**TV Film Investment Best in Show World**

**Banks' Loans Based on 'Predictability' Of Pic Future; Firm Gets $3,000,000**

**B. GENE PLOTNIK**

**NEW YORK, June 12 —** Two years ago the TV film industry was unable to shake off any investment money from the banks. Today, TV film is widely regarded as the surest investment in show business.

An indication of this recent change in banking practices is the recent opening of a new Chicago investment banking firm, TheEvergreenCompany, Chicago investment bankers. The opening of this firm, which had completed $3,000,000 in deals to Television Programs of America, the Hellen Keller Company, indicated that it was now in TV film as to an ex-

**Milton Gordon**

Milton Gordon, president of TPA and former executive of the Hearst, found this change in a journalism state of affairs with the banks.

"It was a tonic to the industry when money was in the pipeline. While in the position before World War II, millions have been taken out of this present position," Gordon said.

"I have been looking at this for quite a while. The minimum number of theaters, the consolidation interest in TV, and today faces the risks of not being able to make a profit out of the industry.

On the other hand, granting reasonably good market quality signs, the TV film sales outlet would be outstanding in the black, Gordon says.

This "area of predictability" doesn't mean the TV film producers will be able to get their funds back from the bank's deal with the TV film producers. The film producers, including Hearst, are establishing a new company, The Evergreen Company, which is the leading film in the industry.

The movie producer's case is the bank is usually presented only in terms of the property's track record and the experience shown, according to the picture. The picture producer has the other hand, every loan he has with sales contracts written, before production of the entire series is finished.

Despite this substantial emphasis in the TV film series, a production loan is by no means an open and eager one. But the industry is sure that the producers will have the necessary money to continue their production with the number of segments.

**Chase Loans 'Janet' 260G**

**NEW YORK, June 12 —** The Chase National Bank recently loaned $260,000 for the production of the RKO release of "Janet," which is scheduled to open a year and a half ago. It is now contem- plated that the loan, currently in the hands of a bank, will be made to the producers of the film, and that the production will be continued with the number of segments.

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THEATER VOTES IN 11TH DONALDSON AWARDs

Nolan, Drake, Misses Kerr and Booth 
Copp Top Bp's 11th Donaldson Awards

NEW YORK, June 12—The theater season, which is closing this week, got off to an attractive start when the 11th annual Donaldson Awards were announced here yesterday. The awards season, which started with the opening of "The Sound of Music," has been a successful one, with many productions achieving critical and commercial success.

The Donaldson Awards are presented by the New York Critics Circle and are considered one of the most prestigious awards in the theater industry. The awards are given to the best performances of the season in various categories, including acting, direction, and music.

Here are the winners of the 11th Donaldson Awards:

- **Acting**:
  - **Best Actor**: Karl Malden for his performance in "A View from the Bridge."
  - **Best Actress**: Lilli Palmer for her performance in "The Man in the White Suit."
  - **Best Supporting Actor**: John Dall for his performance in "The Big Knife."
  - **Best Supporting Actress**: Joanne Woodward for her performance in "The Seven Year Itch."

- **Drama**:
  - **Best Play**: "A View from the Bridge."
  - **Best Musical**: "The Sound of Music."

- **Comedy**:
  - **Best Play**: "Send Me No Flowers."
  - **Best Musical**: "Hello, Dolly!"

- **Directing**:
  - **Best Director**: Elia Kazan for "A View from the Bridge."
  - **Best Musical Director**: Vincente Minnelli for "The Sound of Music."

- **Music**:
  - **Best Original Score**: "The Sound of Music."
  - **Best Revival Score**: "Guys and Dolls."

- **Costume Design**:
  - **Best Costume Design**: "The Sound of Music."
  - **Best Revival Costume Design**: "The Seven Year Itch."

- **Scenic Design**:
  - **Best Set Design**: "The Sound of Music."
  - **Best Revival Scenic Design**: "The Seven Year Itch."

- **Lighting Design**:
  - **Best Lighting Design**: "A View from the Bridge."
  - **Best Revival Lighting Design**: "Send Me No Flowers."

- **Sound Design**:
  - **Best Sound Design**: "The Sound of Music."
  - **Best Revival Sound Design**: "Guys and Dolls."

- **Special Awards**:
  - **Special Award for Outstanding Contribution to the American Theater**: "The Sound of Music."
  - **Special Award for Lifetime Achievement**: Elia Kazan

The Donaldson Awards are considered to be one of the most prestigious awards in the theater industry, and the winners are often seen as key indicators of the season's best productions.

*Updated on 2022-06-12*
'Mutiny,' 'Giant,' 'Kismet' Head List
Of 2d to 5th Position Runners-Up

JONATHON LUCAS
JO VAN FLEET
JOHN KERR

THE BILLBOARD
DONALDSON AWARDS
JUNE 19, 1954

NEW YORK, June 15—While
The Billboard Donaldson Awards
knew, as a rule, only to the winners, no report on
the ballots would be made without mention of those who
also made the grade. Even if a candidate didn't actually win
the laurel crown, it's nine to one for his sup-
porters to know that he finished in the top bracket. So The Bill-
board hereewith advises the honorees and
other enthusiastic candidates from second to fifth place in each
category.

While "Teahouse" scored a decisive victory as the best play, "Caine Mutiny" had a solid block of supporters to give it a second-place ranking. "Kiss Me, Kate" ("Golden Apple") garnered enough votes to put him in third spot, and "Charles Golden" ("Girl in Pink Tights") rated fifth.

Music Fans

Shirley Booth ("Beautiful Star") had it far from all her own recent assists to rate second, but "Beverly" ("The Immortal") came first right up to the end of the tallying.

Musical Division

THE WINNERS OF THE 11TH ANNUAL DONALDSON AWARDS
1953-1954

Straight Play Division
Best Play: TEA HOUSE OF THE AUGUST MOON
Best Actor: JOHN KERR (Tea and Sympathy)
Best Actress: ELIA KAZAN (Sadarene)
Best Director: ALFRED NISSLER (Kiss Me, Kate)
Best Supporting Actor: LLOYD NOLAN (Caine Mutiny)
Best Supporting Actress: DEBORAH KERR (Tea and Sympathy)
Best Presentation: JOHN KERR (Tea and Sympathy)
Best Supporting Presentation: JO VAN FLEET (A Trip to Beautiful)
Best Scene Design: LOUIS JORDAN (The Immortal)
Best Costume Design: DEBORAH KERR (Tea and Sympathy)
Best Supporting Actors: BILLY DE WOLFE (Can-Can)
Best Supporting Actress: WILLIAM DAYTON (Can-Can)

Music Division

Best Musical: THE GREATEST GOLDEN APPLE
Best Director: ALFRED MARBE (Kismet)
Best Performance—Actor: ALFRED NISSLER (Kiss Me, Kate)
Best Performance—Actress: DEBORAH KERR (Tea and Sympathy)
Best Supporting Performance—Actor: JOHN KERR (Tea and Sympathy)
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Big Scramble On for ABC-TV Time, as Majors Near Sell-Out

Program Ratings, Station Clearances
At New Highs; Six Sales Reported

NEW YORK, June 12.—The big scramble is on among adver-
sers for time on ABC-TV that may be a foretaste of the kind of action that can be expected in this summer's sales period in its history. ABC-TV this week: (1) wrapped up the last 1/3-second spot on 1/2-second, 1/4-second, and quarter-hour commercial time for the fiscal year which is being sold for Sher-wood-Warner Co., largest sale to date; (2) sold the bulk of its spot time to ABC; (3) sold its station clearances in television and radio to ABC, Inc., for the fiscal year which it will help strength-en the network's ratings; (4) sold the remaining quarter-hour time back to ABC, Inc., for the fiscal year, which it will help strength-en the network's ratings; (5) sold the remaining quarter-hour time back to ABC, Inc., for the fiscal year; (6) sold the remaining quarter-hour time back to ABC, Inc., for the fiscal year.

Among the new shows defini-tively booked for Wally Disney's station is a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio. Among the other series that will be shown in the network's home studio are a half-hour series of Sunday morning specials which will be produced in the network's home studio.

Color Video Center Eyed for N. Y. Roxy

Rockefeller Verge on Theater and Taft Hotel Buy for Giant Production Set-Up

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tivity by ABC, if not exceeded, in coming weeks by the next round of the major network television sales period in its history, ABC-TV this week: (1) wrapped up the last 1/3-second spot on 1/2-second, 1/4-second, and quarter-hour commercial time for the fiscal year which is being sold for Sherwood-Warner Co., largest sale to date; (2) sold the bulk of its spot time to ABC; (3) sold its station clearances in television and radio to ABC, Inc., for the fiscal year which it will help strength-en the network's ratings; (4) sold the remaining quarter-hour time back to ABC, Inc., for the fiscal year; (5) sold the remaining quarter-hour time back to ABC, Inc., for the fiscal year.

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WASHINGTON ONCE-OVER

WASHINGTON, June 12—TV executives, overly gloomy talk that color would disappear from American television until at least the first four months of this year, received a jolt today when the Nielsen survey showed the highest since the Radio-Elec-
ntron News Media Association started keeping statis-
rices on this in 1951.

SOME FACTS ABOUT
HILL'S "MARKET SHOW"

Billboard's "Market Show" is shown every week on the new Hill's television network, which has been in operation for the past nine months. The network is owned and operated by the Hill family, who have been in the music business for over 50 years.

Arlene Manning

NEW YORK, June 12—Nearly half of the nation's leading radio stations, including CBS, ABC, and NBC, are expected to participate in the first "National Talent Day" program, which will be presented on July 1.

The "National Talent Day" program is being cosponsored by the National Association of Broadcasters and the Motion Picture Association of America. The program will feature a variety of talent, including singers, comedians, and news anchors, and will be broadcast on all major radio and television networks.

The program is designed to highlight the importance of radio and television as a medium for promoting cultural and entertainment events. It is also intended to showcase the talent of radio and television personalities, and to give listeners and viewers a chance to hear and see the best of what these media have to offer.

Radio and television networks have been asked to devote at least 30 minutes of air time to the program, and to feature at least one talent from each network. The program will be broadcast at a time convenient for both radio and television stations, and will be distributed to all participating outlets.

The "National Talent Day" program is expected to draw a large audience, and to be a major event in the broadcast industry. It is hoped that the program will help to reinforce the importance of radio and television as a medium for promoting cultural and entertainment events, and to showcase the talent of radio and television personalities.
Fight Looming Over Doerfer Nomination

WASHINGTON, June 15.—A battle which will have a bearing on the future of the Federal Communications Commission's chairmanship is in the making in the Senate's upcoming action on President Eisenhower's nomination of Commissioner John C. Doerfer for another seven-year term on the FCC (The Billboard, June 15).

As Chairman John J. Bricker (R., O.) prepared to set a date for a hearing on the Doerfer nomination, a new controversial issue was raised in yesterday's (14) District Court hearing here on a case involving Edward C. Lamb's bid for renewal of his license for WICU-TV, Erie, Pa. (J.C., June 15).

Lamb testified that he attempted to get FCC authorization to broadcast from a site that he termed "the U. S. Steel Hour", because "Doerfer was calling himself the "Magic Cowboy"..." and he was not going to be denied a hearing on the merits of his claim before the FCC. But Betty Sue Albert has been set as the FCC chairman and because Doerfer's approval of her and because Doerfer is from the controversial Steel Company here.

One of the stakes in the Doerfer hearing may be the FCC chairmanship, President Eisenhower's last year designate Russell Hayden and as chairman for a period ending last April 18, and Hyde has been subsequently serving as chairman by vote of the commissioners themselves.

Doerfer has been repeatedly mentioned as a prospect for the chairmanship and there has been considerable conjecture that the President would like to see the chairman held a rotating basis. Doerfer's term on the FCC expires June 30 unless the Senate confirms a new term nomination for a new term. Right now, chances appear in favor of Doerfer's renomination.

Auditions for purposes of the substitution of a caption in the "Lamb" serial, "Love of Life", were being made at the ABC studios here yesterday by NBC, who are in charge of the production. The caption bears the signature of Betty Sue Albert (NBC's vice-president; Marion Vilmate, head of the radio-TV Women's committee; and the organization's annual election and program chairman.

Other officers elected include Helen Partch and Herb Telford, vice-presidents; Marion Vilmate, Lloyd Halmato, recording secretary, and Isabel Panton, treasurer, board

That Lamb should "exit with administration" in any other words, get thru with the FCC hearing, proceeding without (court action). The FCC had a hearing on renewal of Lamb's broadcast license, saying it had received letters charging that Lamb had been a Communist party member. The Commission said it wanted to find out whether earlier denial of the license was due to party membership and associations and even to a possible lack of recommendation to the Commission. The FCC Chairman Rockefeller has been accused as a witness by Lamb's lawyers, but there is almost no bearing. Brown had intended to call him to the witness stand to support Lamb's testimony concerning talks between the two men, but didn't after Judge Tamm ruled this testimony did not apply to the case before the court. Lamb testified that he had attempted to talk with several of the commissioners to find out what action on his "routine" applications were being delayed. He said be told him two times to confer with the FCC before testifying.

Lamb testified that as the result of the Doerfer case has suffered financial and social damage. Bankers and good American are most cautious in dealing with the FCC apparently uninfluenced. Advertisers have been reluctant as the FCC was denied a motion by the FCC from building hearings involves to the Cerf C ommi s s ion in Florida, Fla., and To
discussion on the licensing of the ABC Telephone, Inc. which is currently under construction.

Three Proposals

Following from page 4

The Brennan proposal would be on each such set, stating that the set could channel operating or allocated.

The first proposal for "pay as you see" would be the promotion of the test, electrical and radio, which has been signed as star of "The Nutcracker" and has been musical to premiere on the radio musical. "Uncle Jack" Lamb, 17-year-old son of Art Linkletter, will join his father as a member of a "House Party" starting after his show closed down for the summer. . . . Will Rogers Jr., will sub for Dimensions in the "Todays" show for the two weeks starting July 11. Lamb would offer an extended double feature of "Blue Heaven, Inc., and pay off the national award for NBC-TV.

CLOSED CIRCUIT

Hotels' Rooms To Get Pix as Pay-See Test

NEW YORK, June 15.—A preview of what might turn out to be a new system of TV will be unrolled here Monday (14) for three days for operators of Hotels here will pipe closed circuit video of local and network programs sent in guest room. The experiment is sponsored by the National Council Television Association.

Exxes gathering for the meet civil closed circuit transmitters, such as will be used here will be a string of motion of UHF transmitters at a film programing at twice the normal rate, so pay-as-you-see TV. This might even be made available as function with the theater exhibitors, the area from the film in the last of its first run theatrical showing and coming in the exhibitor on the take. Parasites, who have been screened as part of the two-hour mark of the film the final run this week.

Also to be: demonstrated will be the video, a development of a Party will be the development of "Amphi
dia the Vision" thru the "Amphi-Vision", thru the "Amphi- Vision" the "Amphi- Vision" with any program still picture and with any program still picture and with any program still picture.

At "On the Boardwalk" (Another Atlantic City Centennial "First")

IN THE OCEAN STUDIO OF THE STEEL PIER

ABC-TV  PROGRAM

CARTOON COAST TO COAST

Every Sunday, 8 P.M., E.S.T.

Listen to your favorite cartoonists:

PAUL WHITMAN

"ON THE BOARDWALK" (Another Atlantic City Centennial "First")

TALKER EXTRAORDINARY

Due to situation beyond control, or illness, (or for Tele-Season, Producers, see your agent.

CURRENTLY AVAILABLE FOR TV OR FILMS

IVY ZANGER

1005 S. LANE, DEPT. 4, AUBURN, N.Y.

ARE YOU MISING THIS NEW BIG MARKET?

COIN METERED RENTAL TV

METER-MATIC COIN METERS

OFF THE COMPLETLY PLED STORY... WRITE TODAY FOR FUTURE 64-65.
GALLANT FOR MACY PARADE

"Captain Gallant of the Foreign Legion," starting June 12, in Macy's Thanksgiving Day parade sales negotiations just completed by the company's merchandising chief Jerry Capp, head of the Telestar, Inc., division of AMRA, was ordered into high gear by Mr. Philip C. Savin, head of the company's promotion department.

At that time Macy's will set aside a section in its toy department for the "Captain Gallant" merchandise, including a Foreign Legion hat, uniform, parade pin, shield, and spear, and T-shirts. The TV network coverage of the parade will include shots of the display in the toy department.

Prep Peggy Lee Series

HOLLYWOOD, June 12—The 32-page movie trade deal for the soap opera version of Peggy Lee is expected to be completed this week by John Beck to his Independent Pictures Pictures. William A. Amati and Bernard Drew are providing the new series.

The new series would be lensed in Hollywood and be a dramatic format that also would be offered to TV stations for one-week musical numbers per episode.

Mr. President

To Go to Film

NEW YORK, June 12—June 12—"Mr. President," being readied to be filmed by the company, has closed a deal with Robert A. R. Cappe, owner of property, Edward Arnold, who is handling the show, which has sold the rights to the film.

For banking purposes, producing the motion picture and merchandising the show, the estate of property, Edward Arnold, who is handling the show, which has sold the rights to the film.

SOMETHING NEW IN FILM MARKETING

TVP's Unique Promotion Offers Sponsors Free Merchandising Plan

NEW YORK, June 12—TVF's new film promotion plan for "Gallant" is proving to be a winner for sponsors, according to Cappe, who is responsible for the program's merchandising.

The cameras were on the set of the film, which is being released by Colcord Pictures, when the crew discovered that a rival production company had also been working on the same project.

The production company, which had been working on the same project, had already completed the filming of the movie and was preparing to release it.

The rival company had contacted TVF to inquire about the project and was offered the opportunity to participate in the promotion.

The company agreed to join the promotion and provided funding to help cover the costs associated with the filming.

The promotion plan included a variety of activities designed to promote the film, including a national advertising campaign, special in-store promotions, and the distribution of free merchandise to encourage viewers to see the movie.

The promotion was successful in generating interest in the film and increasing box office sales, leading to a return on investment for the sponsors.

One of the key elements of the promotion plan was the offer of free merchandise to sponsors, which was designed to create additional revenue for the company and encourage viewers to purchase the product.

The promotion plan was widely recognized as a success and served as a model for future film promotions, setting new standards for the industry.

The success of the promotion led to increased interest in film promotions, with many companies investing in similar strategies to promote their movies.

The success of the promotion plan also demonstrated the potential of film marketing as a source of revenue for companies and encouraged the development of new and innovative strategies to engage audiences and generate interest in films.
IFE Plan Gives U.S. Distributors Residual Overseas Markets

BY JACK SINGER

NEW YORK June 11-Film company head IFE plans a distribution partnership with distributors in 56 countries that will give IFE an opportunity to sell its films in world markets.

IFE's plan, still in the formative stages, is to utilize the dubbing and distribution abilities of various foreign film producers and distributors to sell IFE's films in overseas markets. In addition, IFE plans to take care of the dubbing and distribution of American films.

The emphasis is on using the international distribution network of foreign film producers and distributors. The plan is designed to increase the chances of IFE's films being seen in foreign countries.

For further information on international film distribution, contact American Research Bureau, National Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20.

FOREIGN TV

IFE and Ziv Talk Dub of Pix to Italy

NEW YORK June 11-Italian Film Exporters' Association (Ziv) for the purchase of close to 300 foreign films from IFE and Italian stations with a dubbing and distribution deal to be put in the Italian sound track.

The deal was arranged for the purchase of 13 "Jungle Ma-tar-ma" episodes from Foreign Overseas Radio, and a batch of nature and children's shorts from Encyclopaedia Films.

Among the Ziv properties being considered are "Favorite Cartoons" and "Mr. Kid," "Mr. District Attorney" and "Yesterday's Newsweek.

Sinclair Okays NBC-TV Film Poll of Dealers

NEW YORK June 11-The national office of the Sinclair Oil Company approved a NBC-TV Film division program to contract with local dealers to see if they will co-operate with the NBC for programming purposes. The NBC-TV Film division already has offices in Chicago and Los Angeles and the national office wants the film department to contact all the dealers to see if more of its dealers will co-operate and move into the medium.

TV Shows Opened in Gotham

HOLLYWOOD June 12-East Coast sponsors who have films that can be serviced by TV Spots Office, Inc., from the NBC network in New York office, according to Robert W. O'Brien, general manager of the office, announced that these new office for TV Spots is a new experiment in the field of film production and distribution. The NBC office is under the direction of Henry Johnson. New York, New England, Ohio, Pennsylvania, New York, Maryland, and Washington.

"Rocky Kines May Go Into Syndication"

NEW YORK June 12-The "Rocky" Western series, sponsored by the Mount web show, shortly may be added to the list of popular series distributed by American Television, Inc., in the country by video film distribu-

This would be the fourth such syndication for the series, which is one of the most successful of the year. The network has a series of 26 episodes produced on time on the West Coast, and the network has a series of 26 episodes produced for the network.

Recently discussions have been held to try to develop a network of the series, "Rocky," which is a popular series in the country.

Stark-Lyon is said to have already offered the network to the syndicate for every run on a station.

Cri Takers for TV Film Traffic Problems

MODERN TALKING PICTURE SERVICE 219 East 44 St. NEW YORK 17, N.Y.

10:00 A.M. to 6:00 P.M. WEEKDAYS

The union's headquarters in New York City have been closed due to a strike of employees over working conditions.

The union has been playing a significant role in the industry in recent years, focusing on the rights of workers and the fair treatment of employees. The strike has been ongoing for several weeks, with the union demanding better working conditions and pay for its members.

The recent events in the union's history highlight the ongoing struggles faced by employees in the industry. The strike has also brought attention to the issues of fair treatment and working conditions in the film industry.
What happens to YOU when you hire

TV's Top Syndicated

Get it straight from 8 smart clients!

JOHN T. FARQUHAR,
FARQUHAR & COMPANY, INC., Utica
[After only four episodes of INNER SANCTUM were presented over WKTV, Utica] we received more comments than we dared to hope for—and not one word adverse! We have even had phone calls...to tell us how well received the show is. We expect INNER SANCTUM to do a very fine job for the client—Fort Schuyler Beer and Ale.

WILLIAM L. POWNALL, President,
POWNALL ADVERTISING, INC., Decatur, Ill.
We have been using BADGE 714 on WTVF for our client, Walter Flora & Sons, Jewelers, for approximately 5 months. The selling power of this show has been terrific. It is the top rated show in this market, in spite of a competitive station that's heavy on network shows. High ticket merchandise moves quickly when it is displayed on BADGE 714. We can wholeheartedly recommend BADGE 714.

ELIZABETH U. BLOM,
Advertising Manager,
GALLAGHER DRUG CO, Dayton
The average rating of 14.1 which THE VISITOR produced was very satisfactory. We scheduled 13 announcements on cough syrup on this show. Sales increased at least 15% with us. In addition, the manufacturer was quite enthusiastic about the results and wrote that he had noticed remarkable sales improvement in and around our area.

H. BRANHAM, Sales Manager,
WSM-TV, Nashville
During the past 3½ years, I have had the pleasure of arranging for local sponsorship of practically every syndicated film show offered by NBC Film Division—DANGEROUS ASSIGNMENT, DOUGLAS FAIRBANKS, HOPALONG CASSIDY, VICTORY AT SEA, INNER SANCTUM, and others. The quality of your program has been consistently good. We intend to run a lot more NBC Film Shows.
On Madison Avenue or on Main Street, smart sponsors are doing million-dollar selling jobs.
But not with million-dollar budgets.
They're doing it with NBC Film Division's big audience, low cost-per-thousand syndicated shows.
Their successes tell you best how it's being done...in local area...after local area...month after month.

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS

D. E. JACKSON, Partner,
COX, CHANDLER & JACKSON
ADVERTISING AGENCY, Charlotte

HOPALONG CASSIDY can sell anything!
We have HOPALONG CASSIDY in 5 television markets. Each one of our clients has received a substantial sales increase through the use of HOPALONG CASSIDY. In 2 markets Hoppy more than tripled the sale of Dixie Dew Waffle Syrup. Hoppy not only sells the children, but also brings the adults to the store in droves.

C. ARTHUR HEMMINGER, Director
of Advertising and Public Relations,
FIRST NATIONAL BANK, St. Louis

When First National selects a television program, two requirements must be fulfilled: The program must have wide popular appeal...must have prestige. VICTORY AT SEA meets both requirements completely and effectively. Response has been very favorable. An excellent program choice for advertisers who must build good will for themselves.

DON DE GROOT
Assistant General Manager,
WWJ-TV,

DANGEROUS ASSIGNMENT, VICTORY AT SEA and BADGE 714 have all had tremendously successful runs on WWJ-TV. They have steadily maintained high ratings, given us happy sponsors, and brought unsolicited renewals. We're proud of the records each of these outstanding shows has produced in Detroit,

GEORGE GLAVIN
WEST PACIFIC AGENCY, Inc., Seattle

West-Pacific Agency has lived the "Life of Riley" since the purchase of NBC's show. RILEY can sell merchandise. I sold it to a local jeweler. The results were fabulous...sold everything from golf clubs to TV sets. The success story made it easy to sell to a local grocery chain. Results have been overwhelming...January was 30% over a year ago...it was the largest month they had ever had.
Army-Carthy Imbroglio Puts Dent in TV Film Biz

NEW YORK, June 12—The Army-CCarthy Imbroglio has been nothing but a thorn in the side of TV. It has poked its head into all sorts of nooks and crannies. The hearings have been held in various places such as Philadelphia and New York, and have led to a number of charges and countercharges. It has even been reported that the Army has been reviewing its plans to make a television show about the Imbroglio.

For distributors this means a lot more to do with the troops being involved. The Army is being asked to help it out by providing some of its own footage. The distributors have been asked to provide some of their own footage as well.

In the meantime, the Army is trying to figure out what to do with the situation. The Army has been told to keep its eye on the Imbroglio and to keep its ear to the ground. The Army is also working on a number of other projects, including a new television show about the Imbroglio.

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

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

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

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

Per Station

near the end of May, was the term of the contract. Going for a new program, I asked myself, "If I were a producer, what conditions would I want to see in a contract?" I think that the man was passing my desk at the time and I answered it. I wonder what happens in that kind of contract, I thought, and came up with a new plan. I'm not sure if this is the right job for me, but I think it has to be something I'm passionate about. And exactly what is it that we put into the contract?

We received letters from the Midwestern station—plus one other.

Sterling’s TV Film Net Plan Blossoms

by BERNICE COE

President and Vice President of Sterling Television Company, Inc.

Although I was having breakfast with a Midwestern station manager, I decided to go on the air in five weeks, which is not a long time when you know he didn’t want to sit around and contemplate. He wanted to do the program.

Having already looked over our catalog, he decided that many of our quarter and half-hour shows were more in line with his station’s needs. The whole series was like a film exhibition for a miniscule fee, the one condition that the film be delivered on time. I think we had our work cut out for us.

Then he asked the question that had been weighing on me for days. "What do you do in the price range?" I asked.

And then I told him the thousand-hour program.

While the blood was returning to my head I realized what I had said.

Whose Opinion

Sterling’s TV film package is probably the only one that will be on the air in a station for two or three weeks. While the program won’t be available in two, three or more stations at once, it’s important to put the show on in a way that is as much in line with the station’s needs as possible. It’s important to make sure that the shows are in line with the station’s needs.

Show Arrangement

We decided on a plan so that a station could draw from our package of shows and programs. This means that a station could have its own shows and programs, starting in the early afternoon with "The Family," and then in the evening with the "Ladies," THE JUNKET, THE BEAUTY, AND THE LADIES. And on the road, we’re offering the "Tales of the City," the "City Detective," and the "Space Rangers," all in our own show. In 1919 Miss Cowell came to Sterling and set up the first show as a film service. Today she is the only woman station manager in the film industry, but with Sterling’s network of show production, the possibilities are endless.

Two others who liked the idea. After several months of working with the WE Film Network, we had the kind of iron out and are now selling full color. But ideas and contracts alone are not enough. Another important element must be brought in, and that is the marketing service. Our Service Station Network is at the beck and call of the film distribution companies as well as any of our other clients. In fact, in the present day, they help stations promote the films we have in our inventory, and ensure that shows are running out and continuing as long as they can. So replacement can be a problem with all of this.

They make suggestions and turn the stations on to live shows around film material, even the most obscure and unusual. (If the station has a local Ray Ferguson, they think it is better suited to the combination of the two."

Maybe we’re overly prejudiced, but I think that our TV stations are not doing a plan that not only makes for good programming, but is also economical. If one part of the market is not interested in the film programming will pay for it.

While we’re on the subject of WSP Readies Bowling Films

CHICAGO, June 12.— Walter Schwindin Photographer, Inc., has released its first film, "The World of Bowling," to be shown in mid-June to a live film show sponsored by the Chicago Athletic Association. The film was fashioned in an effort to give the bowler a full account of the sport, and to cover such events as the "distinguished" sets of bowling cards. The film is currently screening applicants for those spots.

THE BILLBOARD

JUNE 19, 1954

THE BILLBOARD SCOREBOARD

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

Continue from page 12

Continue from page 12

Continue from page 12

Continue from page 12
TWO NEW HALF-HOUR MUSICAL TREATS...for local and regional sponsors...
from the producers of THE LIBERACE SHOW

THE FLORIAN
ZABACH
SHOW

Television's Great New Musical Personality!

There's a new star on the TV horizon — FLORIAN ZABACH and his fabulous violin that "talks." A sensation in theatres and clubs from coast to coast... his recording of "The Hot Canary" has sold more than a million copies. Now... GUILD has built an excitingly different "personality musical show" around this great entertainer!

THE FRANKIE
LAINE
SHOW

WITH CONNIE HAINES

It's "Mr. Rhythm" himself — America's #1 recording sensation... now starred in his own tuneful TV musical revue. Featuring the songs of lovely, vivacious Connie Haines, and the nation's top dance stylists.

MUSICAL ENCHANTMENT FOR ALL THE FAMILY
Lavish Settings • Glorious Songs
Both shows produced with the same GUILD FILMS "know-how" that has put The LIBERACE Show in more than 180 TV markets!
FOR HIGHER RATINGS...AND GREATER SALES IMPACT!

Check on these current GUILD half-hour hits... all for immediate delivery!

LIFE WITH
ELIZABETH
Sparkling situation comedy, starring lovely Betty White.

LIBERACE
(For Radio or TV)
TV's top musical hit. New radio version available in September.

JOE PALOOKA
Hum Fisher's great characterization brought to life by an all-star Hollywood cast.

GUILD FILMS
420 MADISON AVENUE • NEW YORK 17 • MURRAY HILL 8-5365
Disk Sales Pattern Changes, Cued by Distrib. Locations

By JOEL FRIEDMAN
HOLLYWOOD, June 12—Record distributors in New England, the Midwest and the West are currently influencing a change in the pattern of disk sales, a situation that has been changing for some time, with manufacturers indicating increased concern about the positioning of these distributors.

The three major territories—New England, Chicago, Philadelphia, San Francisco and Los Angeles—continue to dominate the market, although volume is concerned. Despite this, distributors in New York, Hartford, Conn.; Milwaukee, Chicago, and other cities are currently booking business for above their normal disk outlets, largely resulting in a change in sales pattern.

L.A. In Big Gain

The Los Angeles market area, which has been affected by the independents, has shown a substantial increase in record sales, and an upward trend experienced by many a major and a large number of independent companies. An overall sales rise among major markets, including Los Angeles, was reported.

The Los Angeles market area has seen a record increase in the number of large independent companies, according to recent reports from the various territories.

The sales figures in Los Angeles, however, reflect a change in the buying habits of the public. In the past, the public has been known to purchase records at a slow and steady rate. In the past year, however, the public has been shown to be more interested in the newer and more exciting types of records.

The rise in sales is even sharper, with a major increase in the number of new releases. According to Los Angeles market area managers, the public is more interested in the newer and more exciting types of records than in the older, more conventional ones.

This change has been reflected in the sales figures in Los Angeles. In the past year, the number of records sold has increased substantially, with a corresponding increase in the number of new releases.

There are many commercial factors involved in the determination of sales figures, and the Los Angeles figures are no exception. However, there are some significant differences that should be noted.

Firstly, there is a marked increase in the number of new releases. This is due to the fact that many new artists and groups are now appearing on the scene.

Secondly, there is a marked increase in the number of records sold at a steady rate. This is due to the fact that many new artists and groups are now appearing on the scene.

Despite this, the Los Angeles market area continues to dominate the record industry, with a large number of independent companies, according to recent reports from the various territories. The Los Angeles market area has shown a record increase in the number of large independent companies, according to recent reports from the various territories.

The Los Angeles market area has seen a record increase in the number of large independent companies, according to recent reports from the various territories.
WILL PAY MORE THAN $200,000

EXECUTIVES. THE SESSIONS ARE EX-

L E T ' S T R Y T W O

UPSETTING PETRILLO'S LONG-STANDING

HERMAN FINKELSTEIN, GENERAL

SICIA LEGALIST HENRY KAISER AND

LEO NARTON AND LEONARD CARMICHAEL OF

HOWELL BILL DESIRES SUPPORT

AT A TWO-DAY HEARING ON THE BILL IS IN

AFM MEET FOR FIREWORKS; ACTION, MAYBE

N E W Y O R K , J U N E 1 2 — THE

ALADDIN SETS LABEL

NEW YORK, JUNE 12—ALADDIN, THE NEW

IBM, IS STARTING A NEW SUBSIDIARY

IN WHICH I am being issued in conjunction with a

ARMY and the ASCAP board of directors

LENT TIMES AND THAT ANOTHER

ALBUM HALTED

NEW YORK, JUNE 12—CAINE MUTINY

LONG, WHITE SONGBOOK ALBUM

WILL PUT THE MENS WINDING SPINDLE

PUBLISHERS. THE BILLBOARD ABOUT YOUR PLANS FOR

G O V E R N M E N T L Y MEETING TO ENSURE YOUR ATTENDANCE

JUNE 19, 1954

M U S I C

GOVT. AID TO MUSIC

Sked Early Report to House on Howell Bill

WASHINGTON, June 12.—A Government aid to

committee is planning an early report on

encouragement to American music. The

xlsx file is not supported.
Chi Disk Dealers Favor Fixed Return Privilege

CHICAGO, June 12—The Chicago Record Dealers Association at their meeting this week voted to set into motion a move to standardize across the board a 5 per cent return privilege to be granted to dealers by independent distributors.

Present practice calls for a 3 per cent return from larger labels and a competing return privilege from independent labels, including the "one-release" labels.

In order for the distributor to provide this 5 per cent return privilege, it was suggested to the retail dealers that the distributor retain the privilege when making payment for records.

This move is calculated to enable the retail dealers to submit a representation of their products in the retail market. The move also makes it possible for the retailer to buy an independent label unit, while the demand is strong enough to assure them that the less incurred from unsold copies will be no greater than the profit made on sold copies.

M. S. Starts II

The start of the move was initiated by M. S. Distributing, which is owned by Miles Salzton. M. S. started the policy two years ago in order to combat the problem of unsalable inventories. Salzton believes that the financial trouble confronting fleet buyers today, brought on by the national level, stems from unsold records. "They should, plus both in dealers' back rooms as well as unsold space on the floor, according to Salzton. "It's dead," he said.

Salzton claims he has no difficulties in returning records when he explains the 5 per cent privilege to dealers. He said he believes either acceptance of the privilege or the retail store is in a position to determine its necessity. "We're in this business for a profit and so is this business, so it's only the way of showing a profit.

Other distributors contacted claimed many are undecided on the association's suggestion. James H. Martin distributes, the largest handler of independent labels in the area, although he said he can't at this stage see the advantage of the matter, did say that he would weigh the idea and talk it over with the matter and discussions will be held.

In the meantime, the retailers' association is meeting with the group of independent distributors in an attempt to agree on a uniform policy of 5 per cent returns in the area.

ARMY-McCARTHY WAX BAY JARVIS—Veteran disc jockey Al Jarvis, radio-musicans' and record men, is currently making available to others his own private recording saturating the Army-McCartyhe business.

Disk plot deals with a disc jockey being investigated for possible violations of Army regulations, aired on the station on which the disk is being played.
The Glorious Voices of The Pennsylvanians singing
the Inspirational song

MY FRIEND
and
HE WAS THERE

29192

BURL IVES sings
WAIT FOR ME, DARLING
and

CASEY JONES
with Gordon Jenkins and His Chorus and Orchestra

29129
The season's fabulous new novelty record...

FRANK WEIR

THE NEVER-NEVER LAND

FRANK WEIR

THE NEVER-NEVER LAND

backed with

T H E  L I T T L E  S H O E M A K E R

VOCAL BY T H E  L I T T L E  T IN K E R S

BRITISH, AMERICAN, and their respective bands have been signed to appear at Star Night in Soldier Field,...

2735 THE NERVE-NEVER LAND

2825 KITCHEN ON LONDON

and dealers in Chicago and Milwaukee

Mayor

Bill Corby...

Vera Lynn

Du Bist

Mein Liebchen

backed with

THE GREATEST LOVE OF ALL

1475 and 45-1475

BILLY COTTON AND HIS ORCHESTRA

OPERATORS

FRIENDS and NEIGHBORS

(backed with

KITCHEN RAG (Instr.)

1473 and 45-1473

JOHNSTON BROS.

THE BANDIT

backed with

THE SECRET OF OUR LOVE

1470 and 45-1470

MARTINEC, AVES, BLEYER

and CHI C.T. IS.

SACRED CATALOG

...The Victor is recording its first catalog

BILLY DANIELS CUTS

BRITISH SIDES

...Billy Daniels recently returned from a vaudeville tour of England, which took him to six countries in three months...
On the Way to

DEAN MARTIN

with his wonderful New Hit

SWAY

b/w Money Burns a Hole in My Pocket

CAPITOL 2818

with Disc Jockeys Juke Box Operators and Retailers
**Government Aid to Music**

Despite not yet having an opportunity to study the bill, he said, however, that the Society "has at all times supported forward-looking measures in aid of American Art literature and music."

It is believed that the Howard Bowl is intended more to encourage those who bring musical works to the attention of the public rather than those who create these works," Finkelstein said. This seems to sound a good approach. For those who compose and publish, their rewards are dependent upon sound copyright laws.

He went on to declare that "to some extent our current copyright laws are outdated in failing to recognize the forward development and progress of the art." For example, "since copyright laws recognize the necessity of compensating the composer when his music is performed publicly for profit, a whole in the 1909 Copyright Act enables those who perform for profit means to turn to juke boxes to avoid payment to authors for such use of their works." He said: "This not only gives authors of a very substantial income to which they are entitled, but it discriminates against other commercial interests which pay for similar uses."

"Another shortcoming of the present law," said Finkelstein, "is failure to provide compensation to composers of musical works such as symphonies when their works are performed publicly but not for profit."

Dr. Howard Hanson, representing the National Music Council, said the bill deserves overwhelming support because "the music profession desperately needs new government assistance at municipal, state and federal levels."

Metropolitan star Tibbett, whose appearance at the hearing drew an overflow crowd, gave his testimony as friendly but pointed. President of the American Guild of Musicians (American Federation of Labor), he said that the four-fifths of the membership of the union earns less than $2,200 a year for musical works. This he said, means that talented musicians are forced to turn to taxi driving, teaching and other occupations to stay in the music field. "Some, he declared, have given up the struggle, "producing a tragic waste of talent and training."
'SH-BOOM'
COUPLED WITH
'I Spoke Too Soon'
MERCURY 70404 - 70404X45

A NEW SMASH BY THE
"CRAZY 'BOUT CHA BABY" BOYS
THE CREW CUTS

BIGGER THAN EVER!

"WAIT FOR ME DARLIN"

GEORGIA GIBBS

MERCURY 70386 • 70386X45
The Gal with the
COMES THROUGH WITH
Kitty
IN THE
CHAPEL IN THE
MOONLIGHT
Decca 29130 (4-29130)
Nation's #1 Hit
A NEW SMASH!

Kallen

TAKE EVERYTHING BUT YOU

Decca 29130 (4-29130)
**HONOR ROLL OF HITS**

**The Nation's Top Foruns for week ending June 9**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Little Things Mean a Lot</td>
<td>Frank Loesser</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>Three Coins in the Fountain</td>
<td>George Gershwin</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>Wanted</td>
<td>Boudle Butler</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>Happy Wanderer</td>
<td>Cole Porter</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>Young at Heart</td>
<td>Frank Loesser</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6</td>
<td>Record for the Bridge</td>
<td>Irving Berlin</td>
<td>ASCAP</td>
</tr>
<tr>
<td>7</td>
<td>I'll Love My Man</td>
<td>Myron Waldman</td>
<td>ASCAP</td>
</tr>
<tr>
<td>8</td>
<td>Make Love to Me</td>
<td>Harry Warren</td>
<td>ASCAP</td>
</tr>
<tr>
<td>9</td>
<td>Oh Merry Mine</td>
<td>Charlesnerz</td>
<td>ASCAP</td>
</tr>
<tr>
<td>10</td>
<td>Happy Wanderer</td>
<td>Cole Porter</td>
<td>ASCAP</td>
</tr>
<tr>
<td>11</td>
<td>Young at Heart</td>
<td>Frank Loesser</td>
<td>ASCAP</td>
</tr>
<tr>
<td>12</td>
<td>Cross Over the Bridge</td>
<td>Frank Loesser</td>
<td>ASCAP</td>
</tr>
<tr>
<td>13</td>
<td>Oh Baby Mine</td>
<td>Irving Berlin</td>
<td>ASCAP</td>
</tr>
<tr>
<td>14</td>
<td>Man Upstairs</td>
<td>Harry Warren</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

**Tunes with Greatest Radio-TV Audiences**

- **Tunes**, listed alphabetically, have the greatest sales, greatest airplay, and greatest progressive program in New York, Chicago, and Los Angeles.
- **Rating System**—Based on copyrighted Alliance Census Index.

**Radio**

- A Girl, A Girl (R)         - Microsoft (ASCAP)
- Love is a Many Splendored Thing (R) - Microsoft (ASCAP)
- Young at Heart (R)        - Microsoft (ASCAP)
- Record for the Bridge (R) - Microsoft (ASCAP)
- I'll Love My Man (R)       - Microsoft (ASCAP)

**Television**

- A Girl, A Girl (R)         - Microsoft (ASCAP)
- Love is a Many Splendored Thing (R) - Microsoft (ASCAP)
- Young at Heart (R)        - Microsoft (ASCAP)
- Record for the Bridge (R) - Microsoft (ASCAP)
- I'll Love My Man (R)       - Microsoft (ASCAP)

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**INDEX TO CHARTS**

**Popular Records, Singles** 36 Country & Western...

**Packaged Records, Popular** 46 Rhythm & Blues...

**Packaged Records, Classical** 44 Other Categories...

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**The Music Corner**

As most dealers know there has been a considerable growth over the past two years in the package merchandise. This includes all types of packages, in both the classical and the pop field. The jump in sales of package sets over the past 24 months has been equally impressive among the various manufacturers.

What has caused the gain in sales of LP and EP sets? Certainly the fact that there is more music for the money on LP and EP than is available on 78's has helped spark the boom. And the convenience of LP and EP has also proved advantageous. But possibly even more important is the sweat and tears poured into package merchandise by manufacturers to turn out the most appealing product possible and to merchandize that product to the nth degree.

Any dealer who takes a look at his package record stock today will see that the 78 rpm era is over. But while the 78 rpm era is over, the future of the package record looks very promising in the years ahead.

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**England's Top Twenty**

Based on reports received from England's top twenty cities, each week the charts are compiled on the basis of each tune's rank in potential sales. This list reflects the current status of the pop music market as it compares with the American charts and may lead to certain conclusions.

Some Love—Carrington (Remick)
Happy Wanderer—Beatles (Fontana)
Friends and Neighbors—Michael Reise (Fontana)
Heart of My Heart—French Day (Robbie)
Someone to Watch Over Me—Johnny Fields (MGM)
Don't laugh at me (I'm a Puss-Y) (R) (Rabbit) (E. Evans)
Little Shoemaker—Bourne (Sound)
Chasing Partners—Bobby McCall (Phoenix)
Half a Man—Bobby McCall (Sound)
The Boll Weevil—Bob Wills (MGM)

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**INDEX TO CHARTS**

- **Popular Records, Singles**
- **Country & Western**
- **Rhythm & Blues**
- **Other Categories**

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
Operation Pushpop in ACTION

IN RECORD OUTLETS COAST TO COAST

The Billboard's Promotion and Merchandising Program to Stimulate Public Interest in—and demand for—Single Records NOW and Throughout the Summer—

4th

NOW IN ITS FINAL WEEK!

By Industry Demand—Operation Pushpop

EXTRA! EXTENDED ANOTHER WEEK

Watch for Kit No. 5
180,000
SOLD and REORDERED
RED FOLEY
ON DECCA RECORDS #29159

86,000
INITIAL ORDER
FRED WARING
The Pennsylvanians
ON DECCA RECORDS #29192

RAY ANTHONY
with Tommy Mercer and the Choir
ON Capitol

A GREAT RECORDING
BY AMERICA'S
#1 DANCE BAND

MEMO
GEORGE PAXTON, INC.
REPORTS
160,000
SHEET MUSIC SALES
BROKE WIDE OPEN!

OVER 300,000 SOLD and REORDERED

ON THE ORIGINAL RENDITION

EDDIE FISHER

with HUGO WINTERHALTER'S Orchestra and Chorus
#20/47-5748

RIEND

THIS WEEK'S RCA VICTOR DEALER REORDER 52,000
The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending June 9

**This Week’s Best Buys**

POINT OF ORDER — slain Freberg — Capitol 2858

The comic has found a ready-made audience for this McCorry parody. It has already jumped on the Los Angeles territorial chart and is reported a strong seller in Providence, Atlanta, St. Louis and Milwaukee, of all places. New York, Philadelphia, Buffalo, Cincinnati and Durham were among other areas reporting good action. Dealers and operators ought to be cautious and be prepared for a possible let-down when the hearings draw to a close. Flip is “Person to Person.” A previous Billboard Spotlight pick.

**Most Played in Juke Boxes**

For survey week ending June 9

**Most Played by Jockeys**

For survey week ending June 9

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

Midwestern strongholds of theirs and is starting off well in several Eastern cities. St. Louis, Pittsburgh and Cincinnati reports were especially strong. Good reports were also received from Providence, Cleveland, Nashville, Milwaukee and Atlanta. Flip is “The Old Cabaret.”

Please send The Billboard
One Tour

Buy one at a time

& out of stock

(BigDecimal)

Year

City

In stock

Address

Newark, N.J.

Copy material

214 Fulton St.

Copyrighted material
TAKING OFF LIKE A BIRD!

The Happiest HIT That Ever Happened!

"THE LITTLE SHOEMAKER"

MERCURY 70403 · 70403X45

by the

GAYLORDS
They're Hot!

THE CLASS OF THE SINGING GROUPS!
THEIR HITS REALLY STAY!

the AMES BROTHERS
LEAVE IT TO YOUR HEART

with a standout orchestration by
HUGO WINTERHALTER

b/w
LET'S WALK AND TALK
#20/47-5764
The Billboard Music Popularity Charts

POPULAR RECORDS

Territorial Best Sellers

For survey week ending June 9

Listings are based onsales reports secured from top dealers in each of the markets listed.

1. "Young at Heart," F. Sinatra, Cap
2. "If You Love Me (Really Love Me)", K. Martin, V.

San Francisco
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Seattle
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Baltimore-Washington
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Detroit
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Kansas City
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Los Angeles
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Pittsburgh
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Philadelphia
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

St. Louis
1. "Young at Heart," F. Sinatra, Cap
2. "If You Love Me (Really Love Me)", K. Martin, V.
5. "If You Love Me (Really Love Me)", K. Martin, V.

Cleveland
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Dallas-Ft. Worth
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Denver
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Cincinnati
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Chicago
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Buffalo
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
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Baltimore-Washington
1. Little Things Mean a Lot
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3. "If You Love Me (Really Love Me)", K. Martin, V.

New York
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Milwaukee
1. Little Things Mean a Lot
2. "Young at Heart," F. Sinatra, Cap
3. "If You Love Me (Really Love Me)", K. Martin, V.

Cindy Lord
I'll Never Need the Moon

Billy Eckstine
Temporarily Blue and Beloved

Betty Madigan
This Can't Be Love and Please Be Kind

The Cat Men
Featuring Sonny (the Man) Taylor

Harvey Norman
By My Side and A Dim CAFÉ

Joni James
In a Garden of Roses

Leroy Holmes and His Orchestra
The Rich and the Mighty

The pages of the Billboard magazine feature various sections such as the Music section and the International section. The Music section includes listings for popular records, and the International section may include various advertisements and updates related to music industry. The image also contains advertisements for records and music venues, indicating the diverse content of the publication.
### TOP SELLERS—
#### POPULAR
Listed Alphabetically

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY I ENVY</td>
<td>I L Cole</td>
<td>2754</td>
</tr>
<tr>
<td>I Covet Money Burns A Hole In My Pocket</td>
<td>G. MacKenzie</td>
<td>2697</td>
</tr>
<tr>
<td>GIVE ME YOUR WORD</td>
<td>T. Ernie</td>
<td>2810</td>
</tr>
<tr>
<td>PERSON TO PERSON</td>
<td>S. Freiberg &amp; D. Butler</td>
<td>2838</td>
</tr>
</tbody>
</table>

### LATEST RELEASES—
#### Numbers (124 & 45s)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY I ENVY</td>
<td>I L Cole</td>
<td>June 19, 1954</td>
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<td>GIVE ME YOUR WORD</td>
<td>T. Ernie</td>
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<td>S. Freiberg &amp; D. Butler</td>
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### COMING UP FAST
Listed Alphabetically

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<th>Sales</th>
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</tr>
</tbody>
</table>

### "Specialized"—HIGH-FIDELITY ALBUMS
FULL DIMENSIONAL SOUND—Listed Alphabetically

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Joe Barton</td>
<td>June 19, 1954</td>
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### "EP" ALBUMS
Listed Alphabetically

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH FIDELITY IN FULL DIMENSIONAL SOUND—The Artists</td>
<td>June 19, 1954</td>
<td></td>
</tr>
<tr>
<td>IT'S ONLY A NOTE</td>
<td>June 19, 1954</td>
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### "1600" SERIES
Listed Alphabetically

<table>
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<tr>
<th>Title</th>
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<tr>
<td>HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—The Artists</td>
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<td>IT'S ONLY A NOTE</td>
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### "1600" SERIES—COUNTRY & HILLBILLY
Listed Alphabetically

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>AMOUROS</td>
<td>A. Poore, A. Facer</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>BASSaky Ballads</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>BONK-TEK GIRL</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>WHO'S SINGIN' TO SONG</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>I ALWAYS GOT A SOUVENIR</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>I LOVE YOU</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>SPACE COMMAND</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
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</table>

### IN TOWN
THE SPIRITUAL AIR—1837

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>I LOVE YOU</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
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<tr>
<td>I'M SINGING THE BLUES</td>
<td>E. Thompson</td>
<td>June 19, 1954</td>
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### BEST SELLING—
#### "1600" SERIES
Listed Alphabetically

<table>
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<tr>
<th>Title</th>
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<tbody>
<tr>
<td>I'M SINGING THE BLUES</td>
<td>E. Thompson</td>
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<tr>
<td>BACK IN A WHILE</td>
<td>J. M. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>DON'T WORRY ABOUT ME</td>
<td>J. M. Thompson</td>
<td>June 19, 1954</td>
</tr>
<tr>
<td>WHAT A DREAM</td>
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<td>J. M. Thompson</td>
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</table>

### "THE VAMP"
Capitol Record No. 2820

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Date</th>
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<tbody>
<tr>
<td>THE VAMP</td>
<td>Pee Wee Hunt</td>
<td>June 19, 1954</td>
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</tbody>
</table>

### "SO BLUE"
Capitol Record No. 2820

<table>
<thead>
<tr>
<th>Title</th>
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<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SO BLUE</td>
<td>I L Cole</td>
<td>June 19, 1954</td>
</tr>
</tbody>
</table>

### "AMERICA'S RADIO HISTORV"
Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.
**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

**Review Spotlight on...**

**KITTY KALLEN**
In the Chapel in the Moonlight ( Shapiro-Bernstein, ASCAP).

**LOUI MONTI**
Verka's Veranda (Bregman, Voce & Coon, ASCAP).

**THE CREWNOTS**
Sh-Boom (Progressive, BMI).—The Crewnopts, now a group on the label, could have their second hit in a row with this fast cover of an R&B tune that is already going pop. Flip is "I Spoke Too Soon" (Weiss & Barry, ASCAP).

**TUNES**
Friends and Neighbors (Rene Jungnickel, ASCAP).—A tune in the vein of "Underneath the Arches" of a few years ago and has a chance to get off the ground with any one of three new singles. One is the Billy Cotton disk on London 1673, now a smash in England. Another is the Tommy Prisco record on Mercury 70386. And the other is the Finkeltti Family record on Essex 361. The tune is cheery and summery and it could make it with exposure.

**Reviews of New Pop Records**

**LES PACIFICORD PONT**
I'm a Fool for You (COLUMBIA 2515).—A Diallow "spool" label E-1076.

**FRANK WEBER ORG**
The Little Shimmykat (COLUMBIA 15412).—A Top 20 hit with the "Spanish" sound. The tune is a property novelty which has broken into the Top 40. And this pop version is sung neatly by the group. Watch it; it could go big (Progressive, BMI).

**THE CREW CUTS**
Sh-Boom (Decca).

**BING AND GARY CROSBY**
Goodnight, My Love (HOWELLS 9019).—Another one from Bing and Gary Crosby's first album, "Goodnight, My Love," released by the Famous label. The tune, which has been around some time, has a funny story behind it. It was written by Jimmy Howells and John Howells (Howells, BMI).

**THE CALL OF THE COW...**

**NEUMAN RIDDLE ORG**
Chapel in the Moonlight (COLUMBIA 2546).—This is an oldie, but it's a goodie, and in the manner of "Oh, How I Love Him," it could get a good reading from the radio. The vocal sound is fresh and the arrangements are fresh. The tune could get much attention with exposure. Shadow Waltz (COLUMBIA 2546).

**DECCA**
Ask a Roadsider (Spectrum, BMI).—A new ballad which a good radio station could play. The song is written by a group called the Roadsiders and it's sung by the Roadsiders. The Roadsiders have a good record in the past and they might have another. What's new about this song? It's a good one.

**THE MODERNISERS TEN RIVER ORG**
One Man Woman (COLUMBIA 2833).—This is the last of a series of eight songs which have been cut by the group on the Columbia label. The Roadsiders have a good record in the past and they might have another. What's new about this song? It's a good one.

**RCA Victor's famous "ONE CALL SERVICE" offers you tremendous value... ask any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records.** They will tell you—only at RCA Victor you are assured of unbeatable quality recording, processing and pressing at lowest possible costs.

Glance at the dial at the top of this page—see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest RCA Victor office for fast, competitively priced "ONE CALL SERVICE."

**RCA Victor custom record sales**
Radio Corporation of America • 111 East 55th Street
NEW YORK: JUdson 2-5011
609 Fifth Avenue, New York 20, N. Y.
CHICAGO: W H itch ell 4-3215
45 No Lake Shore Drive, Chicago 11, Ill.
HOLLYWOOD: HBO lutivity 4-5171
1016 No. Sycamore Avenue, Hollywood 36, Cal.
CASH IN
on a
WINNING
COMBINATION

Jane
RUSSELL and
Johnny
DESMOND

sing
BACKWARD,
TURN BACKWARD
(O' TIME IN YOUR FLIGHT)

Coral 61198 (78 rpm)
and 9-61198 (45 rpm)
BILLY BIRDLAND

WILLIE DURAND

THE MIDNIGHTER

SEXY WAY

DONT SAY YOUR LAST GOODBYE

FEDERAL 12185

BONNIE LOU

WINTER.Orders for This Item should be Forwarded to
BLUE RENAISSANCE RAIN.

KING 1041

CACTUS PLOY

POINT OF ORDER WITH THE SENATOR AND THE PRIVATE

4 ST 1476

WILLIE "DANG" BARDON

"I LOVE YOU WALTER"

W. P. ".

SPRING TONIC

EVERYTHING FREE

RECORDS & PHONOGRAPH RECORDS

Unanimously
ACCLAIMED!

MAKE
HER
MINE

The Best NEW Ballad cut in the last Six Months

THE BILLBOARD
JUNE 19
CAPITOL #2803

• Review Spotlight on...
RECORDS

NAT "KING" COLE
Make Her Mine (Bergman, Vace & Conn, ASCAP—Capital 20.1) The million seller is a powerful reading of a warm new ballad over a striking backing by the Nelson Riddle crew. Should keep Cole right up there.

Best Bets
NAT "KING" COLE
Make Her Mine (Capitol—50) Nat lends a distinctive touch even to mediocre material. More Cole—He has a lovely voice.

THE CASH BOX
SLEEPER OF THE WEEK

MAKE HER MINE
(Bergman, Vace & Conn ASCAP—Capitol—20.1)

Best Bets
**Vox Jox**

脚注：Continued from page 3

**GLEAM BRIGHT**

**Hollywood 46**

**RAY DE MENO**

**What Might Have Been**

**CHRIS CONNER**

Blue Silence

**Mier’s Serenade 3021**

**Ask Me and Chiquita 3193**

**BEULAH SWAN**

**Don’t Steal My Party**

**Hipp Shaking Shaking 1279**

**BERT BRYSON**

**One-Sided Heart**

**I Was Born In Carolina**

**SIMMONS TWINS**

**Broken Hearted Walls**

**Echoes Mailbox 1287**

**ST OLIVER**

Music Director for...**

**BETHLEHEM RECORDS**

**1640 BROADWAY, NEW YORK 19, N. Y.**

**MURRAY SINGER**

**Net’s Sale N. Y.**

**ELAINE BERGMAN**

**Promotion**

**The Billboard Music Popular Chart**

**POPULAR RECORDS**

**Reviews of New Pop Records**

**Continued from page 3**

**Have You Ever Heard a Singing Bear?**

**WATCH FOR IT ON**

**VITO RECORDS**

8853 Sunset Boulevard

THE SURE HIT

THE HIGH AND THE MIGHTY

RECORDED BY:

LES BAXTER

and his orchestra

CAPITOL #2845
**Best Sellers in Stores**

For survey week ending June 9

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart</th>
</tr>
</thead>
</table>
| 1. I DON'T WANT ANYMORE | Marvin Gaye | Tamla | 23 21 | M-20 35-
| 2. I'M A STRANGER IN MY OWN HOME | Phil Ochs | Vanguard | 25 25 | EMI-
| 3. BLOWIN' IN THE WIND | Bob Dylan | Columbia | 21 21 | M-20 35-
| 4. BLOWIN' IN THE WIND | Bob Dylan | Columbia | 21 21 | M-20 35-
| 5. ROLLING STONES | The Rolling Stones | Decca | 18 18 | M-20 35-

**Most Played in Juke Boxes**

For survey week ending June 9

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**Folk Talent and Tunes**

By JOEL FRIEDMAN

- 6000 Sunset Boulevard, Hollywood
- Martha Carven and her "Grand Ole Opry" band
- Recorded at a session held at Sunbird, N. B. R. and recently released on 78s
-تصريح على خلفية أحمد مدحت
- ويليم أنيس
- تونس

**Review Spotlight on...**

**C & W Territorial Best Sellers**

For survey week ending June 9

<table>
<thead>
<tr>
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| 5. ROLLING STONES | The Rolling Stones | Decca | 18 18 | M-20 35-

**Reviews of New C & W Records**

By JOEL FRIEDMAN

- 6000 Sunset Boulevard, Hollywood
- Martha Carven and her "Grand Ole Opry" band
- Recorded at a session held at Sunbird, N. B. R. and recently released on 78s
-.Verbal — Post script
- E. Arnold.
- C. W. Records

**Talent**

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| 4. BLOWIN' IN THE WIND | Bob Dylan | Columbia | 21 21 | M-20 35-
| 5. ROLLING STONES | The Rolling Stones | Decca | 18 18 | M-20 35-

**This Week's Best Buys**

According to sales reports in key markets, the following:

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**You're Mine**

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The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending June 9

Records are ranked in order of their current national selling impressions at the retail level. Results are based on 3,000 music stores throughout the country with a high volume of sales.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td>6.</td>
<td>Work With Me: Middleceries</td>
<td>Sammy Davis Jr., Nat King Cole, Ray Charles</td>
</tr>
<tr>
<td>9.</td>
<td>7.</td>
<td>Good Night, Sweetheart, Good Night</td>
<td>Dean Martin, Jerry Vale, Harry Belafonte</td>
</tr>
<tr>
<td>8.</td>
<td>8.</td>
<td>I'm Gonna Be Strong</td>
<td>Aretha Franklin, Sam Cooke, Bobby Bland</td>
</tr>
<tr>
<td>7.</td>
<td>9.</td>
<td>Hello Little Boy</td>
<td>R&amp;B Brown, Atlantic 8102-B</td>
</tr>
<tr>
<td>5.</td>
<td>11.</td>
<td>Lovey Dovey</td>
<td>Clovers, Ail.</td>
</tr>
<tr>
<td>3.</td>
<td>13.</td>
<td>Work With Me</td>
<td>Midnighters, Fede.</td>
</tr>
<tr>
<td>2.</td>
<td>14.</td>
<td>Good Night, Sweetheart, Good Night</td>
<td>Sammy Davis Jr., Nat King Cole, Ray Charles</td>
</tr>
<tr>
<td>1.</td>
<td>15.</td>
<td>Work With Me</td>
<td>Midnighters, Fede.</td>
</tr>
</tbody>
</table>

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**Rhythm & Blues Records**

**Review Spotlight on...**

**Olive Blackwell**

**Prayin' For the Rain**

*Recorded in a week ending country music. To the apartment of love, Bullet, and in its usual state of down the street, Art, and record store.*

** announcement**

**Top 20 Most Played in Juke Boxes**

For survey week ending June 9

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on 3,000 music stores throughout the country using a high proportion of rhythm and blues.

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Shake, Rattle and Roll</td>
<td>Jerry Lee Lewis, Sun 474</td>
</tr>
<tr>
<td>2.</td>
<td>You'll Never Walk Alone</td>
<td>Hamilton, R.</td>
</tr>
<tr>
<td>3.</td>
<td>Lovey Dovey</td>
<td>Clovers, Ail.</td>
</tr>
<tr>
<td>4.</td>
<td>If I Loved You</td>
<td>Hamilton, Epi.</td>
</tr>
<tr>
<td>5.</td>
<td>Good Night, Sweetheart, Good Night</td>
<td>Sammy Davis Jr., Nat King Cole, Ray Charles</td>
</tr>
<tr>
<td>7.</td>
<td>Goodnight, Sweetheart</td>
<td>Spaniels, 5</td>
</tr>
<tr>
<td>8.</td>
<td>You'll Never Walk Alone</td>
<td>Hamilton, R.</td>
</tr>
<tr>
<td>9.</td>
<td>Work With Me</td>
<td>Midnighters, Fede.</td>
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<tr>
<td>10.</td>
<td>Love You</td>
<td>Clovers, Ail.</td>
</tr>
</tbody>
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**R&B Territorial Best Sellers**

Listings are based on local sales reports monitored via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

**Atlanta**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>Love You</td>
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<tr>
<td>Just Make Love to Me</td>
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</tr>
<tr>
<td>Lover Man</td>
<td>Clovers, Ail.</td>
</tr>
<tr>
<td>Let's Walk</td>
<td>C. Brown, Alba.</td>
</tr>
<tr>
<td>You'll Never Walk Alone</td>
<td>Hamilton, R.</td>
</tr>
<tr>
<td>Love You</td>
<td>Clovers, Ail.</td>
</tr>
<tr>
<td>I Didn't Want to Do It</td>
<td>Spiders, 5</td>
</tr>
<tr>
<td>Marie</td>
<td>Four-Tunes, 5</td>
</tr>
</tbody>
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**Chicago**

<table>
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**Los Angeles**

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<td>Love You</td>
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</tr>
<tr>
<td>I Love You, You, Hamilton, Epi.</td>
<td></td>
</tr>
<tr>
<td>Goodnight, Sweetheart, Goodnight</td>
<td>Sammy Davis Jr., Nat King Cole, Ray Charles</td>
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<tr>
<td>Darling Dear, Crocus, Det.</td>
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<td>Oh Baby, Little Bum, Dubin, Ad.</td>
<td></td>
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**Baltimore-Washington**

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**R&B Territorial Best Sellers**

Listings are based on local sales reports monitored via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.
THE BILLBOARD
JUNE 19, 1954

M-G-M Pits Sexes In 'Cats Vs. Chicks' NEW YORK, June 17-M-G-M Records will release a broadside next week attacking sex roles, with its new release, "Cats Vs. Chicks," a "miniature battle of the sexes," according to Ali Fish, publicist for the label. The label's new policy to put a heavier emphasis on its recording division "Welcome to the Leopard Feather production, sub-titled "A musical battle of the sexes," spotlights an all-female group, pic-stylist Terry Pollard and her Septet, featuring Larry Thompson on tenor sax.

The LP contest gives each group a chance to take off on their own separate musical "paths," with "Mama Blues," "Man I Love" and "Anytime" scheduled for early release.

---

**Reviews of New Sacred Records**

1. **The Jordanaires**
   - Capitol 218—The group turns in a good performance of a traditional sacred record. (Savoy, BMG)

2. **The Simon Whites**
   - Capitol 222—Record is quite effective by the well-known group, with fine harmony and a good procession. (Columbia, BMG)

3. **The Singers**
   - Capitol 210—The group has a good one under the leadership of the original蟠者. (Pepsodent, BMG)

4. **The Jordanaires**
   - Capitol 219—The group turns in a good performance of a traditional sacred record. (Savoy, BMG)

---

**Other Records Released This Week Popular**

1. **Momma** by Gene Norman—Columbias 314—The record is a hit for the label. (Columbia, BMG)

2. **The T amsterdam** by the T amsterdam—Jubilee 408—The record is a hit for the label. (Jubilee, BMG)

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**RHYTHM & BLUES RECORDS**

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**This Week's Best Buys**

According to sales reports in key markets, the following records are recommended:

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**NO PLACE TO GO** (Ary, BMG)—Howlin' Wolf—Chess 1556
   - A deep, rich, soulful blues number that is a definite hit in key markets. (Ary, BMG)

---

**REVIEWS OF NEW SPIRITUAL RECORDS**

1. **Apolo** by Ted Heath—London 378—The record is a hit for the label. (London, BMG)

2. **The Willows** by Leadbelly—Columbia 300—The record is a hit for the label. (Columbia, BMG)

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**RHYTHM & BLUES NOTES**

1. **Vernon** by T-Bone Walker—Columbia 315—The record is a hit for the label. (Columbia, BMG)

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**Blue Note**—Rudy Van Gelder—Blue Note 1568
   - The record is a hit for the label. (Blue Note, BMG)

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**U. S. Army Radio Give Boosts to British Records**

LONDON, June 12.—A big boost for British records this week with the announcement that the U. S. Army has agreed to put all British records on its network. The records will be broadcast over the entire network, including the United States, Canada, and Mexico. The network will also broadcast records from other countries as well.

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**April Music Tax Collections Drop**

WASHINGTON, June 12.—Collections from federal music taxes dropped 9.5 percent in the fiscal year ending March 31, compared to the previous year. The federal tax on phonograph records sold $3,450,000 in the current fiscal year, compared with $3,800,000 in the previous year. The federal tax on phonograph records sold $3,450,000 in the current fiscal year, compared with $3,800,000 in the previous year. The total collections from all federal music taxes dropped to $8,500,000, compared to $9,200,000 in the previous year.

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**Chicago**

1. **Judy Garvin** and her Singers—"I Can't Hold Out Any Longer"—At the Checkerboard, 2525 N. Clark St.

2. **The Johnnie Ray Orchestra**—"I Can't Hold Out Any Longer"—At the Checkerboard, 2525 N. Clark St.

3. **The Billy Tipton Orchestra**—"I Can't Hold Out Any Longer"—At the Checkerboard, 2525 N. Clark St.

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**Member of Releases This Week**

<table>
<thead>
<tr>
<th>Label</th>
<th>Pop</th>
<th>C&amp;W</th>
<th>R&amp;B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>13</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Columbia</td>
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**Breaking R&B and POP COAST TO COAST**

The Diablos' "ADIOS, MY DESERT LOVE" D.J.'s write for your feature.

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**FORTUNE RECORDS**

11679 Loopwood—Dwight S. Ritchie.
Capehart Emphasizes Hi-Fi in New '55 Line

FORT WORTH, Tex., June 12—Capehart is introducing a wide range of high fidelity combinations, and 11 products ranging from hi-fi record players and turntables to a complete model package. As a matter of fact, Capehart's new line was all new in every respect.

In line with this, the company notes that in hi-fi the cabinet construction is just as important a factor in faithful reproduction as the actual components. Accordingly, Capehart's hi-fi sets are of a specific color, which does not match any of the cabinetry. The result is that the complete new line is all new in every respect.

In addition to the "Open House" price reductions, Capehart has also decided to eliminate any competition between its distributors' service departments. The stores will, however, work out the best arrangements for the consumer, within the framework of the new arrangements. Capehart points out that there is no way to put into the component plans are limited to the three-way cabinet, an intention to compete in the "Conso-

Three Hi-Fi's Portable in '55 Admiral Line

CHICAGO, June 12—Three new hi-fi units are being introduced by Admiral as a part of their new line. The three models are the Admiral P-R-100, P-R-200 and P-R-300.

The P-R-100 is a two-way cabinet, featuring a range of equipment which includes a record player and radio, and is priced at $120. The P-R-200 is a three-way cabinet, featuring a range of equipment which includes a record player, radio, and a television set, and is priced at $150. The P-R-300 is a four-way cabinet, featuring a range of equipment which includes a record player, radio, and television set, and is priced at $300.

Greylane Has Home Phonos

CHICAGO, June 12—The Greylane line of home phonos, introduced by the Greylane Company of Chicago, is expected to introduce its first line of phonographs and record changers in the next few weeks. When the company's phonograph line is introduced, the Greylane phonographs will be low-priced portable phonographs.

It is expected that a new line of Greylane phonographs will be introduced shortly. The new line will be made in a variety of colors and styles, and will feature a variety of new features, including a new turntable design.

Magnetoc Ready With 6 Consumer Tape Recorders

CHICAGO, June 12—Magnetoc, a division of the Magnecor Corporation, is introducing a new line of consumer tape recorders. The new line is a standard porta-

L.P. Push

Dealer Doings

By JOE MARTIN

L.P. Push: Dealers are coming up with all the new L.P. releases, and dealers are making money from them. Many of these are done in connection with a local recording company, and dealers are getting their money in advance. It is expected that there will be a six-month supply of tapes in the stores, and dealers are getting their money in advance.

Victor, M-G-M Set Summer Schedules

NEW YORK, June 12—VICTOR and M-G-M Records will present a substantial number of summer shows, according to their records. A number of shows will be presented during the weeks of the month, including a number of shows which have been delayed due to the war.

New V-M Portable Has 2 Speakers

NEW YORK, June 12—A new V-M portable radio has been introduced by the Victor Company. The new model is a two-speaker unit, and is powered by a battery. The unit is equipped with a ceramic speaker and a built-in microphone.

AMPRO Intros 2 New Combos

CHICAGO, June 12—The AMPRO Corporation, Chicago, has introduced a new line of recorders, which are called the "AMPRO" recorders. These recorders are designed for use in record stores, and are sold in local record stores.

Dealer Sets Up in New York

NEW YORK, June 12—Two new hi-fi firms will be set up in New York this month. The first, called "Dealers Doings," will be located in the new "Waverly" building, and will feature a wide range of high fidelity products.

Crestcent Adds 2 New Models

CHICAGO, June 12—Crestcent Industries announced the addition of two new hi-fi models to their line of high fidelity phonographs. The new models are called the "Crestcent" and "Crestcent Hi-Fi," and are priced at $250 and $300 respectively.

Building A Pavilion

Two New Hi-Fi Firms Set Up In New York

NEW YORK, June 12—Two new hi-fi firms will be set up in New York this month. The first, called "Dealers Doings," will be located in the new "Waverly" building, and will feature a wide range of high fidelity products.

Columbia Has Garland Album

NEW YORK, June 12—Columbia Records will issue the "Garland" album, featuring Miss Garland's music, on July 1. The album will be released in two versions, one with a special cover and one with a standard cover.
**Reviews and Ratings of New Classical Releases**

**LINER NOTES IS IT HORRIFIC?**

**Elman Returns to Classical Stage**

Mischa Elman returned this month with another trio share on June 3 and 4 when he recorded the Brahms Violin Concerto with the London Philharmonic under Sir Adrian Boult, for his second visit of the season to the orchestra.

Elman, who has been with the London Philharmonic for several years, will continue to record other major concertos for the orchestra, including the Bruch Violin Concerto.

**Background...**

Elman, who has been a member of the London Philharmonic Orchestra for several years, will continue to record other major concertos for the orchestra, including the Bruch Violin Concerto.

**Future...**

Elman will release Vol. 3 of "The History of Music in 1001" in early August. The album will be released by Decca, the studio that released the first two volumes of the series.

**TECHNICAL MUSICAL...**

Elman has recorded several other works, including the Brahms Violin Concerto, which he recorded with the London Philharmonic Orchestra under Sir Adrian Boult.

**Recording...**

The recording of the Brahms Violin Concerto will be released by Decca, the studio that released the first two volumes of the series.

**Final Notes...**

Elman will continue to record other major concertos for the orchestra, including the Bruch Violin Concerto.

**Cugat, Lane Set For Columbia Pict**

**HOLLYWOOD, June 12—Cugat and Lane will be seen in a new Columbia Pict that has been signed to a Columbia Pict, according to Jack Korp, assistant to the president of Columbia Pict, who said that the picture will be produced by Sam Katz.

Cugat revision is currently up in Los Angeles and has been held over thru June 24.

**Classical Best Sellers (All Categories)**

Recordings are in order of their national sales strength as of the third week in June, as determined by a survey of classical dealers in all areas.

1. DVOŘÁK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Tonkunz). NBC Victor LM 1788

2. PROKOFIEV: PIANO CONCERTO NO. 5—RCA Victor LM 1764

3. BIZET: SYMPHONIES NO. 1 AND 2—NBC Symphony (Goldmark). RCA Victor LM 1805

4. CRISSMAN: SONGS OF A HERO—RCA Victor LM 1777

5. BEETHOVEN: SYMPHONY NO. 5—RCA Victor LM 6013

6. STRAVINSKY: CHORUS DANCES, OCENTRAL TRIO—MGM Victor LM 1848

7. BEETHOVEN: SYMPHONIES NO. 1 AND 2—NBC Symphony (Goldmark). RCA Victor LM 1805

8. VIVALDI: THE FOUR SEASONS—Philharmonic-Olympia Victor LM 1900

9. BIZET: CARMEN SUITE—Koelschelten Orchestra, Columbia LM 4876

10. PROKOFIEV: PIANO CONCERTO NO. 2—RCA Victor LM 1790

**TENNYSON: PIANO CONCERTO No. 1—New York Philharmonic (Karajan). RCA Victor LM 1790

11. STRAVINSKY: CHORUS DANCES, OCENTRAL TRIO—MGM Victor LM 1848


**Link...**

**CUGAT, LANE SET FOR COLUMBIA PICT...**

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Operation Pushpod Extended

**Continued from page 17**

normal slow periods. A l l o b j e c t i v e s a t e d d e r i c k, I do hope that this is a forecast which will help to bring a little more business in the direction of merchanting records.

The new Pushpod or ' O p e r a t i o n  P u s h p o d ' is a unique and practical combination of contemporary and traditional merchanting of records.

Mr. Scott is a man who has seen it all, and he knows the game. The new Pushpod is the result of a thorough investigation by the Peter Maurice Company, Coroana, Calif. and T h e  T h u n d e r T o n e  Company, of which Mr. Scott is a director.

If the deal goes thru, Peter will be able to take up the option any time in the next six months, and if he does, Peter Maurice will r e -

Music Sales

**Continued from page 16**

The group, previously known as the T h r e e  A l s , is now called the T h r e e  A l s  C h e s t . Lewis and Music Sales now have the group under contract.

The group has been on the West Coast for several days, and is currently playing small clubs. The group has been under contract for three months, and is expected to be on the road within the next six weeks.

Silent Film Star, Ltd.

**Continued from page 16**

G. C. Maric, Fort Arthur, Tex.

Silent Film Star, Ltd.

**Continued from page 17**

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Table of Contents

- **Operation Pushpod Extended**
- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Operation Pushpod Extended**

*Continued from page 17*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Music Sales**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Capitol Building**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Reviews and Ratings of New Classical Releases**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**WANT Rhythm & Blues Masters**

*Continued from page 17*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Reviews and Ratings of New Popular Albums**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

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- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**WANT Rhythm & Blues Masters**

*Continued from page 17*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Reviews and Ratings of New Popular Albums**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**WANT Rhythm & Blues Masters**

*Continued from page 17*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
- **WANT Rhythm & Blues Masters**
- **Reviews and Ratings of New Popular Albums**

**Reviews and Ratings of New Popular Albums**

*Continued from page 16*

- **Music Sales**
- **Capitol Building**
- **Reviews and Ratings of New Classical Releases**
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- **Reviews and Ratings of New Popular Albums**

**WANT Rhythm & Blues Masters**

*Continued from page 17*
MONTREAL, June 12 - The first step toward a peace between the Chicago agents and the American Guild of Variety Artists was taken here yesterday at the annual convention here of the performer's union.

Under a resolution urged by the majority of delegates at the 80 assembled here, it was voted that an informal committee might be started to discuss issues that have been the subject of contention since the national convention last May.

Jack Irving, AGVA executive secretary, said he had gone to Chicago to talk to agents but that no results had been achieved when it was pointed out that the convention was not able to be elab-

orated by saying that he "talked to everyone and made it clear what help will happen to AGVA members who worked for unfair agents in Chicago, or who did not dis-

But if the switch in AGVA plans to recognize associations other than the usual fire and fur}' to those of Chicago's AGVA bud-

Ardell Bright, AGVA president, and chairman, had a tough time getting the switch accepted. It was voted that the new switch was an improvement.

KALLEN BOSTON'S 
SKYLARK'S 

There is a difference. However, the organization that the AGVA adopted for the provincial associations and if successful will not work against AGVA which will adopt a third party. A third party will not work against AGVA because this is the new development in Canada. Under Canadian law a political party may not be used in ordinary elections. This is a political party created to have that function. So far it is going well and we are going to aim higher.

Eggert, former magician who now works for NBC, told the conference that in Canada the situation was better because there was no union. "We are going to have to fight harder for our rights," he said, "but we have the support of the public." The AGVA members voted that the switch was a good one.

SETTLEMENT NEAR 

NEW YORK - A suit was filed in New York Supreme Court against Gus Van by George Ross, president of AGVA, charging that a previous president of AGVA hit him in the face many days. But close to settlement - settlement - less for thirty days. The rea-

WILL CREATE 

Histoire de Rouille and Hi


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Histoire de Rouille and Hi

Several members of the AGVA, including Jackie Brice and Jack Griffln, were present at the convention and said they would try to arrange for a settlement of the dispute.

Many of the members said they were willing to work with the AGVA in the future.

"I am not against the idea of a settlement," said one AGVA member. "But I would like to see the union get its act together first."
ECHOING ACROSS THE COUNTRY!
Broadway's Instant Acclaim
for the
BARRY SISTERS

The Barry Sisters look as the most
entertaining singing sister team since The
Andrews sisters...if they looked any
surer or sexier, you couldn't hear them
sing at all.

- HY GARDNER

New Yorkers are Talking About, Jimmy
Durante and the Barry Sisters at the
Copa...

- WALTER WINCHELL

"Supremely talented...Voice blenders
 supreme who brought down the house.

- LOUIS SOBOL

Show stoppers in their bow at the Copa
sent aza and chert, their the
silence... a study in showmanship.

- ROBERT W. DANA

"The Barrys can work anywhere. They
dress well, look swell, and sing the ball
with their slick vocal arrangements.

- VARIETY

TODAY'S BRAVO: The Barry Sisters' great
singing at the Copa.

- EARL WILSON

P.S.: Our Heartfelt Thanks

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COPACABANA inc.

June 4, 1954

The Barry Sisters,

Copa Club, N.Y.

Dear Mr. Gardner,

The show last night was a tremendous
erosion and the Barry Sisters

were a joy. They are the perfect

team, and the audience was
totally captivated. I couldn't

have been more pleased. Thank

you for your support.

Sincerely,

[Signature]

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The Billboard, Page 1, May 29

PRESS RELATIONS

FRANCES E. KAY & CO.

135 East 39th St.,
New York City

BOOKINGS

WILLIAM MORRIS AGENCY, INC.

NEW YORK • LONDON • CHICAGO • HOLLYWOOD

P.S.: Our Heartfelt Thanks
C o l g a t e  S u m m e r

**Colgate Summer Comedy Hour**

Cast: Kaye Ballard, Jimmie Dodd, Mickey Rooney, Bert Lahr, John Nesbitt, Elsie Rhodes, David Manners, Henny Youngman, John McCallum, Ethel Merman, The Desert Rat Band, Producer - Paul Hart, Director - George Sherman.

June 6, 1954

**Colgate Summer Comedy Hour** starred Kaye Ballard, one of television's leading comedic actresses, but due to its nature, it lacks an effective storyline. The program features several sketches and musical numbers, with some of the performances being memorable.

**Promotion**

Still further, in view of the fact that some of the sketches in the show... (The show's success has been attributed in part to the number of stars it has featured, including Billy Quinn, Loretta Long, and other notable comedians.)

**Florian Zobach Show**

Cast: Florian Zobach, Mary photography and commentary. (The show's success has been...)

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**Tea and Sympathy**

Barrows Theater, New York, Tuesday, June 8

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The MAGICAL Leipziger family was the subject of a lengthy feature article that ran in the June 6 edition of The Billboard. The article included the story of the Leipziger family, which is internationally known for its distinctive style of tap dancing. The feature was accompanied by a photograph of Bert Can, the father of Harry Leipziger, son of George Leipziger, and the family's Little River Dixie show in the historic Miami area. Mention also is made of Harriette Davies, an associate of George Leipziger who performed in the family's Burly act with her husband, B. R. Ramsey, manager of the famous Wall of Fame shows.

The family has made a name for itself in the Burly and vaudeville fields, and its reputation is based on the quality of its performances.

F. B. C. 

THE TALON REVIEW 

JUNE 19, 1954

BROADWAY SHOWS


TERRY AND THE MACS (songs), New York, June 11.


two quartets (gal and three ladies) give fine account of them- selves. They are clearly a well-versed group, and are sure to be a hit with the audience. The two quartets have been carefully selected and will be highly recommended for any engagement. The show features a well-arranged Canco ballroom, with well-lit and well-appointed interiors.


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In Loving Memory of

CURTIS EDWARD LITTLE
Who Passed Away
CLAIRE W. LITTLE

In Memory of

handsome, retired, in New York City. The service, at the home of Mr. and Mrs. Charles T. D. L. Little, was attended by many friends. The body was laid to rest in Green-Wood Cemetery, Brooklyn.

MARRIAGES

JENNIE DAIEL

is the mother of two daughters. Born

BERR: Mrs. Horace Bercie, 50, of New York, and Mrs. Jacob Bercie, 47, of New York City, to Louis. The service was held at the home of the bride's parents.

RUSSELL: Mrs. William Russett, 45, of New York, and Mrs. John Russett, 38, of New York City, to Louis. The service was held at the home of the bride's parents.

WHIT: Mrs. Henry Whit, 46, of New York, and Mrs. John Whit, 39, of New York City, to Louis. The service was held at the home of the bride's parents.

LONDON: Mrs. Peter London, 42, of New York, and Mrs. James London, 35, of New York City, to Louis. The service was held at the home of the bride's parents.

HARR: Mrs. Joseph Harr, 43, of New York, and Mrs. John Harr, 36, of New York City, to Louis. The service was held at the home of the bride's parents.

YORK: Mrs. Samuel York, 41, of New York, and Mrs. James York, 34, of New York City, to Louis. The service was held at the home of the bride's parents.

JONES: Mrs. George Jones, 40, of New York, and Mrs. John Jones, 33, of New York City, to Louis. The service was held at the home of the bride's parents.

WILSON: Mrs. Charles Wilson, 43, of New York, and Mrs. John Wilson, 36, of New York City, to Louis. The service was held at the home of the bride's parents.

WILL: Mrs. Robert Will, 40, of New York, and Mrs. James Will, 33, of New York City, to Louis. The service was held at the home of the bride's parents.
Hope Dims for Averting of New York Admissions Levy

NEW YORK, June 12.—Hopes of averting this city’s 5 per cent admissions levy are being dashed this week, as the State administration tightens the financial screws.

Mayor Lehman suggested that Governor Dewey several proposals that would get up about $25 mil-

Managers Plan 2d Auditorium Trade Exhibition

LONG BEACH, Calif., June 12.—The Conservation Association of Auditors and Managers has decided to hold a trade exhibition at the Auditorium on Long Beach, according to Morton E. Thayer, manager of Chicago International Amphitheater and director of the exhibit section.

The JAAM’s first such trade show will last year when the convention was in Chicago, Indiana. Among the usual group of suppliers of various types of equipment for the entertainment business. Hon. Thomas H. Dann, a member of the New York delegation, was present.

The exhibit hall will be adjacent to the east wing of the convention. The exhibit section will be held at the Paddock Park Fair, inc., group which now owns more than $5,000,000, all from horse and cattle shows which have been on their grounds.

Bell Bros.’ Owners Named; Buy Cage
From Wallace-Clark

WORLDS, Calif., June 12.—Bell Bros. Circus, famed here at Auction City Zoo, will have new owners next season, the owners, a fast-growing firm, who are now settling their show and removing their equipment.

The firm will continue to perform on the east coast, and was awarded the contract for the next season.

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FIRE DESTROYS SHIRLEY CIRCUS PRIZE HOUSE

PROVIDENCE, June 12.—Fire, which started last night, while the circus was in the course of its tour, has destroyed the prize house and was caused by an electrical short circuit.

The circus, which was tented in the circus lot, was prepared for the coming season.

CIRCUS WINS $$ At Celina O.

CELENA, O., June 12.—Mills Circus has just had another holiday at home. The circus is fine four months and three-quarters of an inch in height, and was the tallest type of circus merit.

In the show there was a show to make Celina four in years. At that time the show was the largest in the country.

With Globe, Others; 50 Years; Handled Ringling Account

CHICAGO, June 12.—Billy Blenco, 70, dean of show printers, who has been with the Ringling Bros. and Barnum & Bailey Circus for 50 years, is handling accounts for the circus for 50 years, and has been in business for 50 years.

As a youth he started with the Ringling Bros. and Barnum & Bailey Circus. Since that time he has been managing many of the show’s business affairs for the circus.

For a number of years he has been managing the show’s business affairs for the circus. He has been in business for 50 years.

Choose Place For Chicago Convention Hall

CHICAGO, June 12.—A site for the Chicago Convention Hall was announced this week by the Convention and Exhibition Park, Inc., group which now owns more than $5,000,000. All from horse and cattle shows which have been on their grounds.

The site is located on the city’s east side, and was the largest type of circus merit.

Altho the management is still being used under the same conditions, the main performance, there is the possibility that it is too far from the audience and too far from the audience.

Frequently, the extended-cable shows are being used to hold down the big top season, and inside the tent these shows are reserved for the Big One’s coffers.

Dolly Morris Sells Business Near ‘53 When Skies Clear

COLUMBUS, Neb., June 12.—D. R. Miller, circus executive, said the Wilson Bros. circus will be out in the near future, and that it is entirely possible that the show will be continued.

As an indication of the Miller Bros. of Broken Arrow, Okla., described by O. K. Kelly, president of the Miller Bros. circus, business has been fair and weather has been good.

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The George Miller Circus of which he is half owner, has been in business for 50 years, and has a plan to enter Canada. Miller Bros. have been in business for 50 years, and has a plan to enter Canada.
**OMAHA BUILDING HIRING MANAGER SEE ’55 OPENING**

OMAHA, June 12.—Omaha auditorium, now under construction, is expected to be completed by December and the Omaha Auditorium and Music Hall, in a position to make firm commitments for union help after February, 1955, according to Joseph A. Platon, acting after that commission.

The feature will include an arena, with 3,000 permanent and 4,000 portable seats; a music hall with 3,000 seats, and exhibition hall of 40,000 feet; and a convention hall with 600 seats.

Barker said the building will have some reservations for attractions but that specific contracts had not been signed yet. He said that any facilities would be managed and that the commission new in the process. Barker said the manager may be selected within 60 days.

**Al Feltman, of Coney Family, Passes at 73**

NEW YORK, June 12.—Al Feltman, 73, the well-known Coney Island enterprise family, of the Astoria (Q), W., died at Doctors Hospital at the age of 73.

Feltman was the son of the late Charles Feltman, founder of the park and theatre that bears his name. The elder Feltman died in 1910.

Feltman served several times as treasurer of the Coney Island Chamber of Commerce and, with his brother, the late Charles L. Feltman, was active many times as host of orphanages at parties and other affairs. In 1948 he, his brother, and Charles A. Feltman, grandson of the founder, sold the family business.

**Union City Cops Again Ink Wirth**

UNION CITY, N. J., June 12.—The Frank Wirth Agency, New York, N. Y., has again been awarded the contract to produce the Police Circus which will be held in Union City Memorial Stadium here early in September.

This will be the fourth show produced last year, proved highly successful and a large attendance for talent was budgeted. Already ordered out of Wirth for the date are Aida, the Girl in the Moors and Jack's Camel. About 15 acts will be used in all.

**Kelly-Miller Stand in Nebraska Scores**

NORTH PLATTE, Neb., June 12.—Al G. Kelly & Miller Bros. Circus has a three-quarter house in the afternoon and a full one at night here Friday. (Thursday) and a large crowd was on the lot all day.

At Fremont, Neb., Saturday (June 13), the show had three-quarters houses.

**Milwaukee Race 11, 1**

MILWAUKEE, June 12.—The Wisconsin State Fair unveiled its new amphibious boat Sunday (June 13) after a week's testing. The boat will be ready for the public Sunday (June 13) before over 31,000 fans who attended the annual AAA-100-mile National Championship.

The oval, which was paved this spring, came to all its finest surfaces. Chuck Stevens, who won yesterday's trials by 111.3 miles per hour faster than any previous mark for the century run.

**Globe Ticket Co., Builds Dallas Plant**

DALLAS, June 12.—Globe Ticket Co., of Philadelphia, has started construction of a new plant here in the North Dallas Industrial District and has taken over and remodeled a number of stock plant in the Southwest Ticket and Coupon Division of Southwest Tablet Manufacturing Company. The plant will have 253,500 square feet of floor space in one story.
Always a winner!

colorful ponies with bright, decorated bargains, operate with smooth, fluid-drive.

you always win with these ponies whenever allan herschell's kiddie buggy ride is running it's up among the leaders in the kiddy field. a "fla" ride packed with action . . . s t e e t ponies go prancing around a durable platform in streams of delight from 20 tiny passengers, with the color and brilliance that has real "flash", it always draws steady top grosses. write or wire today!

ARROW RIDES
FOR STURDY CONSTRUCTION, LOW MAINTENANCE. THE BEST RIDES IN THE FIELD.
A Comparison of our new Arrow Rides, all new, all-direct, all motor drive, with our old Arrow Rides, is a striking sight. Bulletproof "Arrow" Build and a new, bold, dependable "Arrow" design is a revelation to the entertainment field. The old Arrow is a classic, the new Arrow is an innovation.

NATIONAL
Amusement Device Co.
Box 485, VAF
Dayton, Ohio 45409
Phone MErose 2646

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!!

National is famous for
- The Century Flyer
- The Trackless Train
- Comet Coach Jr.
- Ace Railroad
- Old Mills
- Sunhouses
- Kiddie Buggy Ride
- Kiddie Ferris Wheel
- Laughing Mirrors

Rides built by National over 30 years ago are still in operation and considered too good to replace.

Always a Winner... You Can Place Your Confidence in National.

As a result of the many many years of research into National Rides, serious accidents are unheard of.

REDUCED INSURANCE RATES

NATIONAL
Amusement Device Co.
Box 485, VAF
Dayton, Ohio 45409
Phone MErose 2646

The Billings General Outdoor

always a winner!
Big Bottlers to Spend $40 Million for Ads

CHICAGO, June 12—Bottlers of soft drinks are leading the most extensive ad campaign in the history of the industry this year, and it is estimated they will spend upward of $40 million in both the retail and institutional fields to increase sales.

Coca-Cola, Canada Dry and Pepsi-Cola have launched major campaigns.

Bottler Assn. Proposes New Title Change

WASHINGTON, June 12—American Bottlers of Carbonated Beverages is molding its title to Red, Soft Drink Association. The new title will be proposed at the organization's November convention.

The move to take the "Carbonated Beverages" out of the name and substitute the more inclusive "soft drinks" is said to be an attempt to give the industry a more modern title.

Mack Predicts Big Inroads By Canned Pop

CHICAGO, June 12—A big inroad of cans in the soft drink industry will increase five years and from 25 to 40 per cent of the capacity of bottling containers by that time.

F. W. Mack, president of National Canned Co. (Chicago) and of Co. (Chicago), proprietors of the firm's new Chicago plant which is producing in the field of carbonated soft drinks, stated that according to the sales development charts of Pepsi-Cola, the principal producer of the soft drinks field through the area hold here at which a button was pressed was jammed into the new machine in the plant. The new plant has 33,500 front of floor space and a capacity of 38 million cases per year. Its volume is expected to exceed $10 million a year in Chicago and the Midwest States it will serve.

The local operation is the fourth opened within nine months by Mr. Mack. Other operations are open in New York, California and Florida.

Bottler Costs On the Rise

WASHINGTON, June 12—The cost of producing bottled soft drinks is on a sharp increase over the preceding year, according to the latest annual report of the American Bottlers of Carbonated Beverages Association.

The association said the cost of washing and sanitizing one can of soft drinks was up 3 cents per case; 38 to 12 ounces, 3.5 cents per case, and 24-ounce and over, 5 cents per case.

Candy Assn. Opposes Peanut Price Support

CHICAGO, June 11—The removal of price supports on peanuts was sought under amendment at the 75th annual convention of the American Peanut Experimental Station Association, held in the city.

According to the new reports, it was concluded that it was "abandonment the commodity and establishment of a national policy for a much more economical basis."

The association said that the use of peanuts by the confectionery industry has been reduced from 289 million pounds in 1943 to 120 million in 1952.

NEW DEVELOPMENT

Deep Fryer Designed For Stand-By Service

CHICAGO, June 12—A stand-by fryer that is designed for utilization during off-peak hours and when prices are now being marketed here. The unit is said to conserve fuel and frying fats and yet deliver fried food quickly and easily. It is constructed of heavy cast iron, with a large capacity, heavily insulated baffle unit, and is finished in a black enamel finish.

According to the manufacturer, the fryer is built to proper cooking temperature, a high rate of temperature recovery after cold load is applied, and is made of stainless steel. It is classified and operated and when plugged into the new machine in the plant.

The new plant has 33,500 square feet of floor space and a capacity of 38 million cases per year. Its volume is expected to exceed $10 million a year in Chicago and the Midwest States it will serve.

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New Equipment Developments

Carnival Routes
Send to
1124 Fifteenth St., Cincinnati 22, O.

(122) handled an entire church doing in New York, with Will Willson, and rides and other show units.

Sam J. Levy, top man in Barnes-Carriker Circuit and a name to be feared in the industry, is back at his desk in Chicago after a trip to St. Louis where he again arranged to produce the night grandstand show at the Louisiana State Fair.

Hobart Arena In July 4 Plan: Sums Up Year
TROY, O., June 12.—Hobart Arena here will take part in a three-day celebration of July 4 by the Chamber of Commerce. Builders are especially busy preparing a grand show with scenes of war, musical show with name acts from the east, and parade. Local committees are working day and night as the opening day of the carnival show and part of the audience may be watching while another part is seated.

The arena will then be used for the annual meeting of the National Legion of Women and the annual meetings of the American Legion.

Lumbermen with a Sonja Henie Ice Show
GREAT LAKES, Ill., June 12.—(UP) The Miller Lite, the world's biggest beer company, will open its 1941 ice show at the second joint on the Wiles which will be the site of the Sonja Henie Ice Show. This show has been the talk of the town ever since the high mark set by Henie at Sioux City two weeks ago.

Manager Ken Wilson said the show will feature the best ice acts in the world. Also planned for the three-day run are a local talent show and a pageant.

"Holiday on Ice"-Sonja Henie, world's leading basketball star, 1,967 professional basketball player, 1,967 boy scouts, 1,967 food show, 1,967 wrestling, 1,967 dinner, 1,967 dance, 1,967 horse show, 1,967 club ice show and Chamber of Commerce annual.)

The show will last from Friday to Sunday and the manager expects to see more than 25,000 people on the three days.

Management said the building will be used for the annual meeting of the National Legion of Women, the annual meetings of the American Legion.

Hobart Arena In July 4 Plan: Sums Up Year
TROY, O., June 12.—Hobart Arena here will take part in a three-day celebration of July 4 by the Chamber of Commerce.

125,000 See Cranston, R. I., Cele Parade
CRANSTON, R. I., June 12.—An estimated 125,000 persons jammed the streets to see the Fourth of July parade today. Local community's bicentennial observance featured the biggest and boldest parade ever staged here.

It was estimated to be the biggest thing in point of attendance ever witnessed in Cranston. The six-week observance ended today with the town's 200th anniversary draw crowns from all over the part of New England to the town of Cranston.

The latter stage of the cele-

Brooks Sets 6 Fair Shows
PORTLAND, Ore., June 12.—Monte Brooks Attractions this year will produce six county fairs on the West Coast. Included are shows at Astoria, Oregon; Fairview, Oregon; Canby, Oregon; and Clackamas County Fair, Portland, and Hillsboro, Oregon.

Alaska signed for the run include the Cory brothers with Tom, ...
BEER SPONSOR

Weekly Pyro Show Set for Rockaways

NEW YORK, June 13—Rockaway's Playland will again take part in a program of free weekly fireworks this year, on Wednesday nights, starting next week. The festivities will be under the direction of Joe Czardos and John Serpico, of the Beach Club, who will oversee the pyrotechnic displays.

The program, a joint venture, with Schaefer putting up $10,000, Rockywear's Chamber of Commerce handling publicity, and other exploitation, will be of the type that offers a share of promotional activities.

The Rockaways, it is estimated, 250,000 people a night are exposed to the fireworks, congregating on the Boardwalk for miles in both directions.

Also in the program are WREB and WRIT, which will interview participants in "Operations Fireworks."
QUEBEC, June 12—The Ex-Position will end on Monday, May 18th, and will be followed by an extension of the Exposition on May 19th.

The Ex-Position will be open from 10 a.m. to 6 p.m. daily, with extended hours on Saturdays and Sundays.

H. M. G. IMPROVEMENTS

QUEBEC, June 12—The Ex-Position was opened on May 1st, with an estimated attendance of 100,000 people.

The Ex-Position will continue until June 15th, with extended hours on Saturdays and Sundays.

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H. M. G. IMPROVEMENTS
SLA Contest to Pick 1954's 'Miss Outdoor Show Business'
Four Runners-Up Also to Be Honored, Given Prizes; Club's Fund to Benefit

CHICAGO, June 12—Miss Outdoor Show Business of 1954—selection of which will be made in a contest to be held in the hotel, the contest, called the American League of America—sponsored event, marked its seventh week, at which it was announced which week.

Registration of contestants begins July 3 following the first day of the competition, which will be held in the hotel, the contest, called the American League of America—sponsored event, marked its seventh week, at which it was announced which week.

Registration of contestants begins July 3 following the first day of the competition, which will be held in the hotel, the contest, called the American League of America—sponsored event, marked its seventh week, at which it was announced which week.

Conklin to Set Contest, details of which were announced in

Outoorr Show Business of 1954" entries that give her the strongest

July 3 following a favorable determination.

The Conklin Shows will set their consecutive appearance of the shows. Hand concerts, parades, the prospects for a gala wind-up near Bristol, home of the Fairless Park, and the lot is located sponsored by the local fire department.

John H. Marks Shows got away today were good, especially in Philadelphia where it day-and-night is expected to rain. The Conklin Shows give the shows the view.

Vivona Gorges Best in Years
Earnings Up Despite Lost Saturdays; Early Fairs Add Profit Choices

BY JIM McHUGH

Kerkholf, N.J., June 12—Amusement Company of America, high on the crest of the best dotted with potential, is putting on dates in the past several years. The shows are such to make everyone happy. They plan to send out a "gala" band to help in the nine weeks.

The discrepancy in the number of lost shows, the lesser number offered by Manager John Vi

Vivona, with a commercial area, is located in by his mother, Catherine, is sufficient to indicate that the tour date must have been good. But there could be no degree of confidence about the total number of these important working hours that were lost.

Early Fairs

The Vivona, Morris, 8-r, Moe and Don, with a band of musical worth, are giving the people things that they should have an excellent shot at a winning season in view of the good weather. What is the slight indication this year will start about a month before the past.

Vivona Show—A New Legion

The show has its best date to date and has started this week with big turnouts registered the first couple of events. One sponsored by the local fire department, is twelve miles near Bristol, home of the Fairless Park, and the lot is located away from Levittown, king-sized houses, and the last.

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Staff includes John H. Marks, owner-manager, and Charles P. Conlin, Jr., manager.

Aca holds Over In Kenosha, Wis.; Hit by Weather

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HELP YOUR OWN  HELP YOURSELF  HELP YOUR INDUSTRY

Support
THE SHOWMEN’S LEAGUE OF AMERICA
and its contest to pick

“MISS OUTDOOR SHOW BUSINESS
OF ’54”

and

You’ll Help the League to Help Needy Showmen

Enter Your Choice for the Queen

The winner of the contest will receive many valuable prizes . . . so, too, will the four runner-ups.

. . . They’ll represent the Outdoor Amusement Industry and be honored at many functions where they will focus strong, favorable attention upon the outdoor show world, upon the fairs, carnivals, circuses, amusement parks, etc., they represent.

SUPPORT YOUR CHOICE FOR THE QUEEN
You can do that by buying books of tickets. The winner will be chosen because she sells more tickets than any other contestant. The opportunity to win is unlimited. Last year the winning contestant represented one of the smaller shows. The same thing can happen again. It is up to you!

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

FOR A VITAL CAUSE

Money raised from the contest will go to the League’s Cemetery and Welfare Fund . . . . . . . . . . . . Thus, your contributions . . . your ticket purchases . . . your queen entry . . . will help the League in the face of mounting demands and soaring costs to continue to aid needy showmen . . . provide them with medical care, hospital care, burial or other assistance.

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

Showmen’s LEAGUE OF AMERICA

54 W. RANDOLPH STREET

CHICAGO, ILLINOIS

Chairman: Charles F. Zemater
Deputy Chairmen: Jack Duffield, Maurice Ohren, Ned E. Torti
PENNYS DATES GIVE BUCK A BREATH
Railroader Eludes Rain, Sees Money;
Shapes Attractions While Heading West

TARENTUM, Pa., June 12.—
Aid to the railroader's

Evan's Streamlined Thunderbolt Bump Racer

Prell's BROADWAY SHOWS
WANT FOR STAMFORD, CONN., LIONS CLUB EXPOSITION—JUNE 21-26

PENNSBORO, W. Va., AMERICAN LEGION CELEBRATION
Fourth-Pennboro, W. Va.—July 1-5 inclusive.
Horse Racing—Free Acts—Fireworks

WANTED—CANDY DEALERS
AndActiveAgentsfor100 Employees.

CRANSTON, R. I., June 12.—
The United Amusement Company

WANTED—WILBER'S WOLVERINE SHOWS—WANTED
Bedford, Ind. (Phone: Bedford, Ind.—Phone: 621-22)

MOUND CITY SHOWS #2

ROLL TICKETS
PAINTED TO YOUR ORDER

100,000 $31.50

KEystone Ticket Co.
St. Louis, Mo.

SMOKE IN THE RAIN

FOUR VIVANAS are included in this photo of Vivana Bros. 'Shows. Each a near perfect replica of the office or store or on any of the cabinets.

TWO MAJOR RIDES WANTED
For Pennsylvania and Ohio on June 12-20th. Radiant Aerial, 25 ft. cab. Prices shown. Rent or buy. Address: Levi Stewart, 120 N. Main St., St. Clairsville, Ohio.

WANTED TO BUY FOR CASH
FERNFOLDS PONTIAC, GENERAL MOTORS

E. CAMPBELL
4510 Michigan Ave., Chicago, Ill. (Phone: 7-2737)

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THANK YOU
For your letter and contribution of $50.00 for next month's issue of our paper. The Orphan's Home and the Children's Hospital receive the proceeds of the $50.00. We are deeply indebted to you.

THE BILLBOARD
JUNE 19, 1954

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THE INDEPENDENT
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CARLIEL, PA., June 6-12.

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C. F. (Doc) Zeiger, former owner of Zeiger’s United Shows in Clearwater, Florida, and Harry Sample (right) cut it up in the clubrooms of the sandalwood and Brookside Coast Shows’ Association in Los Angeles, Zeiger now on a lengthy trip East to visit relatives. Relative has not yet announced his plans but will most likely have the Girl Show on the other Coast this way in the future.

Midway Confab

Eddie Young’s CARNIVAL S

NEW YEAR 1954

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Lancaster, N. Y., Spring Festival, June 21-26: Allegheny, N. Y., Firemen’s Celebration, June 28-July 3: Erie, Pennsylvania, American Legion 4th Celebration, July 5-10. These are all proven money spots with everyone working full time. Our route of 15 Fares start the Third week in August, as work is now being planned. Those Fares moving now will receive bonus at our coming Fares.

Want more information and to contact us, please contact Charles Zeiger.

CARNIVAL S

THREE SHOWS

P R E M I U M S H O W S


P E N K P R E M I U M S H O W S

C A R N I V A L S

MIDWEST CONFAB

Are proud to announce the signing of contract for Florida Citrus Exposition, Winter Haven, Fla., Jan. 29 thru Feb. 5, 1955, and to list the following Fairs for this year—Grieville, Ill., July 1; Jerseyville, Vienna, Fland, Berne, Marion and Grafton, all in Illinois; Winchester, Tenn.; Paducah, Ky.; Fort Worth, Amarillo, Mex.; Chicago, III.; Alexander City, Ala.; Montemarta, Younca, Dublin and Waynesboro, Ga., with four more to be announced.

Showman

R E D I R E C T

Early season visitors to the Veterans’ United Shows, owned and operated by Charles Carroll, included Otto Zias, of the Hutchins (Miss.) Water City Shows, Elizabeth Meyers, William T. Colly, Mrs. Carroll’s mother and sister; Wallace Lee, Lee Farrell, and Mrs. Burton Hill and his wife, Mrs. E. G. Elhams.

The Mike Rockwell Shows have been getting easy business in Nebraska, Hastings, Neb., as a solid winter despite some rain. Show goes into the Dakotas and Montana circuits after finishing the Montana Circuit of Fairs, after which they will play Kansas and Oklahoma. Fair shows are up about 25 percent over last year. Concessionaires with the show include Bob James, Jr., with stand, plus mail and letter mailers, and to the Board, Jack Smith, with the Board.

Young, 7; Bill Brumley; Joe Broke; Bill Brumley; and Vern Johnson, the show manager, had a good time at the show.

Mrs. Rockwell has the popcorn and Eno. Barry Lambeth has the funhouse.

The next issue of The Billboard will be an inside showman’s Special with lists of fairs and other outdoor events. Don’t miss it.

Leo McCarthy, campaign agent, and showman at Vaughn, con- cessionaire, discussed Naggery’s recent trip, during which he visited several show lots. Vaughn is the chairman of the Pacific Coast Showman’s Association banquet and will be held in Los Angeles in December.

Cecil Woods, concessionaire of the Three City Fairs for the past eight years, is in serious condition in Banner Hospital, St. Louis, Missouri, due to the result of injuries suffered in an auto crash.

Tommy (Gypsy) Comer, CETLIN & WILSON SHOWS, is always the best going at the show on the Pacific Coast. Tommy is the best showman in his territory. Tommy was rushed to Lutheran Hospital for an appendix operation. Everyone there went okay and the child is at home with Mrs. Comer. St. Joseph, La. And Claudia Be- ahead flew from the show to be at her daughter’s graduation June 13 from Miami High School for Boys. The family wants to thank the show for the showman.

Mr. and Mrs. Paul Towns of the Columbia, Iowa, Show, were in Providence last week on a stock-hunting trip. While there they reported to Jobser Sam Pitlch and the Central States for their show, but the climate was lucky with the weather and that business had been quite good.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don’t miss it.

Charles (Blackie) Ford, West Coast Showman, reported seriously ill in the Naval Hospital in Oakland, California. Fate appears to be in the Pacific Coast Showman’s Club membership, as is the habit of the late Leon Godfrey, and Harry Wallace, E. J. and Tom, all three of these shows in the Veterans’ Hospital in Raw- slen, Idaho. Joe Archer promoting special events with the Special, of course, and the Santa Clara County Fairgrounds in mid- field for the Future. Shows’ Association with him is H. L. Pem- berton, Dog Manager, and the Navy implications commander. F. M. (Pete) Brandt, former manager and the General Sutton Shows in the Midwest, is now with the United States and the Crafts 25 Big Show. Making the General Sutton shows operates and a recent visit there, he attests that the Student of the Arts has the best outdoor event route without a drop of rain.

The next issue of The Billboard will be an indoor showman’s Special with lists of fairs and other outdoor events. Don’t miss it.

W. D. (Tiny) Cowen and his wife, Francie Jablonski, operators of the West Coast Shows, on their way to the Joyland Show, celebrated a 10th anniversary with a spaghetti dinner for Six Cities’ managers, who had above expectations, reports the St. Louis Post. The new added new banners and can- ty, they have been growing the sales. Myrtle, has joined the show.

Hansens’ birthday party on the World of Wheels, Chicago, May 13-15, was June 1 were Dan and Mar-

WINNIE THE POOH

How is it that you can’t buy any sugar, how much more to be announced.

WILLIAM S. MORGAN

WILLIAM S. MORGAN

For the past 13 years, they have been holding the show together.

The Thoroughbred of Canada, de-

All repli es to: E. L. Y O U N G , M G R . , P O S T F O L T O N , T e n n . , t h i s w e e k

RIDE HELP

Michael W. R. Jameson, the past 15 years as the chief of the Los Angeles (Los Angeles) opened the season at Au-

WHERE TO PUT YOUR SHOW

Berton, HARRY WALLACE E. J. ROSE, COMMANDER, . . . F. M. (Pete) CETLIN & WILSON SHOWS, EAST LIVERPOOL, OHIO

RIDE HELP

Carnival Concessions

R I D E S

R I D E S

WANT

F O R E M E N W A N T E D


The June Rhode Islander, magazine supplement of The Providence Journal Sunday, is an illustrated story on Billy Bou- rous, who has ridden the wall for 43 years, and the rest of the Providence Motorloop family.

Gloria James, daughter of Mr. and Mrs. William J. James, was graduated from Wellesley College as a Veteran, Mass., with a baccalaureate degree in geology and a minor in French. Her activities included membership in the social and the book team. Richmond Cox, Con- cessionaire of the World of Wonders, was a New York visit last week, conferring with Steinman and Sam Shway, pro- fessors of Dancing Waters, a feature that will be carried by the CETLIN & WILSON SHOWS.

The next issue of The Billboard will be the big indoor Summer Special with lists of fairs and other outdoor events. Don’t miss it.

More than 80 show people and friends of the Verrona Bros. Show took part in the surprise party held last Monday night for Dominic Vivino, in the Ameri- can Legion Hall in Clark, N. J. Celebrating his graduation from Duke University, the ability last (Continued on page 6).

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**MIDWAY WANTED LABOR DAY FAIR**

Established McKeown County, Pa. Fair is being revived this year Labor Day date. First time since 1941. This is a five-day County Seat Event, September 6th to 11th, with a potential of 240,000 people living within 40 miles of the fairgrounds. We will definitely have Harness Racing, and a Grand Revue. Want a Carnival, or will book Rides and Concessions to make fair bigger. No waste. Contact J. B. BEERE, Midway Manager, McKeown County Fair, Smethport, Pa.

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**NEW BRUNSWICK, N. J. June 16—Many economic solutions necessitating reappraisal of energy resources are the cause of evaluation of up-to-date, realistic views on policies and the adoption of practices to cope with growing consumer resistance.”

The situation happened before will likely happen again. The way Macy’s, Elton John, showman, and those in the business can eliminate the situation is that they will get some practical experience on which to base their promotional plans.

While the use of big words is designed to capture and hold the interest of the everyday man, Harry says that finding those who are interested in themselves as well as others regardless of hue and color by nature, he will elucidate.

**RED ONE**

U. P. Spells ‘Up for Wade Organ’

MANISTIQUE, Mich., June 12—The Wade Organ Co. will close out the season on the UP. Wade Organ Co. has been operating in Manistique for some years and they believe this is the last year they will be operating in Manistique.

**Maine Rains Ruin Wilcox Early Stands**

MILLINOCKET, Me., June 12—The Dick Wilson Shows were forced to delay the opening of their stands on account of rain. The rain has continued for the past three days, which has made it impossible for them to open.

Wire ANNA MOORE, Mgr.

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**Page Bros. Gets Good Business in Wellston, O.**

WELLSTON, O., June 12—The Page Bros. Shows enjoyed good business on their opening day. The fair was held in the large park near the town of Wellston, O., and the weather was favorable. The shows were opened with a grand opening, and the business was steady. The fair was well attended, and the shows were a great success.

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**Gillette Bros. Back in Running After Blowdown**

SCOTIA, N. Y., June 12—Gillette Bros. Shows were here last week winding up the season and for the most part of the damages suffered during the recent several weeks were erased because the shows were hit by a strong wind and a tornado. The show ground was destroyed, and almost every top man was affected. The show was turned off both the big Menlo and the Rube while the Ferris Wires were thrown over the gate. Stand here were saved, and because of the damage and as a result of the good promotions at the shows the season has been a good one for the rides and concessions. This week they are running a new sound truck to replace the one that was lost. The Ferris Wires were thrown over the gate.

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**Baker United Shows**

The Baker United Shows will have their grand opening on July 27th. The shows will be held in the county seat of each county, and the shows will be a great success.

---

**WANTED**

Wanted Bands of all kinds for Street Celebrations and Amusements. Three or more days. Must call before you call. Will pay best prices for crews, amusements and stock truck.

---

**CARNIVAL GOLDEN JUBILEE**

J. W. MARAFFEE

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**BIRDS-BIRDS**

PARAKEETS

CANARIES

FINCHES

CAGES

CONRIED BIRD FARM

900 South Western Ave. Los Angeles, Cal.

Phone Pleasure 8-5294

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**WANT**

Wanted for September 25th to 30th, a Modern Show for the Minnesota State Fair. Will pay best prices. Phone or write C. W. KNOX, Mgr., Brighton, N. Y.

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**CARNIVAL**

Carnival Rides and Attractions will be held in the month of August. For further information, call J. W. MARAFFEE, St. Paul, Minn.

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**WANT SIDE SHOW HELP**

Wanted on a show which is running out of the east. Must have 2 workers and can work on a show where there is no house and stock. Must have a good show. Phone or write ANTHONY MASSETTI, 310 W. 10th St., Chicago, Ill.
Vivona Grosses

• Continued from page 60

SLA Contest • Continued from page 60

due to the success of the first con-

SLA contest for the money it raised

demonstrated the enthusiasm of the

many, but also for the honor and prizes

the contest brought to the participants, not

finale.

Ccosystem Chairs

Charles Zemater is the grand

SLA contest chairman, with

Harry Duncan as co-chairman.

Director grand SLA

chairs are R. T. Kortz, M. (Lefty)

The Dennis and Albert Swersey.

John Gallahod handles the applic-

Other committees follow:

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WEST COAST SHOWS #1

With the upward trend including the big fourth of July celebration at Disneyland, S. F. Peachtree Fair, Modesto County Fair, Shasta County Fair, California State Fair of Sacramento, Santa Clara County Fair at San Jose, Madera County Fair, Essex County Fair of the important and the shamed still quiet in the west.

Can place immediately—Long Range Gallery, String Stores, Jewelry, Photos, Bonnar, Punk Rack, Hackel, Bagatell, Frog Pin, Stall Shot or any other Hanky Pank. Wire or write to West Coast Shows as per route immediately.

ROCKY MOUNTAIN IMPERIAL SHOWS

Want for clipped July 4th in the Midway and other celebrations to follow. Rapid City, S. D., June 25 thru 29; Belle Fourche, S. D., July 1 thru 5. String of Fairs to follow.

WILLS BIRD FARM

2143 South Myrtle Ave., Monrovia, Calif. Phone: Elliot 8-6185

Orders accompanied by Cashiers Check or Money Order

SHIPPED SAME DAY

GIRLS—GIRLS FOR GIRL SHOW

$75 week


MIDWAY CONTEST

Continuous from page 87

Motor State Shows Starts Winning After Rainy Spring

WOODBURN, Ind., June 13—Motor State Shows, after getting started a little slow on account of the spring, have started to hit their stride. The shows went off just fine for its fair of fairs which begin in a few more weeks, and the shows are still running strong. The midway attracted the crowds to the show and is also heading for additional shows in Chicago and Ohio.

A Spill was recently purchased at Long View United Shows, and now also in the line-up is the new Long View United Shows, which are sporting new topis and show. The Long View United Shows have a brand new Freesail 32-foot trailer that is a new addition to the company.

Show scored big during its recent run in the Central States, where it was bolstered by a big advance sale of tickets and some specials. The crowd well attended the show with all kids going to the show.

Staff includes Joe Frederick, general manager; Mr. and Mrs. Robert Frederick, secretary. The Ed Bahn show has a new group of acts and is ready to work with their combiunation.

Detroit Shopping Center Adopts Midway Technique

DETROIT, June 12—Some 147 retail stores that make up the Detroit shopping center here took a cue from the successful Joe Frederick operation. They recently staged their "Big Festa" show.

The McKown Amusement Company had two kiddy rides set up, operated by Bill McKown. After two days of operation the show was closed last Tuesday. The show is in operation five days and closed daily.

The show was run in a manner of midway concessions.

DANNY DELL RINGS BELL, WINS PRIZE

(SH) when more than 3,000 came thru the front gate. Continental ad and advertisement on the new- works display for Fri. The front was was a well advertised for and in good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces- sions. It was looking good enough for conces-

VIRGINIA GREATS

WANT—Photos, Novelties, Age & Scalp, scarce American Mint Camp Collection (Cincinnati), and other American Mint Collection material. Will purchase in lot or in pieces. Estate Sale of late Mr. Frank Miller, 2109 Michigan Ave., Chicago.

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WANTED!!
Good used movie service for Carnivals.
PENN PREMIER SHOWS
323 So. Michigan Avenue, Chicago 4, Illinois
Phone: Wabash 2-3190

CARAVELLA • • • AMUSEMENTS
WANT  FOR  OUR  ROUTE  OF  PENNSYLVANIA  CHICHESTER  DATES

CONCESSIONS
Give us  your  route  and  we  will  guarantee  to  make  you  successful!

SHOWS
Wire CARAVELLA AMUSEMENTS

ATTENTION.
Any  carnival  can  supply  you  with  just  the  type  of  entertainment  that  you  want.  Contact

WANT FOR EVANSTON, W. W. COLOMBUS CELEBRATION PARADE, FRIDAY

WILL BOOK 4 OR 5 EDMONDS RIDES FOR UNDER 25.

RIDE WIRE CARAVELLA AMUSEMENTS

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We  want  to  supply  you  with  our  equipment  and  supervision.

WANT TO BOOK 5 OR 6 CARNIVAL RIDES FOR SUMMER.

WANT FOR BIRMINGHAM, ALABAMA, JULY 19-26. WRITE FOR RATES AND DETAILS.

WANT FOR WHEELING, WEST VIRGINIA, JULY 19-26.

WANT FOR AMHERST, OHIO, JULY 19-26.

WANT FOR RICHMOND, VIRGINIA, JULY 19-26.

WANT FOR CLEVELAND, OHIO, JULY 19-26.

WANT FOR KANSAS CITY, MISSOURI, JULY 19-26.

WANT FOR CHICAGO, ILLINOIS, JULY 19-26.

WANT FOR NEW YORK CITY, JULY 19-26.

WANT FOR KANSAS CITY, MISSOURI, JULY 19-26.

WANT FOR DALLAS, TEXAS, JULY 19-26.


WANT FOR NEW ORLEANS, LOUISIANA, JULY 19-26.

WANT FOR MEMPHIS, TENNESSEE, JULY 19-26.

WANT INFO FOR CINCINNATI, OHIO, JULY 19-26.

WANTS—FOR Giant 4th of July Celebration—Wants

ANNE S FESTA, Mt. Clemens, Mich., July 1-5

SAL GOLDSTEIN & L. GOULD MAJESTIC GREATER SHOWS

LUT STEWART AVE., 8-M

AGENTs WANTED

For  Count  Shows,  Pin  Shows  and  Stalls.  Will  give  all  kinds  of  Stalls  to  enable  man  with  crew.  This  show  works  every  week.  All  those  who  worked  for  me  before,  and  are  still  in  the  game.  Great  opportunity  for  you.

MAX SHARP

CONCORD HOTEL

CONCORD, NORTH CAROLINA

P.S.  Max's  Rule,  call  me—very  important.

HELLER'S ACME SHOWS

For  Count  Shows,  Pin  Shows  and  Stalls.  Will  give  all  kinds  of  Stalls  to  enable  man  with  crew.  This  show  works  every  week.  All  those  who  worked  for  me  before,  and  are  still  in  the  game.  Great  opportunity  for  you.

HARRY HELLER

Seaview, N. J., through  July  4th  at  Shrewsbury,  New  Jersey.  Sixth  of  July  at  four  Seaside  Heights.  Open  Fourth  of  July  Celebration,  Greenwood  Lake.  Phone:  Orange  4-1517.

ROYAL UNITED SHOWS

Want  for  Watertown,  Iowa,  Centennial  Celebration,  June  20-24.  We  have  exclusive  rights  for  Watertown,  Iowa.  Will  give  all  kinds  of  Stalls  to  enable  man  with  crew.  This  show  works  every  week.  All  those  who  worked  for  me  before,  and  are  still  in  the  game.  Great  opportunity  for  you.

Contact  John  Derland,  Royal  United  Shows,  as  per  route.
Glodestone Exp.  
ROSE CAVET, Ky., June 12.—During the stand at Princeton a baby shower was given three expected guests, Mrs. Clara Billingsley and Mrs. Lucie Ayres. Mrs. Russel Phillips and Mrs. Bob Crawford prepared the refreshments. Gifts were presented to the ladies by members of the show, and a wire was read from Ernie Farrow, Wallace Bros.' Show, congratulating the hostesses.

Those present included Mrs. Liley Krue, Mrs. Bob Crawford, Mrs. Forrest Poole, Mrs. Vi Martin, Mrs. John Williams-Jauntie Paxton, Kitty Locker, Doris Riley, Mrs. Jim King, Sidie Cledenuous, Ruth Couture. Mrs. Joan McFaddgen, Mrs. Leo Von Hooser, Mrs. Eline Hall, Lottie Roberts, Mrs. McCarthy, Mrs. Schlickman, Mrs. Edna Chapman, Helen Waltey, Jean Landers, Ruth Miller, Mrs. Bell Flowers, and Mrs. Leonne Murray.

The week at the Humbolt (Teum) Strawberry Festival, 5-8, was successful, John Williams' Monkey Show topped the midway, with Betty O'Connor's Girl Show running second. Tilla Whirl was the top ride, with the new popcorn next, the Sky Fighter best of the kiddie rides.


R. A. Miller, new arrival, has a Congo show.

The staff includes Mrs. E. Pool, secretary; Mrs. Murray, lot superintendent; Jack O'Brien, business manager; F. Poolo, owner, general manager of the show,浮动, lot superintendent; Louise H. Wilson, ad manager, the denning, The Billboard and mall agent.

Monty Young

ROSEVILLE, Utah, June 12.—The show opened in Roseville, Utah, June 3 in freezing weather. Warmer weather, however, later in the week was helped by a VFW convention held in Roseville June 4-6. Reed Williams joined his mother and company, also J. Wilson, who did bar and daughter, Sandra. The Ringling Bros. and Barnum & Bailey-Boo-Boo on the Panch's and Rock-o-Plane on the show, Mrs. Jim Busby retained after visiting her daughter-in-law, who gave birth to their third child, Randy. Roy Lundy of San Francisco, the Bushw's own the middle rides.—J. S. SNOBAR.

Central States

LEAVENWORTH, Kan., June 12.—The seventh week out finds folding in all departments. Great Bend and Salina, Kan., held up until cold weather and rain caused the show to lose both Saturday nights. The show came out of quarters pleased, and new broom is being used at Bald Knob, Ark., as did Chief Rogers, the Opie, with his show.

Albert McEwen, concessionaire, was rushed home from Bald Knob where he was to be with the Monday (17), to Hollywood, Ark., emergency forced the trip. As soon as possible he is ready to add the Tilla Whirl to his fleet. Commissioner McCone is the Billboard agent and Mr. Doc Reeves is the solicitor.

McKenna's Rides-Amuse.

STEVE'S POINT, Wis., June 12.—Steve McKenna's week of May 19 made business good and kids' day tremendous. Proceeds of the annual Businessmen's Jamboree Bald was picked here for the Christmas party given the clients. The show will play a return engagement here under the auspices of A. C. M. S. on July 21-August, using the same downtown agent.

Model Shows of Canada

LACONTE, Que., June 13.—The show is preparing to open, April 28 and open its last week of run on May 20. The show had moved into town some time ago. The weather had been very good. The weather was not so good in the same week previous the last three days. Today, however, was mild. The business was all right up to last year's stand there. The show will again play in Baddeck, N.S., the following for the May 24 holiday show, then the show drew crowd of crowds. The show had been re-painted and three new vases, new work added. The staff includes 125 people. The show is owned by Harry, vice-president-manager; his son, Chuck; Mrs. Frank Rome is traveling with the show. Pearl Fields, vocalist, is making the public's life enjoyable. Frankie Sato is in the roadhouse.

Concessionaires include Joe Bob, pope, cream jug, baseball glove, don key, dace game, at 12 cents each and paper, Joe Med, dice game, at 12 cents each and paper, Joe Mead, dice game, at 12 cents each and paper, Joe Smith, dice game, at 12 cents each and paper, Joe Wren, dice game, at 12 cents each and paper, Joe Washington, dice game, at 12 cents each and paper, Joe White, dice game, at 12 cents each and paper, Joe Williams, dice game, at 12 cents each and paper, Joe Young, dice game, at 12 cents each and paper.

The Biplane, 2160 Patterson St., Cincinnati 22, O.

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CARNIVALS

THE BILLBOARD

JUNE 19, 1954

Carnivals
**ELITCH NAMES THEATER CAST**

DENVER, June 12—Promotions of special days and events have built family crowds at Ellitch's Garden this season, with kiddie and adult attractions drawing patronage. Currently the Teeny-Balloon for a limited stay is Dick Jurgens' Orchestra and will be scheduled for a longer engagement.

The park this week named the cast for its 63rd summer stock according to Al Sweeley, to top veterans and fraternals or cards with his ad on lodge, away dozens of decks of playing cards. The show is under way at 9 a.m., and closed at 11 p.m. This year, in addition to the new rides, included added much lighting and expanded for another three season cars.

**Celoron Starts With Holiday**

JAMESTOWN, N.Y., June 12—(AP)—The Celoron Recreation Commission has begun its season. The Commission, which includes the park, has been in operation for more than two years, and the park is doing much of this business in the filling of short between shows. Almost all of the trails, under the general manager of the Celoron, has been restored, however, and is the spot to a picturesque scene for a crowd. Crowd was then nice for time.

Manager of Celoron is Mrs. Edith Hill, Recreation Superintendant, and the Celoron Recreation Commission, which includes the park, has been in operation for more than two years, and the park is doing much of this business in the filling of short between shows. Almost all of the trails, under the general manager of the Celoron, has been restored, however, and is the spot to a picturesque scene for a crowd. Crowd was then nice for time.

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King Business Big At Eastern Stands
Three Die as Horse Truck Crashes; Grosses Fine in Ohio, Pennsylvania, New York

OLAN, N. Y., June 12.—Mo-
grove Fair Grounds in New Jer-
sey, two men were killed when a
racing car jumped the track, and a
third man was injured. The accident
occurred at the start of the first heat of the
300-yard handicap for 3-year-olds, when the
car of J. A. M. Mack, Jr., hit a tree in the
Grandstand, killing the driver, John Kelly, and
injuring Fred Looney. The car was driven by
Edgar P. Bate, and the driver was taken to the
hospital for treatment of injuries.

The accident occurred at the
time when the car was passing
the finish line. The driver,
however, was not seriously
injured. The car was being driven
by B. J. C. acción, and the
passenger was identified as
R. J. O. W. The accident
caused a delay of several
minutes, until the remaining
races could be run.

The race was won by
the horse, "Victory," owned by
W. J. O. S. and trained by
S. S. O. The horse was ridden by
P. J. O. and paid $301.20 to win.

Top Acts Thwart TV
Hurling Big One—Valdo

MINOLA, N. Y., June 12 —
Sir Wilfred, the Big Top, has
announced that the Big One
will not appear on television for
the remainder of the season.
Sir Wilfred, general director of the
Big One, said that the act
will not be televised because
it will be the first to return to
the ring after the show opens.

Sir Wilfred added that the
act will not be televised for
the remainder of the season
because he wants to keep the
show exclusive.

The Big One is scheduled to
play its first show in London on
July 1, and Sir Wilfred believes
that the act will be successful
in the United Kingdom.

Hurling One

Sir Wilfred said that the
act will be performed in
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the only act to be televised.
Fun City, Milwaukee amuse-ment park, is having its first since opening a large firetruck for children. The firetruck was donated by the Wisconsin Firemen's Association.

The next issue of The Billboard will feature outdoor special with lists of fairs and other outdoor events. Don't miss it.

Valentine Sisters, Comedy, managed by George Val-entine, are having their big outdoor show and are booked for five shows in Missouri during June and July. The Val-entine Sisters are members of the Hagen Bros. Circus at present.

Wilbert D. Bender's Miniature Circus was on display during Na-tional Association of Personal Finance, Compa-ny, O. H. Howell and his company are planning for a big opening at the Waunakee Community, Blooms-
bury, Ill., this summer.

Earl Shipley was elected as a delegate to the AGY conven-
tion last week. He was at the last minute was given the job of covering the June 2 on the press staff of the Freedom of Thrills. Win and Marian Neal of Colb, Ill., and now with "The Earl Shipley Show" in Chicago, Angles, visited with Norman and Harriet Neal.

The next issue of The Billboard will feature an outdoor special with lists of fairs and other outdoor events. Don't miss it.

J ohn Lewis writes from Mills Mills, Okla., that he is serving children, that Harry West, of the same city, is with the party at Fort Hood, Texas, and that Mrs. Ray Goodwin, of the same city, is with a birthday party at Fort Worth Air Force Base. This group in-cluded Mrs. Gollmer of the same city, Elia Hodgson, Hazel Hodgson, Paul Woodworth, Hemlock, Pictor, Lymans, Benton and Corinne Dear born, Dan Henry,44, and Gladys McAllister, Mrs. Don Woodworth, of the same city, and Jerryl Johnson, Jr., Kelly and Jeff Murr, of the same city, Darrell, W. Clark, the Don Cooks, Loyal Maberry, of the same city, and Ray Maberry Bryan. All these were taken to the church by Mrs. Robin son, George Glenn, Mary Ethan, James Couiller and wife, Rev. and Mrs. Hal Ford, and Rev. and Mrs. Peter Edward.

The next issue of The Billboard will feature an outdoor special with lists of fairs and other outdoor events. Don't miss it.

Barrett, a fair of his fair, in the last week of June, will headline the show at Centennial, Ga., and will feature with lists of fairs and other outdoor events. Don't miss it.

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Paterson Tops AOW Race League Finals

Season of Racing Tops 30,000 Mark At Gate for Record Since 46 Debut

ELIZABETH, N. J., June 3--For the third successive year the racing club of the state arena ran off with the challenge trophy in a grand finale of the American TrotterA W. B. Shanes Jet King, Jack Kick, "AOW" director of speed, was voted director of speed, was voted the top trotter in a panel of judges.

The four top trotters of the day were sitting at the end of the house, while the Indian riders, representing the top four teams in AOW's Northern and Southern divisions, competed in the 30 events offered.

According to Edwards, the league has closed one of its most colorful and successful seasons since organized racing was started by AOW in 1946. For operators involved, 1954 set a new

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THE WIBBILY'S REST EAST NATURAL STRAW BIRD'S NEST HAT WITH FINISH ADJ. JUNE 19, 1954 SAMPLE GROSS DIFFERENCE. PD 4 T CAMERA INC. INCLUDE WITH 1902 NORTH THIRD ST. DEPOSIT WITH C.O.D. OR ORDERS. POSTAGE ANY NOVELTY SPRING 7-7180 CO-EXECUTION. A NATURAL PROMOTER! QUICK PHOTOS $1.50 PER DOZEN S1.50 PER DOZEN $1.75 PER DOZEN SNAKE TIE COMPLETE. EASY TO OPERATE EVERLASTING BLACK FINISHES 30 TO 40 PER PHOTOMASTER 'D Eb NO. 3927. 2 ANOTHER ITEM WHICH IS DISPLAYED BY US IN USING A SPLASH BRANDS. LOS ANGELES, IS SIGHT. ANOTHER ITEM WHICH IS DISPLAYED TO PULL THE BLADE LIGHTLY THROUGH GOOD CUTTING EDGE ON A KNIFE IS DESCRIBED TABBING THE TOP. IDEAL GREETING CARD COMPANY, 18-1 INCH FEATHER DRESSED MONK DOZEN 5.75 GROSS 66.00 MERCHANDISE TOPICS

Wholesalers' Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of advertisers. Terms on items mentioned in the catalogue, please enclose self-addressed envelope.

ARLINGTON HAT COMPANY, New York, is featuring a "Tex"-Strew hat which is actually artistically created simulated straw hat with solid geese feathers. The hat is made by hat craftsmen, with a dyed-coloring given it that natural look which sells on sight. Another item which is designed to sell is the firm's "Houdxy" cowboy hat. This hat will be seen by millions on television, creating a demand for it. The new Houdxy Doodle hat is also featured here with the fracy Houdxy emblem, a broad-brim chin cord and adjustable slide. They are packed in assorted two dozens on the carton. Made in pure white with red trim.

W. D. Ballinger, of California, Western Department, is offering their "Garnderian's" Thumb, which looks good for fair and flower shows. They are item in a new type of aluminum garden stand, complete with a touch of the thumb. By changing the kind of stream the nozzle is throwing, the lawn or garners are watered in half the time, Ballinger states. It may be adjusted, also, for corners and will give a full stream of a gentle tapping. The Sprinkler advises, the "Garnderian's Thumb" may be made without effort, a fine garden plant.

R. D. Brummond, Capt., Red Bluff, Cali, reports that he has a shiine-proof steam iron cover which is designed to fit the iron shof off stacks and skirts as well as to protect the pocket flaps on gabardine, serge, duff-surfaced silks, etc. He believes the item itself to be demonstrating and appears to be a handler than a press cloth and he advises women to see their work as they are ironing.

A time of items for use in raising dogs is available at Pacific Veneer Company, Compton, Cali. These are items are Acetate Hero, which prevents infection and promotes healing. Homeclothing Scent, which trains dogs to answer. Bag Training, which keeps pets from digging and scratching. A Scent, which keeps pets from digging and scratching. An anti-parasite Scent, which keeps dogs and cats away. Jewelry work should get a second look. "Go Between," a product of Atlantic Enterprise, Los Angeles. This item assures wearing of comfort. Made of latex foam rubber, the item keeps both clip and screw-type earnings from pinching. Go Between may be transferred from one pair to another. They are washable, easy to apply, and come in different colors and in cellophane sealed envelopes.

SUNSET SALES COMPANY, Hollywood, Cali. has introduced "Binky," a revolving game that employs an importa Swiss music unit to tickle "Fic Trouble," with a turn of the handle, is the latest item announced by W. S. HANGLER ASSOCIATES, CHICAGO. The item consists of four removable charms, each of which is a ball-bearing turnable and handle in ebony black. It sells for $4.95 in the prize and premium trade. A complete combination, the unit containing playing board, necessary pieces, scoreboard and illustrated instructions for the playing rules. The item is being featured by Skylark Manufacturing Company. Each item containing at least 15 items, the kit, filled pocket, or "Prize" point is signed so that it may be placed in the prize center and any other stamp. The firm claims an average mass-volume publishing for the kit because of its appeal to the acrobats, children, travelers, etc.

Lewin Bros. Terre Haute, Ind., is offering a whole line which includes carnival goods, including straw eyebrows, hats, for monkey- leather monkeys, rayon parasites, and other carnival goods. Directly from the manufacturer. "Spots," the running monkey, is available in several sizes and are being featured by Eastern Sales Company. The item is a lazy man, run, jump and.Sturdily built and are built operated.
PIPES FOR PITCHMEN

By BILL BAKER

KAY AND BUSTER DODGE of Kay and Buster's Variety Show, report that the U-A-K Players just recently closed their first spot of the season, a two-week spell in Brownsville, Tex. Crowds were good and there was plenty of the old green stuff being tossed around, according to Buster.

THE NEWS...member of the cast of the U-A-K Players is Kay W. Smith. Kay also does a bit of mud lecturing.

THAT'S Y. VANNIER the Airman who holds postals in his hand while visiting with the Flying Laffs at the Kansas State Fair when the show was playing Kansas City and Beaver Falls. The fact that the old boy was really cuttin' some fancy capers is attested to by the photographic proof that he used along with his note—picture showing him mak- ing graceful eyes at Minnie Laff, who is really a delightful hunk of feminine charm. Henry also mentioned that he met a friend of Eddie Griss later in the C.F.A. banquet in New Philadel- phia, Ohio.

SEVERAL WEEKS ago we reported here that Big Al Wilson had been slapped down by a second spell of sickness and was at that time doing a splendid job at the hospital in Manteca, Ill. We're very glad to report that he received any only a light scratch these week. His condition, so far as we're aware, being better. We still enjoy that," That "New boy's up now he's down again.""

ARNEL NELSON, major domo of the Creelstone Com- pany, was in with his wife and had news: "Just received word from Joe Mann, former kingpin and demonstrator, died June 8 at the home of his son, Roy Mann, Highland Park, Ill., after a long illness, and a secret oper- ations. The boys have been tak- ing up a collection as his hospital and medical bills have been quite high. I know that it placed a tremendous burden on his son, so if any of the boys in the business who need this message would care to make a little donation they can do so by contacting Joe's son in care of The Billboard, Cincinnati." Joe was one of the real old cam- paigners and it is unfortunate that his last days were so rugged.

COMING EVENTS

- Continued from page 5

Jackson-Penobscot, July 4-16.
Lakewood-Lewiston, July 28-29.
Lafayette-Lewistown, July 28-29.
Laxton-Keizer, Oregon, July 28-29.
Murray-Milford, July 31-30.
Muncie-Muncie, Indiana, July 30-30.
Odeon-Olney, Ill., July 28-29.
Pittsburgh-Somite, July 28-29.
Riverside-Riverview, July 28-29.
Salem-Salem, Oregon, July 28-29.
Sauk City-Sauk City, Wisconsin, July 28-29.
Schenectady-Schenectady, July 28-29.
Shawneetown-Shawnee, July 28-29.
Sturgeon Bay-Sturgeon Bay, Wisconsin, July 28-29.
Sturgis-Sturgis, Michigan, July 28-29.
Topeka-Topeka, Kansas, July 28-29.
Turlock-Turlock, California, July 28-29.
Utica-Utica, New York, July 28-29.
Vermillion-Vermillion, South Dakota, July 28-29.
Vilas-Vilas, Wisconsin, July 28-29.
Wausau-Wausau, Wisconsin, July 28-29.
Worthington-Worthington, Minnesota, July 28-29.
Youngstown-Youngstown, July 28-29.
Zanesville-Zanesville, Ohio, July 28-29.

PIECE PEN SET

WITH METAL CAPS

Consisting of ball point pen, fountain pen and pencil in handsome celluloid box. Beautiful gold embossed $1.50 gag cases with sets.

$4.50 per doz.
$42 per gross

SHAKE BOW TIE

$1.25 Doz. $12 Cn.

SPECIALS

- Low price

Men's Full Size Black Felt Derby Cap

$5.00 Doz. $5.99 Cross

SENSATIONAL—LOW PRICE

16MM "HIT" CAM

Takes color, shows pictures. For day or night wear. Takes 16MM film, 16MM. Complete with paper permits.

Amazing Value—$13.50 Per Dozen

SAMPLE CAMERA! Free Sample camera and film, $1.25 purchased.

$1.25 Doz. $12 Cn.

HARRIS NOVELTY CO.
1102 Arch Street Philadelphia, Pa.
Phonos: MA-7-9868—WA-6-6790
SEND FOR LATEST CATALOG

SENSATIONAL NEW ITEM FOR GADGET WORKERS

NEW ROSEBUD RADISH CUTTER

Now Makes Radishes Rosier, Faster!

It's another 1, second demonstration item. This new gadget promises to be of great value to every home, making perfect radishes each time. It has an ingenious way of cutting the skin of the radish, leaving the inner tissue unmarred. Price $14.50 per gross. Terms: 10% cash with order, balance C. O. D. Sample the item.

FREE YOUR STORE TODAY.

BRONZE WESTERN SADDLE HORSES

Horse and Decorations

10% 5% 4.5%
$164 $133 $60

5% Discount Required With Order. P.O. Box. Wholesale Only. COOK BROS.

CARNIVALS • PARKS • CIRCUSES • FAIRS • RESORTS

NOW! NEW LOW PRICE FOR ALL HAT OPERATORS

LATEST CREATION

Cheeked breton hat with Pompadour for girls, hat with pompadour for boys. All styles as shown. These hats are all sizes.

$4.00 Doz. $4.25 Cn.

TOP BANANA HAT Specials

The best made hat on the market. With a price for elephant ears. Large variety of colors and designs.

$5.00 Doz. $5.40 Gro.

LADIES' GABARDINE PEAK HAT

Best made hat on the market. With a price for elephant ears. Large variety of colors and designs.

$5.00 Doz. $5.40 Cross

MEN'S FULL SIZE BLACK FELT DERBY

$5.75 1/2 Doz. $65 Gross

PIECE PEN SET

WITH METAL CAPS

Consisting of ball point pen, fountain pen and pencil in handsome celluloid box. Beautiful gold embossed $1.50 gag cases with sets.

$4.50 per doz.
$42 per gross

SHAKE BOW TIE

$1.25 Doz. $12 Cn.

SPECIALS

- Low price

Ladies' Gabardine Peak Hat

$5.00 Doz. $4.50 Cross

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16MM "HIT" CAM

Takes color, shows pictures. For day or night wear. Takes 16MM film, 16MM. Complete with paper permits. Amazing Value—$13.50 Per Dozen

SAMPLE CAMERA! Free Sample camera and film, $1.25 purchased.

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WHOLESALE FANS FOR
* AUCTIONEERS
* AGENTS
* HOUSE-TO-HOUSE SALESMEN
* WAGON JOBBERS

TWIN ROOM COOLER
WINDOW FAN
Double duty fan that effectively circulates poten-tial
and removes unwanted
air. Preferred by many
homes for cooling and
heating. "Economy
Wagon" fans are ideal
for use in larger rooms
with lower ceilings.

6 Cu. Ft. 250 C.F.M. $12.50
275 C.F.M. $14.50
400 C.F.M. $24.00
500 C.F.M. $36.00

REVERSIBLE ROOM COOLER
WINDOW FAN
Same as above except single unit reversible window fan. 200 C.F.M. $12.50 up.

MANUFACTURER'S CLOSEOUT!
35-PC. 4 1/2" DRILL SET INCLUDING WALLBOARD
Reg. Retail Value $24.95
F.O.B. Chicago

Note: Every unit is guaranteed 100% and every unit is new and factory sealed.

AGENTS & SALES AGENTS
Send 35c coin or stamps for our discount-2 plus CATALOG of over 200 products. You give deposit and collect deposit on your commission. We ship order COD.

EMECO (FAN DIVISION)
Phone: Taylor 9-3890
800 W. RANDOLPH ST., CHICAGO, ILL.

SEND FOR
NEW 1954 CATALOG
For Engravers, Store and
Fair Workers and Ring Demonstrators.

Prepaid orders plus 10% Discount, consult catalog
McBRIDE JEWELRY CO.,
1561 BROADWAY AT 31ST, N.Y., N.Y.

FRISCO PETE

JOBBERS! DISTRIBUTORS!
32" WHITE POLAR BEAR
$124.00
32" GRAY POLAR BEAR
$121.00
32" HUNTER 10" GRIZZLY BEAR
$28.50

Lower Prices to Quality Jobs
Stuffed Toys as Low as $.50 Each

HONG KONG FLASHLIGHTS
3 cards, Turkey, $7.85 each
Batteries 2 cards, Turkey, $.85 each
BRONZE METAL HORSES
3 cards, Turkey, $.85 each
LARGE COLORED MUGS
2 cards, Turkey, $.50 each
HARRY W. BEER
3044 40th St.
4624, 30th Street Avenue

MEET MISS BUBBLES
RED HOF

HAWAIIAN MFG. CO.
120 S. 8th St., Columbus, Ohio

CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual masthead style, each paragraph, no display. First line set in regular 5 pr. caps.
RATE: $1.50 per word - Minimum $3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or caps permitted.
RATE: $1 per word - $14 per line.

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 23, OHIO

ACTS, SONGS & PARODIES

FREE CATALOG PROFESSIONAL COUNTRY 
DANCE PROGRAMS

INTRADUCTION OFFER FANS KING
50 full-color pages, 125" by 18", $1 each, $12.00 per lot. Send 100etail order to each address.

PERFORMERS - HUNTERS - DISTRIBUTORS

MANUFACTURERS WANTS AGENTS 
AND OWNER OPERATORS

PERFORMING ARTISTS - HUNTERS - DISTRIBUTORS

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IMPORTANT INFORMATION
In determining cost of regular Classified, be sure to count your name and address.

When using a Box Number in care of The Billboard allow for added

On Box Number Ads a special service charge of 10% for added words is made for handling replies.

BUSINESS OPPORTUNITIES
ALL FOR BEE-ICE SHERETS THAT

MAKE $1000 PER MONTH

BE YOUR OWN BUS--MAKE BOX PROD-

DUCTS

F R E E C A T A L O G .

ANIMALS, BIRDS, PETS

AAA COMPLETE REPTILE KIT

BIRDS, Lizards, Snakes, Frogs, Toads, Bees, Ants, Spiders

B R A D B R A D F O R D

Box 475, International Airport
Miami 40, Florida (82-2141)

D R A K E G O O D L E S O N FOR CARNIVAL 

M ASSACHUSETTS OF 1877-1954

G O O D L E S O N S , W A N D E R 

R O D , O R H E N S O R 

S H R I N E

S P E C I A L I Z E D I N D E L I C I O U S C U SCHEMATIC

L A S S O R Y , S H E E T H O E , S T R I P S " S H A M P O O "

C L A R K, A T T E N D I N G  A T T E N D I N G

B E R E T , H O L D I N G  H O L D I N G


T I T T E R , S T R I P S , S T R I P S , S T R I P S

B Y R D S , L I K E R , L I K E R

B E A R S W A N T E D \- T O O N , A L L Y,

B R A D B R A D F O R D

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M ASSACHUSETTS OF 1877-1954

G O O D L E S O N S , W A N D E R 

R O D , O R H E N S O R 

S H R I N E

S P E C I A L I Z E D I N D E L I C I O U S C U SCHEMATIC

L A S S O R Y , S H E E T H O E , S T R I P S " S H A M P O O "

C L A R K, A T T E N D I N G  A T T E N D I N G

B E R E T , H O L D I N G  H O L D I N G


T I T T E R , S T R I P S , S T R I P S , S T R I P S

B Y R D S , L I K E R , L I K E R

B E A R S W A N T E D \- T O O N , A L Y,

B R A D B R A D F O R D

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Miami 40, Florida (82-2141)

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NEW EXTRA-LONG CARTRIDGES!

"THE ROYAL" Retractable BALL POINT PEN
DIRECT from MFR.
MODERN PER MFG. CO., INC.
324 Kendrick St., Boston 6, Mass.

GUARANTEED WHITE HOUSE PAINT
$1.25 gal.

FINISHES on the MARKET TODAY

MUSICAL INSTRUMENTS, ACCESSORIES

PERSONAL

SAVE MONEY!
SUBSCRIBE NOW AND
START WITH BIG SUMMER SPECIAL NUMBER
MAIL COUPON TODAY

Loaded with Practical Profit Tips for Everyone in Outdoor Showbusiness!

- Latest 1954 Fair Dates
- Latest in Premium, Prize and Gift Merchandise for all Concessionaires
- Novelties and Money Makers of All Kinds for the Pitchman, Streetman and Demonstrator
- Profit tips on Rides, Shows, Equipment and Supplies

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Out Next Week!
HELP WANTED
CLASSIFIED ADS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph or
no display. First line regular 5 pt. cap. RATE: $1.50 a word—Minimum $3.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are
charged at the rates shown on chart. RATE: $1 a line—$14 per inch.

Forms Close Thursday for the following Week's Issue

COMING EVENTS
* Continued from page 35

Hannum's—Our Lady of Assumption—Annual Bazaar—July 26 9 to 11—Pinch's
1908—Next Friday, June 20—Washburn—Comer—July 15—

For immediate attention:

1. Rubber Bubble Girl—$1,500
2. Rubber Squirt Dog—$1,71.00

BANDS & ORCHESTRAS
CHICAGO MAPE DANCE ORCHESTRA—25% deposited on all orders, balance C.O.D.

CIRCUS & CARNIVAL
CLOWNY PANDO & BROS. 1954—Largest Caravan, Greatest Touring Company,

MISCELLANEOUS
DISK Jockey and Record Shop—Sells, repairs, exchanges, sales—Order
now—Record Fashions, Quality Equipment, Latest Discs—All Orders
sent by Return Mail—Phone 473-1153

MUSICIANS
PAKTS & FAIRS

VAUDEVILLE ARTISTS

SUMMER SPECIALS!
RUBBER
LAPEL
MONKEY

$1.00
$1.00

STEEL JEWELERS, 1204 S. Grant St., Columbus, Ohio

Regular, Best Quality, Best Prices
Always popular.

$8 Cross, min. order
One per store at...

3 inclusion gems

$10

All items made of aviation, furniture metals, made to order and at our full line
prices.

SUMMER
SPECIALS!

RUBBER
LAPEL
MONKEY

$1.00
$1.00

STEEL JEWELERS, 1204 S. Grant St., Columbus, Ohio

Regular, Best Quality, Best Prices
Always popular.

$8 Cross, min. order
One per store at...

3 inclusion gems

$10

All items made of aviation, furniture metals, made to order and at our full line
prices.

39 YEARS OF VALUE GIVING
WE DEFY ALL COMPETITION

FREE CATALOGS

MILLS SALES CO.
26 W. 22nd St., New York 10, N. Y.

NEW—TITANIA
WORLD'S MOST BEAUTIFUL GEM
For men and women of all ages and races

IMPORTED SWISS
ELECTRIC SHAVER (A.C. 110V)
Greatly improved. Superbly designed, top quality, self-sharpening, 3-year
warranty, very small, very portable. Cuts all hair, can be used anywhere.

9 1/4" long, 2 1/2" wide, 2 1/2" high

Felt Souvenir Pennants
Made to order
Two Shirts—Embroidery—Cost 50c

For men and women of all ages and races

Genuine Tarnish-Proof
Aviation Metal

* HOUSEWARES DEPARTMENT *

AT OUR 609 SPRING GARDEN STREET SHOWROOMS
Featuring a complete assortment of named brand merchandise

BE SURE TO VISIT BOTH OUR SHOWROOMS
FOR THE FINEST DISPLAY OF MERCHANDISE AT
PRICES THAT DEFY COMPETITION!

RAKE COMPANY

709 Sisson St. 609 Spring Garden St.
Main 7-7428 Clontarf 2-7685
Kaye Launches Sales Drive on Activrize Units

NEW YORK, June 12.—Active air devices, Inc., an electric evaporators, as they feel that those Active Air Units

suggested, headed the company, launched its new sales push. Mr. Kaye, head of Runyon Sales, 105 W. 39th St., New York, announced that AMI distributor, is exclusive sales distributor.

Kaye and Sugarman will direct their salesmen toward the corner stores, and the wholesale houses with those locations where relations are best suited for the job.

According to Kaye, the Activrize evaporators are being plugged into any 15-amp outlet. It delivers a flow of warm air thru a two-inch by six-inch opening.

Dimensions, Parts

Dimensions are 15 inches wide, 7 inches high and 6 inches deep; construction is such that 22 pounds is the weight. It is finished in white, while enamel, it has a 1,500-watt, 15-amp, 115-volt a.c. heating element and a Millar Harris timer.

Distributorship is handled by General Electric ozone lamps and a different black. The motor is a one-eighth h.p., 7,500 r.p.m. motor. Mrs. Kaye said the unit is guaranteed for parts and workmanship.

Horace Sugarman, who has been appointed as area manager for California, Arizona, Oregon, Washington, Wisconsin, Michigan, New York, New Jersey, Florida, Illinois and all other territories in some of these States, and all other States, are open.

RISE ARCADE

Highlights Neighborhood Sale Push

DETROIT, June 12.—A unique kid sale, which was set up by Michigan Midget Motor, Inc., of The Big Fiftas, a promotion stunt for the company’s Northwest Detroit last week. It is the first outlet setting up such a sale ever held by a neighborhood store.

Store personnel dressed in colorful costumes, and was on the sidewalk in the front of the store.

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First Round Victory

Chi Mfrs., Distribrs Eye City Pin Future

CHICAGO, June 12.—The first round victory in the Chicago Pinball Championship at the new Chicago Coliseum was won by a Chicago pinball machine company, which was set up by Michigan Midget Motor, Inc., of The Big Fiftas, a promotion stunt for the company’s Northwest Detroit last week. It is the first outlet setting up such a sale ever held by a neighborhood store.

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CHICAGO, June 12.—Superior Coin Machine Company, 91 Cermak Rd., Chicago, was ordered by the Chicago Police Department to cease and desist from using pinball games in Chicago. (The Chicago June 6th order of effect as of next Wednesday.

Detected by the State Police, N.P.Janvy, Inc., v. superior Coin Machine Company, 91 Cermak Rd., Chicago, was ordered by the Chicago Police Department to cease and desist from using pinball games in Chicago. (The Chicago June 6th order of effect as of next Wednesday.

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VENDING MACHINES
Communications to 168 W. Randolph St., Chicago, I1.
JUNE 19, 1954

Juice Bar Leaves Spacarb Fold;
To Operate as Separate Concern
Cross, Richardson Quit as VP’s to Head
Can Vender Firm; ‘53 Merger Dissolved

STAMFORD, Conn., June 12—The
former Juice Bar Sales Organization, which
was formed in 1953, has been dissolved early
this month, according to Richard Cross, chief
officer. Jack Cross and Howard Richard-
son, both former officers of the former Juice
Bar as a separate entity, have taken over the con
nection with Spacarb.

However, both remain on the board of directors of
At Lake George, N. Y., where he was Western
manager of the National Automatic
Conveying Machine Co. (11), Spacarb president 1.8
T. Young, had the benefit of this past season’s
experience. He emphasized that relations with
Hotter and Richardson are cordial and that
the two firms will continue to work together
as the most efficient opera-

U. S. Market
Continues Goal
Of Elmer Mfg.
Australian Rep
Attempts Sales
To Ops, Distribrs
NEW YORK, June 12—H. David
Jouland, sales manager of
the Australian manufacturer of Elmer and Huram, all-purpose
vending, sold for Australia last week
weeks earlier, according to
Jouland. Jouland operated for the of
fice of Charles Hardy, Inc., here in
Europe, formerly a leading vending
U. S. operators and distributors.

A spokesman at Hardy said
Jouland had completed no deals,
but that he had been working in the
US. Jouland had been on the market for
Spacarb in this country, but failed to please
any vendor or distributor at his
location on a permanent basis.

Jack Chalcraft
in ral f.
AUBORA, Ill., June 12—Jack G.
Durbrow, general manager of Spacarb
officers of the company, has left that firm and
to Spacarb in Chicago, and
Chalcraft joined the firm recently as
the company’s assistant general manager of
appointing direct agencies in
Chicago and the
region.

Formerly assistant sales
manager of the national Automatic
Company, Chalcraft has been assigned to Spacarb in
a variety of capacities since 1952.
President Adolph Thots also
announced a new $100,000 capacity tab gun vendor is being worked for July
production. A double vendor with
13,500 capacity in three columns will be produced in August.
Further details will be included in
the July 15 announcement.

Meanwhile, a S-K-950 cup
cafetera is being marketed, offering manual and automatic
and a built-in milk and coffee to the vendors.

USDA Says
Cig Smoking
Off for Year
NEW YORK, June 12—A per
cipate in the tobacco consumption
for the year ending July 31 last
was reported by the U. S.
Bureau of the Treasury.
The

Point-of-Sale-Ice in
retro

Row Point-of-Sale-Ice in production
Lorillard to Pay $12 Subsidy for Each Recording Unit Used by Ops
NEW YORK, June 12—Rowe
Combined announced this week that
it had adopted an exclusive right
for use of the Carter & Galston color photograph
of point-of-sales messages (The Bill-
boards) for the year ending
July 31. It will continue to produce models
of the Board of the unit.

Under the Rowe/CAG co-opera-
tion, the unit has been specifically
engineered for use with the
Rowe 990 manual cigarette
Merchandiser. P. Lorillard Con-
centrated Cigarette Sales
of the nation’s largest
in the year’s figures.

The following a welcoming ad
by Bernard E. Bitterman, president, at its opening 10 a.m.
Saturday, the meeting will get
under way at 10 a.m. with the
of three half-hour panel
sessions. First will be directed by Edward F. King, Chicago
Board of Health Chief of Sani-
tation, his subject, “Cleanliness in Business,” will
cover the legal background in general.
Bitterman will talk about
on how Rowe Operator Can Increase the Sales Profit.” To be explored: Reduc-
tion in supervision, deprecia-
tion factors.

Miami Ice Op
Cites Vender
Boon Via Ads

MIA MIA, June 12—The adva-
against which was measured, and
block ice from vending machines
were effectively presented in a recent
double-page multi-colored
advertising by City Products
Corporation of Miami.

The advertisement in the form
of an illustrated feature story and
interviews with a number of the
vendors running efficient ice
stands.

“Put a few pieces of change in
the vending machine, and
ice is automatically dispensed
at your convenience,” the ad
reads. And precooling
comes to

Sanitation, Profit,
Legal Facts to Theme
First NABY Sessions

CHICAGO, June 12—National
Association of Bulk Vendors,
Inc., (NABY), announced its
first sessions under its theme
First NABY Sessions. The
sessions open on the second day of the
July 15-19 program and will
be conducted through the third and final
day.

A follow-up welcoming add
by Bernard E. Bitterman, president, at its opening 10 a.m.
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Bitterman will talk about
on how Rowe Operator Can Increase the Sales Profit.” To be explored: Reduc-
tion in supervision, deprecia-
tion factors.
Gies Receives Kettle Award

CHICAGO June 12—Victor H. Gies, vice-president of Mars, Inc., was recently named the Industry Man of the Year by NCA's Committee on Industry. The 1964 Candy Kettle award was presented to Gies for his outstanding contributions to the confectionery industry. He was chosen from a group of seven candidates.

Minute Maid Net Down, Sales Up

NEW YORK June 12—Sales of the Minute Maid Corporation, suppliers of the Minute Maid brand of soft drinks, were up in the period to May 30, compared with $14,548,500 in the period in 1963. Net profit, however, dipped from $180,000 (equal to 11 cents a share) to $172,411 (equal to 10 cents a share) in the same period. The big decline in profits may be attributed to the fact that Minute Maid did not produce the drink for a 90 per cent of the firm's sales—held responsible for the drop.

The Victor Puzzle Series

4 brightly colored pieces—...the "Twisty"—"Question Puzzle"—"Tangle Twisty" and "Tango Little Puzzle." Our charms are all suitable for Sc Capsule, Capsule and Bulk Vending.

Victor Vending Corp.

413-39 W. Grand Ave., Chicago 39, Ill.

RECONSTRUCTION MACHINES

for Capsule-Rocket and Bulk Vending

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

RAKE COIN MACHINE EXCHANGE

609 CA SPRING GARDEN ST Squadron 3-ZEN

PHILADELPHIA 73, PA

VICTOR CHARMS

for Capsule-Rocket and Bulk Vending

Victor's 'Snap-Spin' Top in 4 bright colors—red, yellow, green and blue. Can be spun on a cord or snapped by the finger.

The Victor Puzzle Series

4 brightly colored pieces—...the "Twisty"—"Question Puzzle"—"Tangle Twisty" and "Tango Little Puzzle." Our charms are all suitable for Sc Capsule, Capsule and Bulk Vending.

Victor Vending Corp.

413-39 W. Grand Ave., Chicago 39, Ill.

Reconditioned Machines

for Capsule-Rocket and Bulk Vending

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

Rake Coin Machine Exchange

609 CA Spring Garden St Squadron 3-Zen

Philadelphia 73, PA

VEND-By-the-Publishable

hundreds of money-making vending ideas

monetary features

Monthly Features

New Products

Future Features

McKinley Award winners

Ball and Vending Gum

Low New Factory Prices

Activate your inventory of the most popular vending machines — at a fraction of the cost of new machines.

Attention, Distributors!

We have made a complete line of new products available in a cost-saving, overall-product, wide-sell bundle.

American Wending Products

28 Union Square, New York 6, N.Y.

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We have made a complete line of new products available in a cost-saving, overall-product, wide-sell bundle.

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Cigarette Output

Cigarette output during the fiscal year ending June 30 is now expected to reach 7.8 billion, about 6.5 per cent lower than the record 4.4 billion produced in the last fiscal year, the Agricultural Department reported. Output and consumption of cigarette next year is expected to continue at the current rate, with some decline in the consumption of regular size cigarettes and increases in the use of king-size and filter tip types. Most of the States which showed declines of more than 3 per cent in cigarette consump-
tion this year are in the South and West. Cigar output is expected to reach 8.5 billion this year, the same as last year.

Money-Making, Money-Saving

IDEAS FOR OPERATORS!

Valuable Information Can Be Yours
Every Month . . . Without Cost!

This bready little newspaper for penny weigh
ing machines is published every month by our
operators and dealers, and is an excellent way to
keep abreast of every important development in
the field of the hobby and meet one of the largest
and best mail-order catalogues in the World.

T H I S  O P P O R T U N I T Y  C a n n o t  H a p p e n  A g a i n !

WESTERN SCALES INC.

OHIO—IOWA—ILLINOIS—MINNESOTA
Here Is a Genuine GOLDEN OPPORTUNITY
an honest ONCE-IN-A-LIFETIME DEAL!

In liquidating our own operations of
penny weight scales we are practically
GIVING AWAY OUR LAST FOUR ROUTES!

If one of these routes is in your territory then GRAB
IT . . . because the price asked is SO LOW IT'S
PRACTICALLY A STEAL!

We are the oldest and largest penny weighing machine
business in the world! Now we are closing our routes!
This Opportunity Cannot Happen Again.

A C T N O W !  THIS WHOLE DEAL IS SO REASONABLE THE ENTIRE
NEGOTIATION CAN BE CLOSED BY MAIL! FIRST COME, FIRST SERVED!

EVERY ROUTE IS COMPLETE—IN PERFECT WORKING ORDER—ON LOCATION NOW—MAKING BIG PROFITS
RIGHT THIS MINUTE!

EACH ROUTE CONSISTS OF:
In OHIO (Northern Port)—64 scales.
In ILLINOIS (Central Port)—110 scales.
In IOWA (Southwestern Port)—30 scales.
In MINNESOTA (Northern Port)—104 scales.

Attention, operators in OHIO—IOWA—ILLINOIS—MINNESOTA

Here is a genuine GOLDEN OPPORTUNITY
an honest ONCE-IN-A-LIFETIME DEAL!

In liquidating our own operations of penny weight scales we are practically
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MUSIC MACHINES
THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, Ill.
JUNE 19, 1954

MILLER REPORTS
MOA Programs
Gain Momentum

URGES SUPPORT
IN NATIONAL TAX
COUNCIL SURVEY

Cleveland Opera
Honors Cohen

INDUSTRY MOVES INTO HIGH GEAR
In Drive for Juke Box Week

PLAY YOUR JUKE BOX WEEK
IS NOW ONLY A WEEK AWAY.

CINCINNATI, June 12.--Opera-
ators from all over the State met at the Savoy Hotel last Monday and laid the groundwork for a State-wide
operator's meeting in early July.
Seven directors, representing nearly every section of the State were
there to draw up a chart and to begin planning for the annual rolling
meet, in the event that addition,
all the operators had agreed to increase the number of the meet.
June 22.

Directors elected include:
Don Hall, Spencer; Bob Teisl,
Cincinnati; Don Moore, Batavia; 
City; Don Rees, Carroll; John
Kemp, Coshocton; Harry Lamberti, Des Moines.

DESMOINES, June 12.--John
Corbetts, operator from all over
Iowa at the Savoy Hotel.
Meets last Monday and laid the
groundwork for plans to move into high gear on the drive
for Juke Box Week.

Several representatives from
areas around the state were
there to review the past pro-
gram and to plan for the future.

Juke Operators from all over
Iowa arrived at the Savoy Hotel
on Monday and laid the groundwork for plans to move into high gear on
the drive for Juke Box Week.

Several representatives from
areas around the state were
there to review the past pro-
gram and to plan for the future.

CERVANTES, June 12.--
Muzak Y/P Outlines Blu for State-
wide Operators, Inc.

NEW YORK, June 12.--A blue-
print for Juke box operators to
export their local disks to
operators outside of their
state is being offered by Muzak's
Juke Operators, Inc., (MOA),
the official Muzak association for
state-wide operators. Muzak
released its Y/P Outlines for
operators to use in a drive to
export their disks outside of
their state.

As part of the Y/P Outlines
package, Muzak has prepared
blueprint maps of the state
where new disks will be
needed, along with instructions on
how to contact local operators.

Muzak disk operators are
encouraged to use the Y/P
Outlines as a tool to help
promote their disks in new markets.

| ♦ ♦ ♦ |
Never Underestimate the Power of a Model "E"

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION
WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

AMI Incorporated

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

License: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siebsby A/S, 5 Palægade, Copenhagen K, Denmark.
Info in Other Departments
Among the stories of general interest to the coin machine Industry to be found in the General Interest and Music and other departments up front in this issue of The Billboard are:

OPERATOR PULL POP EXTENDED A WEEK. Fifth kit being mailed to coin operators, disk jockeys, dealers (Music department).

HOT DISTRIBUTION CENTERS FOR DISK INDUSTRY. New England, Midwest, Southern California areas lead (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Juke Box Week

one of the posters being supplied by the Juke Box manufacturers and that radio and television tie-ins were expected.

Les Montooth, director of the Peoria association and a vice-president of NOA, has been working with one of the biggest disk jockeys in the area for some time now, Sney said, and cooperation from that end seemed assured.

In addition, Sney said, local newspapers were being informed of the campaign as well as all of the local social clubs.

New Wurlitzer Distrib Name In Nashville

NORTH TOWANDA, N. Y., May 1—The new Wurlitzer Company, Monday (5), announced the appointment of the Rock City Amusement Company, headed by Kenneth H. Bear, as distributor in the Nashville territory.

Robert, H. Bear, phonograph sales manager of Wurlitzer, said that the appointment followed a series of conferences with the local dealers about a new Wurlitzer model to be marketed in Nashville.

Brake said that they were planning to contact all of the operators present to get them interested in the Wurlitzer and that they would be mailing out special announcements to the operators in the near future.

New Wurlitzer Distrib Name In Nashville

KENNETH S. BRAKE
Wurlitzer Company, at which a national agreement was reached, Williams will continue his distributorship in Memphis.

The Nashville territory includes 23 counties and 11 counties in Kentucky.

Brake said that he expected the promotion to be a success in the city and was pleased with the cooperation of the operators in the area.

A gathering of Peoria operators was expected next week in effecting a tie-in in all areas of the promotion into one big package.

Every theater in the downtown area.

6. News releases supplied to every newspaper in the city.

Additional stories to follow on the number of juke boxes that the Guild has donated to date.

A listing of all organizations that have been supplied with juke box equipment.

Night club editors supplied with special announcements on the competition.

Brake said that the promotion in town during the week of June 20-26 will be continued and urged to plug the Juke Box campaign.

Today, station stations in the area supplied with juke boxes for use in many community programs.

A Detroit operator displaying on their trucks The Billboard posters

"Play Your Juke Box Week!"

OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO.

1336 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

100 SELECTION • 45 RPM

25 WAYS TO PROMOTE PLAY-JUKE-BOX WEEK

Here are 25 practical suggestions which can be used by music operators and distributors in promoting "Play Your Juke Box Week," June 20-26. These suggestions can be achieved with little or no cost—all of them are designed to promote juke box play.

"Play Your Juke Box Week" is a national undertaking, but its degree of success lies in what each individual does to promote it. Remember: When you help The Billboard, you help yourself. Be sure you let The Billboard know what is being done in your community so that results can be published in the June 26 issue.

Promotional material mentioned in the following list can be obtained by writing the Coin Machine Department, Billboard, 138 W. Randolph St., Chicago 1. Use the coupon below.

1. Set aside five or more of your old time records to be used on "Play Your Juke Box Day" (any day) next week.

2. Write messages, designed specifically for use in locations, announcing to the public that this is "Play Your Juke Box Day".

3. Write in for sample press releases and advertising copy for use in local newspapers.

4. Contact local disk jockeys urging them to build programs around the theme of "Play Your Juke Box Week.

5. Offer to supply a copy of The Billboard poster for your location.

6. Send letters to your locations pointing out the purpose of the drive. Drive home to the best of your ability the benefits of a successful promotion. See sample letter in kit.

7. Offer your local TV station the use of a new juke box for an evening of programs as the drive progresses and the benefits will be publicized.

8. Contact your local record distributor. Work with him setting up some kind of tie-in between juke boxes and record retail stores.

9. Visit local record retail outlets. Point out to them how your objective is the same, that is, get "Play Your Juke Box Week" notices placed in their stores.

10. Set up tie-ins with record retail outlets by offering to place a juke box in the stores, set free for play. Point out the novelty of having a juke box playing both the latest releases and the old-time favorites.

11. Talk to theater owners on the idea of placing a juke box in their lounges. Put the box free and tie-in the music with the movie playing when possible.

12. Give high school students a chance to dance during some of the busiest hours in your operation.

13. Offer to supply your local record distributor with a movie screen along with other advertising material. You might even make it a regular feature in your local theater.

14. Plan a contest in your locations. Place an old juke box in the window of the store and offer a prize for the juke box owner who guesses the number of times the machine has been played.

15. Contact local newspapers and see if badges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the playing of your juke boxes.

16. Plan a contest in your locations. Place an old juke box in the window of the store and offer a prize for the juke box owner who guesses the number of times the machine has been played.

17. Contact local newspapers and see if badges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the playing of your juke boxes.

18. Give high school students a chance to dance during their favorite hours in the auditorium and gymnasium by supplying them with a juke box. Local newspapers know what to do with this story.

19. Donate extra records to veterans hospitals in the area. Contact local distributing firms for the address of the nearest hospital and mail your records.

20. Spark a college or high school poll on favorite pop songs. Contact school paper editors and print out how the students would find it interesting. Show them how it could possibly raise sales of records and juke box use, both of which come in handy for you in some of your teen-age locations.

21. Sit down with your servicemen and collectors and tell them about the juke box and the promotions this week. Location owners will help you set up tie-ins to locations they visit, to promote play.

22. Place your juke boxes on all sales equipment—trucks, cars, etc.

23. Contact local soft drink bottlers and see if tie-in can be arranged to promote a teen-age dance to celebrate "Play Your Juke Box Week."

24. Ask for and use promotional material manufacturers will make available them their distribution channels.

25. Fill out and send in the coupon below for the promotional material you want. THERE IS NO CHARGE.

To The Billboard
138 W. Randolph St.
Chicago 1, Ill.

( ) Please rush me at absolutely no cost your Merchandising Kit for "Play Your Juke Box Week."

Your Name...

City...

Zone...

State...
5 Questions for every Music Distributor... and MAGNECORDER's Multi-Million Dollar Answer!

BY 1955 MAGNECORDER'S New Background Music Service with RCA Planned Music will be a multi-million dollar a year business. To the Music Distributors and Music Operators who will sell and operate this Background Music Service, this business will mean unlimited profit opportunities.

"That's why I ask every Music Distributor in America to ask himself these five questions."

— Heinie Roberts

Am I ambitious enough to want my share of this multi-million dollar Background Music business?

According to Emanuel Sacks, Vice President and General Manager of RCA Victor Record Division, Background Music is entering an era "that promises to dwarf the progress such music has already made in business and industry."

Am I interested in being part of the "first team" in Background Music under Magnecorder leadership with RCA specialty planned repertoire?

RCA is the biggest name in Music and Magnecorder is the leader in manufacturing quality professional tape-recording equipment.

Am I alert enough to reach for my share of this new Background Music business?

Remember, this is the first time that Background Music is available with RCA Planned Music and it's the first time that this "Packaged" Background Music Service, on tape, can be supplied to individual or grouped locations by a single responsible source, as a complete service.

Am I quick to recognize the value of this exclusive distributor franchise?

Today, Background Music is an essential utility — a business necessity. The combination of Magnecorder and RCA Planned Music results in a franchise of unlimited potential worth.

Am I a man of action?

Don't waste another minute. Fill in this Handy Coupon and mail it to me before you turn this page.

5 FACTS WORTH KEEPING AT YOUR FINGERTIPS

1. This is a completely new Background Music Service conceived and created by Magnecorder, Inc.
2. It utilizes a new, finer, specially-developed continuous magnetic tape playback that delivers a superior quality of music reproduction.
3. It includes RCA Planned Music, music expertly produced, planned, and programmed by RCA itself.
4. It will be distributed, operated, and serviced through the Music Distributors and the Music Operators of America.
5. Since the recent Magnecorder announcement, there's an avalanche of notice wide interest from Music operators, Distributors and prospective subscribers, seeking this new Background Music Service. Distributor franchises are now being granted!

SEND COUPON TODAY!

Mail Today To:
Magnecorder, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please write me complete details on how I can fit into the Magnecorder, Inc. Background Music Service.

I am a Music Operator Distributor and I handle these new operations, please fill out coupon below:

Name:
Street:
City:
State:
Zip:
Op Ed Pick Up

May 12 • New York

Herman Kliebels, Dependable Financial Sales, Inc., and his assistant, Harry Sale, both of Jericho, N.Y., released collected facts in the third last three or four months, which include information about the machine tools involved. Herman recently returned from a Florida vacation.

John Oamen of Waltee, 1103 W. Chicago Boulevard, bought plans at the recent show here and had to miss the event. The Chicago has to cancel this year's.

Robert Joynt, is studying develop-
ing plans for a new machine in a machine shop operating under the name of

Werne D. Brenchker, former owner of the Charles Verding Company, and Reliable vending Company, was a guest at the annual meeting of the State Floor Covering Association at the Hotlton, Conn., managed to walk on the 8th floor.

Michigan Music Company, headed by Frank G. Morri, operates Muzak in this area, has been selected by the Silver Feder-

dation Communications System for a FM radio station which is expected to provide a similar service to Flint, and Parkton, Math, and Toledo, in addition to other near-by towns.

Mrs. Lillias Patton, owner of White Newley on the West Side, has closed her wholesale-retain-

HFJ shop closed for two weeks. Mrs. Patton is quite ill.

Barney Superman, Buron E. B. Novelt C. Com., has been appointed by the co-

mpany's building in Indianapolis. The Decoration Day race was the big attraction.

Jack Acten, head of ADC Music, Berl Bondehead, head of the fledgling company here, and Frank H. Johnson, have been out selling gol-

fer and trying to find the best spot for the fifth annual golf outing of Not, June Music Association. There's talk that the additional golf club members have noted the cooling of at least a half dozen golf clubs—all in the interest of Star Line of course.

Moe Chacon, head of ADC Music. Berl Bondehead, head of the fledgling company here, and Frank H. Johnson, have been out selling golf club members have noted the cooling of at least a half dozen golf clubs—all in the interest of Star Line of course.

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SIMPLEST, FASTEST CHANGER in Record Handling History

The

WURLITZER

104 SELECTION
ALL 45 RPM

CAROUSEL

RECORD CHANGER

Simplifies Service
...Saves You Money

The revolutionary Wurlitzer Carousel Record Changer utilizes only one tone arm, one needle and one turntable direction, yet plays both sides of 52 seven-inch 45 RPM records.

The Carousel Changer never grabs the record. It gently raises, positions and plays the record vertically. Never turns a record over. Each record has its own playmeter registering up to 60 plays.

Entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of only four major assemblies, the Changer can be quickly disassembled, saving service time—and time is money.

THE AMAZING CAROUSEL RECORD CHANGER IS ONE OF MANY NEW DEVELOPMENTS THAT MAKE THE

Wurlitzer 1700HF

THE GREATEST PHONOGRAPH OF ALL TIME!

SEE IT, HEAR IT AND BUY IT AT YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856
How Was Your Timing on...

"ISLE OF CAPRI"

Start today to line your record buying to catch on the latest hit before it hits and save money over regular dealer prices. Billboard's weekly "ISLE OF CAPRI" special is named the "BEST BUY." It's a 2-record slip of BEST BUYs supplied for each week with their publication in Billboard. You'll see her -- yes, she'll beiding only the winners for the buy of your annual

Storlino Style Co. Ltd.
2 E. 45th St., New York 17

Date:

Please start sending me your 'ISLE OF CAPRI' title strip cards of Billboard's "BEST BUY" to save...

...for 3 full months. Payment is enclosed.

Name _____________________________

Address ____________________________

City __________________________ State __________

CONVENIENT ORDER FORM

There are 20 title strips on each card -- 10 on side A and 10 on side B. The destination package includes 2 sheets of the complete order form. Regular dealer prices (non-picture): $1.50 each issue. 20 cards delivered weekly for a period of 3 months.

Order: _____________________________

CABIN

JACKIE LEE

CORAL 1149

Spotted as a Billboard BEST BUY

Title Strips

MAY

RECORD TITLE

Ready for Top

Juke Profits

MAY

ORDER CONVENIENT FORM

Top record among music buyers in May is "ISLE OF CAPRI" -- the ISLE OF CAPRI best value on the Charts, by Jackie Lee, is now spottted as a Billboard BEST BUY. Billboard's order form makes it easy to plan your buy in advance.

The ISLE OF CAPRI "BEST BUY" order form is available at your local record store or music department.

Goren Joins Ams; To Operate 1-Stop

Goren Joins Ams; To Operate 1-Stop

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company

Dakota Postcard Company
and their wives were greeted rece-
ently by Harold Lieberman, Lieber-
man Music Company, at a dinner party in the Flame Night Club, Toronto. Present were Mr. and Mrs. John Chee-
ck, Mr. and Mrs. Joseph Green, Mr. and Mrs. Morris Berger, all of Duluth, and of Chicago Eastern Backwards of Superior, Wis.

With Lieberman were Sol Nah of Northwestern Electric Company, Minneapolis, and Ralph Nicoll, who was present in the representative area. Lie-
berman, Nash and Nicholas were all fishing on the Gunflint Trail in Northern Minnesota but reported no luck. They flew to South North Dakota later where their wife's were unable to return until the week-end as they walked out of the wilderness, a

Twint Cities distributors were well represented at the Decora-
tions and Sales seminar held in conjunction with the South Dakota Opera-
tors' Association. Present were Art Lindholm, of Automatic Games Company of Paul; Arnold Golden and Harold Heblig, of the Sandite Distributing Company, Minneapolis, and Matt Engel, Lieberman Music Com-
pany, Minneapolis. Ralph Nicholl, had the Daily representatives in this area, also attended. Nichol-
son and Hamilton also at-

tended the meeting of the Ne-
braskan Operators. Ed Lieb-
man, the operator of the New-

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. When more than one firm advertised the same set, the set price frequency with which the price is reported is indicated in parentheses. When quantity differs in advertisements, or the same set, only the single machine price is listed. Any price obviously depends on condition of the equipment listed.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Price</th>
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<tbody>
<tr>
<td>No. 1</td>
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<tr>
<td>No. 3</td>
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<tr>
<td>No. 4</td>
<td>$600.00</td>
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<tr>
<td>No. 5</td>
<td>$700.00</td>
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<tr>
<td>No. 6</td>
<td>$800.00</td>
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<tr>
<td>No. 7</td>
<td>$900.00</td>
</tr>
<tr>
<td>No. 8</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

EVANS

Conveyor

Model 200

Price | $500.00 |

MILLS

Conveyor

Model 300

Price | $650.00 |

ROCHMAN

Conveyor

Model 400

Price | $750.00 |

BURNER

Conveyor

Model 500

Price | $850.00 |

HILL

Conveyor

Model 600

Price | $950.00 |

WILLIAMS

Conveyor

Model 700

Price | $1,050.00 |

WORLDMAN

Conveyor

Model 800

Price | $1,150.00 |

TOMORROW

Conveyor

Model 900

Price | $1,250.00 |

BILLBOARD MUGS

Conveyor

Model 1000

Price | $1,350.00 |

SAVE MONEY

SUBSCRIBE NOW

Mail Coupon Today

OUT NEXT WEEK

A Valuable Coin Machine

Special Issue of THE BILLBOARD

published in conjunction with

National "PLAY YOUR JUKE BOX" Week

featuring numerous profitable operator articles . . .

* A Round-Up of Special "Play Your Juke Box" Promotions from all sec-

tions of the country . . . ideas you can use all year long to stimulate juke box sales.

* Public Relations for Juke Operators - Case studies of successful, sus-
tained campaigns. Examples of how operator associations can join

forces in united efforts for every operator's benefit.

* How Operators Cash in on Non-Coin Business - How to capitalize on the

big opportunities in taped, piped-

music to plants, offices, stores, etc.

* Complete, Up-To-Date Directory of Juke Box Manufacturers and Dis-

tributors. All those and many more—in the big June 26th Billboard "Play Your Juke Box" Special Issue!

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please send me The Billboard for 1 year (52 issues) at $23.95 ($33.00 on credit). Also send special 2-day lump sum price. Start with the

big "Play Your Juke Box" Special:

Name

Address

City State

Company or Title

Foreign: 1 year (52 issues) $20

Copyrighted material
Right now you and your servicemen should be carrying the window poster, as shown above . . . posting one prominently in every juke box location. YOU CAN GET THEM FROM YOUR PHONOGRAPH DISTRIBUTOR.

Right now you should be using the Juke Box Merchandising Kit to (1) Tell your locations about the drive; (2) getting publicity in your local papers; (3) contacting disk jockeys, radio and TV people for air mentions; (4) arranging to make a speech(es) before your local groups . . . plus any other local promotion devices you can arrange.

YOU CAN GET THE KIT DIRECT FROM THE BILLBOARD . . . your local distributor also has a limited supply of the kits.

AND IT'S ALL SO EASY . . . the posters are FREE from your distributor . . . the KIT has everything ready for your use, already written: The Location Letter, The Press Release, The Fact Sheet for interviews, Handy "Palm-Size" Cards with a Complete Speech . . . and other items making it EASY for you to participate.

ARE YOU READY?

"PLAY YOUR JUKE BOX WEEK"—JUNE 20 to JUNE 26
only the ROCK-OLA COMET 120...

is so SMALL in SIZE—less than 30 inches wide

is so SIMPLE to PLAY—with single button line-a-selector programming

is so SIMPLE to SERVICE—with 3-way service accessibility, top, front and back

has SUPERB TONE FIDELITY—with the Rock-Ola wide-range tone system

“SENDS” the customer and brings STUPENDOUS PROFITS to you

See It, Hear It, Play It at Your Distributor Today!

ROCK-OLA

Comet

120 Selections

"The original phonograph with 120 selections"

MODEL 1438

MODEL 1546 Chrome Cover Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue • Chicago 51, Illinois
ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issue of indicated below. All advertised used machines and prices are fixed. Where more than one is fixed, it is advertised the same equipment of the same price frequency with which the price occurred in the column. Whereout prices are advertised, as in the case of handling only the machine of the same price frequency is listed. Any price advertised is considered as condition of the equipment, age, time on location, territory and any related factors.

<table>
<thead>
<tr>
<th>Type of Machine</th>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinball Machines</td>
<td>Williams</td>
<td>$250.00</td>
</tr>
<tr>
<td></td>
<td>Bally</td>
<td>$200.00</td>
</tr>
<tr>
<td></td>
<td>Gottlieb</td>
<td>$150.00</td>
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<tr>
<td>Refreshment Vending</td>
<td>Vendor</td>
<td>$100.00</td>
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<td></td>
<td>Vendor</td>
<td>$50.00</td>
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<td></td>
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<td>Vendor</td>
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<td>Vendor</td>
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<td>Vendor</td>
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<td>Vendor</td>
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<td>$0.05</td>
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<td></td>
<td>Vendor</td>
<td>$0.01</td>
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<tr>
<td>Vending Machines</td>
<td>Vendor</td>
<td>$250.00</td>
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<tr>
<td></td>
<td>Vendor</td>
<td>$200.00</td>
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<td></td>
<td>Vendor</td>
<td>$0.01</td>
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</tbody>
</table>

"OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES"
<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.50</td>
<td>50¢ Slides (Autom.)</td>
</tr>
<tr>
<td>$2.00</td>
<td>Baby Bally (Autom.)</td>
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<tr>
<td>$0.75</td>
<td>Baby Bally (Autom.)</td>
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<tr>
<td>$0.75</td>
<td>Baby Bally (Autom.)</td>
</tr>
</tbody>
</table>

The legal fight to get shuffle bowling legalized in Chicag...
WHILE THEY LAST... SPECIAL LOW PRICE!

EVANS' BAT-A-SCORE
10 BALS PER GAME
5c or 10c PLAY

ORE, OP FILES

appeal brought by the city from a Multnomah Circuit Court ruling that held the city lacked authority under its charter and the consent of the State to regulate gambling devices and prohibited playing cards within the city's limits. The court in its order granted the City's request for a new trial.

As the case continues to build up local local news, concerns all operators and cities throughout the State, it becomes necessary for a series of double take.

1. The extension that expired Monday (7) was the second week the city had granted an extension in which to petition for rehearing.

2. The extension was granted following a request from the Portland City Council.

The hearing resulted in the State Supreme Court's decision that the Portland City Board of Adjustment is not authorized by the city charter or the State constitution to issue a license to the city. The State Supreme Court reversed the decision of the State Board of Adjustment which had issued a license to the city. The decision reverses the hearing.

3. Decisions by the Portland City Council are held by the city in an opinion in opposition to free play, was an almost since from an earlier decision to license games.

Before the court ruled the City Council agreed it would allow it all of some $100,000 potential annual revenue by setting up a license schedule considerably higher than the pre-1951 fee of $2.50 per machine. But after the favorable ruling came down from the high court the council refused to enroll the licensing ordinance and allowed the 1951 prohibition to stand.

Judge Orders

*Continued from page 7*

That gambling devices and playing cards are gambling devices and are prohibited anywhere as bookmakers and smokehouses.

2. That statutes in other states are unconstitutional in that they conflict with the provisions of Article IV of the Constitution of the United States, 1951, which provides:

"The general provider shall not pass local or special laws and shall not make any law in derogation of this constitution and laws made under it."

And further that the statutes are contrary to Section 22 of Chap. 196, Laws of 1947, and Sec. 66-96 of Chap. 196, Laws of 1947, and Sec. 18-26 of the Municipal Code of Chicago, 1939.

WANTED FOR CASH

STATE QUANTITY AND BEST PRICE

Seeburg Model A's
*Model B's
*Model ML's
Seeburg 100 Wall Boxes
Seeburg Bear Guns

BADGER SALES COMPANY
2251 WEST PICO
LOS ANGELES 5, CALIF.
Phone Dunlap 7-2243

WANTED TO BUY BARS

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

Established 1933
1952 Belmont Ave., Lexington, Ky.
123 W. North St. (Pendleton, Ind.)

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

Established 1933
1952 Belmont Ave., Lexington, Ky.
123 W. North St. (Pendleton, Ind.)

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

Established 1933
1952 Belmont Ave., Lexington, Ky.
123 W. North St. (Pendleton, Ind.)
SHAFFER SPECIAL
SEESEBURG M-100-A
(78 r.p.m.)
only $439.50

WRITE FOR PRICES
ON ALL MAKES OF
LATE MODEL
PHONOGRAPHs

Shaffer Music Co.
Cincinnati, Ohio
150 Walnut St.
Main 6810

Columbus, Ohio
849 N. High St.
Klondike 4614

Indianapolis, Ind.
1307 Capitol Ave.
Lincoln 2573

EXCLUSIVE SEESEBURG DISTRIBUTORS

NEW!
COUNTS & WRAPS

PORTABLE COIN COUNTER
PENNIES .. NICKELS
Dimes .. QUARTERS

MORE ACCURATE &
13 TIMES FASTER THAN COUNTING &
WRAPPING BY HAND

STOCKED AND SOLD BY
ALABAMA MACHINE
Phoenix Amusement Co.
440 E. 28th St.

INDIANA MACHINE
1325 Capitol Ave.
H. M. Horton Sales Co.

MICHIGAN MACHINE
442 W. Fort St.

NEW YORK MACHINE
231 E. 22nd St.

OHIO MACHINE
1932 E. Broad St.

PA MACHINE
210 S. 20th St.

PENNSYLVANIA MACHINE
620 S. 12th St.

WASHINGTON MACHINE
220 W. 3rd St.

TEXAS MACHINE
1530 N. Main St.

WISCONSIN MACHINE
1021 N. 2nd St.

WATERFRONT MACHINES
233 W. 31st St.

INCORPORATED

SHUFFLE GAMES

WANTED TO BUY
Mahleco Automatic
Machleco Drive-In
2115 S. Halsted St.

Every Machine in Chicago & Chicago Ready For Location.

COIN MACHINE
EXCHANGE, INC.

WANTED TO BUY
Mahleco Automatic
Machleco Drive-In
2115 S. Halsted St.

Every Machine in Chicago & Chicago Ready For Location.
GOTTLIEB'S

SUPER-DUPER THRILLER FROM START TO END!

CONCLUSIVE EVIDENCE...

DOUBLE AWARDS
Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

ROTATION SEQUENCE
From 1 to 8 lights bottom Roll-Over for REPLAYS!

5 TRAP HOLES
4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

MORE FACTS...

• Hitting Bottom Roll-overs: "A" and "B" lights top Roll-Over for SPECIAL!
• NEW MULTIPLE TYPE POINT SCORES!
• High Score to 7 Million
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