his "dear lady" and the challenges they face in their relationship.

SOLMS' "DEAR LADY" PRAISES THE HONORABLE WOMEN AND THE ZESTFUL LIFE"
A bright New Singing Star on

BILLY CAREY

HEAVENLY LOVER

MY FATE IS IN YOUR HANDS

With Chorus and Orchestra Directed by DICK JACOBS

CORAL 61429 (78 RPM) and 9-61429 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
CARTES CONCERTS AT THE SHRINE AUDIT

Atmosphere, Los Angeles, June 19. A
quest included Sarah Vaughan, Duke
Bebek, Oscar Peterson, and the late
Gill Tdji Aiki-Colburn. Trong will also
play the Pacific Auditorium, San Diego, and the Civic Audi-

torium, San Francisco.

GRAD SIZE

New York

Sid Caesar has been elected to
writer membership in ASCAP.

Irving Zvonker, who has been
local manager of the San Francisco
host for most of the Saturday Even-
ning Post pro-

tion in the Empire Theatre, was
small; Taylor, who now operates his
own firm, is representative of some
cities from Philadelphia to Miami
on the first leg of his junket.

Baltimore and his infield will make
their first official appearance at
Monte Plater's new La Vie (June 19).

Saul Goodman, veteran record-
man, has opened the Northern Six-
Stop Recording Service in Cleveland.

The outlet is located in the
same building as Northern Music,
the with'Fler' distributor in that city.
The on-set will service
rec box operators in Northern Ohio.

MONTANA SLIME DISK

JULY RELEASE

Deco Records is bringing out a
Montana Slim LP, tagged "All Time
Greats," in July. The veteran country
and western artists start a
12-week Canadian tour June 11.

Joe Carson has signed a contract to
record for Deco. No date for a
release is being announced.

Bob Newman and Sammy El-
son, long-time employees in the
radio, have dissolved their partnership. The new firm is
reported to be a friendly and
mutual decision.

From Atlantic Music, publishing
affidavit of Atlantic Records, has
acquired the song "Blaine the
Righter," which is featured on the
Riffो RECORDING

ning and Publishing Company. The
track has been recorded for Deco by
the country writer, Jimmy Shavers
and has been acquired by "Having Important Can It Be?"

Time is published here by Atlantic Music.

Ovalina Pears, the Cuban chie-
frice of "Quintas, Quiteras, "Without You," and
other leading stars of Argentine Thursday (21) after sev-
er years. The last reported set to sign an exclusive writing
contract with Peer.

The annual Patti Page-Kappi Juanita's brand new project, plastic will be
held at Indian Point, N.Y.
The date is the annual night when a
New York night club has converted to a
full-time 24-hour radio policy. The
Latest is the Cafe Bohemia in the
Village. They go on the air in the
Deco by John Bord jagged, Art Forman, Hank
Moldby, Kenny Clarke and Hursie
Brown. Frank Lesher and the
McGrier Sisters, lead band playing at the Cafe Bohemia June
19. The booking is for two weeks or more.

Rena Catz has been set for the
Coronet Hotel, St. Louis, for two
weeks. Rena will feature several
artists in the show.

Sarah Vaughan opened Monday (30) at
the Hollywood, Ariz., Jazz
Theater. Sarah and Tennessee James
had a two-week return engagement at the Los
Angeles Music Hall. The co-artists, featured in the new
group, are Claude Mckie and
Leaster. They have been
assisted by Hy Shandler and three
assistant.

The Edwin Turner Trio has resumed nightly dance music at
the Congress Hotel, Chicago Band.

The swing band is in residence.

The Eddie Beale Trio has
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The new hotel will be open for
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A String of FIRSTS!

Julius La Rosa — EH, CUMPARI
Archie Bleyer — HERNANDO'S HIDEAWAY
The Chordettes — MR. SANDMAN
Bill Hayes — THE BALLAD OF DAVY CROCKETT

and NOW....

Marion Marlowe

"MAN IN A RAINCOAT"

Cadence — No. 1266

Hear Marion Marlowe introduce this unusual ballad on Ed Sullivan's "Toast of The Town", Sunday, June 5, CBS-TV
TOSCANINI firm's BRUSH America to participate.

The tube division of the Radio Corporation of America, the nation's largest radio manufacturer and fidelity speaker, said to give a performance equal to more highly-rated models. The speaker has a frequency response from 40 to 16,000 cycles, an 8-watt aluminum voice coil and is rated at 12 watts. A specially curved cone is used to provide wide dispersion of sound.

BRUSH AMPLIFIER CULTIVATED TUBE NEEDS.

Electronically, Cleveland, is introducing a new high-power brush type of amplifying tube. This new unit is a direct coupled amplifiers using a direct-coupled heater circuit which extended frequency response and eliminates the need for plate and screen coupling. The unit will handle on low level DC or AC-voltages with full range of related factors of the speaker and the new product is an outstanding entry for the broadcast business.

HIGH-PRICED FEATURES IN GRAYS LOW-PRICE ARM.

Gray Brothers Development Company, Manchester, Conn., brings out a new low-priced tube arm, which incorporates all the features of the firm's higher priced products, without affecting the Visconti-Damped Tone Arm, it utilizes the fluid containing the moving coil principle, while allowing the horizontal movement of the arm and minimizing air resistance.

According to Gray, the reduced consumer price on the new arm is due to the use of advanced engineering technique. The arm itself is supported by a solid brass stem, which is designed for long use and stability. The gap between the ball and socket -a factor in the cost of assembly- is filled by means of a tube with the fluid, which acts as a sort of shock absorber for vibrations transmitted by the arm.

THE BILLBOARD

Jimmie Rodgers Honored

Chairman of the reception committee, desiring a greater national recognition and therefore greater interest in the country & western music industry and in their visiting members of the trade, and their disposal of the typical country & western music business in general.

With the trend now being national and involving the whole country, the division and area of the trade is a natural by-product of the increased interest in country & western music business in general.

The division is not national, it is generally considered as national and involving the whole country, the division and area of the trade is a natural by-product of the increased interest in country & western music business in general.

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Continued from page 15

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June is bustin' out all over!

Everyone is talking about the rebirth of jazz—now Columbia, with the world's largest jazz catalog, gives all dealers the biggest opportunity ever to cash in on this bonanza...with a sensational 12-inch ® record to sell for only 98¢!

Imagine! 12 unavailable performances by the greatest names in jazz, on a 12-inch ® Columbia record. Only 98¢!

And that's not all! You can offer purchasers the world's largest jazz catalog free!

With the purchase of "I Like Jazz" each customer receives a comprehensive discography of the world's largest jazz catalog. Edited by George Avakian, one of the foremost authorities on jazz, the catalog covers every facet of jazz by category. From "ragtime" to "cool," your customers will be able to find their favorites in a matter of seconds, and those who are already fans will be able to discover new fields of jazz. Distribution of the catalog will lead to jazz sales the likes of the pop record business!

These famous artists present a complete history of jazz:

Dave Brubeck  Pete Rugolo
Phil Napoleon  Turk Murphy
Duke Ellington  Benny Goodman
Bix Beiderbecke  Eddie Condon
Frankie Trumbauer  Louis Armstrong

FROM THE MOST FAMOUS HOUSE OF JAZZ

COLUMBIA RECORDS

You Get These Promotional Helps, Too...A Display Dispenser, Album Blowups, Browser Divider Cards, Throwaways, Special DJ Programs, Magazine Ads.
JUBILEE is getting the BIG ACTION
with these 5 Big Records

THE MOST EXCITING NEW VOICE IN YEARS!

DELLA REESE
IN THE STILL OF THE NIGHT
Jubilee 5198

IT'S SPINNING! IT'S SELLING! IT'S THEIR GREATEST!

THE FOUR TUNES
TIME OUT FOR TEARS
TIRED OF WAITING
Jubilee 5200

SURE FIRE CLICK!
DON'T RUSH ME
PROMISES, PROMISES
Jubilee 5197

RATED HIGH BY BILLBOARD!
A SENSATIONAL FIRST RELEASE!

THE HEARTBEATS

sing FINALLY
Jubilee 5202

JUBILEE RECAPTURES THE OLD RAVENS' SOUND!

THE RAVENS
GREEN EYES
THE BELLs OF SAN RAQUEL
Jubilee 5203

Reviews and Ratings of New Classical Releases

Schubert: Symphony No. 8 in C (1825); Roslauer Chamber Orchestra; J. Bienen, Conductor. CBS Recording. A very fine performance; the recording is admirably balanced. (2-LP set)

Dvorak: Symphony No. 6 in D minor (1893); Boston Symphony Orchestra; Charles Munch, Conductor. Columbia Recording. A fine performance; the recording is very well balanced. (2-LP set)

Beethoven: Symphony No. 9 in D minor (1822); Berlin Philharmonic Orchestra; Herbert von Karajan, Conductor. EMI Recording. A very fine performance; the recording is admirably balanced. (3-LP set)

Mozart: Piano Concerto No. 21 in C minor (1785); Vienna Philharmonic Orchestra; Herbert von Karajan, Conductor. EMI Recording. A very fine performance; the recording is excellently balanced. (2-LP set)

Chopin: Piano Concerto No. 2 in F minor (1837); London Philharmonic Orchestra; Yehudi Menuhin, Conductor. Philips Recording. A good performance; the recording is well balanced. (2-LP set)

Tchaikovsky: Symphony No. 7 in A major (1894); Royal Ballet Orchestra; antibodies. Columbia Recording. A fine performance; the recording is very well balanced. (2-LP set)

Ravel: Piano Concerto in G (1934); Boston Symphony Orchestra; Charles Munch, Conductor. CBS Recording. A good performance; the recording is generally well balanced. (2-LP set)

Igor Stravinsky: Petrouchka (1911); Royal Ballet Orchestra; Charles Munch, Conductor. Philips Recording. A very fine performance; the recording is well balanced. (2-LP set)

Elgar: Symphony No. 1 in E flat major (1905); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A very fine performance; the recording is excellently balanced. (2-LP set)

 pendant: Symphony in C (1862); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A fine performance; the recording is well balanced. (2-LP set)

Verdi: Requiem (1874); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A very fine performance; the recording is excellently balanced. (2-LP set)

J. G. Bach: Mass in B minor (1728); Berlin Philharmonic Orchestra; Herbert von Karajan, Conductor. EMI Recording. A fine performance; the recording is well balanced. (3-LP set)

Mendelssohn: Symphony No. 4 in A minor (1842); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A very fine performance; the recording is excellently balanced. (2-LP set)

Haydn: Symphony No. 94 in G major (1791); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A fine performance; the recording is well balanced. (2-LP set)

Mozart: Piano Concerto No. 23 in A major (1785); Boston Symphony Orchestra; Charles Munch, Conductor. Columbia Recording. A good performance; the recording is generally well balanced. (2-LP set)

Berlioz: Symphonie Fantastique (1830); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A very fine performance; the recording is well balanced. (2-LP set)

Respighi: Pines of Rome (1924); Royal Philharmonic Orchestra; Sir Thomas Beecham, Conductor. Decca Recording. A fine performance; the recording is well balanced. (2-LP set)

The reviews are based on performances recorded between 1960 and 1970. Most of the recordings are available on compact disc. The dates indicate the year of the recording. The reviews are based on performances recorded between 1960 and 1970. Most of the recordings are available on compact disc. The dates indicate the year of the recording.
AMERICA'S TOP SELLING RECORD ARTIST

GEORGIA GIBBS

WITH A GREAT NEW HIT!

"SWEET AND GENTLE"

coupled with

"BLUEBERRIES"

MERCURY 70647


**The Billboard Music Popularity Charts**

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

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**Chart Comments**

Many innovations and improvements in the Billboard's chart service have been made over the past few years. With this issue, another step forward is taken as we launch a Toronto terminal chart. Because of the increasing importance of the Canadian market we intend to follow the format of the rest of our network in the north. The Billboard hopes that this will be the first step in providing a chart setup that will eventually cover that country thereby. The Toronto terminal chart will run in this column again next week, and after that which will appear on our other chart features.

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**Toronto**

1. Ballad of Davy Crockett—Bill Hay—Columbia
2. Unchained Melody—Al Hibbler—Decca
3. Dance With Me, Henry—Georgia Gibbs—Mercury
5. Whatever Lola Wants—Sarah Vaughan—Mercury

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**Comments**

This column, from leading Toronto retailers, indicates a close correspondence of tastes between Canada and the United States dollar buyers, for these five records also occupy positions 1, 3, 4, 5, and 13 on this week's national retail chart. The Toronto chart in the future will be taken down to 10 places.

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**Best Selling Sheet Music**

These records are ranked in order of their current reported retail selling importance at the best music teaching level.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Weekly Sales</th>
<th>Last Week's Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ballad of Davy Crockett</td>
<td>1,138,800</td>
<td>1,148,000</td>
</tr>
<tr>
<td>2.</td>
<td>Unchained Melody</td>
<td>1,147,800</td>
<td>1,147,800</td>
</tr>
<tr>
<td>3.</td>
<td>Dance With Me, Henry</td>
<td>1,147,800</td>
<td>1,147,800</td>
</tr>
<tr>
<td>4.</td>
<td>Whatever Lola Wants</td>
<td>1,147,800</td>
<td>1,147,800</td>
</tr>
<tr>
<td>5.</td>
<td>Play Me Hearts and Flowers</td>
<td>1,147,800</td>
<td>1,147,800</td>
</tr>
</tbody>
</table>

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**Top Ten**

1. Unchained Melody—By the Casals and the Mink—Published by Frank (ASCAP)
   - Best Selling Record: L. Bain, 30110, A; H. Duke, 29450 (R), H. Duke, 29310 (R)
   - Other Records Available: 4. C. Ireland, 29150; 5. E. Leon, 29200

2. Cherry Pink and Apple Blossom White—By Louis and Mark David—Published by Chappell (ASCAP)
   - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)
   - Other Records Available: 1. C. Apple, 29200 (R), 2. C. Apple, 29310 (R), 3. C. Apple, 29450

3. Ballad of Davy Crockett—By Tom Hickerson and Harry Blackman—Published by Wonderland (BMI)
   - Best Selling Record: L. Bain, 30110, A; H. Duke, 29450 (R), H. Duke, 29310 (R)
   - Other Records Available: 4. C. Ireland, 29150; 5. E. Leon, 29200

4. Dance With Me, Henry—By John Tish, J. Stalin, and Sonny Land—Published by Modern (Modern)
   - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

5. Whatever Lola Wants—By Sarah Vaughan—Published by Mercury (ASCAP)
   - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

6. Melody of Love—By Max Minsky and Tom Glaves—Published by Sterling-Bernstein (ASCAP)
   - Best Selling Record: L. Bain, 30110, A; H. Duke, 29450 (R), H. Duke, 29310 (R)
   - Other Records Available: 4. C. Ireland, 29150; 5. E. Leon, 29200

7. Blossom Fell—By Howard Barrow, Hazel Caulton, and Donald John—Published by Sterling-Bernstein (ASCAP)
   - Best Selling Record: N. Stoker, 30010, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

8. Beechwood Four Acre—By Dick Adler and Jerry Ross—Published by Frank (ASCAP)
   - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

9. Heart—By Richard Adler and Jerry Ross—Published by Frank (ASCAP)
   - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

10. Learnin' the Blues—By Paul L. Schubert and T. Horner—Published by ASCAP
    - Best Selling Record: F. Phoenix, 30160, A; C. Apple, 29310 (R), C. Apple, 29200 (R)

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**Second Ten**

11. HE, MR. BABKO—Published by Mills (ASCAP)
12. SOMETHING'S GOTTA GIVE—Published by Robbins (ASCAP)
13. BREEZE AND I—Published by Robbins (ASCAP)
14. ROCK AROUND THE CLOCK—Published by Robbins (ASCAP)
15. HOW IMPORTANT CAN IT BE?—Published by Robbins (ASCAP)
16. FLAY ME HEARS AND FLOWERS—Published by Robbins (ASCAP)
17. OPEN UP YOUR HEART—Published by Robbins (ASCAP)
18. DON'T BE ANGRY—Published by Robbins (ASCAP)
19. MOST OF ALL—Published by Robbins (ASCAP)
20. TWEEDEEL D{E—Published by Robbins (ASCAP)

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**Warn**

The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted to The Billboard. Use of either of these titles must be authorized in writing by the publisher of The Billboard. Any unauthorized use will be submitted to the publisher of The Billboard for legal action.

**England's Top Twenty**

**Billboard's Weekly Nationwide Surveys.**

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**Tunes with Greatest Radio-TV Audiences**

Taste, habit, and the music of a generation are the major factors in the popularity of a record. Some hits have been played so many times that the radio audience hardly knows there were other records played at all. This chart is based on the Power Audience. All power ratings are compiled by the National Audience Ratings Service, Inc., Chicago, Ill., U. S. A.

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**Recordings Available**

A list of recordings available in Canada is published by the National Audience Ratings Service, Inc., Chicago, Ill., U. S. A.

---

**Billboard's Weekly Nationwide Surveys.**

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and jockey box performances as determined by The Billboard's weekly nationwide surveys.
NAT 'KING' COLE
sings THE BLUES FROM
KISS ME DEADLY
just as he sings it in Mickey Spillane's latest thriller presented by PARKLANE PICTURES, Inc. and released by UNITED ARTISTS

(I'D RATHER HAVE THE BLUES)

MY ONE SIN

RECORD NO. 3136
## Best Sellers in Stores

**For survey week ending May 25**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherry Pink and Apple Blossom White</td>
<td>P. Prud'Homme</td>
<td>1</td>
</tr>
<tr>
<td>Unchained Melody</td>
<td>A. Gibb</td>
<td>2</td>
</tr>
<tr>
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<td>C. Gibb</td>
<td>3</td>
</tr>
<tr>
<td>Ballad of Davy Crockett (B.M.)</td>
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<td>4</td>
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<td>Blossom Fell</td>
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<td>M. Haley</td>
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<td>F. Sinatra</td>
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</tr>
<tr>
<td>Don't Be Angry (BMI)</td>
<td>C. Vaclavco</td>
<td>11</td>
</tr>
<tr>
<td>A Chump Hop and Room (BMI)</td>
<td>Nat King Cole</td>
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<td>L. Davis Jr.</td>
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</tr>
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<td>W. Vaclavco</td>
<td>14</td>
</tr>
<tr>
<td>It's a Sin to Tell a Lie (ASCAP)</td>
<td>C. Smith &amp; the Headhunters</td>
<td>15</td>
</tr>
<tr>
<td>Billie Jean (BMI)</td>
<td>J. Maddox</td>
<td>16</td>
</tr>
<tr>
<td>Something's Gotta Give (ASCAP)</td>
<td>M. Vaclavco</td>
<td>17</td>
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<tr>
<td>Heart (ASCAP)</td>
<td>E. Fisher</td>
<td>18</td>
</tr>
<tr>
<td>Hey, Mr. Banjo (ASCAP)</td>
<td>Sunny Sanders</td>
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<td>Most of All (BMI)</td>
<td>D. Cornell</td>
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<td>Two Hearts (BMI)</td>
<td>P. Boone</td>
<td>24</td>
</tr>
<tr>
<td>Hard to Get (ASCAP)</td>
<td>G. MacKeszie</td>
<td>25</td>
</tr>
<tr>
<td>The Wedded Bell (BMI)</td>
<td>C. Gibb</td>
<td>26</td>
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<tr>
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</tr>
<tr>
<td>Melody of Love (ASCAP)</td>
<td>A. Dade</td>
<td>28</td>
</tr>
<tr>
<td>Blue Star (ASCAP)</td>
<td>F. Sander</td>
<td>29</td>
</tr>
</tbody>
</table>

## This Week's Best Buys

**For survey week ending May 25**

**Hard to Get** (Wilmatt, ASCAP) - Gisele Mackenzie X-127

In the most recent crop of releases, this has been the most successful, according to the Billboard's weekly chart. Its recent success is due to the fact that it has been reissued on both sides of a recent record, and has been promoted on the chart. In such a case, the sales are based on total sales nationwide, excluding sales.:

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</tr>
<tr>
<td>Blue Star (ASCAP)</td>
<td>F. Sander</td>
<td>26</td>
</tr>
</tbody>
</table>

## Most Played by Jockeys

**For survey week ending May 25**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Week Chart</th>
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</thead>
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<td>J. Maddox</td>
<td>8</td>
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<tr>
<td>Unchained Melody</td>
<td>R. Hamilton</td>
<td>9</td>
</tr>
<tr>
<td>Whatever Lola Wants</td>
<td>Nat King Cole</td>
<td>10</td>
</tr>
<tr>
<td>Twisted Dee (BMI)</td>
<td>C. Gibb</td>
<td>11</td>
</tr>
<tr>
<td>Sincerely (BMI)</td>
<td>M. McGuire sisters</td>
<td>12</td>
</tr>
<tr>
<td>Honey I Love You (BMI)</td>
<td>A. Dade</td>
<td>13</td>
</tr>
<tr>
<td>Blosso Fell (ASCAP)</td>
<td>Nat King Cole</td>
<td>14</td>
</tr>
<tr>
<td>Hey, Mr. Banjo (ASCAP)</td>
<td>Sunny Sanders</td>
<td>15</td>
</tr>
<tr>
<td>How Important Can It Be</td>
<td>J. Desmond</td>
<td>16</td>
</tr>
<tr>
<td>Me Heart and Flames (BMI)</td>
<td>J. Desmond</td>
<td>17</td>
</tr>
<tr>
<td>Heart (ASCAP)</td>
<td>E. Fisher</td>
<td>18</td>
</tr>
<tr>
<td>Me Heart and Flowers (BMI)</td>
<td>J. Desmond</td>
<td>19</td>
</tr>
<tr>
<td>Rollin' Stone (BMI)</td>
<td>E. Thomas</td>
<td>20</td>
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<tr>
<td>Cherry Pink and Apple Blossom White</td>
<td>A. Dade</td>
<td>21</td>
</tr>
<tr>
<td>Silver Dollar (ASCAP)</td>
<td>T. Brewer</td>
<td>22</td>
</tr>
</tbody>
</table>

## Most Played in Juke Boxes

**For survey week ending May 25**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>cherry Pink and Apple Blossom White</td>
<td>P. Prud'Homme</td>
<td>1</td>
</tr>
<tr>
<td>Unchained Melody</td>
<td>A. Gibb</td>
<td>2</td>
</tr>
<tr>
<td>Dances with Me Henry</td>
<td>C. Gibb</td>
<td>3</td>
</tr>
<tr>
<td>Ballad of Davy Crockett (B.M.)</td>
<td>C. Baxter</td>
<td>4</td>
</tr>
<tr>
<td>Unchained Melody (ASCAP)</td>
<td>A. Gibb</td>
<td>5</td>
</tr>
<tr>
<td>Blossom Fell</td>
<td>Nat King Cole</td>
<td>6</td>
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<tr>
<td>Whatever Lola Wants</td>
<td>Nat King Cole</td>
<td>7</td>
</tr>
<tr>
<td>Sincerely (BMI)</td>
<td>M. McGuire sisters</td>
<td>8</td>
</tr>
<tr>
<td>How Important Can It Be</td>
<td>J. Desmond</td>
<td>9</td>
</tr>
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<td>T. Brewer</td>
<td>15</td>
</tr>
</tbody>
</table>

**Storv Untold** (Russ, BMI) - Crow Cuts - Mercury 70834

Top rhythm and blues material still seems to be the key to easy success for this group. The sales pattern of this disk is falling into the familiar groove of other recent Crow Cuts' releases. In the past two weeks, the record has been reported good and strong in Los Angeles, St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Pittsburgh, Buffalo, New York and Boston. Some territories also report excellent sales on the flip side, "Carmen's Boogie" (Broadcast, BMI). A previous Billboard "Spotlight" pick.
RIDE TO THE TOP WITH

DAVID CARROLL

HIS ORCHESTRA AND CHORUS
AND HIS GREAT RENDITION OF

"ALABAMA JUBILEE"

coupled with

"BAFFI"

MERCURY 70642

YOUR SALES WILL THRIVE WITH THESE HOT MERCURY FIVE

THE CREW CUTS

"A Story Untold"

AND

"CARMEN'S BOOGIE"

MERCURY 70634

THE GAYLORDS

'Chee, Chee-oo Chee'

AND

"WHO'S GOT THE PAIN"

MERCURY 70630

RUSTY DRAPER

"Eatin' Goober Peas"

AND

"THAT'S ALL I NEED"

MERCURY 70619

RALPH MARTERIE

"Oh My Beloved Daddy"

("O MIO BABBINO CARO")

AND

"CIRIBIRI MAMBO"

MERCURY 70614

CHUCK MILLER

"House Of Blue Lights"

"CAN'T HELP WONDERIN'"

MERCURY 70627

MERCURY RECORDS

CHICAGO 1, ILLINOIS
M-G-M SPOTLIGHTS THE HITS!

JONI JAMES

LEROY HOLMES

IS THIS THE END OF THE LINE?

AND WHEN YOU WISH UPON A STAR

BILLY ECKSTINE

ONLY YOU

AND LOVE ME OR LEAVE ME

ROBBIN HOOD

MIRROR, MIRROR

AND ONE LOVE IS ENOUGH

BY TEX

DAVID ROSE

AND HIS ORCHESTRA

TAKE MY LOVE

AND LOVE IS ETERNAL

FLOYD CRAMER

SWEET ADELINE

HOWDY MA’AM

GINNY GIBSON

WHATEVER LOLA WANTS

(SLOA GETS)

SAM THE TAYLOR

HARLEM NOCTURNE

RED SAILS IN THE SUNSET

GENE SHELDON

HEY, MR. BANJO

HALLELUJAH!

TOMMY EDWARDS

WELCOME TO MY HEART

AND SPRING NEVER CAME AROUND THIS YEAR

CHARLIE CALHOUN

SMACK DAB IN THE MIDDLE

(DON’T KNOW) WHY THE CAR WON’T GO

ROGER ROGER

AND HIS ORCHESTRA

IT’S YOU AND PLEASE DO

MGM (1200) L (1200)

DALLAS-FORT WORTH

CHARLIE PURIFAY

AND HIS ORCHESTRA

DALLAS-FORT WORTH

CHARLIE PURIFAY

AND HIS ORCHESTRA

DENVER

CHARLIE PURIFAY

AND HIS ORCHESTRA

DENVER

CHARLIE PURIFAY

AND HIS ORCHESTRA

 Granted material
THE MOST REMARKABLE RECORD OF THE YEAR!

THE HIT BALLAD FROM THE U. A. FILM "THE KENTUCKIAN"

Far Away Places

The Kentuckian Song

Coral 61439 (78 RPM) and 9-61439 (45 RPM)

sung by

BOBBY SHERWOOD

With Sound Effects and Orchestra directed by DON COSTA

Coral Records
America's Fastest Growing Record Company
**Hottest Song in the Nation**

**Heading for #1**

**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

**Review Spotlight on...**

**RECORDS**

**SAMMY DAVIS JR.**

That Old Black Magic (Famous, ASCAP) — Decca 20431—Sammy Davis Jr. is climbing on the charts right now with "Love Me or Leave Me," and this new version of another wonderful standard could make him a two-time winner. The vocalist wraps up the ballad with immense feeling and exciting showmanship, plus a touch of his amazing mimic abilities at the finish. Flip is "A Man With a Dream." (Chappell, ASCAP).

**GEORGIA CUBBS**

Sweet and Simple (Polar, BMI-Mercury 70987) — The canary has two best-selling platters to her credit at the moment, so her new warbling cover of the Alton Locke cha-cha-styled "Sweet and Simple," should grab off plenty of plays. She slugs it with a deft beat and warm electronics. Flip is "Blackberry" (Cald, BMI).

**FRANK SINATRA**

Not As a Stranger (Starrville, ASCAP) — How Could You Do a Thing Like That to Me (United, ASCAP). Capitol 3130 — "Learning the Blues" is cornersmithly a hot platter for Sinatra and a hard one to beat. However, he has two good sides here and both selections should get plenty of plays. The big promotional push is behind "Not As a Stranger," a haunting ballad featured in Sinatra's forthcoming non-musical movie of the same name. "How Could You Do a Thing Like That to Me" is a swingy topper with a catchy beat and a charming vocal performance.

**Reviews of New Pop Records**

**NAT "King" COLE**

Mr. Bojangles (Capitol — 20402) — "Mr. Bojangles" has a fine rhythm band, the song is an excellent one, with the tune being lively and the arrangement a propulsive one. This adds up to a top show piece, of which Cole is a master, with his usual style and vocal delivery. Flippin' is "I've Got You Under My Skin." (Chappell, ASCAP).

**GISELLE MackENZIE**

Hard to Get (Atlantic — 1558) — Atlantic's new one is a fine pop number, with the girl's delivery being just right, and the tune is a top seller. It has all the earmarks of Atlantic's current winning streak. Flippin' is "I'm Just A Nut." (Starday, BMI).

**BUTCH Flower**

This Is My Space (Columbia — 3130) — The stop here, to look on her first showing as a new label affiliate, reveals a very nice, energetic personality with a sound that is heavy on spunkiness. (Hayden, BMI).

**PERCY FAITH**

Easy to Love (Capitol — 20216) — Percy Faith's latest number has its sound, including a top rhythm section, and the platter is a pleasing one. (Starday, BMI). Flippin' is "You Only Live Once." (Starday, BMI)."
The Billboard Music Popularity Charts

POPULAR RECORDS

* Reviews of New Pop Records

* Continued from page 24

Building will be soon gracefully by manyOPAHS to the world aphantos of their dreams. Could wake us in the morning, push the window open. 'Thicken... fly the Center and then

JUNE 4, 1955

THE BILLBOARD

MUSIC-RADIO 35

A WONDERFUL RECORD THAT'S MOVING UP

GEORGE SHAW

THERE'S AN OLD SAYING

DO IT NOW

29506—78 rpm @ 9-29506—45 rpm

American's Fastest Selling Records

THE AMUSEMENT INDUSTRY'S
BRILLBOARD Leading Newsweekly

... with Audited Paid Circulation to match!

GETTING BIGGER EVERYDAY

"EATIN' GOBER PEAS"

RECORDED BY

RUSTY DRAPER

ON MERCURY RECORDS

PURE MUSIC (BMI) 21 West Illinois Street, Chicago, Illinois
The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

THE BIGGINGS

WASHINGTON, D.C. - The hit parade body, the American Society of Composers, Authors and Publishers, announced its monthly record sales lists, which show that the Top Selling 30 records of the month ended May 31 are dominated by pop material. The Top Selling 30 for June, which was announced yesterday, is as follows:

1. The Midnighters - "Eatin' Goobers Peas"
2. The Four Tops - "I-5"
3. The Temptations - "My Girl"
4. The Supremes - "Where Did Our Love Go"
5. The Four Seasons - "Sherry"

BONITA'S RECORDS

Star Route, Sandpoint, Idaho

DISTRIBUTED WANTED

Independent

BOWERY RECORDS

P. O. Box 712
Del Mar, Calif.

Phone: Skyline 5-7175

Ronald Alexander

Admen of every kind

Reading The Billboard as a TOP SELLING FORCE

WALTER WINCHELL

and

DOROTHY KILGALLEN'S

Great New Singing Discovery

BARBARA BLACK

sings

"RING-A-LING, RING-A-LING"

"ANXIOUS HEART"

Guyden 200

Out only
ONE week
Already
Breaking BIG
in Philadelphia and Boston

www.americanradiohistory.com
YOUR RECORDS - Decca

JUNE 4, 1955

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

**This Week's Best Buys**

THAT'S WHAT MAKES THE JUKE BOX PLAY (Acuff-Rose, BMI)

Jimmie Weekes - Dec. 1245

After a quiet start, this record is now beginning to pick up a good head of steam, and seems definitely on its way toward the chart. This week it is already on the Charlotte, Nashville and Houston top charts, and is also expected to be selling well in Richmond, Atlanta, Durham and St. Louis. Flip is "Don't Give Me a Reason to Wonder Why" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

I DON'T CARE (Cedarwood, BMI)

YOUR GOOD FOR NOTHING HEART (Forest, BMI) - Webb Pierce - Dec. 25496

From every territory where hillbilly records are sold, whether north or south or west, the reports are the same. Pierce is taking off at great speed. Fans have been waiting for this one, and now they are mapping them up like hot cakes. It is still too early to detect any trend toward side; both have enthusiastic territorial support. A previous Billboard "Spotlight" pick.

**Review Spotlight on... RECORDS**

HANK SNOW

I'm Glad I Got to See You Once Again (Valley, BMI)

Cryin', Forsayin', Waitin', Hoppin' (Cedarwood, BMI) - RCA Victor 6534-Snow has set a pattern of toddlers hits, and his currently riding coupling has held up well in the top brackets. "I'm Glad" is a beautifully sung, plaintive effort, while the flip has a contagious bounce and some sparkling instrumental backing led by Snow's own guitar.

TALENT

THE ANDREWS BROTHERS

Hot To Trot (Acuff-Rose, BMI)

Why Don't You Think It Over (Acuff-Rose, BMI) - M-C-M 12002-This brother duo, making its debut on the label, turns out to be one of the most listenable harmony acts in a long spell. The harmony is polished and they perform with a refreshing, virile spirit. The material here can give them a strong boost and vice versa.

ONE OF THE GREATEST C & W RECORDS EVER PRODUCED BY

Satisfied Mind

with

Red Foley and his daughter Betty

America's Fastest-Selling Records

DECCA

39,956 78 rpm

Copyrighted material
**FOLK TALK AND TUNES**

*Continued from page 20*

**Bye, Bye, Blackbird** Chorus: and "Fiddlin' Banjos" are paired on Arthur Smith's latest album, "Ain't That A Shame," and Texans, along with Ken Kirby on Coon Hollow Boys, gave a two-hour show at the May 12 opening of the Western Connecticut Folk Music Association Center, Waterford, Conn. In promotion, Carson, Mo., . . . Fiddler Pete Cotton of Dallas, a daughter of a man from Texas, is born on his home hospital, New London, Conn. Mc-, and is recorded with the Coon Hollow Boys.

"God Understands Just How They Feel"; by gospel songwriter Neil Eskelin, has been published by Hill & Range. Recordings are being placed in one of the Sunday Mountain Boys, Kitty Wells, has won the grand prize in the ASCAP contest. The song, written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. Smith, is being heard on Hill & Range, Sono. It was written by Walt and Edith A. 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A NEW DECCA RECORDS RELEASE BY WEBB PIERCE

THAT TOPS EVEN THE BEST OF THE C & W HITS MADE BY THIS GREAT RECORDING STAR...

Now I Don't Care Your Good for Nothing Heart

29480 • 9-29480

www.americanradiohistory.com
THE BILLBOARD
JUNE 4, 1955

RHYTHM &BlUES RECORDS

No. 1 IN MOST CITIES
• "DON'T BE ANGRY" - Harry Belafonte - Scepter 1973
• "EVERYBODY NEEDS SOMEBODY" - Reverend Scott - Savoy 1594

AWARD OF THE WEEK
Cashbox and Billboard

"YOU'RE THE ANSWER TO MY PRAYER" - Will & Promise Mr. Hamilton - Varetta Dillard - 1150

THE BILLBOARD MUSIC CHARTS

The Billboard Music Charts

REVIEWS OF NEW R & B RECORDS

Little Walter - "Little Walter" - Little Walter - "Space Rock" 5-28-55 (Arista BM)

E. B. (Blues Div) - "King Oink" - Shuford's "Space Rock" 5-28-55 (Arista BM)

Shirley and Lee - "I'm In Love..." - Atlantic 5-30-55 (Shirley & Lee)

The Four Fellows - "Be Love, Be Love" - Atlantic 6-17-55 (Shirley & Lee)

Mary and Johnny - "Moderne 999" - The Four Fellows - "Pocketbook" 6-6-55 (Shirley & Lee)

Robert "B.

THE BILLBOARD SPECIALS

1. "Unchained Melody" (ASCAP) - R. Hamilton... 1 6
2. "JO DiDONIO - B. Diddley... 3 4
3. "Ain't It A Shame" (BMI) - R. Domino... 10 4
4. "Unchained Melody" (ASCAP) - A. Hibbler... 2 7
5. "Don't Be Angry" (BMI) - N. Brown... 4 5
6. "My Baby" (BMI) - Little Walter... 6 13
7. "Bop Ting a Limp" (BMI) - N. Baker... 7 4
8. "What's The Gonna Do" (BMI) - Drifters... 5 10
9. "Wallflower" (BMI) - J. James... 8 16
10. "Flip Flop and Fly" (BMI) - T. Turner... 9 11
11. "Story Untold" (BMI) - N. Thomas... 1 8
12. "Door Is Still Open" (BMI) - C. Cardinals... 13 7
13. "I've Got A Woman" (BMI) - R. Charles... 11 19
14. "If It's The Last Time I Do It" (ASCAP) - D. Washington... 14 2
15. "Rollin' Stone" (BMI) - J. Marigolds... 15 9

MOST PLAYED IN JUKE BOXES

For survey week ending May 25

Awards are ranked in order of the greatest number of plays in juke boxes throughout the country according to the Billboard's regular proportion of Osborne and trade records. When significant action is reported, Billboard's usual index is used to determine position on the chart. In such cases, both numbers are shown in order of leading brand on top.

BILLY BROOKS

song of the dreamer

and mambo is everywhere

DUKE #142

DuKE RECORDS, INC.
2909 South Houston, Texas

BEST SELLERS IN STORES

For survey week ending May 25

Records are treated in order of their current national selling importance in the retail field, as determined by the Billboard's weekly survey of dealers throughout the nation with a high volume of sales in records and blues records. When significant action is reported, Billboard's usual index is used to determine position on the chart. In such cases, both numbers are shown in order of leading brand on top.

THE BILLBOARD SPECIALS

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14. "If It's The Last Time I Do It" (ASCAP) - D. Washington... 14 2
15. "Rollin' Stone" (BMI) - J. Marigolds... 15 9

MOST PLAYED BY JOCKEYS

For survey week ending May 25

Races are ranked in order of the greatest number of plays in juke boxes throughout the country according to the Billboard's regular proportion of Osborne and trade records. When significant action is reported, Billboard's usual index is used to determine position on the chart. In such cases, both numbers are shown in order of leading brand on top.
**NEW AND HOT!**
Vee-Jay #146

*I I WISH YOU WOULD*  
by BILLY BOY

*I WAS FOOLEO*  
by BILLY BOY

**SCENERY**

Gay Dees, Pat Sims, Cynthia Drew  
Schell Scene Studio  
225 S. High  
Columbus, 6.

**R & B Territorial Best Sellers**

For seven week ending May 25


**This Week's Best Buys**

If you're the ANSWER TO MY PRAYER (Savoy, BMI) - Varetta.  
Dillard-Savoy 1160

Available only a little more than two weeks, this disk is now being handled by top sellers and is widely scattered. Beat reports indicate a good future for this disk.

**Review Spotlight on...**

**RECORDS**

RAY CHARLES
A Fool For (Progressive, BMI). This Little Girl of Mine (Progressive, BMI). Atlantic 2079. The records listed above do not come out of the gate. Charlie, who wielded an incredible spell over every live audience, has a strange formula of that commanding quality an exact match of that almost gospel-styled blues disk of his. "Fool" is the powerful blues side, while "Little Girl of Mine" is the more commercial side, and "Past" is the folk number. His powerful style, which is the main selling point of the disk.

**VOX JOX**

**Continued from page 18**

Shermen, who claims that the eponym sold more now during the slow period and "just a few" of the men's take of all other local store dealers. He recommends the idea to other disk makers.

**YESTERDAY'S TOPS**

The nation's top ten on records as reported in The Billboard May 2, 1945

1. Sentimental Journey  
2. Baby  
3. My Dreams Are Getting Better  
All the Time  
4. Blue Moon  
5. Dream  
6. I've Said It Again  
7. Bell Bottom Trouser  
Just A Prayer Away  
8. I'm Beginning To See The Light  
9. I Should Care  
10. I'll Remember You

**R & B Records**

Continued from page 40

- Reviews of New R & B Records

- This Week's Best Buys

- Review Spotlight on...

- VOX JOX

- YESTERDAY'S TOPS

- R & B Records
The Magic Circle Jubilee was a great success.

David Nixon and J. return to the Circle Atlantic National Show. Steve Rogers played behind the drums and worked with tight tricks. Ade and True Dyal tune up an orchestra. Fred Kopp, Kopp manipulate, show-stoppa playing cards and cigarettes. I did review magazine test, remote card game, and several others.

Virtually, in preparing to stop a marijuana with an 'Attica' group in position. Peter's daughter, did her competitive touts, for the show's success. Bev Sanders, in another sera to close. Jack Maschalle, with his wife, Li King Si and wife close with rapid-production and variations.

Herbert Collins lectured on Churn, operated by the courthouse. Co. Endfield talked on standing altitudes, and I held forth on "New York Times." In the coming days, Robert Harbin did a fine credit cast with a surprising comedic ending. Peter Warlock had a twirling table and floating blushing beauty. The victims of mental experiments, and a bemused effect, acted with an effect phonybagai on the elephant, and were held by the "Scene" show. Emune was even more dazzling with her voice from a trumpet to assist in the effect. Bev Sanders, and Alex Emerson produced "Albercadash," an entertaining re-creation of the Circle. Costumes, music, and the beauty of the show were of the quality of a spot of a Churn.

Sorcar flew in from India. Seeing Arthur Frank, Verner Varnhagen, Dutch dealer, had a novel pair of wrestlers on a card that opened and closed at his command. Chris Charlton, Mrs. Cecil Eyle, Victoria, George Dennison, William Milon, and Jack Ross were on hand. Norcen Adams and Geoffrey Robin, in the arranging of 402-4000. Heedless faced the cards-secure with the Circle as their biggest act. Excellent lighting, costumes, and mirthful assistants. He flew from a Cama ornamental show. The balloon, vanishing lamp, Chico in a red suit, and comedian of "The Dime" business to close. Jack Maschalle, Mr. or Mason.

In Paris the APB invited me to their show. I did a few tricks a in a minstrel. Did Deator, Sue Odgers at the Circle. Victorly, in the vanishing lamp, and I were on the special BBC radio show.

In England, I was invited to perform. I did a fair tricks a in a minstrel. Did Deator, Sue Odgers at the Circle. Victorly, in the vanishing lamp, and I were on the special BBC radio show.

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OUTDOOR

BILBOARD LAWYERS SAY: To ascertain the liabilities and responsibilities of show-owners in connection with recent crop damage cases. The Board this week secured the following opinions from its counsel—Walter E. Fellows, of Chicago, and Theodore—Chicago's oldest and one of its most respected legal firms.

You have requested our opinion as to whether the performance of a carnival, caravan, or other traveling amusement, if it is induced by a carnival or amusement operator, if the carnival operator paid any money, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are employed in an industry affecting commerce, with the intent to influence that person as to whether and to what extent he shall be employed, and as to whether and to what extent he shall continue to be employed, in favoring the representative to accept such payments. Willingly considered the question now to be raised by the question.

There are two laws which should be consulted. First is the so-called Hobbs Antitrust-Act, 1947 (Taft-Hartley Act), which provides: "If he shall act or consent to act, or agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are employed in an industry affecting commerce, with the intent to influence that person as to whether and to what extent he shall be employed, and as to whether and to what extent he shall continue to be employed, in favoring the representative to accept such payments." Willingly considered the question now to be raised by the question.

The other law is Section 301 of the Commerce Laws, which provides: "In the instant where any representative hereof, or, in the absence of any representative, any union, or is induced by any contract, combination in the labor force, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are employed in an industry affecting commerce, with the intent to influence that person as to whether and to what extent he shall be employed, and as to whether and to what extent he shall continue to be employed, in favoring the representative to accept such payments."

As you may recall, in the so-called movie extortion cases, convictions were obtained under this statute against labor officials who threatened to call strikes in local theaters for the purpose of extorting money from motion picture producers. See U. S. v. Company, 146 F. 5th 24.

SACRAMENTO, May 28—Person to establish State fair in Los Angeles. San Francisco News-Call, Gold State Fair and Exposition here, and to appropriate $750,000 for initial construction at the projected site of the new State fair of this city, it has been announced by the legislature.

Instruction to create State fairs in Southern and Northern California was turned down by the Assembly, excepting that the bill would be reconstituted and reenacted.

The proposal of Billsman Patrick McG. Davis to abolish the State fairs, however, was abandoned. McGewan, however, is still in favor of a State exposition in Los Angeles.

The request of Sen. Earl Denson, of Sacramento County, for $700,000 for initial work, including site selection, drainage, and underground and electrical work on the new exposition ground, was defeated by the Senate finance committee.

The opposition to the measure was supported by W. C. Wright, president of the State Fair board of directors.

Dennoud had originally asked for $750,000, but the Senate committee recommended a appropriation of $700,000, which would have appropriated the money toward site selection and work which would go into the general fund.

Dennoud indicated that he would seek approval on SB 315.

Bill Reginalds.

The bill for a State fair here was defeated in two days. (Continued on page 3)

CALS NIXES FAIR RESHUFFLE Solons Defeat Measure to Move Sacramento Event to Bay City

SACRAMENTO, May 28—Proposal to establish State fairs in Los Angeles and San Francisco to be defeated, 44-19, by the Assembly. Solon asks of the new State Fair to be held in Sacramento, the Legislature.

The bill to establish a State fair in Southern California was turned down by the Assembly, excepting that the bill would be reconstituted and reenacted.

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U.S. Stunters Draw Well In England

LONDON, England, May 25. Business for the Earl Newbury automoble show here in England, has continued good despite rain. In some instances, Newbury said here this week. Despite a downpour at Plymouth, however, a turn-out of 11,000 was made up to the performance.

Show has been remodeled slightly. Newbury said. Instead of building direct for Fascist, it will play four days in Switzerland, before going to Germany. It will then be July 10 in Parc de France in Paris.

Bill Magrath has bought the American Ape Superstenniste Enterprises, sponsor of the Earl Newbury Automoble show, which has been about eight days ahead of show. Roger Burt, who handled the show, announced that the company for the next year will be managed by Earl Newbury. France Ltd is managing the show.

Chicago Expo Maps Changes

CHICAGO, May 28. The international Exposition is mentioned. This week the changes in its layout and location in Chicago, which will be the largest since 1902, are being made. The new scheme takes the place of the former site, which was much smaller.

The reorganization of the Earl Newbury Automoble show for the next year will be made. The show will be moved to a new site on the west side of the city, and will be continued there for the next year.

The new site is located on the north side of Chicago, and will be continued there for the next year. The new scheme takes the place of the former site, which was much smaller.

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82 Units Populate Philly Circus Date
Quinn, Essener Hit Sales Saturation Point; Prospects Good, for Bonanza Repeat
By J. TURNER
PHILADELPHIA, May 28—Trade group which accurately predicted the number of units
surprising the dates here last
month from the current stand to the saturation
point.
Land administrators John Quinn and Jack Essener managed to find space for 82 conception units and seven rides. Two major midways (150, 250) lead to the
luring every channeling every woman, man and
child into coming or just by
viewing the physical properties of the Bingling Boys, and Barzum and
Barley Circus.
The property, owned by the Lincoln Association, a philanthropic group asking the
blond, and leased for the refreshments for this single week of show activity,
is more work performed by a full
force. This one is gate, not
more, and less not impossible
in the ground. The midway begins
victory victory in corner points. Outside
the gate and directly on the side
walk is a solid string of concessions
business on the sidewalk.
Rain First Night
Business got off to a comparably slow start on Monday (33) because of heavy rains beginning
early that night. The matter meant little to the midway operators since the cirque,
arranged was made up of
orphaned and underprivileged kids
fair, as a result of the
provision of the trust fund. They are squared
away.
Business Tuesday afternoon was light for the Big Show, which drew less than half a house, and the
sight... Baggy end-on-end heat prevailed and lasted
into Wednesday when, according
to past experience, the demand and
earnings would begin to Moscom and
increase. In measuring the effect of the
Big Show, a significant event in the
first few days, the returns in attendance were not very large. There were
fewer newcomers were
seen during the first two days but acceptable assurance from the old timers.
Foot
For Quinn and Essener there was nothing about the automotive show.
ringing a catastrophic horn in the middle of the
beach and its environs inside out.
They ran out of space weeks
in advance.

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COMING EVENTS

California
Los Angeles—Horse Show, June 1-28. California Horse Show, June 1-28.

COLORADO

CONNECTICUT
Birch-Mate Private Collection, June 18-13.

Illinois
O'Hare—National Horse Show, Aug. 17-19. O'Hare—National Horse Show, Aug. 17-19.

KANSAS

KENTUCKY

Maryland

Massachusetts

Missouri

MISSOURI

New Mexico

WYOMING

COLORADO

CONNECTICUT

Illinois
O'Hare—National Horse Show, Aug. 17-19. O'Hare—National Horse Show, Aug. 17-19.

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KENTUCKY

Maryland

Massachusetts

Missouri

MISSOURI

New Mexico

WYOMING
Midwest Loop Demonstrates Arena Circuits Can Succeed

By TOM PARRICKSON

Meeting in Columbus Friday were exponents of sports shows at seven major arenas that make up the Midwest Sports, Vacation & Boat Show circuit. They were magnifying glasses for their thing annual effort, a set-up which demonstrates that arenas can work successfully in circuits.

This one is a loosely organized group which has brought many advantages to members arenas and promoters and also to exhibitors. According to Midwest’s Ben Cowall to Columbus, the idea was used successfully by arenas in other parts of the country as well.

Many members got together each year to set their show dates, called talkies. That’s the basis for the operation, and it leads to the other advantages.

The idea of combining effort and sharing expense for a unified space sales effort is beginning to pay off strongly. With the seven dates co-ordinated exhibitors in the continuous area arrange to be represented at each, but the shows can give them concrete inducements to do so.

Cowall points out that all the seven shows are independently operated, the clients members of their national concerns and they can give consideration to the individual and special rates for exhibitors who take space at all member shows.

Coming out of the season are also general plans for booking the exhibiting for next fall’s series of sports shows. Cowall said earlier that the William Schilling office has supplied the sets for the circuit for two previous seasons.

The circuit buys a package show at each of the five shows over approximately seven weeks. Rates of the package are pro-rated among the seven promoters according to the number of days each uses the entertain-

ment. A savings it made at the outset because most performers can be booked for less per week for an extended time than for a single week at a higher rate. The seven weeks of work it offers plants the circuit in a competitive position in the talent market. And it buys. Last year’s show included the Canadian Guides, Shuckey the Seal, Mutt and Blue, Carl Allen Rose, an auto drive, the Diller trumpet group, a dilling shot artist and others.

Cowall declares that the circuit now has proved itself. He points out that in the first year the events went off to the satisfaction of watchful national exhibitors, who now have taking space at the various shows. Meanwhile, the shows have become more restrictive about the types of displays, and generally they now concentrate on sports equipment, sports cars and accessories, vacations centers and travel organizations. Attendance at most of the member shows was up sharply last year.

Associated are Mr. Alex Emery Jones, of the St. Louis Arena; Dick Miller of the Block Field House at Indianapolis; William Lavery, of Cowall-Anderson, Bill Reis, of the Cincinnati Gardens; Dixie Berg, of the Allen County Municipal Auditorium at Fort Wayne; Bernice Cote, of the Columbus Auditorium, and Cowall.

While no other arenas or promoters have asked for membership and none has been invited to join, Cowall said that more shows could be interested in entering the circuit. The organization is informal and there are no charges for membership itself.

Moreover, Cowall has the idea of a nucleus of arenas in other parts of the country, that might get together each year to set the circuit. The organization is informal and there are no charges for membership itself.

Mr. David Bowen has a new partner this season in his two encontrable Coney Island. Here the attraction comprise Albert-Alberta, features Fred Harris, a magician and performer; Judy, Joe Allen, Tivoca, Mose- neco Kay, Kaisy singer and dancer; Tonnys, ely dancer, and Smokey Alligator Skin and Poke, the Pullins, the Pullins, and the Pullins, the Pullins. Outside performers are Derby Band, the Lipps and Jerry O’Brien. Two large signs and three advertising the new establishments. Reading “Latin American Angels,” and the other “Boys Changes to Cigs,” have been taken down and replaced by others that seems to be of all parts concerned. Another Pullin-Pullin combination is a dance group called the Wonderland Cirus show.

Louis Molina, at his Eagle Lane, Surf Avenue and West 122nd, N.Y.C., who has talent in Vocal, Violin, and Violinistic music, and the other “Boys Changes to Cigs,” have been taken down and replaced by others that seem to be of all parts concerned. Another Pullin-Pullin combination is a dance group called the Wonderland Cirus show.

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Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog
H. W. TEPPELO
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PARK - FAIR - THREW SHOW - RODEO - JUNKET
WHERE THE DATE SHOWN AND PRICE LIST

central

Circus Routes
Send to
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Cincinnati 22, O.

Circus Routes
Send to
3100 Patterson St.
Cincinnati 22, O.

(Continued on page 57)

That's right, every Carnival Owner, Amusement Park Manager, KiddieLand Operator, Fair Secretary, Ridesman, Concessionaire ... EVERYONE affiliated with Outdoor Show Business ... is certainly looking forward to this highly important mid-summer special. The special is jam-packed with feature editorial articles, all late news and developments, a review of new products now available to the growing number of Food and Drink Concessioners ...

AND ...

THE COMPLETE LIST OF 1955 FAIR DATES WITH ALL REVISIONS, ADDITIONS, ETC.

ADVERTISERS ... HERE IS YOUR perfectly-timed opportunity to present your complete sales message most emphatically and effectively by using large space in this SUMMER SPECIAL.

Don't delay any longer ... FILE YOUR SPACE RESERVATION TODAY! Be sure complete copy instructions reach us by the 

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Central 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
Central 1-0443

Hollywood 28, C. LIF.
6000 Sunset Blvd.
Hollywood 9-5831
SIGN NEW MANAGER

Willow Gr. Plans
Heavy Talent Use

PHILADELPHIA, May 28—For
the third straight year Willow WIP
will originate its morning quiz show
"Kitchen Kapers" from the
sports studios at Willow Coast
Amusement Park. Joe McCurdy and
Johnny Wilkins will co-host the show
every hour on Monday evening when
it will be recorded for broad-
cast. The series moves to the park
on July 8 and will continue there
to until September 14.

The park, under new manage-
ment this year, is employing its
full-time personnel at least in as
many working hours. Last to handle the chores
is Jerry Katz, local sight club
master.

Harry S. Jacobo has resigned as
managing director of the park.

(Continued on page 60)

DISPLAY FIREWORKS
FOR ALL OCCASIONS... ANYWHERE

RICH BROS. INTERSTATE Display Fireworks Co.
DEPT. B-9, BOX 514, SIOUX FALLS, SOUTH DAKOTA

HIGH QUALITY
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
CALLOPING HORSE CARROUSSEL
Illustrated Circuits From
W. F. MANGELS COMPANY, Coney Island 24 N.Y.

SAVANNAH BEACH ATHLETIC ASSOCIATION

Wants to sponsor Steve Cramer, Crown Point, Ill., in any type good vacation
attractions for turnover ratio or any part thereof.

We have small but graduated seating over 450 seats and rooms. Also have small
bar on seven acres of beautiful hard land easily accessible to the fifteen thousand
residents in the vicinity who were on weekends due to proximity of
Monmouth Beach and military installations.

Contact JIM LOGAN at Savannah Beach, Ga.

WILLIAM T. COLLINS KIDDEE

TELEPHONE CHICAGO

MINNEAPOLIS, MINN.

Want to build or will buy, Big Ei Wheel, large size Park Train, Kiddie Wheel or
any few or small Riders for Kiddees.

WILL T. COLLINS, Mgr.

BOE 1 E. 78th ST., MINNEAPOLIS, MINN.

2 FUNSPOTS HIT SAME ISSUE OF BIGGEST DAILY

NEW YORK, May 28—

Two area funspots—Indian Point near Peekskill, N. Y., and Rockaways—Playland—

are competing for the same crowd this year—1955 of The New York Daily News.

Playland landed in the center of New York area's largest photo—

a是一oppe parking from Playland, where a
downtown shopmaking off with his
clothes. Indian Point had a

principal news page in the front of the paper. A photo of one of the
tickets at a weekend en-
sertainment making like Dave
crochet, gauzing on a long,

Wait, Kear is Rockaways' publicist. Both Wall report-

sents the Point.

BOSTON, May 28—

General opinion of New England operators

is that the combination of snowstorms

and the region's last true

snowfall is coming

Decoration Day finds many

people frolicking with

merchandise, but there's no

suggestion, for the holiday is an

annual pointed event at which a

a sign of the summer growing is

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See 1st cancellation

Mineola May Quit Due to Site Woes

WESTBURY, N. Y., May 28—There were fewer steps this week that the Mineola Fair will be able to take to avoid the site cancellation in its 113-year history. Directors' meetings have been called on several occasions during the last two months in attempts to iron out differences and reach a decision.

Most recent get-together was Thursday night (26) when a lengthy session ending at 8 p.m. produced no concrete proposals except to put off making any decision until June 20, a Monday. It was discussed whether to run the annual three
days, or for five days, and at any rate a possible postponed location site charge would require moderate financial work and tent contracting.

It has been habitual for the fair to run for five days, and there has been an effort to properly promote itself. A June 20 deadline has, however, been adopted for a week advance period, in which to decide on the fair site. An employment list and process of contracts for tents, equipment & attractions.

Initial trouble for the directors is the Mineola site to the west.

The Mineola Fair is held at Roseland Park, and both tracks are the metropolitan area's major harness race tracks. They have a reciprocal agreement with Aqueduct, and have access to the other's facilities if anything prevents promoting their meet on their own track. However, it is likely that the group's racing work would be finished in time for the Mineola Fair, which will be held June 14-20, with the group not releasing Roseland Boulevard from the pact because of the million-dollar potential in grosses involved. The races will attract a large fair season, during its accustomed running time.

At First it was proposed that instead of the traditional two-night Thanksgiving-early October running time, the Mineola Fair would be pushed in advance during Labor Day week. This idea has apparently been set aside for the present, but it is hoped that another site be found for an alternative schedule later in the season.

Alternate Sites Studied

Mineola County Board of Supervisors, the only officially known housing boom has seen the gobbling up of virtually similar area, although there are several locations profiting including the old fairgrounds in Mineola. Problems immediately obvious obviously the aesthetic and the attitudes of the potential site location required at a new site, the large amount of cost involved in the possible date-switching by midway and attraction requirements could have been minor in the mind of industrial, commercial and agricultural exhibitors.

The original fair site was located in Hempstead in 1842. It was later held at Jamaica by both spring and fall fairs. Although the first fair held in Mineola was sold to Nassau County in 1917 and the fair stayed on as tenant there. Three years later the fair had found a new home and was readying the fairgrounds for permanent residence.

CARNIVAL WANTED

For the VERMILLION COUNTY FAIR

R. NIEDEL, Sec.

C. E. SPANG, Comm.

ATTRACTIONS WANTED

Big Names Shows or Professional Entertainers of all Types, Etc. H我不知道

BILL KAUP 3300 Sadie Brown, Mineola.

CARNIVAL WANTED

For Largest Fair in Cooper County

PART 2000, 2000 MT., August 5-7

Contact Byron Bechler

First Green Fair Assn.

Deposit for each of the 3300 signatures of the fair organizers.

FAIRS—EXPOSITIONS

Wanted:

Propose $25 Million Long-Range Building Plan for Ohio State

COLUMBUS, O., May 28—A $25 million long-range plan of buildings, for the rebuilding and expansion of the Ohio State Fair has been prepared by a committee that was established at the request of the Ohio State Council of Agriculture. The committee, which was appointed by Gov. Frank Lausche, has been receiving a study scheduled over a period of 10 to 15 years, which would cost $25 million per year.

The first step suggested is the completion of a sanitary land project, which is already under way, with the objective of obtaining additional average north of 17th Street. Most of the new developments will be centered on this new land, which must be double the size of the present fairgrounds. Total size, when all building is completed, will be 300 acres.

A new Grandstand is proposed for the area to replace the present one. A big-name recommendation that the present stand be replaced due to its physical condition and its location, which tends to divide the grounds into two parts. The new fair, along with horse shows and race track, would be located in the area on the fairgrounds. The grounds would be closed about 10 o'clock in the evening, and opened directly in the back of the stand.

Firm Ties In For Troy Hills Poor Event

TROY HILLS, N. Y., May 28—A Fair Show has been billed for the Morris County Fair this season, according to the reports of Mr. and Mrs. C. W. Swenson. Brought to the show is the "buffet bulletproof" for all poaches and from a number of details. Exhibition of the Quaker Oats Company. Prize in this equipment is the "buffet bulletproof," for all poaches and from a number of details. Exhibition of the Quaker Oats Company. Prize in this equipment is the "buffet bulletproof," for all poaches and from a number of details. Exhibition of the Quaker Oats Company. Prize in this equipment is the "buffet bulletproof," for all poaches and from a number of details. Exhibition of the Quaker Oats Company. Prize in this equipment is the "buffet bulletproof," for all poaches and from a number of details. Exhibition of the Quaker Oats Company. Prize in this equipment is the "buffet bulletproof," for all poaches and from a number of details. Exhibition of the Quaker Oats Company. 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HAMeLTON, Ont., May 28.—Combining a new title, enlarged attractions and tall equipment and an expanded music, the World’s Finest Shows doubled back here after mid-season with the wind out of the season at Sarnia, Ont. The enterprising show, in its second decade as Wallace Bros. Shows, is owned by Gerald J. Sullivan, who also rechristened the organization this year.

At Hamilton, Ont., winter quarters the show opened this week. The hamlet, which is 15 miles south of Sarnia, Ont., was played next. From Hamilton the show rolls south to Sault Ste. Marie, across the river from which the Michigan town of the same name that’s celebrating its centenni-

Re-Titled Jimmy Sullivan Show Boasts Expanded Ride, Show Lineup

First Road Stand Oklay For Metropolitan Shows

World of Mirth In Season Bow At Plainfield

CARNIVALS

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 4, 1955

WORLD’S Finest

THIRD

DIMMY

SULLIVAN

SHOW

MORE THAN 200 RIDS

Michigan town of the same name that’s celebrating its cen-

more than were carried last year.

(Hamilton) served as manager for the show.

NAZARIO

in

VICTORIA, Tex., May 28—Announcing the new addition to the Million Dollar Stock Show & Rodeo in Medicine. The announcement was made from the stage, announced. Show will be in the midway there for the seventh consecutive year. Dates are March 6-12, 1956.

Three days after this show opened in Plainfield, it was

HAMILTON, Ont., May 28.—A red one in Perth Amboy, N. J., two red ones in Perth Amboy, N. J., and two red ones in Hamilton, Ont., the 55th Purposes of the Assessment of Merchandise of the Merchandise in the Sunlight. The sun was not far below in Hamilton, Ont., at the time. As a consequence, the sun was not far below in Hamilton, Ont., at the time. The sun was not far below in Hamilton, Ont., at the time. It was far below in Hamilton, Ont., at the time. There was not much of a difference.

SUNLIGHT

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Meridian.

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LAGASSE AMUSEMENT COMPANY
Everything in Amusement... Anywhere in New England.

LARGEST FOURTH OF JULY CELEBRATION IN THE EAST. SECOND TO NONE, JULY 23 & 24, LOWELL, MASS. CENTER OF CITY, ATTENDANCE ENSURES. WIND-TIGHT AND WATER-TIGHT, COMFORTABLE CARRIAGES; LARGE SEATING CAPACITY; RESTROOMS NEARBY. SPECTACULAR FIREWORKS DISPLAY MONDAY NIGHT, THE FOURTH, ON THE COMMON.

WANTED
RIDES—All type Major and Kiddie without office. SHOWS—Side Show, Fun House, Glass House, Monkey, Wildlife and others up to standard. CONCESSIONS—Barker Boys, Greyhound Racer, Barker Dames, all type Bull Games, Hi-Striker, Pitch-Til-U-Win, Fish Ponds, Cigarette-Glass Pitchers, Novelties, Hats, Cork Game, Long & Short Ranges, Coke Bottle Toss, Hoop-La, all others.

FOOD—Cook Houses, Apples, Floss, Papcorn, Ice Cream, French Fries, Custard, Pizza, etc.

NEW DATES
ST. PETER'S FIESTA, JUNE 23-24-25-26, GLoucester, Mass. LARGEST FIESTA IN NEW ENGLAND. ATTENDANCE, 100,000. Booking Novelities, Hats, Jewelry and all types of Food Concessions.

HERE'S THE NEW ONE
FEAST OF THE BLESSED SACRAMENT, AUGUST 5-6-7, NEW BEDFORD, MASS. LARGEST FAIR IN TAKES IN THREE BLOCKS ON STREETS OF NEW BEDFORD, MASS. OFFICIAL AMUSEMENT, 200,000. Booking legitimate concessions, no food other than French Fries, Apples, Floss.

LAVORO YOUNT
PHOTO: 2098
MANCHESTER, TENNESSEE

For space, contact at once
LAGASSE AMUSEMENT COMPANY, 12 Whistlum St., Lawrence, Mass. Tel. 4-6446, or GENERAL MANAGER ORVILLE W. WESLEY, 13 Ballane Ave., Lawrence, Mass. Tel. 3-9905

RACING TURTLES
HOT TURTLES
$6.00 per dozen; $12.00 per 24 dozen. SEND POSTAGE. $3.00 PER 24. $2.50 FOR 12.

C. C. McCune, Snake Farm

RACE-AMUSEMENT-CONCESSIONS
opened in south Pittsburg, tennessee, june 20
Will book any legitimate Concessions except Cuckooles, Bingo and Photo. Good going for Curtis. This show will carry 12 Rides, 6 Shows and holds contract for 16 boys Side Fairs, starting August 5, Alexandria, Tenn. Show can use a few 12 Rides and cars that are broken down by selling the fair and expecting you. Containing Minor Boys and the person I talked to by phone, contact me, WALTER W. JONES and George Littles wants Handy-Fork Agents. All who plan to be with this contract must send up the proper bids and wires in the usual manner.

LAUGHING STOCK

Last Call for the famous
BUNKER HILL CELEBRATION

(Just as it used to be)
June 18-19 inclusive, MOUNT TOWN, MASS.
Hood's Parking Lot, SULLIVAN SQUARE.
Including 6 Big Nights, a Legal Holiday, June 17 (Bunker Hill Day); All Night Fourth, All Day Friday and Saturday. This is Your Chance to Start the Season with a Big Winner.

RIDES—CONCESSIONS
Novelties, Scales, Age, Eating Stands, Custard. Floats, save your time and money. Event Popular. Prize Winner of the population in the heart of Boston. Time is short—space is limited. East Boston to follow.

Also contracting now for GREAT BARRINGTON, MASS., FAIR, Sept. 11-18.

Contact: J. E. HARRIS
P. O. Box 88, or 103 Walnut Ave., Revere, Mass.
Phone Revere 3-3525

PHIL ISSER, General Manager

Electrician Wanted
West Electricians who understand transformers and can handle electric department for 30,000, 15,000 phone and 8,000 customers, Tel. $129.00 per week.

Call or Wire WILLIAM T. COLLINS

MANUFACTURING CO.

TATE MANUFACTURING CO.

R. E. TATE, President

107 E. MILEN STREET

MANUFACTURING CO.

107 E. MILEN STREET

MINNEAPOLIS, MINN.
WOMAN'S VIEWPOINT

Wise Public Shops for Best Concession Prizes

PHILADELPHIA, May 28 -- Success in the concession business stems from a firm grasp of the same principles which build and sustain the concession trade itself. It is the opinion of Martha Weirs, and the success of the family's business operations seems sufficiently confirmed by the fact that the Weirs stand alone in Philadelphia, with perhaps one other concessioner, to offer the public the most complete and appetizing assortment of refreshments and sweets -- a standing reminder of the family name. The public shop connoisseurs hold her in high esteem, and when they mention her, they mention her in a tone of respect.

Frederick Show
Plays First California Fair

ANGELES CAMP, Calif., May 28 -- The Alex Frederick Fair Time Shows played their first fair on the midway of the Calaveras County Fair and fencing Fun Juberle. The event closed its fourth annual fair day Sunday (5).

Fair Time, affiliated with Pan American Amusements, which operates the show, is said to have broken the local record.

WANTED

CONCESSION HELP, UP-AND-DOWN MEN, TRUCK DRIVERS, SEMI-DRIVERS FOR GLASS PITCHES; must be sober and reliable. Ten dollars per day, plus pay, good treatment; couples O.K.

WORLD'S LARGEST MIDWAY
AMUSEMENT COMPANY OF AMERICA

As per route: Ft. Springs, Ariz., May 27 to June 4; East St. Louis, Ill., June 5 to 11; Decatur, Ill., June 13 to 18.

EDDIE HACKETT

FLAGSTAFF, ARIZ., INDIAN POWWOW
JUNE 25-26

WANT Stack Concessions of all kind. Will sell EX on novelties. Can place any Kid Ride except Cori or Coaster. WANT Otopax and Roll-O Plane for this spot.

Can place Agents for Flas, Snow Cones, Cork Gallery, Balloon, Store, also Hustlers for Grand Stand.

LOYD WILSON

204 S. 224 St. Phoenix, Ariz.

WANT Carnival and Concessions for the Annual American Legion Fall Festival August 17, 18 and 19 Farmington, Ill. - 20 Miles West of Peoria Annual event for the past 12 years We show great crowds with nightly attractions - Thursday, Friday and Saturday. Contact JAMES VAIRA

24 E. PORT FARMINGTON, ILL. PHONE: 117

WILLIAM T. COLLINS SHOWS

Last Call for All Rides, Shows, Concessions Show opens Monday, June 13 Opening day at 11 a.m. Saturday, June 11, Fargo, N. D. Call William T. Collins, Mgr., 211 S. 7th ST., Phone, 349, or bring your own, to sell 25 cent rides. Call him at 10 a.m. at almost any time, or come to show. Call or write WILLIAM T. COLLINS, Mgr.

NORTHERN WYOMING

LEO LANE, P. O. Box 12 Savannah Beach, Ga.

WANTED

Arts, Merriments, Coop. Games, Games, Juke Box Keys, etc. Have all these on hand, may sell or trade. Will pay good prices for any of these, including Pops, Penny Chutes, Screen Curtains, etc. In Touch with Peoria, Lincoln, Bloomington, Galena, Iron, Browning, Monticello, Action, Eagle, Keokuk, Alton, St. Louis, Chicago, Rockford, Milwaukee, Chicago, etc. Call or write William T. Collins, Mgr.

SMITH STARTS OK

Continued from page 98

Says a冬天, but these will put later.

Chicago Show Folks Schedule June 5 Memo, Dedication

CHICAGO, May 28 -- Show business of America will hold its annual memorial services and dedications of the new entertainment season in Grant Park, Oak Memorial Park, in nearby Maywood, June 5. Henry C. Reek, vice-president of the corporation, said:

A special bus for members of the show and their friends will be available to take them to Sherman at 1:30 p.m. for the ceremony. Special feature of the show will be the dedication of the new entertainments and the new green merchandise, which were recently installed.

Lou Wallace, pastor of The First Presbyterian Church, will give the address of dedication. The Executive Committee will render several numbers, and Victor Concerts, radio-TV men, for former, will serve as master of ceremonies.
July 7th to July 20th inclusive

51st and Cicero Ave., Chicago, Illinois

Sponsored by

CLUB INTERNATIONALE FOUNDATION

WANT shows & CONCESSIONS

FOR BROOKFIELD, Masp., June 3 to 11; GLOUCESTER, Mass., 35th Annual Fourth of JULY Celebrations, June 27 to July 4; GREEN BAY, July 7 by 8.

Very fine concession territory. S tailor and Falstaff, very good for you. Will sell exclusive on Fresh Fran and Glass Fran. Ride Help and Agents for Business and Cigarette Foon. All replies to

HARRY KARN, North Brookfield, Mass.

Sunset Amusement Co.,

CELEBRATIONS AND FAIRS STARTING JUNE 22 SPRING VALLEY, Ilion, until CARBONDALE, NO., Fair, October 9.

Want Ride Help without cars who drive Service on 7th, Octopus and Kid Rides. Can please Hankey Trucks and Ball Games. Huffman wants Free Pool Agent. Six Cars with Hankey Park, For House and Doubleman wanted.

Duquesne, Iowa, his week; Spring Valley, Ilion, next.

Nevada Winds Smack Crafts Expo Shows

ARVIN, Calif., May 25—Crafts Exposition Shows were almost back to normal here this week after another amusing ride, concessions and

Tidwell Worker, Elephant Die

In Truck Crash

DALLAS, May 25—Tidwell Shows, and the show's elephant, Queenie, were knocked down in a highway accident. W. C. Hendricks, who was driving the show semi-truck, was injured. Hendricks and Joseph were on their way to McKinney, north of Dallas, to set up for a Lion's Club show. The truck encountered a service road leading from Central Expressway after the brakes failed as it was about to turn off onto another highway, Joseph, riding in the cab with Husband Hendricks, said he saw the truck ahead of them.

Lights in Sky — Free Aerial Acts
Not a Dull Moment

This IS IT—YOU CAN'T MISS!

Contact

L. MATURA

8322 S. May Field Ave.,
Oaklawn, Ill.
Phone Garden 2-1537

41 BIG DAYS HIGHLIGHTS
14 BIG NIGHTS
1/2 million free ride tickets—distributed by Coca-Cola Bottling Company. All rides free—6:30 to 7:30 every night. Polka Contest will be televised and broadcast every night from grounds. 7 Ford cars given away—every other night.—absolutely free. A TV celebrity on stage every other night.

ALAMO EXPOSITION SHOWS

WANT FOR COLORADO SPRINGS AIR BASE PAYDAY, June 13-14; followed by FORT WADSWORTH AIR BASE, June 20-25; then the BIGGEST JULY 4TH CELEBRATION IN WYOMING AT LARAMIE, then 14 Fair Riding late in July, and 14 Fair Riding late in July, snow

For Sale

50-40 Phone in Home Office

CARNIVAL BIRDS

PARAKEETS

CANAIRIES

FINCHES

CAGES

Write for prices

CONRICK BIRD FARM

8950 South Western Ave.
Los Angeles, Calif.

Phone Pleasant 8-5294

T-E-N-T-S

AMERICAN TENT CORPORATION

of Fine Show Tents

201 L. L. Aldrich, Inc., Box 19, Chicago, Illinois
Representative C. C. Mitchell

PARADA SHOWS

Wine, Whirl and Jupiter Fair

WANT FOR BROOKLYN BOWLING ALLEYS

Complete Sets of Concessions

JUNO Farms, 821 West 231st St., New York City, N. Y.

WANT FOR WINDSOR SALLEY, M. C.; NORTH WILKESBORO, M. C.; WEST JEFFERSON, M. C. (All Downtown Locations), and then the BIG ONE—SALEY, J. A. JULY 4TH CELEBRATION (On "La" at Sunset—Open Midnight)

WANTS TO JOIN ANCE

Xmas Kite and Little Dipper, Dixie Shows, Half and Half Man to handle Animal Show, and Man to run Fortune Wheel

Address L. I. THOMAS, Mgr.

MOSQUITON, W. VA., THIS WED
M. D. AMUSEMENT SHOWS

WANT CONCESSIONS: Novelities, Age and Scale, Hanky Panks or any concession that works for stock. WANT: Snake Show, Fox Show or any kind of Side Show. See Clipper at Show. Send offer to Clipper. Want: Sunny, Alton wants Side Show. Help. Acts, Fair. Will work out Side Show banners. Want to book or lease: Ferris Wheel, Octopus or any new Ride. Want good Ride people in all departments. Semi drivers preferred. Scenic Artist and Show Painter wanted at once. Full season with good pay. All replies to:

SAM E. PRELL
Martinsburg, West Virginia

Decatur, Indiana, June 13-18
Gigantic Street Celebration
"Around Courthouse Square"

D. W. GLYNE, HIWATHA SHOWS
3915 W. 312th St., Chicago, Ill.

TENNESSEE VALLEY AMUSEMENTS
June 13
Program only pay roll

GEORGE CLAYGE SMITH SHOWS
COALDALE, PA., THIS WEEK, TUESDAY, NEXT WEEK.

AGENTS WANTED
Can place Agents for Buckets, Hats, Hats and Hanky Panks. Bucket for season with William T. Collins Show, opening July 13, Fargo, North Dakota. Contact:

MAX FRIEDMAN
Chateau Hotel, 2032 Broadway, Decatur, Ill.

WANT PROMOTIONAL DIRECTOR FOR
NEW JOYLAND PARK
Erie, Pa.

One who knows how to get parties and parties. Those who write or call will be contacted by mail or phone. All replies keep your word. Address:

JOHN L. SMITH
Box 119, 9, N. Y.

At Liberty
Legal Adjuster
With Tom Concessions, Phone or wire
Mark Curley Graham
Chancellor Hotel, Philadelphia, Pa.

Ben Glover
Wants
Hickey Store Agents.

Zero, 15th Ave., Des Moines, Iowa

Ben Glover
Wants
HALF & HALF

At 240 W. Van Buren St., Chicago

Need Callers-Agents
Cosmopolitan, Contact

Mack's BINGO
Horseshoe Bar, Cali, Field, 7th Ave.

Cross Road Amusement WANTS
Can use Harry Panks, Cripple or a 5-Shoe Game. Wanted Wheel Man, Foreman for Officers, also wanted. Act good and loud. Must be able to write in Michigan chalkboard's license.

All replies to DONALD BRANAH
Hollidaysburg, Pa., until June 4, then Des Moines, Iowa.
PHILADELPHIA, May 28 — The Charles E. Hires Company is currently featuring two new additions to its line of root beer. The Super 12- and the Campus Special Snackie. The Super 12- foot unit, has the Hires' key, counter accommodation. The Super 12 has two grills or other service equipment, a building size that is more in keeping with the new reviving sign. The smaller unit, while it is six inches longer, features the key and a hot dog grill. The latter snack bar has a bank of grills, to place in the baking area to place. Water storage facilities are also included. The Super 12 is equipped with a 110 volt electrical current.—Charles E. Hires Co., South 34th Street, Philadelphia, Pa.

Boulevard Grill — KICKERTOWN, Pa.—A combination char-broiler and grill with a two-meter hot plate is being marketed here. The unit has a combination of charbroiled steel grates, polished cast iron griddles, and a hot plate, all of which are adjustable, in addition to a utility drawer. It is 16 inches high, measuring 46 inches and 32 inches Maglik's Equipment Corporation, Broad Street, Kickerstown, Pa.

Fryer Has High Output

HOUSTON, Tex.—A deep fryer that is said to have high output and will operate on a variety of mixed and manufactured as well as LP gas, has been placed on the market here. Features include cast iron square burners, 36-inch frywell, large built-in oil filter, and patented separate sediment chamber, and a 24-hour manual or automatic overflow. Exterior is of painted galvanized steel. The Moveable Machine Corporation, Route No. 2, Houston. Vernacular Ice Maker

FARIBAULT, Minn.—An ice maker that has been introduced here that produces both cubes and crushed ice with an additional crusher mechanism. Unit is air-cooled and equipped with a 24-hour storage bin. The ice maker accounts less than a foot of floor space and can be installed under counter. Price, $30. The Sales Ice Machine Company, 4th Street and Park Avenue, Faribault, Minn.

Fryer Heats Fast

CONSHOHOCKEN, Pa.—A deep fat frying unit that is said to preheat to 350 degrees in nine minutes is being used in various restaurants. Fryer has interchangeable fry baskets, permitting the use of various sizes and unthreaded oils. Shallow kettle size is roomier than conventional models and can be used under counter. Price, $50. American Ice Machine Company, 4th Street and Park Avenue, Faribault, Minn.

Burlick's Greedy

ELDORADO, Tex., May 28— (Special to Associated Press) — A new addition to the United Fruit Company includes the following: Office, 1426 and 1428, Aine Row, Canal Street, New York.

Burlick's Greedy

ELDORADO, Tex., May 28— (Special to Associated Press) — A new addition to the United Fruit Company includes the following: Office, 1426 and 1428, Aine Row, Canal Street, New York.
An ad for Carnivals and Fairs. It includes details about various shows, including Spring Rain Aid Prospects of Ozark Event, Chico, Calif., Pulls 47,376, and Carnival in Indiana. The ad also provides information about locations and dates for different shows and events.
CIRCUSES

KING-COLE TIGHTENES PROGRAM, LOADING

Drop in Business Brings on Changes; Show Quits Cities, Looks to Future

SOUTH BEND, Ind., May 28— Business for King-Cole Bros. & Cole, Inc., a major circus company, has been off for nearly a year and a half, and it is not expected to come back for the rest of the season.

The South Bend show, which is the first of the season's shows, has been cut short by bad weather. The company was forced to leave the area after the first week of its run due to a severe storm. The next show is scheduled to begin on June 10 in Chicago, Ill., but it is not known if the company will continue its tour beyond that date.

General Manager Arnold Maley said the receipts were running several hundred dollars a day, which was less than expected.

"It was a bad week," Maley said. "We lost all of our patronage and only made a few dollars.

"The weather was terrible, and we were unable to attract any business. We're hoping things will improve next week, but I don't think we'll be able to make much money.

"We're looking forward to the future, but it looks like we'll have to wait a while before we can make any changes."

Maley said the company is planning to open a new show in Chicago next week, but it is not known if the company will continue its tour beyond that date.

KELLY-MILLER Light in Ind.

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Weather Hurts R-B in Philly

[Continued from page 5]

Trevor's, noted for its novelty items and natural displays, was hit by the combination of the Three Nocks and their swapy mate treatments which all fell under the big top. At least 20 feet were canceled in one blow, and the swolated performers caused the canvas even when waving it. The only ones who restricted them to where they cannot be seen are the Sam Reid's, for free-swaying, limiting the radius to the sector, interchange of poles, but had been at variance.

Self-Serving Seat

Suddenly apparent to the show visitor is the absence of usherettes in any great number. Concession stands are shown to their seats by a few men and several girls who hold performing rings in their hands, but once the show got started the usherettes found their own seats. Each aisle is plainly marked by a large red placard bearing a white letter. Anyone wanting to exchange can make out of the aisles, the booth available for that purpose near the entrance.

All seats are reserved this year, down to the last section of blue. The aisles are the few hundred of usher help and only one can exchange booths where three former ones were formerly allowed. The entrance between it and the new movement is designed to keep the passage outside of the congested top.


No. 2. Clown walk-around.


No. 4. Bird act, with Para- porz, also Karoly and Evans.

No. 5. Animal acts, with Alphonse De Jonghe and clowns in center ring, and the Ring, and Miss Mary Lou, poodle and dog.

No. 6. Clown walk-around.


No. 8. Clown walk-around.

No. 9. "Holidays" spectacle.

No. 10. Uita, finger balance.

PHONEMEN WANTED

[Continued from page 5]

King-Cole Tightens It Up

[Continued from page 5]

Feather Plumes for HORSE & ANIMAL SHOWS

Majentra Plumes—Dutch Tim and Plumes—Mountville

SOUTHERN CIRCUS FEATO

WANTED WANTED


WINTER WANG" S

All receives are paid cash. No housemen. No calls unless appointed.

535 W. 9TH ST., BALTIMORE, Md.

THERMALS, MACHINERY AND STEEL DIVISION

United Iron & Steel Co.

MACHINERY AND STEEL DIVISION

535 W. 9TH ST., BALTIMORE, Md.

1,000 Names and Addresses of Top Booking Agencies in U. S. $3.00

SWAN'S

Liberty, Lillyville, Ills.

PHONE MENTION

(For Sunday only)

6—PHONEMEN 6

Phone Mention, please, for Sunday only.

PHONE MENTION

(For Sunday only)

Phone Mention, please, for Sunday only.

PHONE MENTION

EMERGENCY SERVICE

To call aide, call 1115, W. W. Tuller, 209-1115. Also, for 118, all night pharmacist. Call 118 for care, every night of the week. Give name, address, and condition.

LABOR NEWS

5 East Church St., Jacksonville, Florida

18-PHONEMEN—8!

Chapel's deal, South 9th, 18-PHONEMEN—8! H. E. Chapman, manager. Give name, address, and condition.

Want Flying Return Act

Want Flying Return Act

Call 201-2 and ask for Eagle.

CLAYBONE

Care New York, Set. C. Davenport

WAX PROMOTIONS

18-PHONEMEN—8!

Wax Promotions for Circuses

Wax Promotions for Circuses

Call 201-2 and ask for Eagle.
For Missing Girl

Have you seen Mary, 15, who has...
A Sure Winner... The New OAK

CANDY STRIPE BALLOON
No. NM10C
A GOOD JOINT WITH RED & GREEN STROKES OVER WHITE & YELLOW.

Available

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Letter List

Letters and questions answered in person in case of The Billboard will be answered in the manner typified by the following letter.

MAIL ON HAND AT THE BILBOARD
1388 6th Avenue
New York 19, N. Y.

Dear SIR:

I have a question about the value of my collection of rare records.

Sincerely,

[Name]

MAIL ON HAND AT THE BILBOARD
1388 6th Avenue
New York 19, N. Y.

Dear [Name],

Thank you for your question. I would be happy to help you determine the value of your collection of rare records.

Sincerely,

[Your Name]
OHIO STATE'S BUILDING PLAN

- Continued from page 49

north and south around most of the fairgrounds and the development of natural resources in a wooded area. Along with these various activities, it was proposed that new streets, sidewalks, fences, and utility areas be developed.

Also planned is a Manufacturing Buildings Unit at the north end of the mall, a lagoon, agriculture administration building, and a service building.

A number of present buildings are scheduled to be torn down or adapted for use in the plan, according to the master plan. New additions proposed in the old fairground buildings include a livestock, museum and buildings for the entertainment of farmers, foods, poultry, dairy products, beef cattle, health and safety shows, and horse and swine shows.

Increased Parking

Automobile parking, a problem at the Ohio fair, will be solved partially with the acquisitioin of the new land north of 17th Street. Space for well over 6,000 cars will be provided.

A committee called "The Ohio State Fairgrounds Development Committee," headed by Myers Y. Cooper, former Ohio governor and a veteran fair executive; John Ein, Earl M. Mann, Byron Frederick, Ronald Spahn and Carl A. Strauss.

Factory guides familiar with the development of the plan were:

1. It should help make it possible for the State Fair to reflect to a maximum degree the social, economic, farm and industrial life of the State.

2. It should provide facilities to help meet some of the recreational, educational, business and social needs of agricultural, industrial, civic and youth groups of Ohio.

3. It should provide a pattern for the "fairgrounds" to see the exhibits in orderly manner.

4. It should provide areas of interest—livestock, horticultural, youth, announced center, etc.

5. It should provide adequate and convenient parking for exhibits and visiters.

6. It should be attractive and well shaded.

7. It should provide a system of streets for the non-motorized traffic.

8. It should provide adequate space for an expanding exhibition.

9. It should provide adequate safety and health protection to visitors and exhibiters.

Let these name brands work for you!

YOUR OWN GIANT NAME BRANDS CATALOG - FREE

Here is your own Giant Name Brands Catalog. Just fill out and mail the coupon in this page! We send you a new Giant Name Brands Catalog with great buys on all the items you use every day. No obligation. Orders filled within 24 hours.
QUACK QUACK DUCK
It's NEW—Plenty of Action
$20.75 PER GROSS $1.90 Per Dozen
(Ask for Last Card)
12927
12927
DAVID LON
FAIR TRADE

AGENTS & DISTRIBUTORS

A MOST HITS—FIRST TIME EVER!

A new hit, a most promising hit that is sure to become a "must have" for a large group of people is now available from the DAVID LON
AGENTS & DISTRIBUTORS.

Biologicals, Inc., 236 South State St.,
Chicago 6, Illinois, has announced the
availability of "A MOST HITS—FIRST
TIME EVER!" which is a new and
unique product that is sure to become a
big hit in the market.

"A MOST HITS—FIRST TIME EVER!
" is a biological preparation
that is said to enhance the growth of
plants and to increase the yield of
fruits and vegetables. It is claimed to
be effective in preventing and curing a
number of plant diseases and pests.

The product is said to be easy to
apply and to have a long duration of
effect. It is also said to be safe for
human use and to have no side effects.

Biologicals, Inc. is a well-known
company in the field of biologicals
and has a reputation for producing
innovative and effective products.

"A MOST HITS—FIRST TIME EVER!
" is available through the DAVID LON
AGENTS & DISTRIBUTORS, and is
expected to be a great success in the
market.

For more information, please contact
Biologicals, Inc., 236 South State St.,
Chicago 6, Illinois.
LITTLE ATOM
World's Smallest Pistol

DIRECT FROM MFR.
3-Piece Rotatable Set
Washes Red, Blue and Green.
$54.40 per gr.
$6.00 sample

MISCELLANEOUS
Chromed
Refrigerator...$19.00 Gr.
Sample...$17.50

M. P. FILMS & ACCESSORIES
Expensive Films...Great Variety.

SHARPE'S LTD
123 ROYAL SEATTLE, WASH.

PRINTING
Ink on Linen, Shells, Silk, Crepe.

WORLD BLOWERS FOR VENDORS
and MERCHANTS

SALES MEN WANTED
All Matches, Shell, Amazing, Johnsons, Mills, Bow, Hagen, Gen. Bissell, O'Bannon, Schreiber, Heinrich, etc.

TATTOOING SUPPLIES

WANTED TO BUY

PITCHING DEMONSTRATORS X-ONE
Sells for $1.00

PIONEER Qualatex
Streetman Balloons!

FREE WHOLESALE CATALOG

HAWAIIAN

"TI" PLANT LOG

NEW LOW PRICES POLISHED ALUMINUM IDENT

ACTUAL WORLD'S MODERN PRINTS

LAVOR WORLD'S MODERN PRINTS

Send for FREE CATALOG

OPTICAN BROTHERS
300 W. Market St., Kansas City, Mo.

DISPLAY CARD
3 PCE.

HIGHLY RECOMMENDED

WANTED TO BUY

MUSICAL INSTRUMENTS,
ACCESSORIES

HARVING ORGAN COVERINGS, SPREDS, AND LINING

MUSICAL INSTRUMENTS,
ACCESSORIES

WHOLESALE DISTRIBUTING

FREE 1955 WHOLESALE CATALOG

PIONEER Rubber Company
407 Texas Blvd., Willard, Ohio
**The Original MINIATURE CANDID CAMERA**

**FREE-wholesale CATALOG**

ONLY $13.50


take photographs in your own home—no special facilities required. See your favorita pictures. Now you can make your own snapshots and give to your friends. Comes in a beautiful case. *Gold Finish* $15.00

**THE LIPPMAN CO.**

233 Woodward Avenue, Detroit 26, Mich.

**GEM Sales Co.**

332 W. Howard St., Chicago 5, Ill.

**ATTENTION!!**

**KITCHEN UTENSILS**

**SALE!!**

SAVE $34 ON THIS FINE QUALITY SET

**BULBOV, WALSHAM, Etc.**

**GOLDEN ROLLER**

10 Anit. 99c.

**$75**

**SAY GOODBYE TO YOUR WAGON JUMBERS**

Conventional.

**FREE WHOLESALE CATALOG**

**CHAIRS-TABLES**

**IMPOUNDUBLY QUALITY**

**FREEewith CATALOG**

**GAS SHAVING**

**FERGUSON S SHAW**

**GIVE TO DAMON RUNYON CANCER FUND**

**HELP WANTED CLASSIFIED ADVERTISEMENTS**

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 3 pt. caps. RATE: $3.00 a word—Minimum $15.

CASH WITH COPY.

DISPLAY CLASS ADS..... Containing larger type and white space are charged for by the agae line, 14 times to the inch, (No illustrations or cuts). RATE: $1.00 a line—$14 per inch.

Forms Close Thursdays for the Following Week's Issue

**AT LIBERTY—ADVERTISEMENTS**

Sc a Word, Minimum $10.

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

**BANDS & ORCHESTRAS**

Available for Fairs and Clubs.

**DRAMATIC ARTISTS**

**MISCELLANEOUS**

**MUSCIANS**

**KNIVES**

**DIRECT FROM IMPORTER LARGEST SELECTION FROM**

**BURLINGTON CATTLE Co. Chicago, Ill.**

**BLOWOUT**

**MILLS SALES CO.**

**UNION NOVELTIES**

**GOOD FOR**

**Have You Seen New 1955 HEX CATALOG**

**FISHING SEASON IS HERE**

**BELLOSALES CO.**

**LEADERS LEADS AGAIN**

**BIG ONES**
The primary source of supply for the overwhelming amount of Merchandise, Premiums and Novelties these buyers will need during the coming Fair Season will be the Summer Special ... jam-packed with new, hot, exciting news, special features and the latest list of Fair Dates ... so vitally important to all these people.

Advertisers - the quickest way to get a really BIG SHARE OF THE MARKET is to run a large, result-producing advertisement featuring the Merchandise you have to sell in this big, IMPORTANT SUMMER SPECIAL.
### Advertised Used Coin Machine Prices

**MUSIC MACHINES**

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Washington, May 23—The National Confectionery Salesmen's Association has awarded a contract to the firm of F. H. Maddox and Company of Chicago for the production of a new line of confectionery products.

The contract was signed Friday by President James J. Brown of the association, and the contract runs for a period of one year.

The new products will be distributed through the association's regular sales force.

EDWARD, N. J., May 28—In an effort to control the sale of soft drinks and ice cream, the state of New Jersey has enacted a law requiring all vending machines to be inspected annually by state officials.

The new law, which went into effect last week, is designed to ensure that vending machines are operating properly and that they contain only safe and wholesome products.

The law also requires vending machine operators to maintain records of sales and to report any violations to the state.

The new law is expected to improve the quality of products available through vending machines and to reduce the incidence of violations.

FORTLAND, Ore., May 28—The Oregon State Senate has approved a bill that would allow the sale of alcoholic beverages in the state's public buildings.

The bill, which was sponsored by Senator Robert F. Smith, was passed by a vote of 21 to 14.

The vote was the result of a long and heated debate, with opponents arguing that the sale of alcohol would lead to increased crime and violence.

The bill now goes to the Oregon House of Representatives, where it is expected to be debated later this week.

DOW UNDR

Aussies eye new salesmen vendors

By Fred Amann

MELBOURNE, Australia, May 28—Australia's largest coin-operated vending machine company, National Vending Machine Co., announced today that it has signed a new sales agreement with a group of Australian vending machine operators.

The agreement covers the sale of National's new line of vending machines, which includes a variety of products such as candy, soda, and cigarettes.

National Vending Machine Co. is one of the largest vending machine manufacturers in the world, with operations in Australia, the United States, and Europe.

The new agreement is expected to boost National's sales in Australia, where the company has been experiencing strong growth in recent years.

F. H. Maddox, assistant manager of Electronic Information Services, said, "This agreement is a significant step forward in our efforts to expand our presence in the Australian market."

National Vending Machine Co. has a long history of success in the vending machine industry, and its products are known for their reliability and durability.

The company's new line of vending machines is designed to meet the needs of both retail and wholesale customers, and it includes a variety of products that are popular in Australia, such as candy, soda, and cigarettes.

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Cookies or Crackers? Op's Find It Confusing

CHICAGO, May 8.—Because of the confusion among operators in cataloging and marketing "cookies" and "crackers" the vending machinery industry is taking action in an effort to set up standard products and labeling definitions.

Ahhah, there is no true cracker being vended, like the saline or white Meat Crisps, type wafer, the peanut butter or cheese sandwich; (made of 90 per cent of the fats with crackers ingredient) are so close that they have been labeled "crackers." "Cookies," therefore, represent all flavored dough items, cream type wafer sandwiches and even dough items such as fig or jelly rolls.

It is generally accepted that cookies do a better volume when vended near a coffee, milk or hot chocolate machine. Crackers do better vended alongside soft drink equipment or in locations where there are no drinks.

Contrary, cookies and crackers are about the same, with a few varieties of cookies running a dime each per 100 count. There would be a great difference, in favor of crackers, but for the current high cost of peanuts.

Shell leaves the cookie types, but packaging is a prime factor in both cookie and cracker products. Cookies generally last from four weeks to six months in vending equipment, while crackers average about 12 or 14 months.

Ernest Fox, president of Austin Vending Company, Baltimore, said, "Our sales are up 30 per cent in the past year thanks to either operators have been 80 per cent of cookies and 20 per cent of crackers." "However, the trend is changing" comments G. Breuren, general sales manager of the Federal Vendors & Route Company, Inc., Cleveland, Ohio. "Cookies are, in our opinion, causing the most in the vending industry. This is because of the increased variety available, the fact that many items in cookies are proving just as satisfactory a lunch as the peanut butter and peanut but- ter cheese sandwich. Also, because of the sugar content, cookies provide a higher lift in energy."
**VENDING MACHINES**

**5-STAR BABY GRAND**

Vending Capsulated Items at 10c.

The Most Fabulously Profitable Dual Easy Mode Available to the Trade.

- **5-STAR BABY GRAND** filled with VICTOR's high-quality merchandise will bring your customers back time and time again. Your potential repeat business is almost unbelievable!
- **16,5-STAR BABY GRAND FOR VENDING QUALITY MODE.** Packet and sold 4 to the case.

**WRITE** for complete details and advise models you wish to convert.

**NOW! KING SIZE**

**VICTOR'S NEW "KING SIZE" 1 BALL GUM AND CHERRY VENDER TAKES IN $19.00**

Now introduced capacity for Intermediate Hybrids. Large variety and high profit. Latest hit at retail. Proven successful. Over 500 installed....

- **GOLDEN EARRINGS** setting themselves for spectacular sales. They are the most impressive and immediately attractive displays you can ever have.

- **LOGAN DISTRIBUTING CO.**

- **CHICAGO, ILL.**

**FACTORY DESIGNED—FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!**

We have perfected conversions for all Du Grier models starting with the "S" to permit 25c or 36c operation. All these models can be converted to vend at two prices simultaneously.

**WRITE FOR COMPLETE DETAILS AND ADVISE MODELS YOU WISH TO CONVERT.**

Arthur H. Du Grier, Inc.

MILLBURN, N. J.

America's largest manufacturer of Defendant Mechanical Venders since 1918.

**EXCLUSIVE DISTRIBUTORS WANTED**

Selling these machines is your ticket to success. Your name in your machine is a guarantee of success.

- **AMERICAN PRODUCTS CORP.**

- **P. O. Box 2343**

**5-STAR JUMBO GIANTS VENDORS**

Daisy Crockett Souvenirs by Victor

Rifles and Pistols with Daisy Crochet Knit Knives and Scalloped Sting Shot

Contact your nearest Victor Distributor

**VICTOR VENDING CORP.**

5701-13 W. Grand Ave.

Chicago 39, Ill.

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**LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...**

**PACKAGING GUM VENDER**

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on your 30-day trial basis.

**WIRE, WRITE OR PHONE FOR COMPLETE DETAILS**

THE NORTHWESTERN CORPORATION

2456 EAST ARABIAN STREET

MORRIS, ILLINOIS

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**MANNELL GUARANTEED USED MACHINES**

Consisting of 20 to 25 quality items, these used machines are listed at bare-bones prices, with special protection, for only $48.00 per machine, F.O.B. Chicago.

**VICTOR VENDING CORP.**

5111 Grand Ave.

Chicago 39, Ill.

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**Pennies Pay Off for with greatest money making scale on the market**

$20 down paid in 10 equal payments. Good looking machines. Priced up to par for the public. Wire Customers or Listeners. Two machines and add two dollars to price. No size limit.

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**ATTENTION, OPERATORS!**

**VICTOR'S SUPER CAPSULE MIX**

Consisting of 20 to 25 quality items, these used machines are listed at bare-bones prices, with special protection, for only $48.00 per machine, F.O.B. Chicago.

**VICTOR VENDING CORP.**

5111 Grand Ave.

Chicago 39, Ill.

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**THROLLING SOUNDS STIMULATE SALES!**

For Noise Makers

**ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS**

- **5 ct. on All Hot Water Machines**
- **10 ct. on All Gum Machines**
- **4 Sons Adam Gum now with every 6 in." ADAM"**

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**AMERICAN SCALE MFG. CO.**

4256 Clare St. N.W. Washington 7, D. C.

Send more details to Send scale 2300 demonstrators.

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Footproof—guaranteed 3 years. No knots or breaks in turning. 100% starched. Wax-impregnated surface with each weight. Made for Vending Machines. 14"x24", 1" thick. 15 lb. each. Shipping weight, 350 lbs.
NCMDA Adds Firms, Announces Policies

CHICAGO, May 28—National Coin Machine Distributors' Association, newly reorganized distributor organization, added five new firms to its roster this week, bringing the total membership to 62.

At the same time AL Schlegel, managing director of the organization, issued a statement of policy.

Analysts of the industry, according to NCMDA sources, observed that NCMDA for this week were William R. Hoppes, Jr., of Badge Sales Company, Los Angeles; C. V. Hicks, of Hermann Music Company, Nashville; W. J. "Herb" Conner, of County Music Company, Augusta, Ga.; Leonard Drapkin, Lawrence Novelty Company, Monroeville, and Charles A. Robinson, of Miami and Robinson Company, Los Angeles.

Membership Goal

Ultimate goal of the association is 66 members, according to Schlegel.

The association's statement of policy explains both NCMDA's obligations to the industry and its objectives. The statement follows:

"The distributor will make every effort to bring to the attention of the general public to the idea of installing a new coin-operated machine which can be found in the machine's sales and service departments. The distributor will be allowed to submit new products for the distributor's approval and rejection of an approved machine will be a final decision for the distributor."

The statement was issued to all members of the National Coin Machine Distributors' Association as follows:

"It is not the intent of National Coin Machine Distributors' Association to dictate the policy of any member to dictate policy, price, or to be forced to introduce any machine that is not in the public interest. National Coin Machine Distributors' Association will not impose limitations on all manufacturers to keep our country running smoothly."

By the end of the week all the distributors, except for the two biggest chains, had already signed their agreements and the association had accepted the new policies.

Waldorf Chain Opens Doors To Juke Boxes

BOSTON, May 28—The first major chain of juke box operators announced plans for a new chain of juke boxes. The Waldorf Chain, owned by Waldo Johnson, is planning to open its first location in Boston next month.

The Waldorf Chain plans to open a total of 10 locations in New England, with the first location set to open in Boston on June 1.

The Waldorf Chain is expected to bring in a new clientele and increase the popularity of juke boxes in the region.


BOSTON, May 28—Some evidence of soft spots in the music machine dime conversion drive in the New England area was reported at a meeting Thursday morning of the Massachusetts Music Industry Association's dime conversion committee. Saul Robinson, MMDA co-president and operator of Pinehurst Piano, spoke at the meeting.

Robinson discussed the future of the dime conversion drive and the need for a new approach. He suggested that the group plan to convert the dime machines to quarter machines, rather than a hand-fulling group that would be more easily converted.

The committee also discussed the possibility of increasing the number of dime machines in the area, with Robinson suggesting that an increase in the number of dime machines would be beneficial.

N. J. Ops Mull Ways of Improving Standards

NEWARK, N. J., May 28—Members of the Music Guild of New Jersey threshed out possible methods of improving operating standards at the organization's general meeting here last week.

President Sam Walder addressed the meeting on the unusual location activity in Newark and Hoboken counties and the importance of keeping in touch with state of locations and bosses on operators.

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MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry this week were the following:

- The Billboard: The magazine reported on the merger of the Music Business Weekly and Billboard, creating a new publication called the Music Business Weekly.
- The Radio and Television News: The magazine reported on the recent increase in radio and television revenue.
- The American Magazine: The magazine reported on the recent popularity of comic books.

The week's major event was the presentation of the annual Award of Merit to the best author of a comic book. The award was presented to Jack Kirby, the creator of the comic book "The Spirit.

Coin Calendar

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events or changes in your area.

June 4—California Music Merchants Association, annual banquet for all divisions, Los Angeles Hotel, Los Angeles.
June 5—National Association of New Haven Distributors, annual dinner, Hotel Congress, New Haven, Conn.
June 14—American Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
June 17—Music Operators of Michigan, annual meeting, Fort Wayne Hotel, Detroit.
June 18—Ohio State Operators' Guild, annual banquet, Conrad Hotel, Columbus, Ohio.
June 19—Nebraska Automatic Phonograph Operators Association, quarterly meeting.
June 20—Westchester Operators' Guild, annual meeting, Bunker Hill Hill, White Plains, N. Y.
June 20—South Dakota Phonograph Operators' Association, quarterly meeting.
The AMI Horn of Plenty

AMI Model "F", NATIONAL HEADLINER on the juke box scene, has invincibly proven the extra selling power of true High Fidelity music. Let the AMI horns deliver their plenty to you.

★ Over 3 Times the Speaker Potency of Any Other Phonograph
★ A Multi-Horn High Fidelity System Worth the Price of the Phonograph Itself
★ Full Range Sonoramic Sound.

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

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1100 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the JMA AMI Juke Box sold through Oscar Siesbye A/S, S Palsgaard, Copenhagen K., Denmark


64. Certo, Inc., 1990.


QUICKER SELECTION ... INCREASED TAKE with one single hit tune center strip

No more time-consuming, money-wasting delays. Helps make the all-important first selection almost automatic. Other popular features include more cashbox capacity, new Make-Selection light, double title strips for faster programming and new eye appeal through color.

RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.
Established 1856
Vending Wins 1st Round
In N. Y. Supreme Court

Continued from page 14

#### Cincinnati

Halpern, veteran music promoter who has handled the biggest names in the business, is the head of Philadelphia-based Continental Atlantic Distributors (Al reverse)

#### Milwaukee

United, Inc.

Top Sales Month

"The biggest month of business in the history of the company," says Jim Meyers, controller of the Milwaukee firm, "was the month of June. The sales report of last month has been the largest in the history of the company." Meyers also noted that the company's sales have increased by more than 30 per cent over the last year.

#### Washington

Continued from page 14

#### Detroit

Valleymfg. Co.

#### Philadelphia

People's Pulp Co.
ROCK-OLA Revolving Record Drum

The world-famous ROCK-OLA trouble-free mechanism easily recognized by the familiar vertical Revolving Record Drum, features precision movement equal to the finest Swiss watch yet is as rugged and durable as a bulldozer.

ROCK-OLA Phonographs are built to give you more years of trouble-free operation to assure you of maximum earnings and satisfaction.

See Your ROCK-OLA Distributor

ROCK-OLA MFG. CORP.
800 N. Kodia Ave./
Chicago 5, Ill.

Model 1448
120 Selections
Hi-Fidelity
Music

Worth More When You Buy
Worth More When You Trade
Arcades Are Fantasyland; Bigger, Better Than Ever

Flying Saucers, Jets, All Your Dreams in Modern Penny Walk-Thru

Continued from page 1

N. J. Supreme Court Rules on Pinballs

TOMENTON, N. J., May 28—New Jersey game operators and distributors on Wednesday lost their case in the Supreme Court decision handed down by the New Jersey Supreme Court this week, eliminating pinball in New Jersey. The case was involving the Banneck Vendoring Company.

At press time, The Billboard had not received a copy of the decision, but several New Jersey distributors claimed it was decided in their favor, thus keeping pinball legal in New Jersey.

Arcade Combo—New Old-Time Equipment

NEW ORLEANS, May 28—In the midst of a growing number of "old-time" amusement game operators coming west to round up new audiences, 25-year-old Harry Batt, operator of the Crescent Beach Arcade here, has returned to a "new" old-time equipment with great success.

Newark are two over 30 machines in the establishment, but the addition of from 15 to 20 new machines has added a new and different note. The case with many beach Arcades, most popular units have been fortune tellers, punch-mat and pinball, the latter making up approximately 25 percent of the case's inventory.

Boat, elance concessions and amusement park holdings are among the largest in the South, given the Crescent Beach Arcade an additional 25 percent per year. It is a very pleasant and intimate system, to the heavy traffic.

The Arcade is located in the center of the city, approximately a 10-minute walk from the "new and different" note. The case with many beach Arcades, most popular units have been fortune tellers, punch-mat and pinball, the latter making up approximately 25 percent of the case's inventory.

A CASE FOR LONG RANGE

CORAL GABLES, Fla., May 28—The case has been reviewed for the second time by the City Commission and, after a long delay, it was decided in favor of the Coral Gables Arcade. The case was an old time equipment with great success.

It's a case of a new old-time equipment with great success. The case is a great success. The case is a great success.
How Seasons Affect Sales
(6-Month Spring-Fall Percent Increase 1985)

<table>
<thead>
<tr>
<th>Product</th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candy</td>
<td>70%</td>
<td>95%</td>
</tr>
<tr>
<td>Cookies</td>
<td>65%</td>
<td>95%</td>
</tr>
<tr>
<td>Fruit Jellies</td>
<td>68%</td>
<td>102%</td>
</tr>
<tr>
<td>Sandwiches</td>
<td>92%</td>
<td>95%</td>
</tr>
<tr>
<td>Soup</td>
<td>70%</td>
<td>103%</td>
</tr>
<tr>
<td>Hot Chocolate</td>
<td>70%</td>
<td>115%</td>
</tr>
<tr>
<td>Ice Cream</td>
<td>100%</td>
<td>45%</td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>98%</td>
<td>10%</td>
</tr>
</tbody>
</table>

These percentages are based on a survey of vending machines in various locations across the country. The data shows that certain products, such as candy and cookies, experience a significant increase in sales during the summer months, while others, like ice cream, see a decrease. This can be attributed to changes in consumer preferences and temperature. For vending operators, understanding these trends is crucial for making informed decisions about what products to stock during different seasons.
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Counts and registers Pre-War Machines, Price $14.00 Each. 800 THE BILLBOARD JUNE 4, 1955

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Summer $S$  

- Continued from page 79.

Summer $S$ shows that summer profits can equal, and often exceed, average monthly returns if the proper items are handled and kept in adequate supply. The relatively low average gross margin on milk (40 per cent) is affected by this. Dairy suppliers usually stock vendors, using their own premises or the operator gives them the machines, which are the margins. This means reduced overhead on milk equipment, a higher actual profit than the lower margin would imply. Coffee, a good year-round product, varies in its average cost-per-

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10 SHOTS EACH ROUND!

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