

The Billboard

FALL TELEVISION PROGRAM SHOWCASE

What's Ahead for the 1956-1957 Season

STARTS ON PAGE 15

AUGUST 18, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

\$\$ Registers Play Home on the Range

Golf Driving Business Soars Like Balls, Yet 4,500 Operations Are Just a Start

By CHARLIE BYRNES

CHICAGO—The whistle of golf balls as they soar down driving ranges is making cash registers ring on a bigger scale than ever before.

Golf driving ranges, conceived some 30 years ago, are on the upsurge and are playing an ever-increasing role in the outdoor amusement picture.

Altho an estimated 4,500 ranges of all sizes and types are currently in operation, experts in the field says the surface hasn't yet been scratched. They predict that the day is not far distant when a golf-driving range will be available in every sizable community.

The increased number of participating golfers (an estimated 5,000,000 now play the game) and the bulge in golf course construction (over 1,000 new ones were opened in 1955) are major factors in the growth of the stop-and-sock game. It's pointed out, however, that in addition to golfers, a large percentage of range patrons are non-golfers who have become regulars at hitting the rubber-covered pill just for recreation.

Coast-to-Coast Trend

The trend is coast-to-coast. The ranges are mushrooming in almost all 48 States as well as Canada. One direction of growth has been as added revenue at drive-in theaters, while other are being constructed near public and private golf courses.

Among the most important locations, however, are suburban amusement centers which, in addition to ranges, often include miniature golf courses, kiddielands and archery and baseball batting ranges, to name a few elements.

Today's 4,500 ranges are the outgrowth of one built in Cleveland in 1925 by two devotees of the sport who were interested in introducing to the multitudes the thrill of hitting a golf ball and who also saw the profit possibilities in the operation.

Revenue potential from ranges varies according to size and location. In the Chicago area, a bucket of from 50 to 55 balls generally sells at 75 cents. It's pointed out that an average patron can knock out almost three buckets in one hour for which he'll pay \$2.25. On a course that has 25 tees, considered close to the average, the operator could gross over \$55 per hour. An evening's play generally lasts about three hours but this can be augmented by promotion of afternoon sessions which appeal to housewives and youngsters.

Additional important revenue is gained from lessons, a pro shop and eat-and-drink concessions.

Land Is Major Cost

Major cost in establishing a driving range is the land and buildings which vary greatly according to local values and the type

(Continued on page 71)

MUSICAL TEAM KEEPS 'BELLS' ALBUM RIGHTS

NEW YORK—In a precedent-setting move, Adolph Green, Betty Comden and Jules Styne this week informed the backers of their forthcoming Broadway musical for Judy Holliday, "The Bells Are Ringing," that they are retaining all album rights on the show.

According to veteran music men, this marks the first time album rights have been withheld from backers of a musical and may very well set a precedent for future Broadway productions. Heretofore, album rights — even on Cole Porter and Rodgers and Hammerstein shows — were automatically included in backer contracts, along with movie rights, etc.

The Comden-Green-Styne decision to withhold album rights from the backers is believed to have been inspired by the astronomical sales figures reported by Columbia on its original-cast "My Fair Lady" album. Whereas show albums in the past were never considered really hot properties sales-wise (in contrast to a best-selling single), the

(Continued on page 39)

TV Viewers to Win In Networks' Game Of Program Chess

Competition to Result in Stronger Line-Ups of New, Better Shows

By LEON MORSE

NEW YORK — The coming battle for program supremacy on network TV during the season of 1956-'57 promises to be the most interesting yet. NBC-TV, CBS-TV and ABC-TV have all spent the spring and summer revamping and beefing up their line-ups. All of which means better viewing for the public in the fall.

The largest number of changes have been made by ABC-TV. But NBC-TV and CBS-TV have not been idle. Both have revamped their schedules radically, while anxiously watching each other's moves. The trade will be keeping its eyes on at least two dozen time periods that will contain new properties or programs that have been re-slotted.

On Trial

Also on trial next season will be various formats, such as music and

quiz, that enjoyed great success last year. Many of these programs will be up against stiffer competition, and many, a year older, may have to look to their laurels.

Here is the way the network sweepstakes shape up each evening of the week:

MONDAY: CBS will stand pat with last season's line-up, which dominated the evening. NBC has overhauled 8-9:30 p.m. completely. ABC has virtually done the same.

NBC obviously hopes that its presentation of "Sir Lancelot" at 8 p.m., followed by "Stanley" at 8:30 p.m., will give "The Most Beautiful Girl in the World" a strong audience inheritance with which to buck the long-running "I Love Lucy."

Welk Show

ABC's strongest bid will be made 9:30-10:30 with the second Lawrence Welk show. Considering Welk's record during the past season, he is bound to cut into the NBC and CBS audiences, but may not do as well as expected unless his new show is completely different from his Saturday night stanza.

TUESDAY: All the networks have made changes, the most radical being CBS and NBC. CBS has inserted "The Brothers" at 8:30 p.m. and Herb Shriver at 9 p.m. to take advantage of Phil Silvers' strength at 8. NBC will do battle armed with "The Big Surprise" at 8 p.m. and "Noah's Ark" at 8:30. "Surprise" will have to show great strength to battle Silvers, who should do better next season, his second. The revamped version of "Break the \$250,000

(Continued on page 15)

NEWS OF THE WEEK

Moves Indicate Auto Firms Are Reconsidering TV Cutback . . .

The withdrawal of automobile advertisers from television may not be as extensive as originally feared by some quarters. For instance, both Chrysler and Plymouth are known to be actively seeking additional program buys—one of them on network, the other in the national spot area. . . . Page 2

20th Century-Fox Eyes Release Of Rest of Movies to Video . . .

20th Century-Fox reportedly is giving serious consideration to releasing the remainder of its feature film backlog to television. Matty Fox's C&C Television and Ely Landau's National Telefilm Associates are said to be actively bidding for the 20th Century-Fox library. . . . Page 8

Record Racks Move Into A&P's, Pave Way for Industry Acceptance . . .

The Atlantic & Pacific grocery store chain is putting record racks into its thousands of retail outlets across the country, thereby opening up a tremendous new market for disks and leading the way to full acceptance of record racks by the powerful grocery chain industry. . . . Page 37

RCA Victor Sets Heavy Push On Fall Best Buy Album Program . . .

RCA Victor's annual fall Best Buy album campaign features extra discount dating, 100 per cent exchange privilege on selected packages and a group of six catalog items to be sold at 25 per cent discount. 28 new LP packages, 14 each in pop and classical fields, including multi-disk groupings, highlight the program. Two 12-inch samplers of highlights

of the new merchandise, retailing at \$1.49 each, will allow dealers a full 38 per cent markup. . . . Page 38

Showmen Get Long-Awaited Relief From Federal Tax . . .

A long-awaited Federal tax relief was granted to outdoor and indoor showmen when President Eisenhower signed a bill eliminating the 10 per cent levy on admissions below 90 cents. Admissions of 50 cents or less were freed from the tax in recent years. Benefiting from the measure are operators of grandstand shows, circuses, minstrel units, pools, rinks, movie theaters and other showmen. . . . Page 71

Weather Hits N. Y. Resorts But Keeps Coins Jangling in Gotham Juke Boxes . . .

Cool, wet weather keeps Gothamites at home, but Manhattan music operators do better than last summer, especially the cozy neighborhood spots. . . . Page 98

Distributors See Another 200-Selection Juke Box Unveiled in Chicago . . .

The fourth juke box manufacturer to bow a 200-play machine, Rock-Ola Manufacturing Corporation, formally displays its new model for its distributor organization. . . . Page 98

DEPARTMENTS AND FEATURES

Amusement Games . . . 108	Merchandise . . . 93
Carnival . . . 84	Music . . . 37
Circus . . . 80	Music Charts . . . 54
Coming Events . . . 97	Music Machines . . . 98
Classified Ads . . . 94	Parks & Pools . . . 78
Coin Machine Market . . . 99	Pipes . . . 93
Fairs & Expositions . . . 82	Radio . . . 7
Fall TV Showcase . . . 15	Rinks . . . 79
Final Curtain . . . 77	Routes . . . 76
General Outdoor . . . 71	Television . . . 2
Honor Roll of Hits . . . 54	TV Film . . . 8
Letter List . . . 97	Vending Machines . . . 104

Golfing Aided By Automation

CHICAGO — Golf driving ranges have come a long way since first introduced some 30 years ago. A fully automatic range is being constructed by Holmes Cook near Bay Shore, N. Y. The balls are picked up by a tractor unit, dumped into a machine that washes and dries them, then conveys them to the tee line. Insertion of a 50-cent piece starts the cycle of balls which are teed up from beneath the driving mat.

Joseph Schuler, who operates an amusement center near Rochester, N. Y., has a double-decked tee at his driving range. There are 75 tees in all—25 upstairs, 25 under the elevated platform and another 25 out in the open.

Specs Stet for Next Season

NEW YORK — Approximately the same number of spectaculars will be programmed during the coming season as last. CBS-TV continues with its "Ford Star Jubilee" on Saturday nights. NBC-TV will have a Saturday night spectacular, also "Producers' Showcase" on Mondays, and on Sundays a series of six "Hallmark Presents." NBC had intended to offer a Friday night series, but the idea did not pan out.

ABC-TV has blueprinted several spectaculars for next season, but opinion in the trade is that the network will have trouble selling them.

HAPPY ENDING DUE

On 2d Thought, Auto Firms May Change Minds Re TV

NEW YORK — Evidence is mounting that several auto manufacturers are reconsidering their downbeat attitude towards TV. Indications are that before the next few weeks are over, the television medium will see some major last-minute buys by car companies.

Among the auto companies now known to be seeking additional TV programming purchases are Plymouth, which is looking for a personality around whom to wrap an hour variety show, and Chrysler, which is interested in a half-hour show to be aired in some 30 major markets on a national spot basis.

Chrysler's agency, McCann-Erickson, has recommended to Chrysler that it buy a network show, instead, but apparently Chrysler is still set on taking the national spot route.

Another likely prospect is Studebaker-Packard, which recently merged with Curtiss Wright, a move which has put the company back into operating condition. The firm several months ago was forced to give up its sponsorship of ABC-TV's "TV Reader's Digest" because of its desperate financial straits. Now that it's on firm financial footing again and is all set to remain in business, it's likely that the firm will again seek to show its wares on TV.

GM Renewal

Indicative of the auto industry's re-awakened interest in the TV medium is last week's renewal by General Motors of NBC's "Wide World" for several of its divisions. It was initially feared that General Motors, in line with Detroit's downbeat attitude towards TV, would cancel or cut back its sponsorship of the show. The auto company, however, renewed the show in its entirety.

Apparently, the recent efforts of the Television Bureau of Advertising, NBC-TV and ABC-TV, each of which independently descended

upon Detroit recently and delivered some hard-sell presentations to the Detroit executives, paid off. Among the auto companies, however, which have still not indicated a desire to embrace the TV medium next season with the fervor they did last year are the General Motors divisions of Oldsmobile, Buick and Pontiac.

Oldsmobile has cut back its sponsorship of NBC's Saturday night spectaculars by 50 per cent; Buick dropped its sponsorship of CBS' Jackie Gleason and is now committed only for sponsorship of a one-shot Monday night NBC spectacular, and Pontiac dropped its alternate-week, hour drama show, "Playwrights '56."

Ford Renewals

Other companies, however, will be spending about as much money in TV next season as they did this past year. Ford, for instance, has renewed its "Ford Star Jubilee" series

of specs and its "Ford Theater" series. Tho it's canceled its half sponsorship of NBC's "Producers Showcase" series of specs, it's replaced that program with NBC's Tennessee Ernie show.

Similarly, Dodge will be the owner of a new hour-long Lawrence Welk show (in addition to the one it had this year), which will replace its "Break the Bank" and its half sponsorship of Danny Thomas. Chrysler, De Soto and Plymouth will also be given about as much TV representation next season as they had this past if plans materialize.

The industry will be carefully watching how General Motors does against Ford and Chrysler in the sale of 1957 cars. If General Motors' share of the market slips badly in comparison to Ford's and Chrysler's, the blame will undoubtedly be largely laid to GM's drastic cutback of its TV advertising.

3 Deals Hang Fire For M-G-M Films

NEW YORK—Three deals are currently hanging fire at M-G-M TV for its feature films. They are with ABC-TV for its "Famous Film Festival," with National Telefilm Associates for the NTA Film Network and with CBS-TV for its owned and operated stations — WCBS-TV, here; WBBM-TV, Chicago; KNXT, Los Angeles, and WXIX-TV, Milwaukee.

The CBS deal would probably provide the largest source of revenue, an estimated \$15,000,000 to \$20,000,000 for a library of 725 features. The price for New York alone is said to run about \$7,000,000. In the event CBS is not willing to spend heavily enough to buy the entire library, a deal for selected M-G-M features might be worked out. WCBS-TV recently bought 150 top pictures from Warner Bros. thru Associated Artists and paid an estimated \$10,000 per feature.

Number Not Set

The deal with ABC would involve a large group of features to be shown on its Saturday night "Famous Film Festival," 7:30-9. How many pictures would be used is not known, but it could be 26 or 52 or even more depending upon

GT Names Campbell

NEW YORK — Wendell R. Campbell has been named national sales manager of General Telradio's owned and operated radio and TV properties. He will work with H. R. and Adam Young, reps of the GT stations.

the price, and whether the network feels the product would attract advertisers in sufficiently large numbers. Last season's "Famous Film" features were produced in Britain.

The purchase of M-G-M TV product for Ely Landau's NTA network would add luster to its programming. How many pictures are wanted is not known.

Maurie Gresham was hired last week from McCadden Productions to handle sales on the West Coast for M-G-M TV.

Nat Wolff Backs Future Of Well-Staged Specs

NEW YORK—In spite of the occasional weak spectacular which hasn't drawn audiences, Nat Wolff, NBC-TV program topper, believes firmly in the future of this type of program. Wolff said regardless of their success or failure up to the present, they have proved one thing — that audiences need and want change.

Wolff maintains that viewers are interested in the big story as long as it is presented well. He declared that Hollywood was the first mechanical entertainment medium to popularize the long story, and the pay-off was phenomenal. He pointed to the success that David Selznick had with his long movies such as "Gone With the Wind."

"There's nothing wrong with spectaculars that a few hits can't cure," he remarked. "You are bound to have failures in every medium," he stated. "Even Rodgers and Hammerstein have had their flops to go along with Oklahoma!"

More Planning

Wolff said that the answer to better spectaculars was more planning and the use of better creative talent. "TV," he remarked "is now beginning to attract that kind of talent. They used to write TV off."

He disclosed that the network had just come to agreements with Norman Panama and Melvin

KIDS HELP ABC COVER CONFAB

CHICAGO—Kids, too, are helping ABC cover the Democratic convention here. Their daddies are representing the net, and their offspring are serving as copy boys and girls. There's John Charles Daly, 18, and John Neal Daly, 16, sons of John Daly. Tom Vellotta's daughter Virginia, 18; James Beach's daughter Valerie, 16, and Ernest Walker's son Ernie, 18.

WCBS to Strip Erwin Reruns

NEW YORK—As a result of the success with daytime stripping of "My Little Margie" and "Amos 'n' Andy" film reruns, WCBS-TV here has purchased 130 rerun episodes of the Stu Erwin show from Official Films for daytime stripping. No time slot has yet been selected for the new film rerun strip show. The other two shows air back to back, 9-10 a.m. across the board.

The Stu Erwin show initially aired first run on ABC-TV. It ended its network career last year and afterwards was turned over to Official Films for syndication. Official, which has achieved considerable success in the sale of film reruns for daytime stripping, put the show on the market early this summer following a concentrated sales campaign on "My Little Margie," which also was sold for daytime stripping.

To date, Official has sold "My Little Margie" in 145 markets and the Stu Erwin show in about 45 markets, practically all of them for across-the-board airing.

'Bank' Trouble In Clearance

NEW YORK—Pharmacraft is reportedly having trouble clearing stations for "Break the Bank," which it expects to slot 7-7:30 p.m. on the CBS-TV network. The time was occupied by the Gene Autry vidfilm series last season.

The problem seems to be that the live quiz show makes more clearance demands on the network than Autry did with his film stanza, since it could be juggled around and put elsewhere.

NEW YORK — Writer-director Al Lewis will succeed Hal Kanter as producer and head writer of the George Gobel show. Lewis and Kanter previously collaborated on the Danny Kaye radio show and worked together in Armed Forces Radio.

OPPENHEIMER

'Sis' Series First Task For NBC

NEW YORK — The first Jess Oppenheimer half-hour project for NBC-TV will be a series titled "Sis." It is the story of an impressionable girl who has the responsibility of bringing up a younger sister and brother and the conflicts with her boy friend over their handling.

Initial planning projects the series over a two-year span during which the girl gets married and the boy-friend-now-husband becomes responsible for the kids. He then will turn into the heavy.

Oppenheimer is also working on a dramatic project based on the 10 Commandments. The series will be hour dramatic shows by name writers and with name acting talent.

Bernstein Joins BB; Singer Quits

NEW YORK — Bob Bernstein has joined the television staff of The Billboard, replacing Jack Singer who leaves at the end of this week. Singer is going to the ABC-TV network, where he will function in the sales development department under Bert Briller.

Bernstein comes to The Billboard from Guild Films, for which he has handled public relations under Lou Shainmark since February, 1955. For over two years prior to that he worked in the publicity department of the Du Mont TV network.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Secy.

Editors

Paul Ackerman... Music-Radio Editor, N. Y.
Herb Dotten... Outdoor Editor, Chicago
Robt. Dietmeier... Coin Mach. Editor, Chicago
Wm. J. Sachs... Exec. News Editor, Cincinnati
Leon Morse... Television News Editor, N. Y.

Managers and Divisions

E. W. Evans... Main Office, Cincinnati
R. S. Littleford Jr... Music-Radio Div., N. Y.
Sam Chase... Television Division, New York
Lee Zhitto... West Coast TV Division, L. A.
M. L. Reuter... Outdoor Division, Chicago
Hilmer Stark... Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUNbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CENtral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHEstnut 1-0443
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$4.

MONEY-SAVING SUBSCRIPTION ORDER
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.
 Payment enclosed Bill me 926
Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Screen Gems Adds 2 Shows

NEW YORK—Two more properties, one of which appears to be geared for regional and local syndication, have been selected by Screen Gems for production. The two new properties bring the total of shows Screen Gems is planning to produce for sale next year to 12. All but one, however, are being aimed at national advertisers and probably would not go beyond the pilot production stage if not sold.

The new first-run syndication property is "Johnny Nighthawk," an adventure series about two former Air Force pilots who are operating a commercial flying business.

The other new property, planned for national sponsorship only, is "Casey Jones," an adventure series about a railroad man involved in the westward push of the railroads at the turn of the century.

Both shows will be produced by Briskin Productions this fall for sale after the first of the year.

NBC Strikes Gulf Oil Snag

NEW YORK — NBC-TV has had a problem with Gulf Oil this week. The sponsor agreed to move "Life of Riley" into 8:30-9 on Friday night from 8-8:30, because NBC was to program spectaculars 8:30-10 once monthly and it wanted weekly exposure. The plan has been changed and now Chevrolet will use 9-10 Friday on NBC for its Bob Hope-Dinah Shore series once monthly.

Gulf wants its earlier half hour back, but the network has found that many stations have sold local syndicated shows in the Gulf Friday night spot, since the advertiser does not want to buy a full network. Gulf's distribution west of the Mississippi is weak and therefore it does not use many stations in the Far West and Mountain States.

Sponsors Eye Sun. Alternate

NEW YORK — NBC-TV has two possible prime sponsorship prospects to alternate with "Wide World," Sundays, 4-5:30 next season. Helene Curtis would like to buy half of an hour Bolger show, which would go somewhere in the hour and a half. The network would probably use a half-hour show to fill the vacant alternate weeks.

North American Aviation also is considering the purchase of 10 "Telescope" documentaries at an estimated cost of \$2,000,000 for time and talent. Batten, Barton, Durstine & Osborn is the North American Aviation agency.

Winckler Heads CBS Production Operations

NEW YORK — E. Carlton Winckler will take over the post of director of production operations for CBS-TV instanter. He has been production manager of the CBS-TV program department since March, 1953. His replacement will be Robert Milford, associate production manager of the network's program department.

NBC, Revlon, Set 'Beautiful'

NEW YORK — NBC-TV last week firmed up the Revlon purchase of Monday 9-9:30 for "The Most Beautiful Girl in the World" after a week of squabbles. The bone of contention had been Hal March.

The network had expected that March would emcee "Most Beautiful Girl," but he is not available. NBC then persuaded Revlon to get itself a big name emcee for the show. Names being mentioned are Ray Bolger, Bob Sterling and Peter Lawford. Revlon has also sought alternate weeks of "Big Story" on NBC, Friday nights 9:30-10, which will be shared with Pall Mall.

Toni Clear of Revlon Conflict

NEW YORK—The Toni Company has agreed to use only two of its products, Bobbi, its home permanent, and Pamper, its shampoo, on its alternate week sponsorship of "Stanley," NBC-TV, Mondays, 8:30-9 p.m. Reports are that Revlon, which follows with "The Most Beautiful Girl in the World," did not want Toni to expose competing products such as lipstick. American Tobacco also has half of "Stanley."

Toni, interestingly enough, will also sponsor half of Arthur Godfrey's "Talent Scouts" on CBS-TV Monday nights at the same time sharing him with Lipton products. It will therefore compete against itself, but may be able to alternate its sponsorship so that there is a minimum of direct competition, the NBC's Monday night spectacular will make it impossible for an absence of competition.

J. Leonard Series For Kine at NBC

NEW YORK—NBC-TV is producing a kine of a new half-hour series starring comedian Jackie Leonard and created by writer David Swift, who was responsible for "Mr. Peepers."

It is a story about a salesman-promoter who sells cosmetics in the 1920's.

CHAMPION PUSH

White Owl to Roll Big Promotion on Bowling

NEW YORK—One of the most ambitious promotions in the history of network TV is being staged by the General Cigar Company, maker of White Owl Cigars, for its Sunday night "National Bowling Champions" telecast 10:30-11 on the NBC-TV network. A National Bowling Day has been created, whose aim is to build audiences and to raise money for the American Red Cross.

Since there are an estimated 20,000,000 bowlers in America, the promotion which involves their participation may go a long way toward stimulating their interest in the program. Highlight of the National Bowling Day is a nationwide handicap competition between all-star bowling titleholders Bill Lillard and Anita Cataline and the rest of the nation's bowlers.

Lillard and Miss Cataline will bowl on the show on October 14. Their challengers will bowl between September 24 and October 13. Entrance fee, 50 cents, will be turned over to the ARC. Prizes will be 10 vacations in Mexico,

Nets Eye Diversified Specs; Originals Getting Brush-Off

HOLLYWOOD — Success of such spectaculars as "The Caine Mutiny Court Martial" and "Peter Pan," as against the mediocre records chalked up by most original musicals and so-so Broadway recreations, is causing the nets to diversify their big shows this season.

There'll definitely be more proven properties, more name dramas, and more special events. Generally, the character of the specs seems to be undergoing a considerable change, with the music and chorus line shows taking a beating.

NBC, which was outspectacular in the ratings by CBS in 1955-'56, is taking the lesson to heart. Coming up are:

September 29, the Esther Williams Aquacade which premiered in London and which the web is underwriting.

October 15, "The Letter," drama which motion picture producer William Wyler will stage.

October 28, "Born Yesterday" on "Hallmark Hall of Fame," with Mary Martin in the lead role and Garson Kanin producing.

November 24, "High Button Shoes," smash hit on Broadway several years ago.

December 10, "Festival of Music."

December , Sonja Henie pre-

sented an ice spectacular. January ?, "Lysistrata," a somewhat daring subject for TV and sure to cause comment.

February 4, "Mayerling," drama by Anatole Litvak.

March 4, "Romeo and Juliet," produced by the Old Vic Company.

April 1, "The Great Sebastians," Broadway play which the net financed.

April 29, "Cinderella" ballet.

In addition, it's planned to telecast the Roy Rogers Rodeo. There's also a Frank Merriwell spec. There still will be some original musicals, such as "The Lord Don't Play Favorites," with Kay Starr and Louis Armstrong; "Jack and the Beanstalk," by Helen Keutsch and Jerry Livingston, and "The Soft Touch," by Sammy Fain and Jack Brooks, but not nearly in the number of last year.

At CBS-TV, the "Ford Star Jubilee" line-up is still somewhat vague, with only the first three having been set. However, "Ford Star Jubilee" will again concentrate on proven properties. In fact, one of its shows will be M-G-M's successful theatrical film, "Wizard of Oz."

The other two properties already set are Sidney Kingsley's "Men in White" and a show devoted to Cole Porter's music. Among the

other properties being considered by Executive Producer Jack Rayel are "Three Men on a Horse" and "The Last Tycoon."

ABC Specs

ABC-TV's spectaculars, tho they will never get off the ground unless they're sold, will take a somewhat off-beat tack, according to the most recent plans. Indications are, however, the web isn't pushing its specs too hard, preferring to concentrate on selling its regular weekly shows.

On its availability lists, however, are such specs as "Ballet Ballads," a show composed of various ballets; two Metropolitan Opera telecasts to be produced for TV; Tchaikovsky's "Nutcracker Suite" ballet; "The Honey," starring Ethel Waters and Eartha Kitt; "By Jupiter," a musical starring Ray Bolger, and "Playboy of the Western World," starring Julie Harris.

LOOK AHEAD

Screen Gems Plots 1957-'58 Comedies

NEW YORK — Screen Gems, whose programming and sales plans usually have a farsighted objective in mind, apparently is banking on considerable sponsor demand for situation comedy series for the 1957-'58 network season.

Of the 10 new properties the firm has thus far lined up for production of pilots for sale next year, seven are situation comedies. They are "Shore Leave," to be produced by Harry Sauber; "Mollie and Me," to be produced by

Stephen Longstreet; "Tom, Dick and Harry," an Irving Briskin Productions property; "Call McCall," a Dave O'Brien-Mitch Hamilburg property; "Adventures of Ali and Baba," a Sam Bischoff show; "You Can't Take It With You," a carry-over from this year's batch of properties, and "Girls About Town," another Sauber property.

The three non-situation comedy shows Screen Gems is planning to turn into pilot form are "The Web," a Goodson-Todman mystery property; "Capt. Charlie's Showboat," a musical series packaged by Briskin, and "Ivanhoe," an adventure series to be shot in England, for which no producer has yet been found.

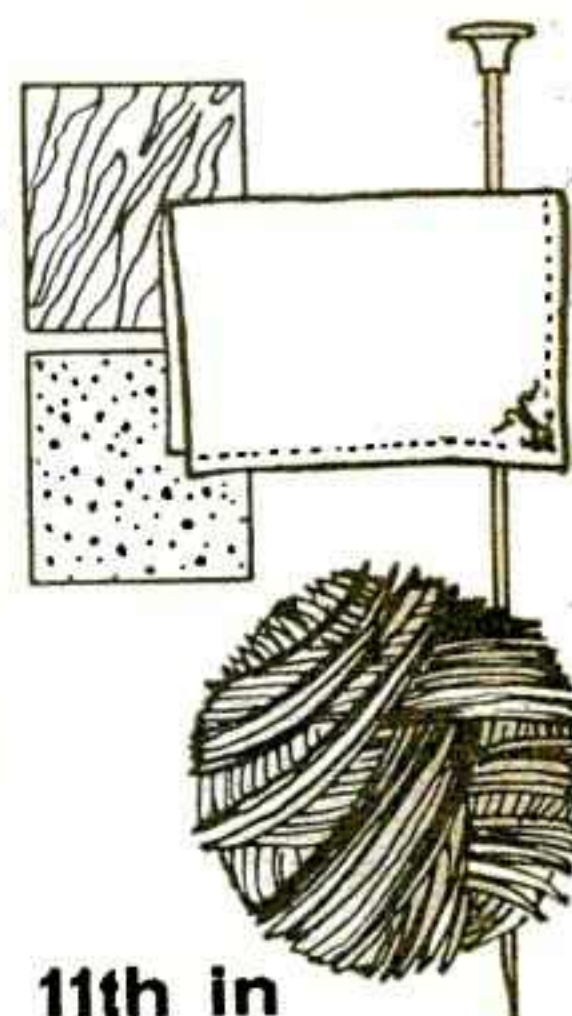
Looks for More

The casting and production plans are not yet completed, indications are that most of these pilots will be produced. Screen Gems is still seeking additional properties on which to shoot pilots in line with its plans to have 20 completed pilots ready for showing to sponsors by the beginning of 1957.

The heavy leaning towards situation comedies in the properties selected so far for pilot production indicates that Screen Gems' crystal ball gazers foresee a resurgence of demand and/or lack of supply of this type of show next year.

The firm's roster of network shows sold thus far is heavily weighted with kid properties, i.e., "Rin Tin Tin," "Circus Boy," "Adventures of the 77th Be.gal Lancers," "Capt. Midnight" and "Tales of the Texas Rangers." It has only one situation comedy sold—"Father Knows Best."

HOLLYWOOD — Arthur J. Miller was appointed general manager of Eastern operations for Pathe Laboratories, and Lew Mansfield was named plant manager of Pathe's New York lab. Both were named last week.



11th in manufacture of textile mill products

wgal-tv

LANCASTER, PENNA.

NBC and CBS

Among the television markets foremost in the manufacture of textile mill products, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956).

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, Pres.

Representative
the MEEKER company, inc.
New York
Chicago

Los Angeles
San Francisco

STRIP FOR ACTION ... *with TV's*

★ *Consistently out-rates competitor.*

★ *Each show a full hour... loaded*

GENE AT



most profitable hour strip!

—man or mouse!*

with spot advertisers daily!

OUTRAGE

★ 50% adults every time—
a daytime bonanza!

★ National spot
advertisers galore—all ridin'
high with the "Best from the West"...
Alka Seltzer, Montgomery Ward, Arrid,
National Dairies, Chef Boy-ar-dee,
Poll Parrot Shoes, Reddi-Wip, Prince
Macaroni, Hostess Cup Cakes, Top
Value Stamps, and others (more on
next page).

*Who's afraid of the big, bad Mouse?
June ARB's tell an amazing story. Please ask us for it.



STATIONS! Buy this
series along with MCA TV's
Western Features
starring Roy Rogers
(next page) for a rootin'-tootin'-
shootin' package of 123
first-run, year-round
spot carriers.

50

hour-long features

made by Republic Pictures
Corporation and immediately
available to local advertisers
and stations from

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS



This One



FKJP-BFR-9LNE

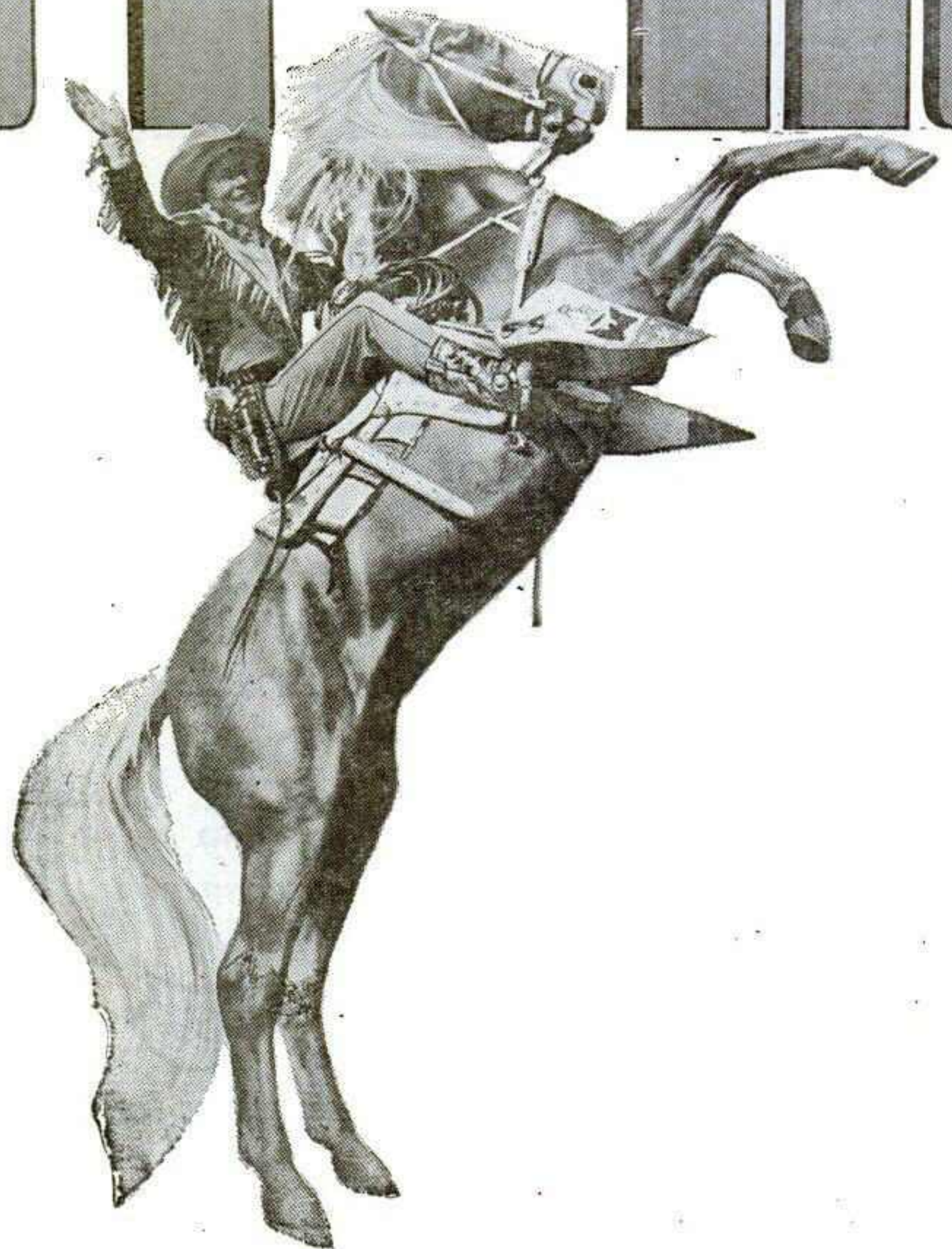
Copyrighted material

STRIP FOR ACTION ... *with TV*

★ *Consistently out-rates competitor*

★ *Each show a full hour... loaded*

ROY RO



most profitable hour strip!

—man or mouse!*

with spot advertisers daily!

WHEELERS

★ 50% adults every time—
a daytime bonanza!

★ National spot
advertisers galore—all ridin'
high with the "Best from the West"...
Wonder Bread, Nabisco, My-T-Fine,
Baker's Chocolate, Bosco, Toni, Revlon,
Beeman's Gum, Robert Hall Clothes,
Snow-Crop (more on previous page).

* Who's afraid of the big, bad Mouse?
June ARB's tell an amazing story. Please ask us for it.



STATIONS! Buy this
series along with MCA TV's
Western Features

starring

Gene Autry

for a big total of 123
first-run, year-round
spot carriers.

67

hour-long features

made by Republic Pictures
Corporation and available
to local advertisers
and stations from



Next Deluge of Features Due From Fox's Library of 758

C&C Corp., NTA in Bidding; PRM May Too; Tab Near \$35 Million

NEW YORK—The next deluge of feature film product for TV is likely to come from 20th Century-Fox. Two important feature film distributors, Matty Fox's C&C Television and National Telefilm Associates are said to be bidding for the library of 758 features, all pre-1948 product, with the reported asking price said to be in the neighborhood of \$35,000,000. It is not known whether Lou Chesler's PRM Corporation, the owner of the Warner Bros. product distributed by Associated Artists, is in on the bidding, but it may be assumed that it, too, is considering it.

It is not known whether the library would include short subjects, but it would give the buyer the complete rights to all the features. This would include foreign rights, rights for remakes, for TV and theatrical purposes and other subsidiary rights.

National Telefilm Associates has already bought a package of 52 features from 20th Century-Fox and has sold them in many markets. Fox has done well in moving his library of RKO features to an estimated 30-50 stations.

Two Left

Should the 20th Century-Fox features come into TV, it would leave the medium with only two major untapped sources of theatrical films. They are Paramount Pictures and Universal-International, both of which have put some films into TV distribution. Since the beginning of 1956, when the deluge really began, 1,813 pictures have been made available to TV. They came mainly from RKO, Warner Bros. and M-G-M.

The 20th Century-Fox roster of stars, pre-1948, contained such names as Alice Faye, Tyrone Power, Don Ameche, Sonja Henie, Cesar Romero, the Ritz Brothers, Betty Grable, John Payne, Michael

Whalen, Vivian Blaine, Dick Haymes and Jeanne Craine.

What NTA or Matty Fox intend to do with the pictures is not known, except that NTA would most likely put them into distribution before Fox, whose RKO library would undoubtedly take sales priority, though he could still make deals for the new library if he acquired it.

Sponsor Deal?

Fox might also try to work out another deal with International Latex or with another important sponsor who might be willing to pay him a large amount, so that a new barter arrangement might be

offered to stations. But the addition of the 20 Century-Fox library would give stations more than enough film for the next year or two.

They are, however, buying all the films they can get their hands on. The fact that Fox's RKO library can be bought via barter allows stations to retain their capital, and they are spending some of it for Warner Bros. product. The M-G-M features have just appeared on the market. No station sales have been concluded. What the 20th Century-Fox library would do to prices in the feature film market is an interesting speculation.

AN EVEN DOZEN

Regional Sponsors Looking for Shows

HOLLYWOOD—An even dozen sponsors are, today, on the prowl for syndicated programs. Most would like to go on the air this fall, though some are looking ahead toward January kick-off dates.

The series of circumstances which have brought the situation about were culminated last week by the failure of the "Blondie" sale to Wesson Oil Company and Sunkist (see story elsewhere.)

Wesson (Fitzgerald ad agency of New Orleans) had been scheduled to take the program in approximately 60 markets and must now find a replacement. Sunkist (Foote, Cone & Belding), taking the plunge into regional TV for the first time, is also looking for an alternate show to plug its product.

In the West, Gallo Wine (Doyle, Dane & Bernbach) needs a program for about 30 markets. Richfield Oil (Hixson & Jorgensen), sponsoring "Mayor of the Town," will need a new show by January.

Langendorf Bread (Compton) had been holding talks with TPA on "Last of the Mohicans," but apparently has made no decision yet and needs a program for 14 markets. Standard Oil Company of California, in negotiation with Guild Films for "Captain Grief," similarly has not decided yet but will have to have a new series for 15 or 16 cities in January.

Fuller Paints (Young & Rubicam)

CNP to Shoot 'Soldier' Pix

HOLLYWOOD — California National Productions, Inc., will begin production November 1 on "Citizen Soldier," a series of 39 half-hour films based on authentic dramatic incidents that happened to G.I.'s during World War II. The series is being done in co-operation with the Army and the Department of Defense, and battle backgrounds will be obtained from the Signal Corps library.

Shooting will take place along the Rhine, with G.I.'s now over their playing the role of their World War II counterparts. William L. Lawrence will organize a staff and select the stories.

CNP recently acquired rights to "Tarzan."

Gross-Krasne Hires 3 V.-P.'s; Brahm in N. Y.

NEW YORK—Following thru with their plans to distribute their film shows themselves, Gross-Krasne last week hired three new executives and appointed them vice-presidents of the firm.

Bob Brahm, formerly Eastern sales manager for Screen Gems and most recently a sales executive with General Artists Corporation, which handles 20th Century-Fox's TV shows, was named vice-president in charge of the New York office.

Irving Field, formerly with Guild Films, was appointed vice-president of the Western division. Mel Shlank, who had been with Gross-Krasne's theatrical film operations, was also named a vice-president, with headquarters in Los Angeles.

Regional sales efforts will be launched shortly on Gross-Krasne's first new series, the "O. Henry Playhouse." Eight films have already been produced. The show stars Thomas Mitchell as host and as actor in several of the dramas. Additional series are being planned.

Ziv Trying to Get Time for 'Mystery'?

HOLLYWOOD — Ziv-TV last week reportedly attempted to clear station time for an unnamed property in which a national spot sponsor is interested. It's believed that the program is "I Love a Mystery," on which the syndicator filmed a pilot some time ago.

Ziv already has put "Dr. Christian" into syndication for the fall, and shot a pilot on "Martin Kane" in England this summer.

MORE FOR TV

Guild, Fox Discuss Pix, Cartoon Deal

NEW YORK—Guild Films is negotiating a deal to bring it a large amount of old syndicated and cartoon product. In exchange for about 500,000 shares of Guild Film stock, Matty Fox would turn over to Guild seven different series, plus about 145 cartoons produced by Walter Lantz. The syndicated series were produced by Fox for his Motion Pictures for Television operation.

The half-hour series and the estimated number of films in each are "Duffy's Tavern," 39; "Sherlock Holmes," 39; "Janet Dean," the Ella Raines vehicle, 39; "Paris Precinct," 26, and "Flash Gordon," 26. Quarter-hour series are "Junior Science" and Tim McCoy, with 26 films in each.

The Walter Lantz cartoons are highly valued by Guild in light of its success with "Looney Tunes," which it bought from Warner Bros. and which have been racking up big ratings.

MPTV Folds

MPTV went into the syndication business September, 1953, but turned the product over to UM&M in October, 1954. UM&M was to pay Fox \$3,800,000 when it raised money via a projected stock deal which failed to materialize, and UM&M went out of business.

Only two of the series have had national spot deals. They are Bromo Seltzer, the "Janet Dean" bankroller and Shulton for "Paris Precinct."

By terms of his deal with Guild, Fox will not be able to sell his

stock until it reaches a certain figure, said to be \$6 per share. It is now selling below \$4.

Guild will probably use the Fox product, except the cartoons, to make syndicated library deals. It already has three musical series—Frankie Laine, Florian Zebach and Liberace — which are being prepared for library selling.

VITAPIX SETBACK

Wesson Oil, Sunkist Drop 'Blondie' Deal

HOLLYWOOD — "Blondie," projected as the TV series to kick off the Vitapix Network, was left without a sponsor today (10) as both Wesson Oil Company and Sunkist pulled out as bankrollers.

The collapse of the carefully nurtured sponsor-program combination leaves a big question hanging over the entire Vitapix set-up. Dogged thru its history—first as an independent, then as a Guild Films Company, and, finally, as a Hal Roach Jr. enterprise—by a sort of jinx, so far every try to put the Vitapix conception into practice has failed somewhere along the line.

The latest setback occurred primarily due to the fact that one-fourth of the program remained unsold, this apparently leaving too large a cost differential to over-

PACKAGE SALES

Five More Outlets Buy Warner Pix

NEW YORK—Five more stations have bought packages of Warner Bros. features from Associated Artists Productions, bringing the total number of markets in which Warner Bros. features have been sold close to 50.

KNXT, CBS-TV's Los Angeles o&o, picked up 104 features, while four other stations each bought a package of 52 pictures. These outlets are WARM, Scranton, Pa.; WBTV, Charlotte, N. C.; WFBM, Indianapolis, and WTCN, Minneapolis.

Associated Artists also sold its Warner Bros. cartoons and Popeye shorts to three stations last week—KPHO, Phoenix, Ariz.; KREM, Sacramento, and WTCN, Minneapolis.

The purchase of the Warners features by KNXT makes L. A. the sixth market in which Associated has sold Warners pictures to two stations. KTLA in that city previously had bought 52 Warner Bros. films from Associated. New York is another such case. Here, WCBS bought 150 films, while WABD bought 60. San Francisco is another city where a similar situation exists. Of course, different features are bought by each station.

MPA Shoots 'Tracer' Pix

NEW ORLEANS — From the files of the Tracers Company of America, a missing persons firm, comes a new half-hour film series being produced by MPA-TV, the TV sales division of Motion Picture Advertising. The series is called "The Tracer," with Jim Chandler in the title role.

So far 26 are in various stages of completion, with another 13 planned. The theme is to combine solid family drama with a mystery type of suspense. Each show will carry a slide of the names of some missing persons being sought, primarily to give money to.

The program-commercial production firm began its sales drive on the series on August 1.

'Crisis' to Go On NBC in Jan.

HOLLYWOOD—"Impact," re-titled "Crisis," knocked off NBC-TV for the fall by "The Most Beautiful Girl in the World," will go on the web in January, replacing a show now on the air. Reportedly the producers of the program to get the axe haven't been notified yet, and the web is being extremely hush-hush about the matter.

Production on "Crisis," of which five are already in the can, will resume September 15, with a total of 13 to be ready by the end of the year.

"Crisis" will give the Al Simon-McCadden combination two January replacements, with "Courage" probably stepping into the "Crusader" slot for Camel's.

Carnation to Run 'Cochise' in West

HOLLYWOOD — Carnation Milk Company last week reportedly bought "Sheriff of Cochise," NTA-Desilu syndicated program, for several Northern West Coast markets. Carnation sponsors "Annie Oakley" on a national spot basis, but has not had the series in the Northwest. "Cochise" previously had been sold to Socony Vacuum, White King Soap, and A-1 Beer for regionals.

COMMERCIAL CUES

CHICAGO

"The commercial is making a major TV production center out of Chicago," said Irving Mack, president of Filmack Studios, at the opening of the firm's new live-action studio in Chicago. He pointed out that the boom Chicago has been enjoying has still not reached its peak. "Midwestern advertisers and agency people are learning that there's as much technical know-how and creative imagination right here in Chicago" as there is in Hollywood. The new studio equipment includes a typesetting department, a lab which can average 20,000 feet of film a day and an art department for cartooning and stop-motion films.

VIDEO ON JOY RIDE

Video Pictures, Inc., has just completed six TV musical blurbs for Oldsmobile. Featuring singing stars Bill Hayes and Greta Gray as Johnny and Lucille, the traditional Oldsmobile characters, the series will be used on the coming political convention programming. The D. P. Brother Agency of Detroit handled the business, Robert V. Pollock directed.

ID'S

Lance Productions, Inc., has just completed a series of animated and live commercials thru Frank Kaus Advertising for Candettes and Bonadettes, products of Charles Pfizer & Company. . . . Thomas D. Thomas has been appointed a radio-TV producer to work on design and production of commercials for North Advertising's accounts, which include the Toni and Englander companies. . . . Frank Bibas, veepee in charge of sales for Roland Reed Productions, was named to the board of directors and put in charge of the TV commercials division. . . . Gladys Austen has been doing some of the Tide blurbs thru Benton & Bowles. . . . Dick Bonner has resigned his veepee post at George Blake Enterprises to go into business for himself. . . . William Miesegaes, president of Transfilm, is on a business-vacation trip thru Europe.

TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
NON-ALCOHOLIC BEVERAGES			
Coca-Cola, Coca-Cola	—	NA	UPA
Kool Shake, General Foods	—	NA	UPA
Hood Dairies, Orange Juice, Kenyon & Eckhardt	1 (60), 2 (20)	LA, SA	Screen Gems
Roberson's Big Beverages (Highway Patrol, Walter J. Klein)	4 (60)	LA, SE	Walter Klein
Orange Crush, H. W. Kastor	1 (60), 1 (20)	LA	Fred A. Niles
Orange Crush, McKim, Ltd.	4 (60, 20)	FA, LA	Clayton Cousins
OTHER FOODS AND MEAT PRODUCTS			
Foulds, Macaroni Div. of Grocery Store Products, C. E. Frank	—	NA	UPA
Godchaux, Sugar, Fitzgerald	1 (60)	FA	Ray Patin
Campbell Soup, Pork & Beans, Needham, Louis & Brorby	2 (30)	FA, LA	Playhouse
General Foods, Dream Whip, Young & Rubicam	1 (20)	FA	Playhouse
Jesse Jones Sausage Co., Meats, W. J. Klein	13 (10, 60)	LA, FA, SE, ID	Walter Klein
American Rice Growers, Blue Ribbon Rice, Walter Klein	3 (60)	LA	Walter Klein
Cheerio, Cereal, Dancer, Fitzgerald & Sample	3 (60)	FA, J	Shamus Culhane
Quaker, Cereal, Wherry, Baker, Tilden	2 (60)	FA, J	Shamus Culhane
Swift & Co., Franks and Chubs, McCann-Erickson	2 (20)	SA, LA	Clayton Cousins
Rath Packing, Gen'l Chopettes, Earle Ludgin	2 (20)	FA	North American-Kling
Three Chopettes, Earle Ludgin	2 (60)	FA	North American-Kling
Four Chopettes, Earle Ludgin	2 (60), 1 (20)	FA	North American-Kling
TV Time Foods, Popcorn, Ruthrauff & Ryan (Disneyland)	2 (60)	LA, FA	Kling
Procter & Gamble, Fluffo, Tatham-Laird (I Love Lucy)	7 (60), 7 (30)	LA, SM	TV Graphics
Armour & Co., Franks, Tatham-Laird (Mickey Mouse Club)	1 (60)	LA	Sarra
PUBLIC UTILITIES			
General Electric, General Electric, Young & Rubicam	—	NA	UPA
Carolina Power & Light Co., Utilities, Walter J. Klein (Dr. Hudson's Secret Journal)	2 (60)	LA	Walter J. Klein
Union Carbide, Prestone, Wm. Esty	5 (60)	LA, FA	Lou Lilly
Milwaukee Gas & Light, Gas, Kramer Crasselt	2 (60), 2 (20)	SA	Vogue Wright
RADIO, TV, PHONOGRAPHS (Records and Dealers thereof)			
Columbia, Records	—	NA	UPA
Radio Corp. of America, Record Albums, Grey Advg.	1 (60)	LA, SE, M(C)	Transfilm

(Continued next week)

Foreign Color Pix Dubbed for U. S.

NEW YORK — Foreign color features which have never been shown in the U. S. before will be released here thru the Theatrical & Video Corporation. The first

package of 13, now being dubbed into English and re-recorded, are mostly French and Italian.

Don Getz, president of Theatrical & Video, is now in Europe settling final details and lining up which titles will be released in the first package. Sales will be made direct to stations and agencies.

Clients Team, Up on 'Cochise'

NEW YORK—An example of how a major advertising agency can translate into reality the adage that "in unity there is strength" in lining up its clients with a desirable TV advertising buy is being provided by the Erwin Wasey agency.

The agency has teamed together four clients as regional bankrollers of National Telefilm Associates' "Sheriff of Cochise." They are Star-Kist Tuna, the Carnation Company, White King Soap and A-1 Beer. These advertisers will co-sponsor the show in over 29 markets, teaming up in different ways in different markets.

The end result will be that the show will be completely sponsored in all these markets. By uniting into this foursome, each advertiser benefits to the extent that the program cost is undoubtedly less than it would be if each bankroller sought to buy the show individually.

NEW YORK—Half of "Noah's Ark," the new half-hour vidfilm series to be produced by Jack Webb's Mark VII Productions, for the 8:30-9 p.m. Tuesday night NBC-TV slot, is available.

Chesterfield was to have taken full sponsorship of the film property but evidently has decided that half a loaf is enough. The story is about a veterinarian.

HAMM'S PROVES SPOTS POWER

Beer Climbs to Top With Announcement Campaign Rather Than Program Buys

HOLLYWOOD — Spots are more advantageous to a new product than sponsored programs, judging by the success of Hamm's Beer, which topped 17 major competitors in the same area in 11 months.

Fifty Class A spots per week launched Hamm's in the Los Angeles district in September, 1954, decreasing slowly to the present schedule of seven. The campaign is intensified four times a year, however, with the immediate effect of boosting sales. As ad frequency diminishes, sales decline, rising again with the next ad push.

By August, 1955, Hamm's had become the No. 1 beer in the market. Since then, it has alternated between the No. 1 and No. 2 spot. In California as a whole, it ranks third.

Hamm's agency, Campbell-Mithun, has been using an indirect selling technique to put across the message. It features ducks, beavers and other animals which have now been incorporated into ads in all media.

Varied Viewers

Spots reach the most varied audience possible, according to Paul Morgan, who heads the agency's West Coast office. They are therefore a potent asset to a new product, especially in Los Angeles where people have weaker brand

habits and are more prone to try new products.

In addition to the spots, whose copy is aimed at no specific audience, Hamm's has sponsored "Pro Football" and the Frankie Laine show and half-sponsored "Person to Person," which range from male to family viewing segments.

Radio, newspaper and billboard campaigns supported the TV effort, but the latter accounted for more than 50 per cent of the total advertising outlay.

Campbell-Mithun uses a library of 16 spots for continuous diversification of the same theme, adding five or six new ones each year. Cost is about \$6,000 per minute spot, with some re-cycling of film being done.

WRCA-TV to 1st Run Movies In Hour Slots

NEW YORK—WRCA-TV, the NBC-TV network flagship station, is going in for a policy of presenting first-run features next fall. The station is said to be considering cutting them to an hour and slotting them in the 9-10 a.m. time period. WRCA-TV is also reportedly considering programming them in its 1-2:30 strip, where it now has several live shows.

It is not known what product the station will acquire, but trade talk is that it is making overtures to United Artists, which is said to have about 39 features ready for release to TV. The station recently named Albert Odeal, the veteran station film specialist, as head of its feature film purchasing department.

Goodman to Distribute Pearson's Series

NEW YORK—Harry S. Goodman Productions will distribute Drew Pearson's new "Washington Merry-Go-Round" series of 39 15-minute shows. Hullinger Productions, Inc., will produce the shows on Thursdays, and the films will be flown to stations for weekend showings.

The show, starting September 23, will feature pictorial reporting and special short subjects. Pearson's first TV show, now out of production, was produced by Motion Pictures for Television.

N. Y. Cartoon Fight Heats Up; WABD Buys 337

NEW YORK — The battle of cartoons, mainly a struggle for audiences among independent stations here, is heating up. Last week WABD bought 337 new "Looney Tunes" from Associated Artists Productions to give it programming weapons against WOR-TV and WPIX, other local indies using cartoons.

They will go into the 6:30-7 p.m. "Looney Tunes" strip on WABD, which has averaged a 12.5 Nielsen October, 1955, thru May. The station's 6-6:30 strip is programmed by "Captain Video's Cartoons," and it too will get new product consisting of "Little Lulu," "Superman," "Betty Boop" and "Fearless Fostick," product acquired from Paramount Pictures.

The WPIX cartoon show features "Popeye" at 6-6:30. WOR-TV will use Terrytunes for the 7-7:30 strip once the baseball season is over. WABD will also present a new cartoon show 7:30-8 p.m. Friday featuring Bugs Bunny, which

will also run up against network competition.

WABD leans heavily upon the cartoon jockey to personalize its kid shows. Al Hodge who plays Captain Video is credited in a large measure with bringing up the rating of his show from a 2.0 to a 5.8 Nielsen. Sandy Becker handles the "Looney Tune" strip and will also do the new Friday night cartoon show.

Herb Sheldon will be used for a new Saturday and Sunday edition of "Looney Tunes," which will be presented 6:30-7. Ted Cott, the station topper, feels that they are important not only as personalities for the kids to enjoy, but also for their ability to merchandise and to make personal appearances.

Most of the cartoons are in color and will provide local stations with their first chance to present color to children without spending heavily. Such color programming may influence children to get their parents interested in purchasing sets.

"MR. DISTRICT ATTORNEY"

STARRING DAVID BRIAN



ZIV SHOWS RATE GREAT!

40.3

in 2-station
Colorado Springs

beating Dragnet, Phil Silvers, Jack Benny, Jackie Gleason,
This Is Your Life, Lux Video Theatre and many others.

ARB—Jan. 56

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

5 MORE

Telementary Renewal by Norelco Due

NEW YORK—Norelco is expected to place a renewal order for five more telementaries in NBC-TV's "Project 20" series. These would be for 1957.

There are still two telementaries to be offered on Norelco's 1956 buy of three documentaries. They are "The Great War" and "Parable of Freedom," the story of Austria. Norelco's presentation of "The Twisted Cross" got about a 30 Trendex, one of the highest received by a telementary.

The five telementaries that Norelco would order are "The Living West," "Jazz Age," with commentary by the late Fred Allen; "Story of the Thirties" and the two-part hour show "Four Kings and Two Queens," which concerns itself with Britain's rulers.

Screen Gems Pushing 8 Col. Serials

HOLLYWOOD—Screen Gems has begun sales talks with stations on eight Columbia serials which are being released on the syndicated market. Each of the shows consists of 15 episodes.

The cliffhangers are "Brenda Starr, Reporter," "Deadwood Dick," "Jungle Menace," "Mysterious Pilot," "Overland With Kit Carson," "Son of the Guardsmen," "Secret of Treasure Island," and "White Eagle."

This marks the second group of serials recently released to TV by the majors, Universal having made a batch available. For stations it's a boon to late afternoon strip programming.

With the first feature package of 104 selling extremely well, and another 52 scheduled for release, Columbia will apparently continue the policy of funneling pix from its backlog into TV on a regulated basis.

Caldwell Buys Studio in Can. Upward Trend

TORONTO—S. W. Caldwell, Ltd., bought the Batten Film Studios here a couple of weeks ago, epitomizing a general expansion of TV film business, not only for the company but a growth in general.

The advertising agencies in the U. S. "are recognizing Canada as a market with a unique personality of its own," says S. W. Caldwell in underscoring the move. "There is an increasing recognition of the need for using Canadian advertising ability, talent and facilities with a distinctively Canadian approach."

Enlarging of the staff of cameramen, technicians and service personnel accompanies this move, with an eye not only to the special Canadian market, but toward production for the U. S. as well. The new plant will be made available for both commercial and program production. It was formerly owned by the Batten Film Division, a subsidiary of Rapid Grip and Batten, Ltd.

PULSE LOCAL RATINGS FOR JUNE

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

ATLANTA
 3 TV STATIONS—180,500 TV HOMES
 Population—778,900 (23d in U. S.)
 Buying Income—\$1,361,091,000 (24th)
 Retail Sales—\$1,093,106,000 (21st)
 Food Sales—\$211,835,000 (23d)
 Drug Sales—\$35,608,000 (23d)
 Automotive—\$201,453,000 (22nd)
 Above figures include following counties: Cobb, DeKalb, Fulton

TOP NETWORK SHOWS

1. \$64,000 Question, WAGA, T. . . 32.5
2. R. Montgomery Summer Theater, WSB, M. . . 28.0
3. Four Star Playhouse, WAGA, Th. . . 26.5
4. Ed Sullivan, WAGA, Su. . . 26.2
5. What's My Line? WAGA, Su. . . 26.0
6. Gunsmoke, WAGA, S. . . 25.7
7. Lux Video Theater, WSB, Th. . . 25.3
8. Climax, WAGA, Th. . . 24.8
9. I've Got a Secret, WAGA, W. . . 24.5
10. Alfred Hitchcock, WAGA, Su. . . 24.2

TOP MULTI-WEEKLY SHOWS

1. Gulf Dugout (7:30 p.m.), WLW-A, M, Th, F. . . 13.7
2. Susie, WSB, M, W. . . 12.6
3. Mickey Mouse Club, WLW-A, M, F. . . 12.4
4. News Caravan, WSB, M, F. . . 10.4
5. Search for Tomorrow, WAGA, M, F. . . 10.3
6. Dinah Shore, WSB, T, Th. . . 10.2
7. Guiding Light, WAGA, M, F. . . 10.1
8. Clubhouse Gang, WSB, M, F. . . 10.0
9. Comedy Time, WSB, M, F. . . 9.1
10. Jaye P. Morgan, WSB, W, F. . . 9.0

TOP SYNDICATED FILMS

1. Man Behind the Badge (MCA), WSB, Su.-2:30 . . . 19.0
2. I Led Three Lives (Ziv), WSB, M.-9:30 . . . 18.0
3. Celebrity Playhouse (Screen Gems), WSB, Su.-2:00 . . . 16.9
4. Racket Squad (ABC), WSB, Su.-10:00 . . . 16.5
5. Superman (Flamingo), WSB, F.-7:00 . . . 15.7
6. Great Gildersleeve (NBC), WSB, W.-9:30 . . . 15.5
7. Science Fiction Theater (Ziv), WAGA, T.-9:30 . . . 14.5
8. I Spy (Guild), WAGA, W.-10:00 . . . 14.5
9. Dr. Hudson's Secret Journal (MCA), WSB, Su.-10:30 . . . 14.2
10. Susie (TPA), WSB, M, W.-7:00 . . . 12.6
11. Mr. District Attorney (Ziv), WAGA, W.-10:30 . . . 12.5
12. Highway Patrol (Ziv), WAGA, F.-10:00 . . . 12.5
13. Man Called X (Ziv), WAGA, Su.-10:00 . . . 12.5
14. I Search for Adventure (Bagnall), WSB, T.-7:30 . . . 11.5
15. City Detective (MCA), WSB, S.-11:00 . . . 10.5
16. Confidential File (Guild), WSB, S.-10:30 . . . 10.5
17. Turning Point (Gen'l Electric), WSB, S.-10:00 . . . 10.5
18. Cisco Kid (Ziv), WAGA, S.-6:00 . . . 10.5
19. Studio 57 (MCA), WAGA, T.-10:30 . . . 10.5
20. Waterfront (MCA), WAGA, Th.-9:30 . . . 10.5
21. Annie Oakley (CBS), WLW-A, M.-6:00 . . . 10.3
22. Jungle Jim (Screen Gems), WLW-A, M.-6:30 . . . 10.2
23. Gene Autry (CBS), WAGA, S.-5:00 . . . 10.1
24. Little Rascals (Interstate), WSB, M.-F.-4:30 . . . 10.0
25. Crunch and Des (NBC), WAGA, T.-7:00 . . . 9.5
26. Wild Bill Hickok (Flamingo), WLW-A, Th.-6:00 . . . 9.5
27. The Falcon (NBC), WAGA, F.-10:30 . . . 9.4
28. Overseas Adventure (Official), WAGA, S.-10:30 . . . 9.0
29. Janet Dean, R.N. (NTA), WSB, F.-10:30 . . . 8.7
30. Inner Sanctum (NBC), WLW-A, T.-7:30 . . . 8.7

BIRMINGHAM
 2 TV STATIONS—144,600 TV HOMES
 Population—612,700 (31st in U. S.)
 Buying Income—\$889,479,000 (41st)
 Retail Sales—\$607,803,000 (44th)
 Food Sales—\$142,033,000 (40th)
 Drug Sales—\$16,699,000 (53d)
 Automotive—\$141,745,000 (32nd)
 Above figures include following counties: Jefferson

TOP NETWORK SHOWS

1. \$64,000 Question, WBRC, T. . . 44.3
2. Big Town, WBRC, T. . . 35.3
3. What's My Line? WBRC, Su. . . 34.8
4. Alfred Hitchcock, WBRC, Su. . . 33.8
5. G.E. Theater, WBRC, Su. . . 32.3
6. \$64,000 Challenge, WBRC, Su. . . 32.3
7. Ed Sullivan, WBRC, Su. . . 31.4
8. Four Star Playhouse, WBRC, W. . . 30.3
9. Lux Video Theater, WABT, Th. . . 28.3
10. Phil Silvers, WBRC, T. . . 28.3
11. Playhouse of Stars, WBRC, F. . . 28.3

TOP MULTI-WEEKLY SHOWS

1. Dinner Theater, WABT, M.-F. . . 22.0
2. Mickey Mouse Club, WABT, M.-F. . . 17.6
3. Circle Six Theater, WBRC, M.-F. . . 16.1
4. Circle 6 Ranch, WBRC, M.-F. . . 15.9
5. News, Sports, Weather, Misc. (6:30 p.m.), WABT, M.-F. . . 14.5
6. Mystery Playhouse, WBRC, T, W, Th. . . 14.3
7. Song Shop, Answer Man, WABT, M.-F. . . 13.8
8. CBS News, WBRC, M.-F. . . 12.5
9. News, Sports, Weather (6 p.m.), WBRC, M.-F. . . 12.1
10. Cliff's Clubhouse, WABT, M.-F. . . 11.8

TOP SYNDICATED FILMS

1. Badge 714 (NBC), WBRC, F.-9:30 . . . 29.3
2. Mr. District Attorney (Ziv), WBRC, M.-9:00 . . . 28.5
3. Star and the Story (Official), WBRC, Th.-8:00 . . . 28.0
4. Turning Point (Gen'l Electric), WSB, F.-9:00 . . . 27.3
5. Dr. Hudson's Secret Journal (MCA), WBRC, Th.-8:30 . . . 26.5
6. Man Called X (Ziv), WBRC, T.-7:00 . . . 26.3
7. Ellery Queen (TPA), WBRC, F.-8:30 . . . 25.3
8. Life With Father (CBS), WBRC, F.-7:00 . . . 22.5
9. Amos 'n' Andy (CBS), WBRC, Th.-9:00 . . . 22.3
10. Susie (TPA), WABT, M.-8:30 . . . 21.5
11. Highway Patrol (Ziv), WBRC, T.-9:30 . . . 21.3
12. Racket Squad (ABC), WBRC, T.-10:00 . . . 20.5
13. Ramar of the Jungle (TPA), WBRC, Su.-5:30 . . . 19.0
14. Crunch and Des (NBC), WABT, W.-8:30 . . . 18.3
15. Stories of the Century (Hollywood), WBRC, F.-6:30 . . . 18.0
16. Susie (TPA), WABT, S.-9:00 . . . 17.5
17. Annie Oakley (CBS), WBRC, Su.-5:00 . . . 15.8
18. I Led Three Lives (Ziv), WBRC, W.-10:00 . . . 15.8
19. Science Fiction Theater (Ziv), WABT, Th.-7:00 . . . 15.5
20. Jungle Jim (Screen Gems), WABT, Su.-1:00 . . . 14.5
21. Liberate (Guild), WABT, Su.-8:30 . . . 14.3
22. Stories of the Century (Hollywood), WBRC, Su.-4:30 . . . 14.0
23. Eddy Arnold Time (Schwimmer), WABT, S.-10:00 . . . 13.8
24. Liberate (Guild), WABT, Th.-10:00 . . . 13.3
25. I Spy (Guild), WBRC, F.-10:30 . . . 13.3
26. Susie (TPA), WABT, F.-10:30 . . . 12.0
27. Crosscurrent (Official), WABT, M.-10:30 . . . 11.8
28. Looney Tunes (Guild), WABT, M.-F.-4:00 . . . 11.7
29. The Pendulum (Thompson), WBRC, S.-10:30 . . . 11.0
30. Rosemary Clooney (MCA), WBRC, S.-6:30 . . . 7.5

BOSTON
 4 TV STATIONS—869,200 TV HOMES
 Population—2,991,300 (6th in U. S.)
 Buying Income—\$5,472,790,000 (7th)
 Retail Sales—\$3,782,581,000 (6th)
 Food Sales—\$927,203,000 (6th)
 Drug Sales—\$114,673,000 (6th)
 Automotive—\$596,532,000 (6th)
 Above figures include following counties: Essex, Middlesex, Norfolk, Mass.

TOP NETWORK SHOWS

1. Ed Sullivan, WNAC, Su. . . 36.8
2. \$64,000 Question, WNAC, T. . . 35.3
3. Alfred Hitchcock, WNAC, Su. . . 33.5
4. G.E. Theater, WNAC, Su. . . 32.4
5. Best of Groucho, WBZ, Th. . . 29.8
6. I've Got a Secret, WNAC, W. . . 29.2
7. Climax, WNAC, Th. . . 28.1
8. Godfrey's Talent Scouts, WNAC, M. . . 27.9
9. \$64,000 Challenge, WNAC, Su. . . 27.7
10. Millionaire, WNAC, W. . . 27.2

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WNAC, M.-F. . . 20.6
2. News, Weather (7 p.m.), WNAC, M.-F. . . 12.7
3. News Caravan, WBZ, M.-F. . . 12.6
4. Patti Page, WNAC, M, W, F. . . 11.8
5. 11th Hour News, Misc., WBZ, M.-F. . . 11.7
6. Dinah Shore, WBZ, T, Th. . . 11.0
7. Guiding Light, WNAC, M.-F. . . 10.5
8. Newsteller (7:15 p.m.), WBZ, M.-F. . . 10.1
9. Search for Tomorrow, WNAC, M.-F. . . 9.9
10. Captain Kangaroo, WNAC, M.-F. . . 9.5
11. Love of Life, WNAC, M.-F. . . 9.5

TOP SYNDICATED FILMS

1. Man Behind the Badge (MCA), WNAC, Su.-10:30 . . . 21.4
2. Dr. Fu Manchu (Hollywood), WNAC, Th.-8:00 . . . 20.2
3. Superman (Flamingo), WNAC, F.-6:30 . . . 19.5
4. Highway Patrol (Ziv), WBZ, W.-10:30 . . . 19.4
5. Rin Tin Tin (Screen Gems), WNAC, Su.-6:30 . . . 19.4
6. Mr. District Attorney (Ziv), WNAC, T.-10:30 . . . 19.0
7. Ellery Queen (TPA), WNAC, F.-10:30 . . . 18.9
8. I Led Three Lives (Ziv), WNAC, T.-8:30 . . . 17.9
9. Big Playback (Screen Gems), WBZ, F.-10:45 . . . 17.7
10. Ramar of the Jungle (TPA), WNAC, Th.-6:00 . . . 17.4
11. Man Called X (Ziv), WBZ, M.-10:30 . . . 16.2
12. Waterfront (MCA), WNAC, Su.-7:00 . . . 15.7
13. Steve Donovan, Western Marshal (NBC), WNAC, W.-7:30 . . . 15.4
14. Wild Bill Hickok (Flamingo), WNAC, T.-6:30 . . . 14.9
15. Studio 57 (MCA), WBZ, T.-10:30 . . . 14.8
16. Badge 714 (NBC), WNAC, W.-6:30 . . . 14.7
17. Curtain Call (MCA), WNAC, Th.-10:00 . . . 14.2
18. Cisco Kid (Ziv), WNAC, S.-9:00 a.m. . . 13.0
19. Annie Oakley (CBS), WNAC, Su.-5:00 . . . 12.7
20. Sky King (Nabisco), WNAC, W.-6:00 . . . 12.7
21. Sherlock Holmes (NTA), WNAC, Th.-10:30 . . . 12.7
22. Jungle Jim (Screen Gems), WBZ, Su.-7:00 . . . 12.5
23. Stories of the Century (Hollywood), WNAC, T.-6:00 . . . 12.4
24. Passport to Danger (ABC), WBZ, S.-11:00 . . . 12.4
25. Patti Page (Oldsmobile), WNAC, M.-7:15 . . . 11.8
26. The Falcon (NBC), WNAC, Su.-11:00 . . . 11.5
27. City Detective (MCA), WNAC, F.-11:00 . . . 11.5
28. Gene Autry (CBS), WNAC, M.-6:00 . . . 11.5

CHICAGO
 4 TV STATIONS—1,782,000 TV HOMES
 Population—6,150,900 (2nd in U. S.)
 Buying Income—\$13,380,431,000 (2nd)
 Retail Sales—\$8,161,023,000 (2nd)
 Food Sales—\$1,720,971,000 (3d)
 Drug Sales—\$255,124,000 (2nd)
 Automotive—\$1,344,473,000 (3d)
 Above figures include following counties: Cook, DuPage, Kane, Lake, Willis, Ill.; Lake, Ind.

TOP NETWORK SHOWS

1. \$64,000 Question, WBBM, T. . . 32.7
2. Ed Sullivan, WBBM, Su. . . 31.2
3. \$64,000 Challenge, WBBM, Su. . . 29.2
4. What's My Line? WBBM, Su. . . 29.2
5. Baseball, WGN, Su. . . 24.7
6. Dragnet, WNBQ, Th. . . 24.4
7. Baseball, WGN, S. . . 23.7
8. Godfrey's Talent Scouts, WBBM, M. . . 23.5
9. Jackie Gleason, WBBM, S. . . 23.4
10. Alfred Hitchcock, WBBM, Su. . . 23.2

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WBKB, M.-F. . . 13.8
1. Weather, Conners (10 p.m.), WNBQ, M.-F. . . 13.8
3. Little Rascals, WBKB, M.-F. . . 11.4
4. News Roundup (10 p.m.), WBBM, M.-F. . . 11.3
5. Art Linkletter, WBBM, M.-F. . . 11.0
6. CBS News, WBBM, M.-F. . . 10.9
7. News-Bentley (6 p.m.), WBBM, M.-F. . . 10.9
8. Bob Crosby, WBBM, M.-F. . . 10.0
9. Guiding Light, WBBM, M.-F. . . 9.6
10. Big Payoff, WBBM, M.-F. . . 9.5

TOP SYNDICATED FILMS

1. Racket Squad (ABC), WGN, T.-8:30 . . . 16.5
2. Badge 714 (NBC), WGN, T.-8:00 . . . 16.4
3. Great Gildersleeve (NBC), WBBM, M.-9:30 . . . 16.0
4. Annie Oakley (CBS), WBBM, S.-5:30 . . . 15.9
5. Mayor of the Town (MCA), WNBQ, S.-10:00 . . . 15.2
6. Highway Patrol (Ziv), WBKB, Th.-9:00 . . . 14.2
7. I Led Three Lives (Ziv), WGN, T.-9:30 . . . 13.9
8. Science Fiction Theater (Ziv), WNBQ, S.-10:30 . . . 13.7
9. Susie (TPA), WBKB, S.-9:30 . . . 12.9
10. Gangbusters (Gen'l Teleradio), WBKB, Th.-9:30 . . . 12.4
11. Confidential File (Guild), WBKB, W.-10:00 . . . 12.0
12. Little Rascals (Interstate), WBKB, M.-F.-4:00 . . . 11.4
13. Man Called X (Ziv), WGN, Th.-9:30 . . . 10.4
14. City Detective (MCA), WGN, F.-9:30 . . . 10.2
15. New Orleans Police Dept. (NTA), WGN, Th.-9:00 . . . 9.4
16. Guy Lombardo (MCA), WNBQ, F.-7:30 . . . 9.4
17. Rin Tin Tin (Screen Gems), WBKB, Su.-2:30 . . . 9.2
18. Studio 57 (MCA), WBKB, T.-10:00 . . . 9.0
19. Lone Wolf (MCA), WGN, Th.-8:30 . . . 8.9
20. Foreign Intrigue (Official), WBKB, W.-10:30 . . . 8.8
21. Mr. and Mrs. North (Schubert), WGN, F.-8:00 . . . 8.5
22. Superman (Flamingo), WBKB, S.-5:00 . . . 8.5
23. My Little Margie (Official), WGN, M.-7:00 . . . 8.4
24. San Francisco Beat (CBS), WGN, T.-9:00 . . . 8.4
25. Doug Fairbanks Presents (ABC), WBKB, Th.-10:00 . . . 8.2
26. Long John Silver (CBS), WBKB, Su.-2:00 . . . 8.2
27. Turning Point (Gen'l Electric), WGN, F.-9:00 . . . 8.2
28. The Unexpected (Ziv), WBKB, T.-10:30 . . . 8.2
29. Waterfront (MCA), WBBM, S.-10:30 . . . 8.2
30. Looney Tunes (Guild), WGN, M.-F.-12:00 noon . . . 7.9

Thompson Publicity Post to Ted Wick

HOLLYWOOD — Ted Wick, former Paramount Pictures TV-radio director and head of CBS-TV publicity on the West Coast, last week was appointed to head J. Walter Thompson publicity operations here. He'll step into the newly created post August 27.

Wick will concentrate on "Ford Star Jubilee," "Ford Theater," and the "Tennessee Ernie Show." Frances Scully continues as publicist on "Lux Video Theater."

'Dr. Christian' To 103 Marts

NEW YORK—Tho it's been on the syndication market not even a month, Ziv's new TV film show, "Dr. Christian," has been sold in 103 markets to date, many of them accounted for by regional sponsorship deals.

Among the regional bankrollers who bought the show are S&W Foods, which bought "Dr. Christian" for 12 West Coast markets; Mueller's Macaroni, which will air it in three Eastern markets; Heckmann Biscuits, eight markets; Adolph Coors Brewing, for five markets in the Rocky Mountain region; Lee Optical Company, for 15 markets, 14 of which are in

Color Pix Set For 'Matinee'

HOLLYWOOD — A series of three hour-long color films will be shot starting September 13 at the California National Productions studios here for occasional use on the "NBC Matinee Theater." Albert McCleery, exec producer of the show, will direct six of the films. The others will be directed by Lamont Johnson, Walter Grauman, Boris Sagal and Arthur Hiller.

McCleery has produced five such color films in the past six months, resulting in the new project's being adopted.

Texas, and Sealey Mattress for four Ohio markets. The 103 markets in which the show is sold to date account for 60 per cent of the viewing public.

Autry-Rogers Top Opposition

NEW YORK—Western features starring Gene Autry and Roy Rogers are shooting down all direct competition, web and local, says a poll of 30 American Research Bureau-rated time periods. In 28 markets, with more than 10,000,000 TV homes, Autry-Rogers averaged 16.7 during February to June. These features are now being stripped in 80 per cent of the markets carrying the series.

Some of the redskins that bit the dust in competition were "Mickey Mouse Club," "The Lone Ranger," Arthur Godfrey's morning show and "Howdy Doody."

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Buying statistics for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study.

A TREND?

Ziv Reports Bank Acc'ts Up 300%

NEW YORK—Ziv-TV, usually a barometer of syndication trends, reports that it has been doing increasing business with bank and loan company sponsors to the extent of a 300 per cent rise in the past two years, a 56 per cent rise as against 1955.

Ziv says it now has 67 financial sponsors on its books. These 67 are using any one of five different Ziv shows in 54 markets, accounting for an aggregate \$870,000 program expenditure.

Their favorite Ziv show is "Science Fiction Theater," which is sponsored by 20 different banks. Four of them are now riding "Science Fiction" for the second year in Miami; Tulsa, Okla.; Chattanooga and Columbia, S. C.

Ziv also reports that these local banks are putting plenty of promotion behind their TV shows.

REVOLVING DOOR

By CHARLOTTE SUMMERS

Producer Collier Young has stepped up the production of his new fall series, "On Trial," and will have eight completed segments a month before the mid-September kick-off date. . . . Paul Stewart has been signed to appear with Dennis O'Keefe and June Lockhart in "Confession," a Screen Gems' production for CBS-TV's "Playhouse 90."

Myrna Loy, who has been concentrating on her duties as a United Nations representative for the past six years, will come out of retirement to star in the "General Electric Theater's" comedy romance, "Lady of the House." Production is scheduled to start in mid-August at Revue Productions. . . . "The Captive," the fourth episode of the "Broken Arrow" series which begins on ABC-TV in the fall, is now in production at TCF Television studios. . . . Rin Tin Tin, canine star of the Screen Gems' series of the same name, will headline the World's Championship Rodeo at Madison Square Garden, New York, on September 26 thru October 14. . . . Announcer Allen Swift is doing all the voices in the pilot film for an animated cartoon series to be used on the "Captain Kangaroo" show as well as for TV syndication.

The Billboard . . . television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

CINCINNATI

3 TV STATIONS—305,200 TV HOMES Population—997,000 (16th in U. S.) Buying Income—\$1,846,653,000 (18th) Retail Sales—\$1,237,083,000 (18th) Food Sales—\$288,030,000 (16th) Drug Sales—\$39,028,000 (20th) Automotive—\$233,243,000 (18th) Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, Ohio

TOP NETWORK SHOWS

- 1. \$64,000 Question, WKRC, T. . . 30.2
2. Lux Video Theater, WLW-T, Th. 24.4
3. What's My Line? WKRC, Su. . . 23.8
4. \$64,000 Challenge, WKRC, Su. . 23.4
5. Ed Sullivan, WKRC, Su. 23.2
6. Best of Groucho, WLW-T, Th. . 22.9
7. I've Got a Secret, WKRC, W. . . 22.7
8. R. Montgomery Summer Theater, WLW-T, M. 22.5
9. Medic, WLW-T, M. 22.0
10. Playhouse of Stars, WKRC, F. . 21.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WCPO, M.-F. 16.6
2. 50-50 Club, WLW-T, M.-F. . 12.8
3. 3 City Final (11 p.m.), WLW-T, M.-F. 12.7
4. News, Weather (11 p.m.), WKRC, M.-F. 11.5
5. Pantomime Hit Parade, WCPO, M.-F. 10.0
6. News Caravan, WLW-T, M.-F. . 8.7
7. CBS News, WKRC, M.-F. . . . 8.4
7. Dinah Shore, WLW-T, T., Th. . 8.4
9. Soho, Weather (7 p.m.), WLW-T, M.-F. 8.3
10. Matinee Theater, WLW-T, M.-F. 8.2

TOP SYNDICATED FILMS

- 1. Stories of the Century (Hollywood), WKRC, T-9:30 20.0
2. Highway Patrol (Ziv), WLW-T, Th-8:00 19.2
3. Steve Donovan, Western Marshal (NBC), WKRC, T-10:00 . 19.0
4. Ellery Queen (TPA), WKRC, M-10:00 18.7
4. I Led Three Lives (Ziv), WLW-T, F-8:30 18.7
6. Science Fiction Theater (Ziv), WLW-T, T-9:30 17.9
7. Man Called X (Ziv), WKRC, W-8:00 17.5
8. Death Valley Day (Pacific Borax), WKRC, T-10:30 . . . 17.4
9. Turning Point (Gen'l Electric), WLW-T, M-9:30 14.5
9. Headline (MCA), WKRC, Su-10:30 14.5
11. Count of Monte Cristo (TPA), WKRC, Th-10:00 13.5
12. Studio 57 (MCA), WLW-T, W-9:30 12.7
13. Eddy Arnold Time (Schwimmer), WKRC, W-10:00 12.4
14. Liberate (Guild), WCPO, T-8:30 12.0
14. My Little Margie (Official), WKRC, S-10:30 12.0
16. City Detective (MCA), WKRC, F-10:30 11.5
17. Lone Wolf (MCA), WKRC, Th-10:30 11.2
18. Cisco Kid (Ziv), WCPO, Su-5:00 11.0
19. Annie Oakley (CBS), WLW-T, T-6:00 10.7
19. The Falcon (NBC), WKRC, S-10:00 10.7
21. Ramar of the Jungle (TPA), WLW-T, F-6:00 10.5
22. Wild Bill Hickok (Flamingo), WLW-T, W-6:00 10.4
22. Your All Star Theater (Screen Gems), WKRC, W-10:30 . . . 10.4
22. Overseas Adventure (Official), WCPO, S-9:30 10.4
25. Crosscurrent (Official), WCPO, F-9:30 9.7
26. Foreign Intrigue (Official), WCPO, T-9:30 9.5
27. Superman (Flamingo), WLW-T, M-6:00 9.4
27. Range Rider (CBS), WLW-T, Th-6:00 9.4

HOUSTON-GALVESTON

3 TV STATIONS—321,700 TV HOMES Population—1,076,200 (15th in U. S.) Buying Income—\$1,937,585,000 (15th) Retail Sales—\$1,340,018,000 (16th) Food Sales—\$308,506,000 (15th) Drug Sales—\$40,807,000 (17th) Automotive—\$281,344,000 (14th) Above market statistics are for Houston only and include following county: Harris

TOP NETWORK SHOWS

- 1. Lux Video Theater, KPRC, Th. 32.9
1. \$64,000 Question, KGUL, T. . 32.9
3. R. Montgomery Summer Theater, KPRC, M. 24.2
4. Dragnet, KPRC, W. 22.7
5. \$64,000 Challenge, KGUL, Su. . 22.5
6. Steve Allen, KPRC, Su. 22.4
7. Ed Sullivan, KGUL, Su. 22.1
7. Gunsmoke, KGUL, S. 22.1
9. Ernie Kovacs, KPRC, M. . . . 21.9
10. Studio One Summer Theater, KGUL, M. 21.4

TOP MULTI-WEEKLY SHOWS

- 1. My Little Margie, KGUL, M.-F. 16.1
2. Mickey Mouse Club, KTRC, M.-F. 12.8
3. Newsreel, Weather (6:15 p.m.), KPRC, M.-F. 11.2
4. Roy Rogers, KPRC, M.-F. . . . 11.0
5. World Sports, Misc. (6 p.m.), KPRC, M.-F. 10.8
6. Queen for a Day, KPRC, M.-F. 9.4
7. Late Show, KGUL, M.-Th. . . . 9.0
8. Modern Romances, KPRC, M.-F. 8.4
9. News, Weather (10:30 p.m.), KPRC, M.-F. 7.9
10. Little Rascals, KTRK, M.-F. . . 7.7
10. News Caravan, KPRC, M.-F. . 7.7

TOP SYNDICATED FILMS

- 1. Cisco Kid (Ziv), KPRC, Th-7:00 20.7
2. Dr. Hudson's Secret Journal (MCA), KPRC, M-8:30 20.6
3. Badge 714 (NBC), KPRC, T-10:00 17.4
4. Annie Oakley (CBS), KPRC, S-4:30 17.1
5. Susie (TPA), KPRC, Su-8:30 . 17.0
6. Highway Patrol (Ziv), KPRC, Su-9:30 16.8
7. Superman (Flamingo), KPRC, Th-6:30 16.7
7. Amos 'n' Andy (CBS), KPRC, Su-9:00 16.7
9. I Led Three Lives (Ziv), KPRC, T-8:30 16.2
9. D. Fairbanks Presents (ABC), (ABC), KGUL, T-9:30 16.2
11. My Little Margie (Official), KGUL, M.-F-6:00 16.1
11. Rosemary Clooney (MCA), KPRC, W-8:30 16.1
13. Sky King (Nabisco), KPRC, S-11:30 a.m. 15.3
14. Great Gildersleeve (NBC), KPRC, W-7:30 14.9
15. Man Called X (Ziv), KPRC, F-9:30 14.7
16. Waterfront (MCA), KPRC, W-7:00 14.3
17. Wild Bill Hickok (Flamingo), KTRK, T-8:30 14.1
18. I Spy (Guild), KPRC, Th-9:30 . 14.0
19. Sherlock Holmes (NTA), KGUL, W-10:00 13.2
20. Confidential File (Guild), KGUL, M-10:00 12.8
21. Passport to Danger (ABC), KGUL, S-6:30 12.5
22. Celebrity Playhouse (Screen Gems), KPRC, W-10:00 12.3
23. Turning Point (Gen'l Electric), KPRC, S-9:00 12.2
24. Ramar of the Jungle (TPA), KPRC, M-6:30 12.0
25. Star and the Story (Official), KPRC, M-10:00 11.7
26. The Falcon (NBC), KGUL, S-6:00 11.4
27. Steve Donovan, Western Marshal, (NBC), KGUL, S-10:00 . 11.3

NEW YORK

7 TV STATIONS—4,092,700 TV HOMES Population—14,124,600 (1st in U. S.) Buying Income—\$28,954,669,000 (1st) Retail Sales—\$17,069,367,000 (1st) Food Sales—\$4,380,677,000 (1st) Drug Sales—\$423,332,000 (1st) Automotive—\$2,243,498,000 (1st) Above market statistics are for New York and N. E. New Jersey and include the following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Essex, Hudson, Morris, Passaic, Somerset and Union, N. J.

TOP NETWORK SHOWS

- 1. \$64,000 Question, WCBS, T. . . 30.8
2. Ed Sullivan, WCBS, Su. 26.6
3. Best of Groucho, WRCA, Th. . . 24.4
4. Dragnet, WRCA, Th. 23.8
5. Medic, WRCA, M. 23.7
6. Lux Video Theater, WRCA, Th. 23.4
7. Climax, WCBS, Th. 23.2
7. \$64,000 Challenge, WCBS, Su. . 23.2
9. Alfred Hitchcock, WCBS, Su. . 22.7
10. What's My Line? WCBS, Su. . . 22.5

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather (11 p.m.), WRCA, M.-F. 13.8
2. News, Weather, Sports (11 p.m.), WCBS, M.-F. 12.4
3. Late Show, WCBS, M.-F. 9.6
4. Mickey Mouse Club, WABC, M.-F. 8.5
5. CBS News, WCBS, M.-F. 7.0
5. Looney Tunes, WABD, M.-F. . . 7.0
5. Search for Tomorrow, WCBS, M.-F. 7.0
8. Arthur Godfrey, WCBS, M.-Th. 6.9
8. Love of Life, WCBS, M.-F. . . . 6.9
10. News Caravan, WRCA, M.-F. . . 6.8

TOP SYNDICATED FILMS

- 1. Doug, Fairbanks Presents (ABC), WRCA, M-10:30 12.7
2. Highway Patrol (Ziv), WRCA, M-7:00 11.6
3. Science Fiction Theater (Ziv), WRCA, F-7:00 9.8
4. Amos 'n' Andy (CBS), WCBS, S-6:30 8.6
5. Guy Lombardo (MCA), WRCA, Th-7:00 8.1
6. Great Gildersleeve (NBC), WRCA, T-7:00 7.4
7. The Goldbergs (Guild), WABD, Th-7:30 6.6
8. Superman (Flamingo), WABC, T-6:00 6.2
9. Death Valley Days (Pacific Borax), WRCA, W-7:00 6.4
10. Annie Oakley (CBS), WCBS, S-5:30 5.9
11. City Detective (MCA), WPIX, Su-9:30 5.8
11. Greatest Fights of the Century (Baum), WOR, Su-3:45 5.8
11. Looney Tunes (Guild), WABD, M-Su-6:30 5.8
14. Laurel and Hardy (Governor), WCBS, S-1:30 5.7
14. Turning Point (Gen'l Electric), WRCA, S-7:00 5.7
16. Patti Page (Oldsmobile), WCBS, S-6:15 5.5
17. Greatest Fights of the Century (Baum), WOR, F-10:30 5.0
18. Range Rider (CBS), WPIX, S-6:00 4.9
19. My Little Margie (Official), WCBS, M.-F-9:00 a.m. 4.8
20. Badge 714 (NBC), WPIX, W-8:30 4.7
21. Ellery Queen (TPA), WPIX, Su-9:00 4.6
21. Amos 'n' Andy (CBS), WCBS, M.-F-9:30 a.m. 4.6
23. Little Rascals (Interstate), WPIX, M.-F-6:00 4.5
24. Dateline Europe (Official), WOR, T-9:00 4.4
25. Highway Patrol (Ziv), WPIX, W-9:30 4.3
25. Waterfront (MCA), WABD, T-7:30 4.2

SAN FRANCISCO-OAKLAND

5 TV STATIONS—788,400 TV HOMES Population—2,613,100 (7th in U. S.) Buying Income—\$5,696,328,000 (6th) Retail Sales—\$3,334,262,000 (7th) Food Sales—\$815,868,000 (7th) Drug Sales—\$102,169,000 (7th) Automotive—\$580,360,000 (7th) Above figures include following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano

TOP NETWORK SHOWS

- 1. \$64,000 Question, KPIX, T. . . . 40.2
2. Ed Sullivan, KPIX, Su. 32.3
3. Best of Groucho, KRON, Th. . . 30.4
4. Do You Trust Your Wife? KPIX, T. 28.7
5. Boxing, KGO, W. 27.4
6. Dragnet, KRON, Th. 25.7
7. Phil Silvers, KPIX, T. 25.5
8. G. E. Theater, KPIX, Su. 25.2
8. Medic, KRON, M. 25.2
10. What's My Line? KPIX, Su. . . . 25.0

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, KRON, M.-F. 14.0
2. News Caravan, Misc., KRON, M.-F. 13.5
3. Mickey Mouse Club, KGO, M.-F. 12.3
4. Modern Romances, KRON, M.-F. 10.9
5. CBS News, KPIX, M.-F. 10.1
6. Kit Carson, KRON, M.-F. 9.6
7. Shell News (6 p.m.), KPIX, M.-F. 9.4
8. Art Linkletter, KPIX, M.-F. . . . 9.2
9. Dinah Shore, KRON, T., Th. . . . 8.9
10. Federal Men, KRON, M.-Th. . . 7.8

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bag-nall), KPIX, Th-7:30 20.7
2. Life of Riley (NBC), KPIX, Th-7:00 20.4
2. Rosemary Clooney (MCA), KPIX, Su-9:30 20.4
4. Badge 714 (NBC), KPIX, W-9:00 18.5
5. Stage 7 (TPA), KRON, F-8:30 . 16.7
6. I Led Three Lives (Ziv), KRON, M-10:30 16.0
7. Science Fiction Theater (Ziv), KRON, S-7:00 14.4
8. Waterfront (MCA), KPIX, S-7:00 13.9
9. Science in Action (TPA), KRON, M-7:00 13.7
10. Turning Point (Gen'l Electric), KRON, Su-10:30 12.7
11. Highway Patrol (Ziv), KRON, T-6:30 12.4
11. Code 3 (ABC), KRON, W-10:30 12.4
13. Mr. District Attorney (Ziv), KRON, T-10:30 12.2
13. Steve Donovan, Western Marshal (NBC), KPIX, T-6:30 12.2
15. Public Defender (Interstate), KPIX, F-10:30 11.5
15. Crunch and Des (NBC), KRON, Th-7:00 11.5
15. Confidential File (Guild), KGO, T-10:00 11.5
18. Cisco Kid (Ziv), KRON, Th-6:30 10.4
19. Mayor of the Town (MCA), KGO, M-7:30 10.2
19. Long John Silver (CBS), KRON, F-6:00 10.2
21. The Three Musketeers (ABC), KRON, W-6:30 10.0
22. Susie (TPA), KGO, F-8:00 . . . 9.7
23. Man Called X (Ziv), KRON, F-6:30 9.5
24. Judge Roy Bean (Screencraft), KRON, M-6:30 9.4
24. Kit Carson (MCA), KRON, M-Th-6:00 9.4
26. Jungle Jim (Screen Gems), KGO, F-6:30 9.2
27. Sky King (Nabisco), KGO, Th-6:00 9.0
28. Annie Oakley (CBS), KGO, F-6:00 8.5
29. Federal Men (MCA), KRON, M-Th, Su-11:00 8.2

THIS WEEK'S FILM BUYS

- CBS-TV FILM SALES
LIFE WITH FATHER
WCTV, Thomasville, Ga.: Independent Life & Accident Insurance
BRAVE EAGLE
Detroit: Fargo Beverages
SAN FRANCISCO BEAT
WNAC, Boston; WFIL, Philadelphia; WKZO, Kalamazoo; Mich.; WJBK, Detroit; ADV. TBA
AMOS 'N' ANDY
WWJ, Detroit: Food Fair
ANNIE OKALEY
KBOI, Boise, Idaho; WJBF, Augusta, Ga.; WTVJ, Miami; WABC, New York; Adv. TBA
LONG JOHN SILVER
WNAC, Boston: Adv. TBA
NEWS FILM
WTVJ, Miami: Adv. TBA
FABIAN OF SCOTLAND YARD
KCMO, Kansas City: Katz Drug

- RANGE RIDER
XETV, Tijuana, Mexico; WJBK, Detroit: Adv. TBA
INS-TELENEWS
THIS WEEK IN SPORTS
WBRE, Wilkes-Barre, Pa.: Bethlehem Steel
WSYR, Syracuse: Adv. TBA
STERLING TELEVISION
LITTLE THEATER
KVAL, Eugene, Ore.: Adv. TBA
ARMCHAIR ADVENTURE
KVAL, Eugene, Ore.: Adv. TBA
I'M THE LAW
WSM, Nashville: Adv. TBA
KING'S CROSSROADS
KPIC, Roseburg, Ore.: Adv. TBA
BALLET DE FRANCE
WTTW, Chicago: Adv. TBA
GADABOUT GADDIS
WSAV, Savannah, Ga.: Adv. TBA
FEATURES
WJHL, Johnson City, Tenn.: Adv. TBA

WABD Takes Up Most of Sheldon Time

NEW YORK — WABD, here, has signed Herb Sheldon. He will continue to do his Saturday morning show for WRCA-TV, but will devote the majority of his time to WABC. Among Sheldon's assignments will be "Speaking of Animals," a 7:15-7:30 p.m. strip consisting of film shorts in which animals talk and Sheldon will comment, a half-hour program of screen souvenirs Wednesdays at 10 in which he will act as a barker, and the Saturday and Sunday 6:30-7 editions of "Looney Tunes." Sheldon will probably drop some of his other WRCA-TV shows.

STAR PERFORMANCE 120 "Incredible, Pipl 71 Markets sold in less than four months!" "Wrong, Old Boy! 120 with the new Esso regional deal. New sales success record." OFFICIAL FILMS, INC. 25 West 45th St. New York 36, N. Y. Plaza 7-0100

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Adventure Shows

JULY RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Gunsmoke L&M (CBS)	1.	Big Town Lever (NBC)
2.	Dragnet L&M (NBC)	1.	Gunsmoke L&M (CBS)
3.	Wyatt Earp Parker, Gen'l Mills (ABC)	3.	Best in Mystery Toni, Amer. Tobacco (NBC)
4.	Robin Hood J&J, Wildroot (CBS)	3.	Adventure Theater Hudnut, Amer. Tobacco (NBC)
5.	Lassie Kellogg (CBS)	5.	Crusader R. J. Reynolds, Colgate (CBS)
6.	Best in Mystery Toni, Amer. Tobacco (NBC)	6.	Dragnet L&M (NBC)
7.	Warner Bros. Presents Gen'l Electric, Monsanto, L&M (ABC)	7.	W. B. Presents Gen'l Electric, Monsanto, L&M (ABC)
8.	Crusader R. J. Reynolds, Colgate (CBS)	8.	Wyatt Earp Parker, Gen'l Mills (ABC)
9.	Big Town Lever (NBC)	9.	Lassie Kellogg (CBS)
10.	Rin Tin Tin National Biscuit (ABC)	9.	Frontier Reynolds Metals (NBC)

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Rin Tin Tin Nat'l Biscuit (ABC)	1.	Fury Gen'l Foods (NBC)
2.	Gunsmoke L&M (CBS)	2.	Tales of the Texas Rangers Curtiss, Gen'l Mills (CBS)
3.	Frontier Reynolds Metals (NBC)	3.	Captain Gallant H. J. Heinz (NBC)
4.	Best in Mystery Toni, Amer. Tobacco (NBC)	4.	Roy Rogers Gen'l Foods (NBC)
4.	Dragnet L&M (NBC)	5.	Wild Bill Hickok Kellogg (CBS)
6.	Big Town Lever (NBC)	6.	My Friend Flicka Colgate (CBS)
6.	Adventure Theater Hudnut, Amer. Tobacco (NBC)	7.	Lone Ranger Gen'l Mills (CBS)
8.	Warner Brothers Presents Gen'l Electric, Monsanto, L&M (ABC)	8.	Lassie Kellogg (CBS)
9.	Wyatt Earp Parker, Gen'l Mills (ABC)	9.	Robin Hood J&J, Wildroot (CBS)
10.	Combat Sergeant Co-Op (ABC)	10.	Sgt. Preston of the Yukon Quaker (CBS)

Web Winners

LAWRENCE WELK SHOW - ABC-TV

There's no doubt about it. Welk is one of television's fair-haired boys, so far as program popularity goes. The Welk Saturday night show for the first time moved into the select circle of top 10 highest-rated network shows, according to American Research Bureau's latest rating report, for July. Welk leaped into the No. 7 position with a 31.7 ARB rating, which almost equaled the combined ratings of its CBS and NBC competition.

Films to Watch

THE ROSEMARY CLOONEY SHOW - MCA-TV

A relatively new show, the Rosemary Clooney music series is climbing steadily in popularity, judging from a comparison of American Research Bureau ratings in three major markets where the show was rated both in June and July. In Atlanta, the Clooney series in July doubled its June rating of 6.5 by pulling in a 13.3 rating. In the Minneapolis-St. Paul area, Miss Clooney hiked her 12.7 June rating up to 15.5 in July, which made it the No. 2 syndicated show in the market area. In San Francisco, it jumped from 12.9 in June to 14.2 in July.

• ARB Top 25 Network Shows

July Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

(* Indicates Film)

Rank	Show, Sponsor & Web	July Rating
1.	...\$64,000 Question, Revlon (CBS)	48.6
2.	Ed Sullivan, Lincoln-Mercury (CBS)	42.3
3.	...\$64,000 Challenge, Revlon, Ken (CBS)	38.7
4.	What's My Line? Remington Rand, J. Montener (CBS)	35.1
5.	I've Got a Secret, R. J. Reynolds (CBS)	32.9
6.	G. E. Theater, Gen'l. Electric (CBS)	32.0
7.	Lawrence Welk, Dodge (ABC)	31.7
8.	*Best of Groucho, DeSoto-Plymouth (NBC)	31.3
9.	*Do You Trust Your Wife? Frigidaire (CBS)	31.0
10.	*Alfred Hitchcock, Bristol-Myers (CBS)	30.7
11.	Robert Montgomery Presents, Johnson's, Schick (NBC)	30.6
12.	*Medic, Dow, Gen'l. Electric (NBC)	30.4
13.	*Honeymooners, Buick (CBS)	29.1
13.	Lux Video Theater, Lever (NBC)	29.1
15.	*Gunsmoke, L&M (CBS)	28.6
16.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	28.5
17.	Climax, Chrysler (CBS)	27.8
17.	*Dragnet, L&M (NBC)	27.8
19.	*Ford Theater, Ford (NBC)	26.4
20.	Cavalcade of Sports, Gillette (NBC)	26.1
21.	Godfrey's Talent Scouts, Toni, Lipton (CBS)	25.6
21.	Steve Allen, Avco, Jergens, Brown & Williamson (NBC)	25.6
23.	Four Star Playhouse, Singer, Bristol-Myers (CBS)	24.9
24.	*Burns & Allen, Carnation, Gen'l. Mills, Goodrich (CBS)	24.8
25.	*Navy Log, Maytag, Sheaffer (CBS)	24.0

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

JUNE RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Waterfront (MCA)	1.	I Led Three Lives (Ziv)	1.	Foreign Intrigue (Official)
2.	I Led Three Lives (Ziv)	2.	Foreign Intrigue (Official)	2.	I Search for Adventure (Bagnall)
2.	Man Called X (Ziv)	2.	The Falcon (NBC)	2.	Long John Silver (CBS)
4.	Crosscurrent (Official)	2.	Man Called X (Ziv)	2.	Man Called X (Ziv)
5.	Superman (Flamingo)	5.	Waterfront (MCA)	2.	Superman (Flamingo)
6.	Jungle Jim (Screen Gems)	6.	Crosscurrent (Official)	6.	Jungle Jim (Screen Gems)
7.	Count of Monte Cristo (TPA)	6.	Passport to Danger (ABC)	7.	Passport to Danger (ABC)
8.	The Three Musketeers (ABC)	8.	Dangerous Assignment (NBC)	7.	Waterfront (MCA)
9.	Biff Baker, U.S.A. (MCA)	9.	The Hunter (Tafon)	9.	Count of Monte Cristo (TPA)
9.	Crunch and Des (NBC)	10.	The Three Musketeers (ABC)	9.	Ramar of the Jungle (TPA)
		10.	China Smith (NTA)		

AMONG VIEWERS		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Foreign Intrigue (Official)	1.	Dangerous Assignment (NBC)	1.	Superman (Flamingo)
1.	I Led Three Lives (Ziv)	2.	Crosscurrent (Official)	2.	Ramar of the Jungle (TPA)
3.	Man Called X (Ziv)	2.	Foreign Intrigue (Official)	3.	Long John Silver (CBS)
4.	Crunch and Des (NBC)	4.	Man Called X (Ziv)	4.	Jungle Jim (Screen Gems)
5.	Crosscurrent (Official)	5.	I Led Three Lives (Ziv)	5.	Sheena, Queen of the Jungle (ABC)
6.	Dangerous Assignment (NBC)	6.	Waterfront (MCA)	6.	Crunch and Des (NBC)
6.	Waterfront (MCA)	7.	I Spy (Guild)	7.	China Smith (NTA)
8.	The Three Musketeers (ABC)	8.	The Falcon (NBC)	8.	The Hunter (Tafon)
9.	The Hunter (Tafon)	9.	Crunch and Des (NBC)	9.	Biff Baker, U.S.A. (MCA)
10.	China Smith (NTA)	9.	The Hunter (Tafon)	10.	I Led Three Lives (Ziv)

• Pulse Top 25 Non-Net Shows

June Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Ratings are based on the rating scored by each show in the 23 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. June Rating
1.	Highway Patrol (Ziv)	18.1
2.	Dr. Hudson's Secret Journal (MCA)	17.1
2.	Celebrity Playhouse (Screen Gems)	17.1
4.	Life of Riley (NBC)	16.3
5.	Mr. District Attorney (Ziv)	16.2
6.	Rosemary Clooney (MCA)	14.4
7.	Amos 'n' Andy (CBS)	14.2
8.	Annie Oakley (CBS)	14.0
9.	Badge 714 (NBC)	13.5
10.	Science Fiction Theater (Ziv)	13.4
11.	Code 3 (ABC)	13.2
12.	Confidential File (Guild)	13.0
13.	Waterfront (MCA)	12.9
14.	I Led Three Lives (Ziv)	12.6
14.	Man Called X (Ziv)	12.6
16.	Crosscurrent (Official)	11.9
16.	Great Gildersleeve (NBC)	11.9
18.	Stories of the Century (Hollywood)	11.7
19.	Man Behind the Badge (MCA)	11.4
20.	Doug, Fairbanks Presents (ABC)	11.3
21.	Life With Elizabeth (Guild)	11.2
21.	Superman (Flamingo)	11.2
23.	San Francisco Beat (CBS)	11.1
23.	The Unexpected (Ziv)	11.1
23.	Wild Bill Hickok (Flamingo)	11.1

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

Viewers to Win Net Fall Program Battle

• Continued from page 1

Bank" at 10:30 on NBC should close the evening strongly for that web.

"Broken Arrow"

ABC's new Tuesday show, "Broken Arrow," at 9 p.m. should put pressure on NBC and CBS, since its format, completely different from the stanzas on the other webs, is certain to interest kids. "The \$64,000 Question," CBS at 10 p.m., seems to have passed its peak and may not do as well next season, tho its ratings will certainly be respectable.

WEDNESDAY: No radical changes have been made by either CBS or NBC. It is ABC whose refurbishing has been most complete in its third attempt to capitalize on "Disneyland."

NBC's sole move has been the insertion of "Hiram Holiday" at 8 p.m. The Wally Cox vehicle may give both the last half of "Disneyland" and the first half of Arthur Godfrey a battle for viewers. Last season's show here, "Screen Director's Playhouse," never really bore out its promise. Its American Research Bureau rating in May was a 13.6, several points higher than it performed the rest of the season. The CBS hope is that "Giant Step," a new audience participation show booked at 7:30 p.m., will do better than "Brave Eagle" and cut into the first half of "Disneyland."

ABC should get better ratings at 8:30 p.m. with "Navy Log." This

show, based on last season's track record, shapes up as stronger than last season's entry, "M-G-M Parade." Both Ozzie and Harriet, at 9 p.m. and "Ford Theater" at 9:30 on ABC should cut into the competing NBC shows.

The probability is that Arthur Godfrey will be hurt the most. His format will be the same, and he will be facing a stronger NBC show at 8 and a stronger ABC show at 8:30.

Thursday Fight

THURSDAY: CBS and ABC have made the major changes here. The top budgeted "Playhouse 90" on CBS, which runs from 9:30-11, should upset the "Lux Video Theater" apple cart, 10-11 p.m. on NBC. NBC has faced the threat by slotting a new Tennessee Ernie stanza at 9:30, which should bring some aid to "Lux."

An unknown quantity is ABC's hour-long "Wire Service" at 9 p.m. A standard program format, it could get audiences if produced well. Probability is that ratings of CBS and NBC shows here will be down somewhat.

FRIDAY: Extensive changes have been made by all networks. The General Foods hour, 8-9 p.m., which uses two new stanzas, "West Point" and "Zane Grey Theater," should increase its ratings. Walter Winchell may create some excitement at 8:30 for NBC. "On Trial," which follows on the same web,

(Continued on page 34)

FALL TELEVISION

program showcase

... the network and syndicated programming picture for the 1956-1957 season

NOTHING PAYS PROGRAM PACKAGERS LIKE SUCCESS

It's Risky Business, But Top Dogs Stay Aloft for 1956-'57 Season

In TV as in other fields nothing pays off like success. This can be verified from an analysis of the ownership of the new nighttime programs to be presented on the three networks during the 1956-'57 season.

Among the independent packagers, the unquestioned success is the former Louis G. Cowan organization, Entertainment Productions, whose "\$64,000 Question" sparked the comeback of the quiz show. Since that show's debut last season, the firm has sold three more packages to TV—"Big Surprise,"

"The \$64,000 Challenge," which is now among the top 10, and the latest, "Take a Giant Step," a show that extends the format to the kid's field.

One of the other more successful programs of last season was Official Films' "Robin Hood," produced in conjunction with Sapphire Productions in England. It was the first time a British-based production unit had been able to present TV programming which was attractive to the U. S. public. As its reward, Official will have two more similar shows—"Sir Lancelot," and "The Buccaneers"—on network TV next season.

Screen Gems

One of the other more spectacular packaging clicks has been Screen Gems, the TV subsidiary of Columbia Pictures. Next season Screen Gems will have two more packages entertaining the TV audiences—"Circus Boy" and "Tales of the 77th Bengal Lancers"—both produced by Herbert Leonard, who also produces "Rin Tin Tin" for Screen Gems. In addition, the packager will continue to present "Ford Theater" and "Father Knows Best," two of its longer running vehicles.

Another of the more active packagers, MCA-TV, has managed to withstand the competition. MCA will have seven-half-hour shows on the networks in the coming season—"Dragnet," "Crusader," "General Electric Theater," Jane Wyman, "Alfred Hitchcock Presents," "Schlitz Playhouse of Stars" and "On Trial," a replacement for its "Star Stage" of last season.

TCF-TV Productions, the subsidiary of 20th Century-Fox, has managed to extend its packaging operation also. Beginning with its alternate-week, hour-long dramatic show, "The 20th Century-Fox Hour," it added "My Friend Flicka" and just recently "Broken Arrow."

Four Star Films

Four Star Films, which suffered a blow when its "Four Star Playhouse" was ousted, has replaced that series with two new ones—"Hey, Jeannie" and Dick Powell's "Zane Grey Theater."

Among the packagers whose properties have been casualties during the past season are Goodson-Todman, Ed Wolff and Talent Associates. Goodson-Todman lost "The Name's the Same" and "Two for the Money." Wolff lost "Penny to a Million." Talent Associates lost "Appointment With Adventure," and "Philco-Goodyear Playhouse." Goodyear continues with an NBC-packaged show.

Among two of the newcomers on the network packaging scene are

two producers prominent in syndication, Ziv-TV and Julian Lesser-Jack Douglas. Ziv's "West Point" is its first network sale, tho the firm has long been one of the outstanding producers for local and regional sponsors. Lesser-Douglas first made a track record with "I Search for Adventure" in syndication and has now cracked network TV with "Bold Journey."

Net Activity

The TV networks, of course, have also been active this season. NBC-TV has added four new shows to its list of properties. They include "Hiram Holiday," "Impact," "Stanley," Steve Allen and Tennessee Ernie. CBS-TV has added "The Brothers," Herb Shriner and "Playhouse 90." ABC-TV's new packages are "Wire Service" and "Jim Bowie."

Most of these network packages are produced in conjunction with important producers who have got network financing to enable them to develop the properties and produce pilot films. Lou Edelman, who scored last season with "Wyatt Earp," will also have "Jim Bowie" under his wing. The always-active Don Sharpe has come up with a new one in "Wire Service." "Stanley" is a Max Liebman production.

But the networks continue to rely heavily on talent packages for their programming material. NBC has Bob Hope, Steve Allen, Tennessee Ernie and the new hour-long Dinah Shore stanza. The new talent package CBS has is Herb Shriner.

The networks have also produced a record number of pilots which they have been unable to sell. They include such shows as NBC's "Johnny Moccasin" and CBS' "Whirleybirds" and "Cavalry Patrol." These shows still have a TV potential and may be sold to sponsors in the future.

It has been a record season for unsuccessful pilot production. A minimum of 165 half-hour pilots were produced. Twenty-nine new shows have been sold to TV, not all on network, but among these are at least eight that are an hour or longer. This would indicate that the odds against selling a show on network is eight to one or worse, considering the number of pilots produced but not reported. It is a hazardous business, tho the rewards are large.

For a complete rundown on which packagers control next season's evening network presentations, see the list headed "Who Owns the Programs," appearing on this page.

Who Owns the Net Programs To Play Evenings, '56-'57?

Herewith is a complete line-up to date of the evening network programs for the 1956-'57 season arranged according to their packagers. New programs have been designated by an asterisk (*), film series by (F). There has been no attempt to list all the owners of each package, only those who control an important part of the show.

CBS-TV

Arthur Godfrey's Talent Scouts (with Unicorn Productions)

Arthur Godfrey and His Friends (with Unicorn Productions)

Burns and Allen

Climax

Ford Star Jubilee

Gunsmoke (F)

Herb Shriner*

I Love Lucy (with Desilu Productions)

Jack Benny Show

Jackie Gleason Show (with Jackie Gleason Enterprises)

Line-Up (F)

(with Frank Cooper Associates and Lawrence Klee)

Person-to-Person (with Edward R. Murrow)

Phil Silvers Show

Playhouse 90* (13 to be filmed by Screen Gems)

Red Skelton

Studio One

The Brothers* (F)

Ed Sullivan Show (with Ed Sullivan and Mario Lewis)

NBC-TV

Bob Hope (with Hope)

Bowling From Chicago (with Matt Neisen)

Dinah Shore (with Miss Shore)

George Gobel (with Gomalco Productions)

Goodyear Playhouse-Alcoa Hour (with Showcase Productions)

Hiram Holiday* (F) (with Phil Rapp)

John Cameron Swayze and the News Life of Riley (F)

Noah's Ark (with Mark VII Productions)

Producers Showcase (with Showcase Productions)

Perry Como (with Como)

Saturday Night Spectacular

Sid Caesar (with Shelllic Productions)

Stanley* (with Max Liebman)

Steve Allen Show* (with Allen)

Tennessee Ernie Ford* (with Ford)

This Is Your Life (with Ralph Edwards)

You Set Your Life (with Groucho Marx)

Noah's Ark* (F) (together with Mark VII Productions)

ABC-TV

Jim Bowie* (F) (with Lou Edelman)

Make Room for Daddy (F) (with Danny Thomas)

Ozzie and Harriet (F) (with Ozzie and Harriet Nelson)

Wire Service* (F) (with Don Sharpe)

Wyatt Earp (F) (with Lou Edelman)

SCREEN GEMS

Circus Boy* (F)

Father Knows Best (F)

Ford Theater (F)

Rin Tin Tin (F)

77th Bengal Lancers* (F)

MCA-TV

Alfred Hitchcock Presents (F)

Crusader (F)

GE Theater (part film-part live)

On Trial* (F)

Jane Wyman Fireside Theater (F) (with Miss Wyman)

Dragnet (F) (with Mark IV Productions)

ENTERTAINMENT PRODUCTIONS

\$64,000 Question

\$64,000 Challenge

Take a Giant Step*

The Big Surprise

GOODSON-TODMAN PRODUCTIONS

I've Got a Secret

What's My Line?

Beat the Clock

OFFICIAL FILMS

Robin Hood (F)

The Adventures of Sir Lancelot* (F)

The Buccaneers* (F)

20TH CENTURY-FOX

Broken Arrow* (F)

My Friend Flicka (F)

20th Century-Fox Hour (F)

McCADDEN PRODUCTIONS

Bob Cummings Show (F) (with Cummings)

People's Choice (F) (with Irving Brecher)

FOUR STAR FILMS

Hey, Jeannie* (F)

Zane Grey Theater* (F)

DON FEDDERSON

Do You Trust Your Wife? (F)

The Millionaire (F)

CATHOLIC ARCHDIOCESE OF N. Y.

Bishop Sheen

TELEVISION PROGRAMS OF AMERICA

Lassie (F)

Private Secretary (F) (with Ann Sothern and Jack Chertok)

LAWRENCE WELK

Monday Night ABC-TV Hour*

Saturday Night ABC-TV Hour

BARRY-ENRIGHT

Iwenty One*

AMERICAN TOBACCO CO.

Hit Parade (produced by Batten, Barton, Durstine & Osborn)

LEVER BROS.

Lux Video Theater (produced thru J. Walter Thompson)

KRAFT FOODS

The Kraft TV Theater (produced by J. Walter Thompson)

DESILU PRODUCTIONS

December Bride (F)

WALT DISNEY PRODUCTIONS

Disneyland (F)

DU PONT

Cavalcade Theater (F)

FIRESTONE RUBBER CO.

The Voice of Firestone

KAISER ALUMINUM CO.

The Kaiser Aluminum Hour (produced by Unit Four)

U. S. STEEL CORP.

The United States Steel Hour (produced by the Theater Guild)

(Continued on page 18)



He walks
with the
stars

David Stone Martin



Familiar to television audiences from coast to coast is *The Whistler*...and famous are the stars who accompany him in pursuit of suspense and high-impact drama. Stars like Paul Kelly, Miriam Hopkins, Audrey Totter, Maureen O'Sullivan, Lon Chaney, Howard Duff, Patric Knowles, John Ireland, Barton MacLane, Tom Brown, Marguerite Chapman, Charles Winninger and Les Tremayne.

The Whistler is television's master storyteller. His tales of mystery and intrigue are second to none for sheer excitement and suspense. And every half-hour program is a masterpiece of skilled production and artful direction. The result is that, wherever he appears, *The Whistler* attracts substantial audiences right from the start...consistently walks away with the highest ratings in its time period in many areas. (Two examples: In Spokane, a 3-station market, *The Whistler* draws a 27% larger rating than competing shows on the other two stations combined. In Montgomery, Ala., it's the highest-rated syndicated film on the air.*)

To build the prestige and the sales that come from sponsorship of a major dramatic vehicle, call or wire the distributor of the fastest-moving films in television...

CBS Television Film Sales, Inc.

New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd., Toronto

*Latest available Telepulse.

Who Owns the Net Programs

• Continued from page 15

LEWISLOR PRODUCTIONS
The Loretta Young Show (F)

LESSER-DOUGLAS
Bold Journey* (F)

WARNER BROS.
Warner Bros. Presents (F)

HARRY SALTER-ASHLEY-STEINER
Name That Tune

JACK WRATHER
The Lone Ranger (F)

RADIOZARK
Ozark Jubilee

TRENDLE-CAMPBELL
Sergeant Preston (F)

BERNARD SCHUBERT
Crossroads (F)

JANTONE (JAN MURRAY)
Treasure Hunt*

DANZIGER BROTHERS
The Vice (F)

JOHN GIBBS
Schlitz Playhouse
(thru Meridian Productions)
Robert Montgomery Presents
(together with Montgomery)

WALTER WINCHELL
The Walter Winchell Show*

PYRAMID PRODUCTIONS
Big Story (F)

ED WOLF
Masquerade Party
Break the \$250,000 Bank

HAL ROACH STUDIOS
Oh Susanna* (F)

BOB JENNINGS-DENNIS JAMES
High Finance*

ZIV-TV
West Point* (F)

TALENT ASSOCIATES
Armstrong Circle Theater

SAM GALLU
Navy Log (F)
(with CBS TV Film Sales)

JOHN GUEDEL
People Are Funny

REVLON
The Most Beautiful Girl in the World*
(with Adrian Samish)

REMAK PRODUCTIONS
Amateur Hour

Anthologies Continue to Offer Great Opportunities in Rerun

By GENE PLOTNIK

The industry's stockpile of half-hour drama on film has grown steadily in the past five years. In 1956 the syndication market probably received the greatest contributions to its anthology supply.

Long a fruitful source of station programming, the rerun dramas have lately been finding eager customers among top multi-market sponsors. In the past year anthology deals have been made with General Electric, Bulova Watch, Socony Mobil, Esso Standard Oil and Slenderella International. Regional deals for new, first-run dramatic films were made with Falstaff Beer and Standard Oil of California, deals that will eventual-

ly contribute still further to the rerun opportunities of those stations and sponsors that find this type of showcase so favorable.

There are at present, according to a careful estimate, a total of 1,935 anthology dramatic films available to syndication customers. By "anthology" is meant a series that does not have a fixed character or performer in every episode, that it may have a fixed point of view, as in "Science Fiction Theater."

These 1,935 films are contained in 32 packages handled by 13 distributors. The quality ranges from \$10,000 to \$35,000-or-more productions. The vintage ranges from 1950 to productions still before

the cameras. The syndication price list is a semi-accurate guide to the vintage and quality.

First-Run Syndication

Of the 1,935 films, about 650, comprising 12 of these packages and part of a 13th, had their first run in syndication. The rest had their first run on network.

Of those that went syndication at the outset, some of the best came on the market this year. A total of 182 films contained in five series have made their debuts in 1956. Two of those series, "Douglas Fairbanks Presents" and "Science Fiction Theater," are offering subsequent year production in 1956. The other three series, "Celebrity Playhouse," "Stage 7" and "Lilli Palmer Theater," made their first appearance in 1956 or in the closing days of 1955.

The anthology stockpile was also enormously enriched with network reissues this year. Four distributors have brought six groups containing a total of 361 former network dramas into syndication in 1956. Three of these groups were continuations of old reliable dramatic series. Screen Gems put another year's worth of "Ford Theater" into its "All Star Theater." ABC Film Syndication put together another 52 reruns of "Schlitz Playhouse of Stars" for syndication as "Herald Playhouse." And the Thompson-Koch agency put in another 39 reruns of "The Vice."

New Reissues

But probably more significant are the former network dramatic shows that made their debut in syndication this year, particularly "Four Star Playhouse," which forms the bulk of Official Films' "Star Performance" package of 153 dramas. This series, whose main stars include Dick Powell, Charles Boyer and David Niven, has within five months of selling been placed in 130 markets and has landed three multi-market sponsors in the 10 to 50-market class.

Two other former network series have gone into syndication this year, "Cavalcade of America," 39 films of which make up Official Films' "American Legend," and "Damon Runyon Theater," which Screen Gems is just putting into syndication.

Thus, in 1956 so far the drama stockpile in syndication has been enlarged to the tune of 543 films, which is 26 per cent of the total current supply.

Biggest Supplies

The largest single collection of dramatic films is, as ever, that of MCA-TV. Its "Famous Playhouse" group, for which it claims 300 films, is a larger supply of drama than any other distributor has. In addition, MCA has the "Curtain Call" series.

The second largest supplier of syndicated drama is Screen Gems with 278, the largest part being "All-Star Theater."

Third is Official Films, which jumped into this position this year when it put "Star Performance" and "American Legend" into syndication. Official has a total of 231 dramas.

Ziv-TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater." But Ziv has turned its reruns over to Economee TV, which thus has 153 dramas.

So actually the fourth largest supply is that of ABC Film Syndication, which, with "The Playhouse," "Herald Playhouse" and "Douglas Fairbanks Presents" has a total of 221 dramas.

Those are the five distributors that have at least 100 half-hour dramas in stock.

The growth potential of the drama stockpile in syndication is

(Continued on page 29)

GOODSON

TODMAN

PRODUCTIONS

CREATIVE PROGRAMMING

41 East 57 Street • New York 22, N. Y. • Plaza 1-0600

449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357

*for your confidence
... my thanks**

DAY-TIME NBC-TV

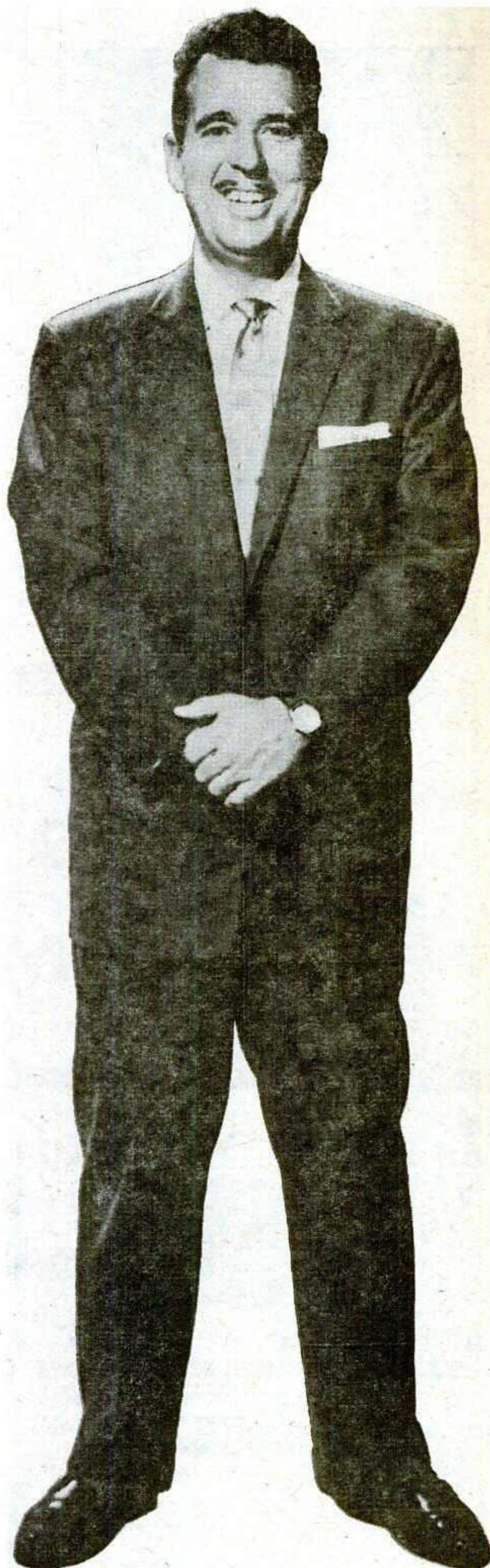
Dreft	Procter & Gamble	Dancer-Fitzgerald-Sample, Inc.
Tide	Procter & Gamble	Benton & Bowles
Swift Products	Swift & Company	McCann-Erickson
Royal Desserts	Standard Brands	Ted Bates
Blue Bonnet Margarine		
Tenderleaf Tea		J. Walter Thompson
Chase & Sanborn Coffee		Compton Advertising
Raleigh Cigarettes	Brown & Williamson Tobacco Company	Russell Seeds
	Minute Maid Products	Ted Bates
Alka-Seltzer	Miles Laboratories	Jeffery Wade Advertising

NIGHT-TIME NBC-TV

Ford Division	Ford Motor Company	J. Walter Thompson, starting Oct. 4.
---------------	--------------------	---

CAPITOL RECORDS

ALL THE TIME



**Tennessee Ernie Ford*

NTA JOINS WITH THE FOREMOST

in
a tradition
of quality...



proudly present . . . 10 SPECTACULAR Feature Films by the premier motion-picture producers of our time . . . Alfred Hitchcock, Dore Schary and David O. Selznick . . . headlining an outstanding feature film package with 30 more Terrific New Titles. This record-breaking package is building top audience ratings, sell-out sponsorship participations and reaching a new high in sales and profits for stations. Still available in many markets!

FROM THE SELZNICK COMPANY, INC.



THE FARMER'S DAUGHTER

with Loretta Young, Joseph Cotten and Ebel Barrymore

The romantic comedy about the petite cutie from the tall corn . . . who won votes and her man by being candid.



THE SPIRAL STAIRCASE

with Dorothy McGuire, George Brent and Ebel Barrymore

The story that could not be told . . . vibrant with emotion-freezing suspense!



PORTRAIT OF JENNIE

with Jennifer Jones, Joseph Cotten and Ebel Barrymore

An exciting adventure in time with the most tender, and yet terrifying, love story ever told.



SINCE YOU WENT AWAY

with Claudette Colbert, Jennifer Jones, Joseph Cotten, Shirley Temple and Guy Madison

The unforgettable eight-star hit sensation with a story of today's love and laughter.



NOTORIOUS

with Cary Grant, Ingrid Bergman and Claude Rains

No risk too great when the notorious woman of affairs meets the adventurous man of the world.



A BILL OF DIVORCEMENT

with John Barrymore and Katherine Hepburn

A girl helplessly in love, wanting a marriage that never could be!



THE PARADINE CASE

with Gregory Peck, Valli, Charles Laughton, Charles Coburn and Louis Jordan

Seven Great stars in one of the greatest Alfred Hitchcock suspense stories . . . climaxed by a sensational court trial.



I'LL BE SEEING YOU

with Ginger Rogers, Joseph Cotten and Shirley Temple

A girl with a secret to fear . . . a man with too much to remember, share a strange holiday.



INTERMEZZO

with Ingrid Bergman and Leslie Howard

Defying the world to share a love that had no right to be. A great romance shadowed by tragedy.

...AND THESE MEMORABLE FILM TRIUMPHS FROM OTHER LEADING MAJOR STUDIOS



COURT MARTIAL

with David Niven and Margaret Leighton

A war hero steals money that should be paid him anyway, to help a debt-ridden neurotic wife.



GUEST WIFE

with Claudette Colbert and Don Ameche

The merry married mixup when a best friend borrows his buddy's wife for a honeymoon.



HELLZAPOPPIN'

with Olsen and Johnston and Martha Raye

The zaniest show that ever hit Broadway becomes the zaniest comedy on television.



HEIDI

with Elsbeth Sigmund and Thomas Klameth

All its storybook wonder becomes screen magic. Grand Prize Venice Special Award.



STRANGER ON THE PROWL

with Paul Muni and Joan Loring

Once he had been a man, now they were hunting him down like a mad dog.



THE BOYS FROM SYRACUSE

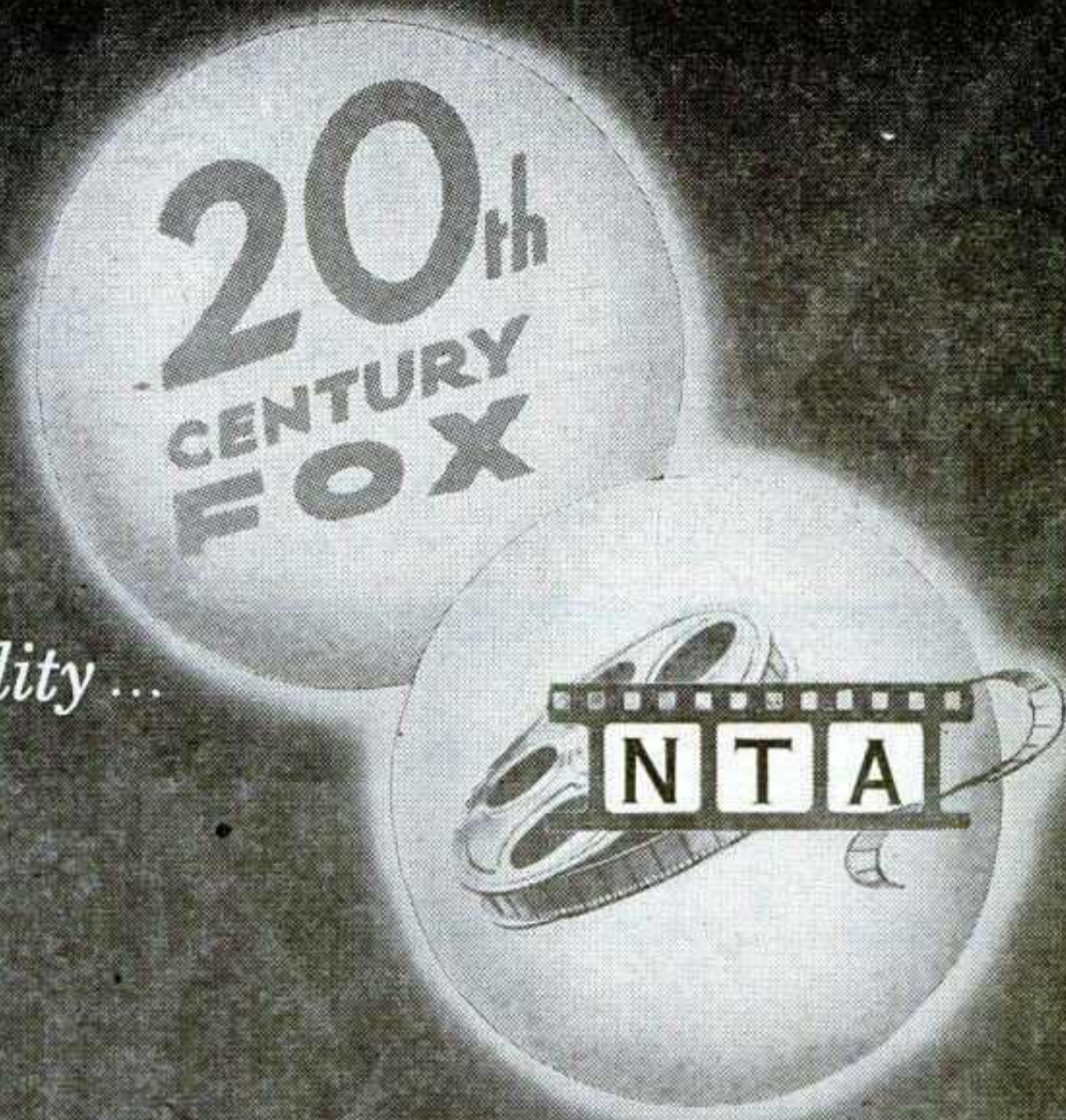
with Martha Raye, Allen Jones and Rosemary Lane

Lilting melodies and a laugh-loaded story . . . plus a talent-packed cast.

... PLUS 18 MORE OUTSTANDING FEATURE FILMS

MOTION PICTURE STUDIOS

in
maintaining
a tradition
of quality...



proudly present . . . 52 top-quality Feature Films . . . first releases from one of the great Hollywood studios . . . 20th Century Fox . . . starring top players including such actors and actresses as . . . Loretta Young, Joan Crawford, Charles Laughton, Paul Muni, Claudette Colbert and Frederic March . . . famous producers like Darryl Zanuck, Elia Kazan, Alfred Hitchcock . . . and stories by such authors as Richard Llewellyn, John Steinbeck, Walter Von Tilburg Clark, and Frank Yerby . . . authors whose names appear on "best seller" lists regularly! These films cover the whole gamut of human appeals, to guarantee the widest all-family audiences. They will help you build top audience ratings, sponsor participations and a new-high in sales and profits!



HOW GREEN WAS MY VALLEY

with Walter Pidgeon, Maureen O'Hara, Donald Crisp and Barry Fitzgerald
An unforgettable story of love, faith and conflict . . . winner of six Academy Awards.



BOOMERANG

with Dana Andrews, Jane Wyatt and Lee J. Cobb

The vicious killer remains unbound...the savage crime remains unavenged...the story of the most brutal betrayal man ever got from woman!



BRIGHAM YOUNG

with Tyrone Power and Linda Darnell
The story behind the heroic Mormon trek westward and the virile fighting man who led it.



THE HOUSE ON 92nd STREET

with Lloyd Nolan and William Eythe
The story the headlines didn't dare reveal about the protection of the atom bomb!



THE HOMESTRETCH

with Cornel Wilde and Maureen O'Hara

Love and adventure at the world's gayest racing classics!



THE STORY OF ALEXANDER GRAHAM BELL

with Don Ameche, Loretta Young and Henry Fonda

In the deafness of the woman he loved he found the inspiration for his great achievement.



THE OX-BOW INCIDENT

with Henry Fonda and Dana Andrews
The tough, true, terrifying story of America's most ruthless manhunt...urged on by a woman's mocking laugh!



A YANK IN THE R.A.F.

with Tyrone Power and Betty Grable
Authentic air battles filmed over Germany, France and England...background for a tender love story!



FOUR JILLS IN A JEEP

with Phil Silvers, Martha Raye and Betty Grable

The fun, songs and love when Hollywood's loveliest stars take a furlough of entertainment to the front lines.



THE BLACK SWAN

with Tyrone Power, Maureen O'Hara and Thomas Mitchell

Over the seven seas, surged the wolf-pack and it took bold hearts to hunt it down!



LIFEBOAT

with Tallulah Bankhead and William Bendix

Six men and three women adrift in a lifeboat with no law but the wild sea...written for Alfred Hitchcock by John Steinbeck.



FOOTLIGHT SERENADE

with John Payne and Betty Grable
A story that steals into your heart...with music that will set it singing.



CENTENNIAL SUMMER

with Linda Darnell, Jeanne Crain, Cornel Wilde and Walter Brennan
The beloved best-seller bursts into Jerome Kern songs.



THE FOXES OF HARROW

with Rex Harrison and Maureen O'Hara

A man of violence and fascination...out of an era that laughed at its own destruction...from the best seller.



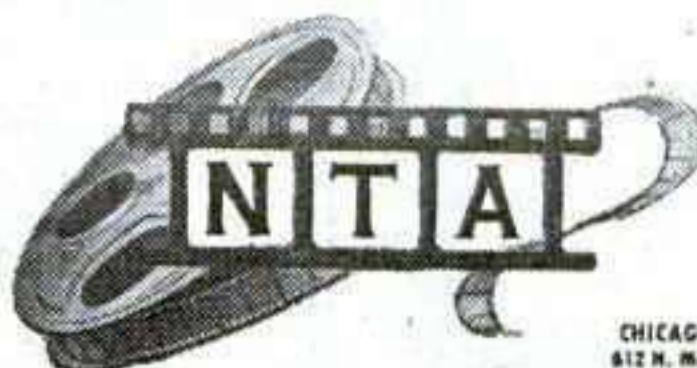
KISS OF DEATH

with Victor Mature, Brian Donlevy and Richard Widmark

The story of betrayal that explodes in a manhunt unequalled in the chapters of violence and vengeance!

Plus 37 more outstanding feature films

WRITE-WIRE-PHONE TODAY! All the details are available to you from HAROLD GOLDMAN, V. P. CHARGE OF SALES



NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55TH STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-3561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Cretview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2405 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Starler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Federal 8-9908

Foremost Dairies Switches \$1.5 Mil. Account to BBD&O

HOLLYWOOD — Foremost Dairies, third largest dairy company in the United States, last week switched its account from Guild, Bascom & Bonfigli of San Francisco to BBD&O. Approximately \$1.5 million in billings was involved.

Foremost became one of the largest national spot sponsors in TV this spring when it bought the Rosemary Clooney show from MCA-TV for some 60-odd markets.

E. L. Volkwein, the firm's advertising manager, said that Foremost has been very happy with the job the program has done, and that there was no connection between it and the switch in agencies.

BBD&O was picked, he de-

clared, because it has branch offices in all of the dairy's marketing areas, as well as in foreign countries in which Foremost is expanding. GB&B had been handling the company's national business, but 14 or 15 other agencies had been employed on a local basis throughout the country. All of this activity will now be integrated under BBD&O.

According to Volkwein, no decision has yet been made as to future TV plans, but sales results obtained from the medium so far have been extremely good. BBD&O, also, is an agency which has always stressed television, with several regional, e.g., Standard Oil Company, Burgermeister, as well as national accounts utilizing the airwaves heavily.

TOP SHOW PLUGGERS

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard's 18th Annual Promotion Competition

MCA-TV: "Dr. Hudson's Secret Journal"

To launch this unusual syndicated show, MCA-TV and the producers, Gene Solow and Brewster Morgan, conceived "TV's greatest talent hunt." They got TV Guide to sponsor it. They were looking for a lad, 17 to 21 years old, to play the role of Tim Watson. The TV Guide of July 30 printed a portion of the pilot script, titled "The Tim Story." The contestants were asked to record their readings of the role and send in the recording with a photo and biography. Local TV stations were asked to cooperate. A 60-second trailer on the contest was sent to every TV station that signed for the show.

As the board of judges, MCA and Solow-Morgan picked Jane Wyman, Ray Milland and George Stevens.

Five finalists were picked, each of them getting a big local write-up. They were flown to Hollywood and met at the airport by John Howard and Frances Mercer, stars of "Dr. Hudson."

On October 6, MCA-TV announced the winner, 19-year-old Joe Walker of Houston, a discovery of the late Margo Jones.

(Next week: WICU-TV, Erie, Pa.)

Half-Hr. Series Put Into Synd. So Far in '56

14 of 23 Programs On 1st Run Basis; 9 Web Reissues

Following is a list of the half-hour film series that have been put into syndication so far in 1956. There are a total of 23 shows on the list, of which 14 went into syndication on a first-run basis and nine were network reissues.

The list consists of seven adventure series, seven dramatic series, two situation comedies, two Westerns, one musical, three mysteries and one miscellaneous series.

PLACED ON SALE JANUARY, 1956

The Goldbergs—Guild Films Co. Drama, First Run, 39 films.
Federal Men—MCA-TV Adventure, Network Reissue of "T-Men in Action," 39 films.
Crunch and Des—NBC Television Films Adventure, First Run, 39 films.

PLACED ON SALE FEBRUARY, 1956

Three Musketeers—ABC Film Syndication Adventure, First Run, 26 films.
Rosemary Clooney—MCA-TV Musical, First Run, 39 films.
Adventures of Dr. Fu Manchu—Hollywood TV Service Mystery, First Run, 13 films.

PLACED ON SALE MARCH, 1956

Under the Sun—CBS-TV Film Sales Miscellaneous, Network Reissue, 26 films.
Combat Sergeant—National Telefilm Associates First Run, 13 films.
The American Legend—Official Films Drama, Network Reissue of "Cavalcade of America," 39 films.
Herald Playhouse—ABC Film Syndication Drama, Network Reissue of "Schlitz Playhouse," 34 films.
Stage 7—Television Programs of America Drama, First Run, 39 films.
Star Performance—Official Films Drama, Network Reissue of "Four Star Playhouse," 153 films.

PLACED ON SALE APRIL, 1956

Code 3—ABC Film Syndication Adventure, First Run, 39 films.
Theater With Lilli Palmer—National Telefilm Associates Drama, First Run, 26 films.

PLACED ON SALE MAY, 1956

Brave Eagle—CBS Film Sales Western, Network Reissue, 26 films.
State Trooper—MCA-TV Adventure, First Run, 39 films.
Dr. Christian—Ziv-TV Drama, First Run, 39 films.
Byline—Steve Wilson—M&A Alexander Adventure, Network Reissues of "Big Town," 39 films.

PLACED ON SALE JUNE, 1956

Frontier Doctor—Hollywood TV Service Western, First Run, 26 films.
Stryker of Scotland Yard—Hollywood TV Service Mystery, First Run, 26 films.
Damon Runyon Theater—Screen Gems Comedy, Network Reissue, 39 films.

PLACED ON SALE JULY, 1956

The Mickey Rooney Show—Screencraft Pictures Comedy, Network Reissue, 33 films.
Sheriff of Cochise—National Telefilm Associates Mystery, First Run, 39 films.

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publication and literally every periodical on your schedule.

Write or phone for complete details

LUCE PRESS CLIPPING BUREAU

157 Chambers Street
New York 7, N. Y.
BARCLAY 7-2096

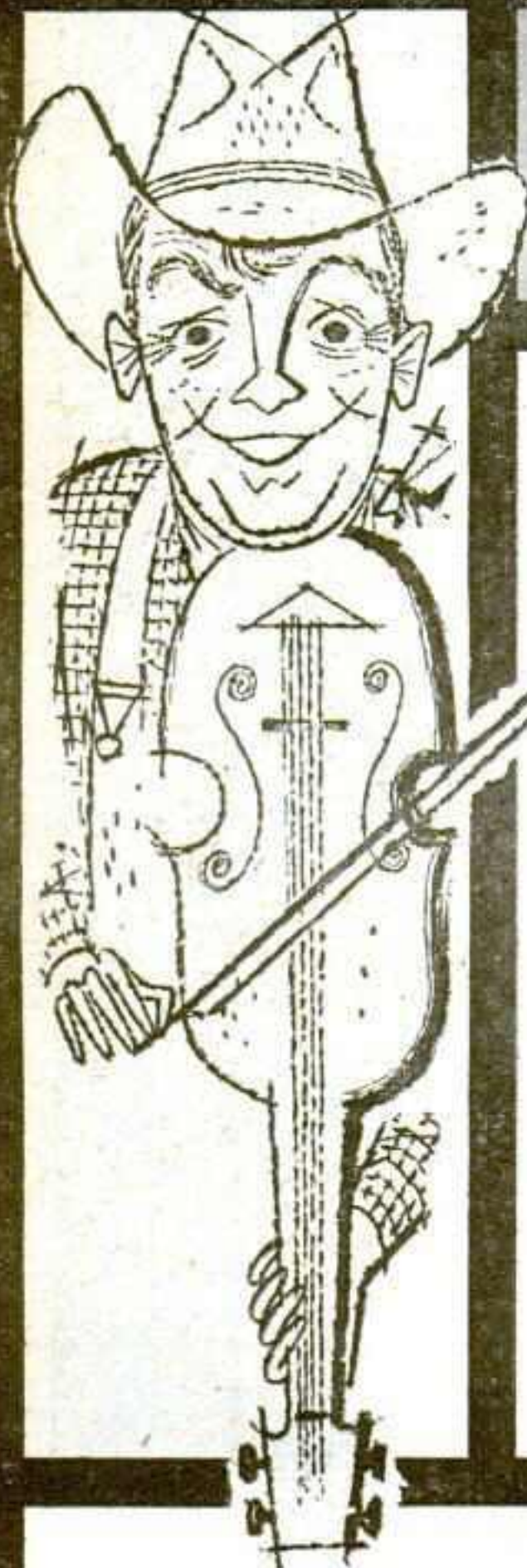
406 West 34th Street
Kansas City 11, Mo.

715 Harrison Street
Topeka, Kansas

The granddaddy of 'em all

the NATIONAL BARN DANCE

Now available as a TELEVISION film series!



- It's the original 32-year old WLS NATIONAL BARN DANCE... the network show that's ranked first on radio for years. Now available as a TV show to make your products rank first.
- With a cast of almost 50 stars, over 3,000,000 people paid to see NATIONAL BARN DANCE shows at Chicago's Eighth Street Theatre.
- Stars play to over 2,000,000 people on personal appearance tours in one year alone.
- Series of 26 half-hour pictures available for national, regional or single market sale.

Write, wire or phone for further information.

CAST OF ALMOST 50 INCLUDING—

Homer & Jethro
Lula Belle & Scotty
Bob Atcher
Captain Stubby & the Buccaneers
Grace Wilson
The Wilson Sisters
Cousin Tilford
Red Blanchard
Dolph Hewitt
Arkie the Woodchopper
Jimmy James & Otto

and many, many other favorite stars!

FRED A. NILES Productions, Inc.

The pace-setting film company, serving the nation's leading advertisers in TV commercials, films for theatre & industry.

22 WEST HUBBARD STREET • CHICAGO 10, SUPERIOR 7-0760
In Hollywood: 1040 N. Las Palmas





this is **RALPH EDWARDS**

these are **RALPH EDWARDS'** **TV SHOWS**

"THIS IS YOUR LIFE"

*Ralph Edwards, Creator,
Producer, Narrator
NBC-TV Wednesday, 10 P.M. E.S.T.*

"TRUTH OR CONSEQUENCES"

*Jack Bailey, Emcee
NBC-TV Friday, 8 P.M. E.S.T.*

"IT COULD BE YOU"

*Bill Leyden, Emcee
NBC-TV Monday through Friday
12:30 P.M. E.S.T.*

Available Immediately

"PLACE THE FACE"

"FUNNYBONERS"

"FORTUNE UNLIMITED"

SPECIAL BULLETIN!

TO: ALL FAST MOVING ADVERTISERS

RUSH! URGENT! CODE 3 IS RATING HIGH -- SELLING FAST! FIRST RELEASED

ON WEST COAST ONLY, CODE 3 IS #1 SYNDICATED FILM IN SAN DIEGO:

27.4 -- #1 SYNDICATED FILM IN LOS ANGELES: 16.9. TOP-RATED IN TIME

PERIOD IN PORTLAND: 17.8; SACRAMENTO: 16.5; SEATTLE: 22.7; SAN

FRANCISCO: 12.3. STARTING SOON IN MANY OTHER PARTS OF THE COUNTRY

FOR STROH BREWING, DINING CAR COFFEE, CROSLY BENDIX, MILLER

BREWING AND OTHERS. CHOICE MARKETS DISAPPEARING FAST.

THIS IS YOUR SIGNAL FOR ACTION.

a new concept in TV realism

... gets into the heart as well as the home

CODE 3

COMMUNITY THREATENED BY
JUVENILE GANG WAR

One Gets Lesser Term
and drew four years
fine in Judge

CHILD LOST IN CANYON

mother can stay with the boy
until I bring them back

PARSONIST BUILDS FIRES
WITH COMIC BOOKS

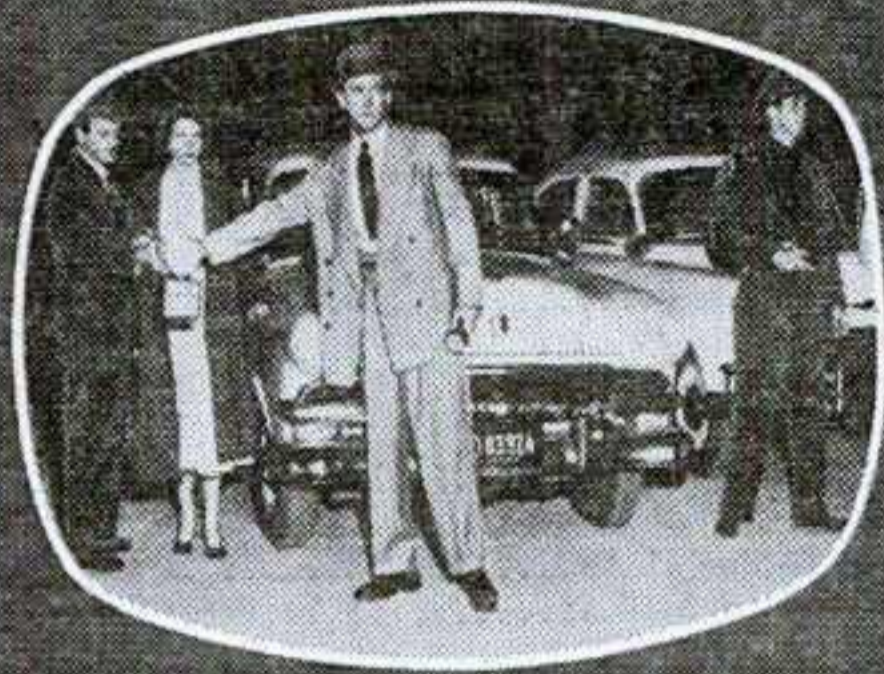
Wife, Daughter like
the printers try to beat it



Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**



Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

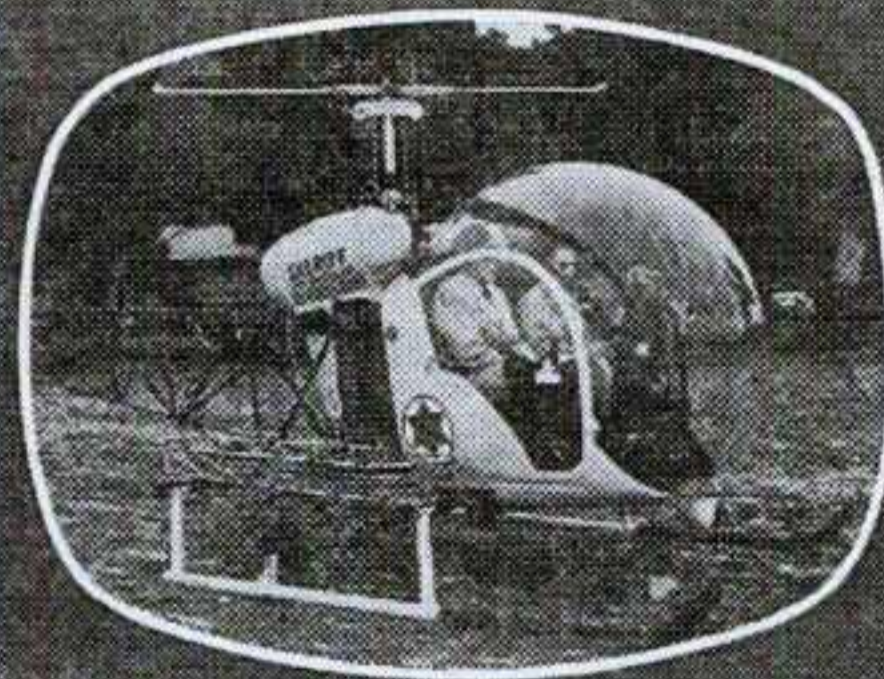
Many choice markets still available

CODE 3 top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

CODE 3 — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

hottest new show in years



Executive producer: Hal Roach Jr.

Producer: Ben Fox



... 10 East 44th Street, New York City • OXford 7-5880

Britain Nixes 2 1/4-Mil Grant To Comm. TV

LONDON—A big shock for the Independent Television Authority this week was the government's refusal to allow them the expected \$2,250,000 grant to sponsor the more serious type of program over the commercial TV stations. Altho Independent Television is beating the British Broadcasting Corporation's TV by three to two on the popularity polls, it is coming in for heavy criticism for not balancing its schedules, as its charter directs, with enough culture.

To the program contractors the prospect of putting on expensive long-hair type of shows at this tricky point in the new service's growth is terrifying. To plug this gap the ITA hoped the government would allow them the sum specified in their charter, but in view of the general money-squeeze being applied here, Chancellor MacMillan vetoed the plan.

This now exposes ITA to a charge of contravening the terms of its charter by not including sufficient serious-type shows and has resurrected the old Socialist cry to scrap commercial television and give the BBC-TV the second channel it keeps asking for.

Feldman Named Veep Of Sales at Du Art Lab

NEW YORK — Louis (Doc) Feldman has been named vice-president in charge of sales for Du Art Film Laboratories, Inc. Feldman has been with Du Art since 1933, serving for the past seven years as sales manager besides for three years serving as assistant secretary.

MISCELLANY OF SHORTS

A Program Feast: 5,600 Odds-Ends

Within the past year a wealth of miscellaneous film has been brought into TV or re-packaged so that it is easy for stations to handle. Often obscured by all the hoopla about feature films, these odds and ends offer stations the opportunity to build solid programs of their own, especially for the kiddie audience that in so many situations has been surrendered to the "Mickey Mouse Club."

Stations fondly remember the advent of the sensational sleeper. "Little Rascals," and the cartoon successes like "Looney Tunes." Altho the kiddies never seemed to mind heavy reruns of these films, stations nevertheless have had a persistent concern about where further such product would come from. Thru the best years the release of short subjects to TV has been sporadic and uncertain.

Scarcity Over

Now the days of scarcity are certainly over. The release of the RKO

and Paramount shorts, the Warner Bros., and "Popeye" cartoons, the Universal serials, the re-cataloging of the Encyclopedia Britannica films and Sterling's new sales schemes on its various and ever-increasing library of dramas and shorts, all these developments of the past year give stations a choice of over 5,600 subjects to choose from. And that's not all. The distribution of the Warner and M-G-M shorts are still in the offing.

These films challenge the station's programming ingenuity, their ability to produce an effective live setting in which to showcase this material. Some place in the following list is surely at least one more success like "Little Rascals." Already a couple of stations have chalked up rapid sales on some of this product, and a few sponsors are known to be planning station-by-station pick-ups of certain packages.

CARTOONS

CBS TV FILM SALES

724 Fifth Ave., New York

"Barker Bill Terrytoons," 156, all sound, all black and white: 12 Puddy the Pup; 10 Kiko the Kangaroo; 24 Farmer Al Falfa; 28 Musicals; 24 Classics; 58 Misc.

NATIONAL TELEFILM ASSOCIATES

60 West 55th St., New York

Paramount cartoons, 475, all sound, including: In Color—38 George Pal Puppetoons; 2 Cartoon Specials; 26 Little Lulu; 51 Noveltoons; 8 Gabby; 34 Color Classics; 32 Screen Songs. Black and White—160 Betty Boop; 22 Talkatoons; 95 Screen Songs; 11 Stone Age; 38 Inkwell Imps; 12 Animated Antics.

ASSOCIATED ARTISTS PRODUCTIONS

345 Madison Ave., New York

Warner cartoons, 337

53 Bugs Bunny, 29 Porky Pig, 17 Daffy Duck; 25 other characters, including Tweety, Sniffles and Beaky Buzzard, 119 Animaland, 46 Pokin' Fun and 42 general. 311 of these are in color.

Popeye, 234.

114 of them in color.

SERIALS AND DRAMA

HYGO TV FILMS

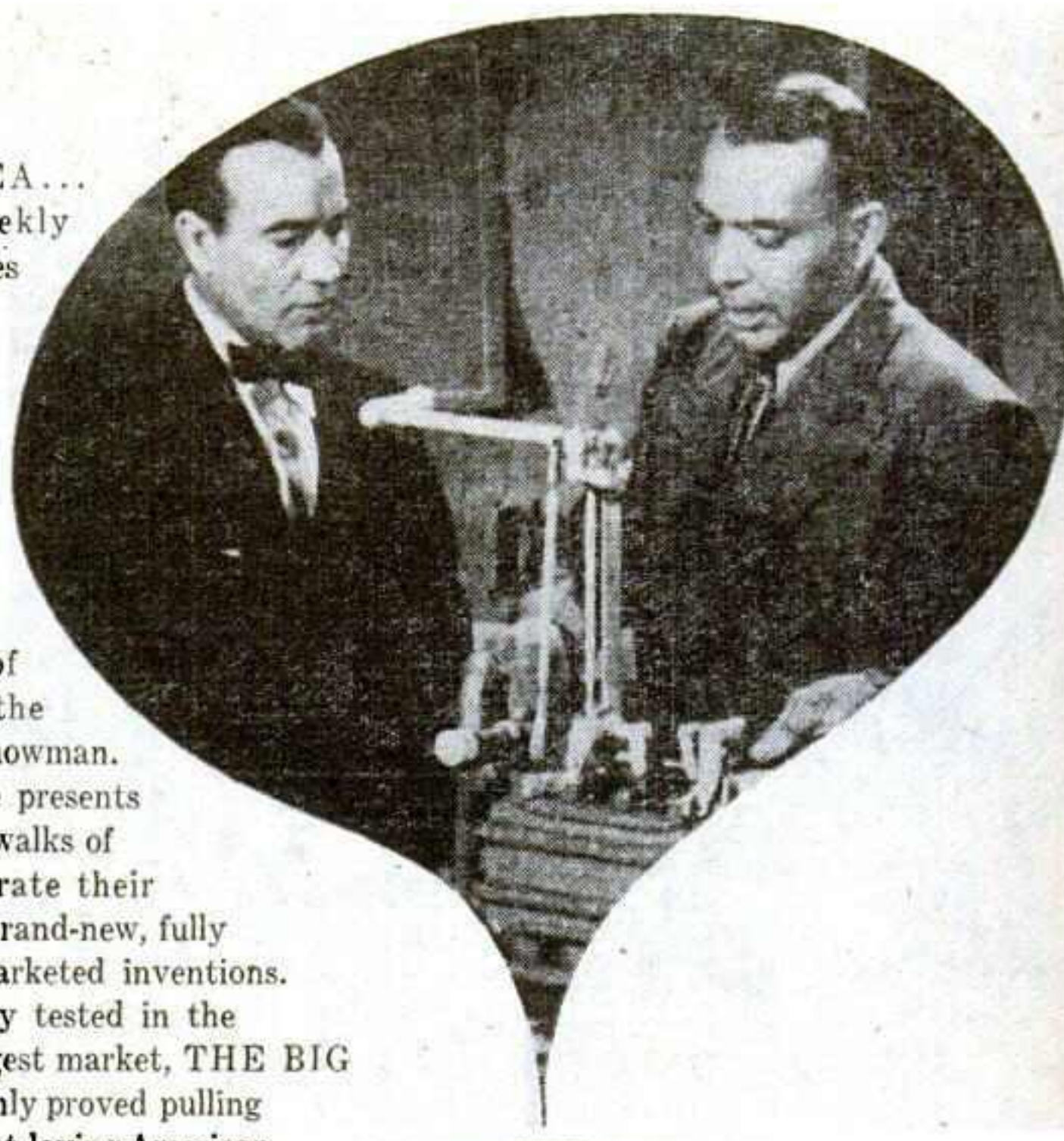
1501 Broadway, New York

Universal-Serials, 31

Year	Title	Episodes	Cast
1946-47	Mysterious Mr. M.	15	—
1945-46	Royal Mounted Rides		
	Again	13	Geo. Dolenz, Robt. Armstrong
	Scarlet Horseman	13	Peter Cookson
	Lost City of the Jungle	13	Russell Hayden, Lionel Atwill
1944-45	Mystery of River Boat	12	Robt. Lowery, Lyle Talbot
	Jungle Queen	13	Lois Collier, Ruth Roman
	Master Key	13	Alfred La Rue, Jane Wiley
1943-44	Adventures of Flying Cadets	13	Johnny Downs, Regis Toomey
	Great Alaskan Mystery	13	Ralph Morgan, Marj. Weaver
	Raiders of Ghost City	13	Lionel Atwill, Regis Toomey
1942-43	Jr. G-Men of Air	12	Dead End Kids
	Overland Mail	15	Lon Chaney, Noah Beery, Jr.
1941-42	Riders of Death Valley	15	Buck Jones, Lon Chaney
	Sea Raiders	12	Dead End Kids
	Gang Busters	13	Kent Taylor, Irene Hervey
1940-41	Winners of West	13	Dick Foran, Anne Nagel
	Jr. G-Men	12	Dead End Kids
	Sky Raiders	12	Billy Halop, Robt. Armstrong
1939-40	Oregon Trail	15	Johnny Mack Brown
	Phantom Creeps	12	Bela Lugosi

Two exceptional new advertising opportunities from the company that made history with TV feature film...

THE BIG IDEA... a fascinating weekly half-hour film series...the first and only television program to showcase American inventive genius. Producer Donn Bennett, creator of the show, emcees with the clarity of an engineer and the flair of a veteran showman. In each edition he presents inventors from all walks of life who demonstrate their "brainchildren"—brand-new, fully patented but unmarketed inventions. Already successfully tested in the nation's fourth largest market, THE BIG IDEA has thoroughly proved pulling power for the gadget-loving American audience and the advertiser who wants to reach it.



THE BIG IDEA

1938-39—Scouts to Rescue.....12.....	Jackie Cooper
Flaming Frontiers.....15.....	Johnny Mack Brown
1937-38—Wild West Days.....13.....	Johnny Mack Brown
1936-37—Phantom Rider.....15.....	Buck Jones
1935-36—Tailspin Tommy and Great Air Mystery.....12.....	Noah Beery, Jr.
Adventures of Frank Merriwell.....12.....	—
Roaring West.....15.....	Buck Jones
1934-35—Tailspin Tommy.....12.....	Noah Beery, Jr.
Rustlers of Red Dog.....12.....	Johnny Mack Brown
Red Rider.....12.....	Buck Jones
Call of the Savage.....12.....	Noah Beery, Jr.

STERLING TELEVISION

205 East 43rd St., New York

Quarter-Hour Dramas, 182

Invitation Playhouse, 26 films; Little Show, 32 films; Little Theater, 52 films; Charles Laughton, 26 films; Tropic Hazard, 13 films; Public Prosecutor, 26 films.

SHORTS

TRANS-LUX TELEVISION

625 Madison Avenue, New York

Encyclopaedia Britannic Films, 22 groups

Adventure in Science, 34 films; Animal Kingdom, 38; Behind the Scenes, 18; Bringing Up Your Baby, 15; Children Love Animals, 30; Children of Many Lands, 18; Children's Stories, 22; Classroom of the Air, 36; Creative Arts, 28; Here's How, 43; Here Is to Health, 18; Holiday, 11; Life in the U. S. A., 26; March of Science, 44; Medicine Marches On, 20; Open for Business, 19; Our America, 46; Profile, 39; Sports, 14; The World at Large, 50; Video Digest, 21; What's Your Line? 27.

NATIONAL TELEVISION ASSOCIATES

60 West 55th Street, New York

Paramount shorts, 989

Color-119: 30 two-reel Musical Parades; 6 Musical Romances; 12 Color Cruises; 71 Unusual Occupations.

Black and White-870: 38 Speaking of Animals; 130 one-reel Comedies; 25 Screen Souvenirs; 70 two-reel Mack Sennett; 9 Robert Benchley; 127 Bands and Singers; 6 Symphonic Music; 85 Varieties and Novelties; 6 Hedda Hopper; 24 Pacemakers; 11 Bruce Outdoors; 208 Grantland Rice Sportlights; 109 Pictorials.

RKO Shorts, 989

109 This Is America; 43 Specialties; 36 Headliners; 14 Musicals; 8 Songfests; 8 My Pal; 96 Edgar Kennedy Comedies; 79 Leon Errol Comedies; 20 Comedy Specials; 20 Radio Flash; 17 Clark and McCullough Comedies; 16 Ray Whitely; 164 All-Star Comedies; 208 Sportscopes; 63 Screenliners; 35 Flicker Flashbacks; 26 Reelism; 27 Jamborees and Parades.

(Continued on page 70)

KRON Adapts Movie Pattern

NEW YORK—KRON is planning a late night TV show next season that follows a pattern of programming that's been long established in practically every movie theater in the country.

The station, which recently bought a package of Warner Bros. features, cartoons and short subjects from Associated Artists, plans to use them much the same way that movie houses do. According to reports, the station hopes to program a late night show that will start off with a cartoon, which will then be followed perhaps by a short subject and finally by a feature film.

Niles Productions Adds 8 to Staff; 47 Now in Chicago

CHICAGO—Eight new people were added to the Fred A. Niles Productions staff, with one member elevated to the post of creative director, according to Fred Niles, president of the Chicago-Hollywood production firm, bringing the number of staff members to 47 in Chicago.

The new staff members are: Douglas Robertson, supervising editor; Roy Carlsen, assistant editor; Mrs. Gladys May, conformist; Tom Rook, production assistant; Bernard Zalusky, artist; Sally McDonald, assistant to the controller; June Weber, sales and production secretary, and Felix Angelers, editor.

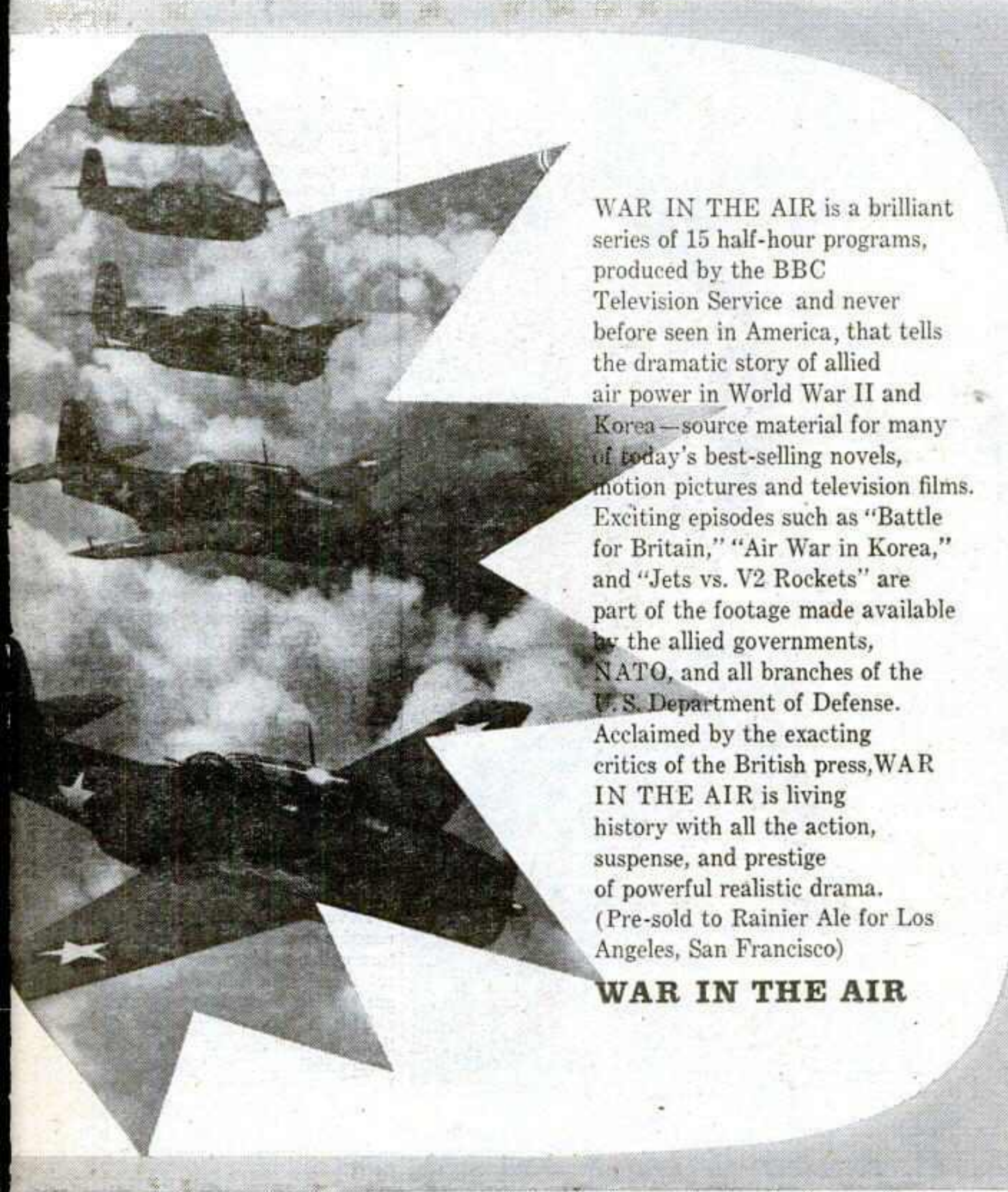
Ruth L. Ratny, who has been with the firm since its inception in the role of publicity director, was upped to the post of creative director.



James C. Petrillo

President

AMERICAN FEDERATION OF MUSICIANS



WAR IN THE AIR is a brilliant series of 15 half-hour programs, produced by the BBC Television Service and never before seen in America, that tells the dramatic story of allied air power in World War II and Korea—source material for many of today's best-selling novels, motion pictures and television films. Exciting episodes such as "Battle for Britain," "Air War in Korea," and "Jets vs. V2 Rockets" are part of the footage made available by the allied governments, NATO, and all branches of the U. S. Department of Defense. Acclaimed by the exacting critics of the British press, WAR IN THE AIR is living history with all the action, suspense, and prestige of powerful realistic drama. (Pre-sold to Rainier Ale for Los Angeles, San Francisco)

WAR IN THE AIR

45 FAMOUS FEATURES

Television's original Million Dollar Movie—the most successful film package ever sold to television—is now available for re-sale in many markets at extremely low cost.

Now... 32 branch offices

- Albany — 1048 Broadway, Albany 3-3118
- Atlanta — 195 Luckie Street, NW, Jackson 3-1971
- Boston — 122-28 Arlington Street, Hancock 6-0457
- Buffalo — 505 Pearl Street, Cleveland 0743
- Charlotte — 215 West Fourth Street, Edison 3-7717
- Chicago — 1300 South Wabash Avenue, Harrison 7-3629
- Cincinnati — 1634 Central Parkway, Cherry 1-1470
- Cleveland — 2340 Payne Avenue, Prospect 1-5980
- Dallas — 402 South Harwood Street, Randolph 6175
- Denver — 807 Twenty-first Street, Alpine 5-0305
- Des Moines — 1022 High Street, Des Moines 2-9171
- Detroit — 2310 Case Avenue, Woodward 1-8681
- Indianapolis — 428 North Illinois Street, Melrose 5-2562
- Jacksonville — 128 East Forsyth Street, Elgin 5-0427
- Kansas City, Mo. — 1712-14 Wyandotte Street, Harrison 1-7740
- Los Angeles — 1980 South Vermont Street, Republic 2-0151
- Memphis — 152 Vance Street, Jackson 6-1281
- Milwaukee — 732 West State Street, Broadway 1-4445
- Minneapolis — 1025 Currie Avenue, North Atlantic 6367
- New Haven — 124 Meadow Street, State 7-2119
- New Orleans — 1418-20 Cleveland Avenue, Raymond 1148
- Oklahoma City — 710 West Grand Avenue, Central 2-0271
- Omaha — 1508 Davenport Street, Atlantic 5424
- Philadelphia — 1225 Vine Street, Locust 7-3555
- Pittsburgh — 1809-13 Blvd. of Allies, Grant 1-2237
- Portland — 915 Northwest Nineteenth Avenue, Capitol 7-6535
- St. Louis — 3143 Olive Street, Jefferson 3-3000
- Salt Lake City — 204 East First Street, S., Davis 2-5528
- San Francisco — 251 Hyde Street, Ordway 3-2808
- Seattle — 2316 Second Avenue, Elliot 8225
- Washington — 932 New Jersey Avenue, NW, District 7-3672

RKO TELEVISION

a division of RKO TELERADIO PICTURES, INC.
MAIN OFFICE 1440 BROADWAY, NEW YORK 16, N. Y. LO 4-8000

Stockpile of 15 Distributors' Half-Hour TV Film Dramas

ABC FILM SYNDICATION		NBC TELEVISION FILMS	
Douglas Fairbanks Presents	117	Paragon Playhouse	39
The Playhouse	52	The Visitor	44
Herald Playhouse	52	NATIONAL TELEFILM ASSOCIATES	
CBS TV FILM SALES		Play of the Week	26
The Whistler	39	Lilli Palmer Theater	26
CONSOLIDATED TV SALES		OFFICIAL FILMS	
Hollywood Half Hour	37	Star Performance	153
ECONOME TV		Star and the Story	39
Your TV Theater	120	American Legend	39
Story Theater	26	SCREEN GEMS	
Times Square Playhouse	39	All Star Theater	156
Favorite Story	78	Celebrity Playhouse	39
FLAMINGO FILMS		Top Plays of 1955	44
Flamingo Theater	29	TELEVISION PROGRAMS OF AMERICA	
GUILD FILMS		Stage 7	39
Conrad Nagel Theater	26	Star Showcase	52
INTERSTATE TELEVISION		THOMPSON KOCH	
Ethel Barrymore Theater	13	The Pendulum	39
Counterpoint	26	Undercover	39
Royal Playhouse	52	ZIV-TV	
MCA-TV		Science Fiction Theater	78
Famous Playhouse	300		
Curtain Call	39		

SYNDICATION CROSSROADS

Dozens of Question Marks Blur Road Signs of TV Films' Future

By BOB SPIELMAN

TV film syndication, which came of age in 1952, today apparently stands at the crossroads. Whereas last season saw the most plentiful supply of product in the history of the medium, for the fall of 1956 films by the dozen have been replaced by many question marks. One thing is certain. As of the moment there is the most serious drought of new syndicated product in several years. The result is that many indie stations are turning to feature films and reruns to build the backbone of their program skeds.

As of this moment there will be only eight new programs on the syndicated market, compared to 27 a year ago. The rerun supply is also leveling off. In 1955 there were 11 shows coming off the nets for the first time (tho some of these were not latched onto by distributors immediately). In 1956, three will be available immediately, with the possibility that two or three more may come on the market in due time.

Perhaps the most significant characteristic of the situation is its uncertainty. The most common word among telefilm distributors

today seems to have become the word "if." If all these "ifs" are answered in the affirmative, by January the vidpix supply may become more plentiful, but this will not benefit stations looking for new product in September.

What are some of the primary reasons for the syndication let-down? (These are not necessarily listed in the order of their importance.)

1. The lapse of time between investment and income for a producer. During this period, bank notes must be carried or the production, with interest often rising to staggering sums.

2. A paucity of Class A time on stations, making selling more difficult and slowing down the process of financial returns.

3. Rising production costs, not balanced by a concomitant increase in income. This has been aggravated by the upping of residual payments, which affect the syndicated producer to a much greater degree than one making product for national sale.

4. The 40 per cent distribution fee charged by most distributors. Tho syndicators are generally able to justify this, producers claim it knocks the props out from under their financial return.

5. The opening of more network time to sponsors, due to the rise of ABC. This, conversely, tends to cut down on station time availabilities.

6. The trend toward multiple sponsorship. This, again, adds more advertisers to web programs, and deprives syndicators of some possible national spot business. Multiple sponsorship in syndication is still relatively rare because of the problem of getting diverse advertisers to agree on times and markets.

7. Initiating of the practice by the nets of spotting reruns as strip shows during daytime hours.

On the other hand, there are some factors that possibly are beginning to shift the scales back in the opposite direction.

The Television Bureau of Advertising, in presenting the advantages of spot TV, is making many advertisers spot conscious. For many national and regional sponsors, syndication offers the opportunity to market-tailor their messages, thus to obtain greater value out of their advertising dollar.

The rise of production-distribution organizations, built on the Ziv-TV model, makes the distribution fee problem, in those particular cases, an academic one. At the same time, many of the Ziv production shortcuts, which lower costs, are also being adopted.

Another stimulant to production are the sales forces themselves. To accomplish saturation selling in syndication, an extensive force is needed, and this has to be kept supplied with product.

Foreign filming, such as practiced by Television Programs of America, Official Films, NBC Television Films and others, is a means of cutting costs and circumventing residuals, and may come more and more into vogue for making syndicated programs.

Nevertheless, the situation still remains that some leading distributors will not have any new syndicated series for fall, and that others are cutting back their output.

This is the new product situation, by distributor, this year as compared to last (programs released in the spring are not included.) Net reissues are indicated by (R), and continuing shows producing new cycles for the fall by (C).

Ziv-TV: 1956 - "Dr. Christian;"
(Continued on page 29)



XXX

WILLIAM MORRIS
AGENCY, Inc.

Anthologies Big in Rerun

• Continued from page 18

still enormous. There is, of course, no telling what might yet be produced for first-run syndication. That would depend on the major regional sponsors, and, with the lush supply of reissues, there is little likelihood that any of them will order a brand new anthology. The chances are that any dramatic series produced specifically for syndication will have a specific type of story, such as "Science Fiction Theater."

But there is still plenty of drama on network that can be expected to land up in syndication sooner or later. And, as usual, MCA-TV stands to get the major share of this supply. Five series that have played the 1955-1956 season on network among them represent a potential increase of about 200 films to MCA-TV Syndication Division's drama collection: "Star Stage," "Alfred Hitchcock Presents," "General Electric Theater," "Jane Wyman's Fireside Theater" and "The Millionaire." Four of these series will continue on the networks in the 1956-1957 season, and in addition MCA has now taken over production of the "Schlitz Playhouse of Stars," which will thus also redound to its syndication division ultimately.

Two other past and present network dramatic series that have yet to see the light of syndication are the "Loretta Young Show" and "TV Reader's Digest," which between them could add close to another 200 dramatic films to the syndication stockpile.

Good Buys

Anthology drama has always been presumed to have high rerun tolerance. The station can mix them up, put a new title on the series, group them according to story type. The sponsor or station can add its own host. Thus, the

series is not immediately recognizable as a rerun. It is only the astute viewer who will spot a particular film as one he has seen before.

Anthology drama generally draws a broad adult audience, though it tends to be stronger on women viewers. In the modern pattern of living, in which husband and wife tend to co-operate in family functions, including buying decisions, more advertisers are seeking such an audience.

The stockpile of anthology drama in syndication represents a production investment of over \$40,000,000. It includes some of the best shows ever filmed for TV. It contains numerous buys, and there's plenty to go around.

SYNDICATION CROSSROADS

• Continued from page 28

"Highway Patrol" (C). 1955—"Highway Patrol," "I Led Three Lives" (C).

MCA-TV: 1956—"Dr. Hudson's Secret Journal," (C); "State Trooper" (January release); "The Sea Hawk," (January release providing regional deal jells). 1955—"Dr. Hudson's Secret Journal;" "Mayor of the Town;" Ray Milland Show (R).

NBC Film: 1956—"Frontier" (R) (probable); one first-run series planned for January sale. 1955—"The Great Gildersleeve;" "Steve Donovan, Western Marshal."

CBS Film: 1956—"Assignment Foreign Legion;" "Brave Eagle" (R); one or two other series possible for January. 1955—"Long John Silver," "San Francisco Beat"

(R); "Life With Father" (R).

Guild Films: 1956—None. (Possible January release for "Captain Grief" if regional with Standard Oil Co. of California goes thru.) 1955—"Confidential File;" "I Spy;" "The Goldbergs."

TPA: 1956—"Last of the Mohicans" (probably, but not definitely set for syndication). "Foreign Legionnaire" (R). 1955—"The Count of Monte Cristo;" "Susie" (R); "Halls of Ivy" (R).

Official Films: 1956—"Adventures of Mitch" (probable). 1955—"The Scarlet Pimpernel" (R); "Trouble With Father" (R); "Willy" (R).

ABC Film: 1956—None. 1955—"Sheena, Queen of the Jungle;" "Three Musketeers."

Screen Gems: 1956—"The Web" (providing adequate regional is negotiated); "Tales of the Texas Rangers" (C); anthology reruns. 1955—"Jungle Jim;" "Tales of the Texas Rangers."

National Telefilm Associates: 1956—"Sheriff of Cochise;" "Lillie Palmer Theater." 1955—"Police Call."

Hollywood TV Service: 1956—"Frontier Doctor." 1955—None.

Screencraft: 1956—"Mickey Rooney Show" (R). "Judge Roy Bean."

General Teleradio: 1956—"Big Idea." 1955—"Uncommon Valor;" "Gangbusters."

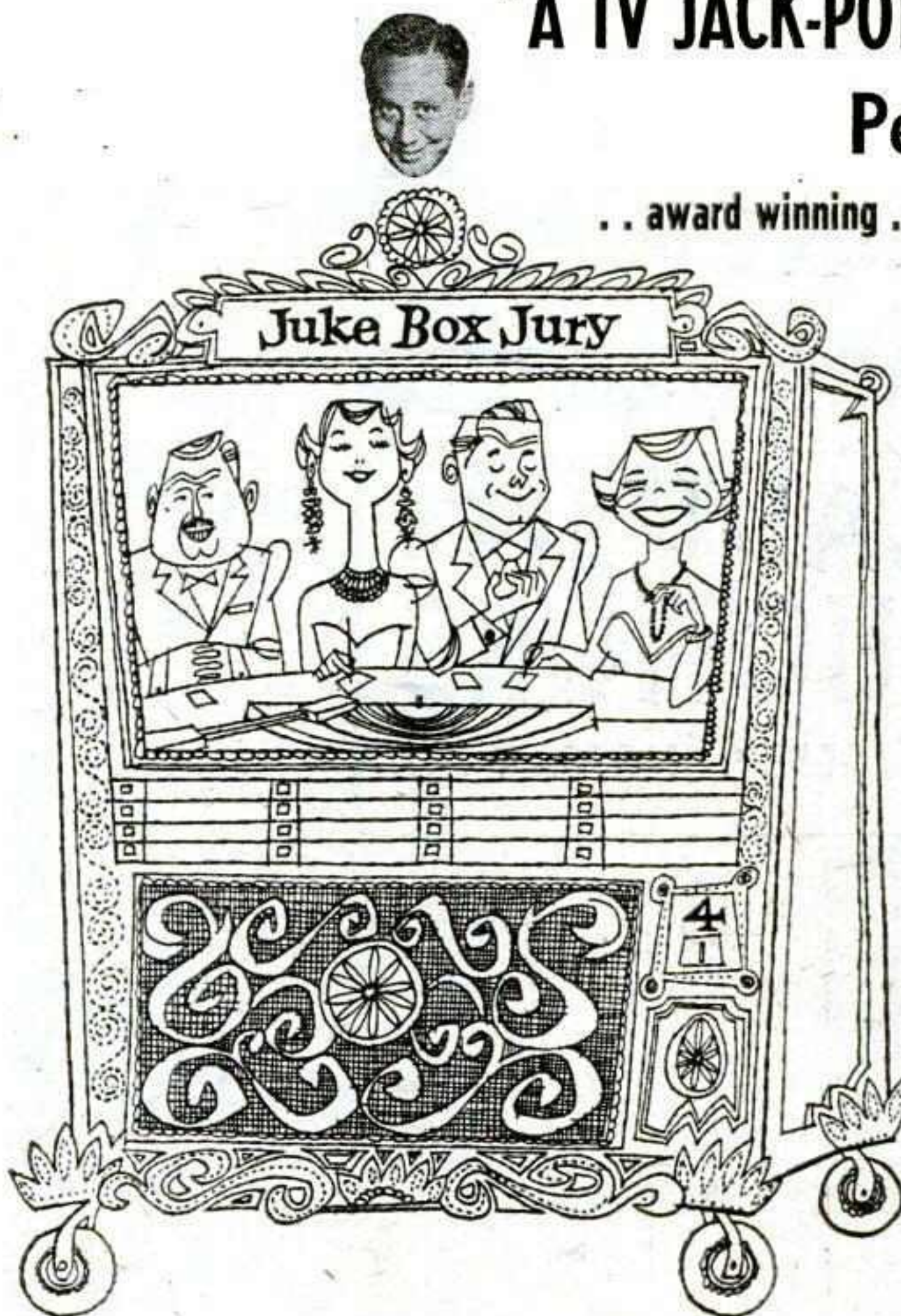
M&A Alexander: 1956—"Byline, Steve Wilson." 1955—None.

Vitapix: 1956—"Blondie." 1955—None.

"A TV JACK-POT HIT" from HOLLYWOOD

Peter Potter's

... award winning ... audience winning ... star studded ...



JUKE BOX JURY

... with Hollywood's Top Personalities impaneled to pick the Hits and Misses of America's newest records.

... is available NOW for the first time for regional sponsorships and for certain local markets.

- ★ Featuring the
- ★ Greatest Array of
- ★ Guest Star Talent
- ★ In the World



PROVEN A HIT:

SYNDICATION ... already sponsored in 19 West Coast markets by Regal Pale Beer.

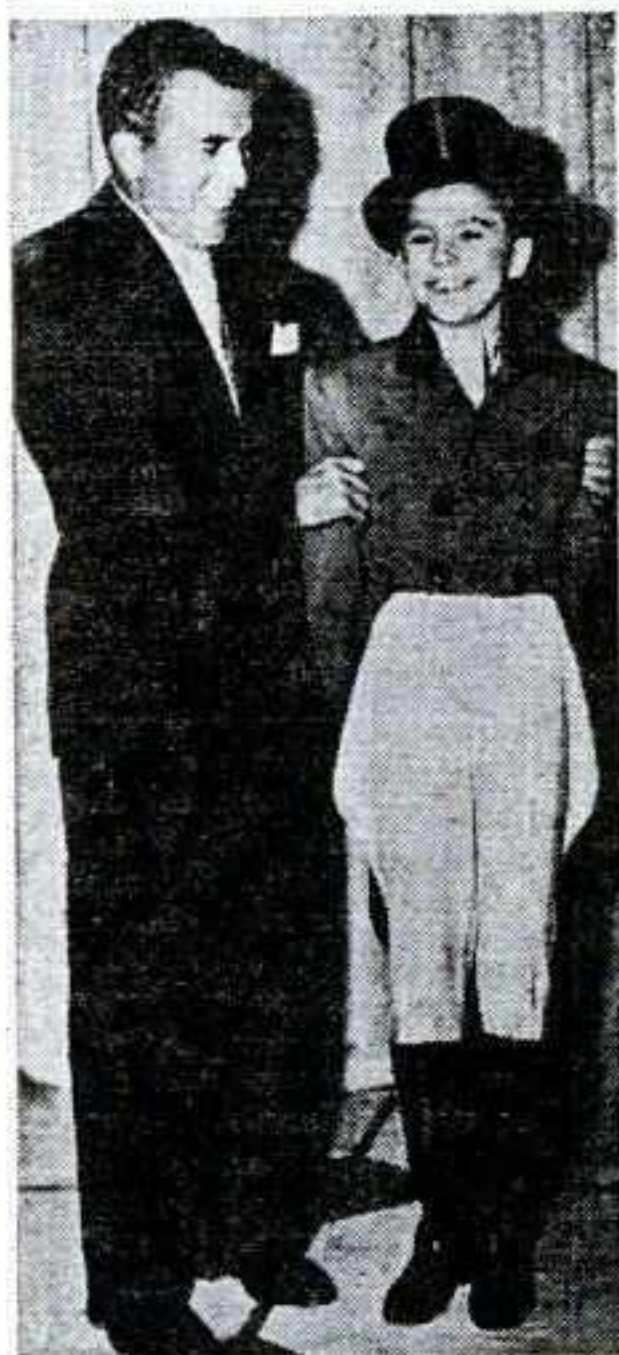
RADIO ... CBS coast-to-coast for three solid years.

TV ... six years in Southern California (taking a 0.8 rating of a KRCA-TV time slot to 18.7 in three weeks).

PETER POTTER ... recognized by every star of motion pictures, radio and TV as the number one disc jockey host in America.

For further particulars on available markets, show prints, prices, etc. — WRITE, WIRE OR PHONE —

HAROLD JOVIEN ... PREMIERE PRODUCTIONS
1046 Carol Dr., Hollywood 46, California. CRestview 4-5488



Ed Sullivan Sandy (Scampy) Dobritch
"For the Youngsters"
Sundays on Ed Sullivan Show

TV PRODUCERS—

for the BEST in
CIRCUS and NOVELTY
ACTS for TELEVISION
contact ...

AL DOBRITCH
ENTERPRISES

200 W. 57th St. New York, N. Y.
Phone: COlumbus 5-4682

(For more information, see advertisement in
Outdoor Department, this issue)

A Quick Look at the New Net Programs

More than 28 new TV programs will make their debuts on the three networks during weekends and evenings in the fall of 1956. Here are brief previews of most of these new shows:

THE BOING-BOING SHOW, CBS-TV, Sunday, time not set yet.

The late fall will see the debut of UPA Pictures' all-cartoon show named after and emceed by one of UPA's most famous characters, Gerald McBoing-Boing. There will be five different segments in each half-hour stanza. One of them will consist of UPA's theatrical subjects (except for the Mr. Magoo series). The rest, all TV originals, include the "Dusty of the Circus" series,

the Twirliger Twins, consisting of gleeful songs and dances; a series of six segments about contemporary artists, including Dufy, Chagall and Miro; "American Inventors," humorous stories about Edison, Fulton and others, and "Musical Vignettes," consisting of abstract animation to jazz backgrounds. Over 30 original songs have been composed for this show. Needless to say, it will be for children of all ages.

LANDMARK, CBS-TV,

Sunday, 5-6 p.m., EST.

Based on the Random House series of history books for kids, the TV show will be hosted by the publisher's boss, Bennett Cerf. Each episode is an adventure on an actual hero or heroic venture in American history. There's one on Ethan Allen and the Green Mountain Boys, relating their capture of Fort Ticonderoga in the opening days of the Revolutionary War. There's one on the Pony Express. The opening stanza is on John Paul Jones. Filmed at the 20th Century-Fox studios on the West Coast, "Landmark" has lots of action, extras and big sets. It's an education-entertainment package for the whole family.

ADVENTURES OF THE 77th BENGAL LANCERS, NBC-TV,

Sunday, 7-7:30 p.m., EST.

India in the 1880's, a turbulent

decade when England's colonial empire was being held together by the might of its overseas forces, is the setting of this new costume adventure series being produced by Screen Gems. Bert Leonard, who also is turning out "Rin Tin Tin" and "Circus Boy," is the creator and producer of this show. Focal point of the series is the adventures of two members of the 77th Bengal Lancers. They will be portrayed by Phil Carey and Warren Stevens.

CIRCUS BOY, NBC-TV,

Sunday, 7:30-8 p.m., EST

The same team that came up with the successful "Rin Tin Tin" series is responsible for "Circus Boy," a Screen Gems property. Bert Leonard will be the producer and Robert Walker the director of the new show, which stars a young newcomer, Mickey Braddock, in the role of an orphan boy who is "adopted" by a traveling circus in

the early 1900's. Noah Beery will play Joey, the clown, who is a combination of father and buddy to the boy. Robert Lowery plays Big Tim Champion, the owner of the circus. Also an important member of the regular cast is Bimbo, a baby elephant, the boy's pet.

THE ADVENTURES OF SIR LANCELOT, NBC-TV,

Monday, 8-8:30 p.m., EST.

King Arthur and the knights of the round table figure in this adventure series about Merrie Olde England. The show will attempt to recapture the color and action of medieval chivalry, with duels, jousts and authentic castles. The stories are all originals. The leading man, William Russell, is described as a new Laurence Olivier. Filmed in England, "Lancelot" is an attempt by Hannah Weinstein's Sapphire Films to repeat the success of its "Robin Hood" series.

STANLEY, NBC-TV,

Monday, 8:30-9 p.m., EST.

"Stanley" will present a new personality to the American TV scene—Buddy Hackett. The rotund comedian will play the manager of a newsstand in one of the leading New York hotels. Hackett has been a big-timer on the night club scene, but first sprang into national prominence in the Broadway play "Lunatics and Lovers." Max Liebman will produce and direct.

LAWRENCE WELK SHOW, ABC-TV,

Monday, 9:30-10:30 p.m., EST.

Format of the second hour-long Welk stanza on ABC-TV has not been decided yet, with only some basic principles decided on. The program will be patterned along the lines of the Saturday Welk show, but will be beamed at a teen-age audience. Talent and guest performers will be young people. At the same time new personalities will be given a chance to break in, with the possibility that a talent search will be conducted among colleges in conjunction with the program.

THE BROTHERS, CBS-TV,

Tuesday, 8:30-9 p.m., EST

One of the few new situation comedies to make its appearance next season, "The Brothers" will star Gale Gordon and Bob Sweeney as two brothers who are partners in a photo studio in San Francisco. Romantic interest will be provided by Ann Marvis, who plays a lady doctor and girl friend of Gordon, and Nancy Hadley, who plays the part of Sweeney's girl friend. Another regular is Frank Orth, who plays the father of the brothers. An unusual character in the show is Andy, a darkroom worker who never appears on screen but whose caustic comments are frequently heard.

HERB SHRINER SHOW, CBS-TV,

Tuesday, 9-9:30 p.m., EST.

The initially planned as an hour-long show, the new Herb Shriner program will hit the air as a half

(Continued on page 32)

McCADDEN PRODUCTIONS

1040 N. LAS PALMAS • HOLLYWOOD

The
GEORGE BURNS
and
GRACIE ALLEN
SHOW

The
BOB CUMMINGS
SHOW
Created and Produced by
PAUL HENNING
(A Laurnac Production)

The
PEOPLE'S CHOICE
Starring
JACKIE COOPER
Created and Produced by
IRVING BRECHER
(A Norden Production)

CRISIS
Created and Produced by
AL SIMON
for NBC

McCADDEN
COMMERCIAL
CORP.

Spot Commercials
and Industrial Films

Preferred by
Theatrical World

CONVENIENT

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District... Preferred, always, by experienced travelers because of its outstanding advantages—Every room with combination tub and shower... and circulating ice water. Delicious food... cheerful service.

AIR-CONDITIONED ROOMS

Special Theatrical

HOTEL Rates

LARIDGE

LOUBST ST. AT EIGHTEENTH

Free Parking

ST. LOUIS

MEMBER THE DINERS' CLUB

ERNE
SIMONS
General
Manager

RERUN RATINGS

There was a time in the TV business when "rerun" was a dirty word, and, indeed, in some outlying quarters it probably still is. But the experiences of recent years have pretty much dispelled the once widely held prejudice against reruns, which was based on the theory that the second run of a film program will of necessity get a smaller audience and an unsatisfactory rating.

It is occasionally necessary to document the performance of rerun films. The following chart gives a generous sampling of rerun ratings registered over the past couple of years. "Rerun" actually can refer to anyone of several different phenomena. The chart gives examples of five different types of rerun situations.

All the information in the following chart was provided by the distributors of the shows listed. Naturally, they all tell pretty good stories. There is no implication here that some reruns—like anything else—do not do so well. But the following facts are numerous, and they are true.

I. Network Rerun—Same Year

Title: RAY MILLAND SHOW
 Sponsor: General Electric
 Network: CBS, Thurs., 8-8:30 p.m.
 Distributor: MCA-TV
 Ratings: A. C. Nielsen

FIRST RUN		SECOND RUN	
Year: Sept. '54-June '55		Year: July '55-Oct. '55	
Nielsen Report	Rating	Nielsen Report	Rating
2d Sept.	15.3	1st July (wk. 2 only)	16.0
1st Oct.	18.7	2d July	13.5
2d Oct.	19.3	1st Aug.	17.4
1st Nov.	19.0	2d Aug.	15.4
2d Nov.	16.6	1st Sept.	21.2
1st Dec.	17.3	2d Sept.	20.9
2d Dec.	18.3	1st Oct. (wk. 1 only)	19.6
1st Jan.	18.5		
2d Jan.	19.7		
1st Feb.	19.3		
2d Feb.	21.6		
1st Mar.	18.2		
2d Mar.	20.5		
1st Apr.	17.7		
2d Apr.	15.4		
1st May	13.4		
2d May	13.5		
1st June	14.3		
2d June	12.7		

II. Network Summer Replacement

1st Run Title: PLAYHOUSE STARS
 Sponsor: Jos. Schlitz Brewing

Rerun Title: SPOTLIGHT PLAYHOUSE
 Sponsors: Pet Milk and S. C. Johnson.
 Distributor: ABC Film Syndication
 Ratings: A. C. Nielsen

FIRST RUN

Network: CBS, Fri., 9:30-10
 Year: Dec. '53-Nov. '54

RERUN

Network: CBS, Tues., 9:30-10
 Year: June '55-Sept. '55

Episode	1st Run Date	1st Run Rating	Rerun Date	Rerun Rating
Four Things He'd Do	2/ 5/54	28.0	6/21	20.1
The Net Draws Tight	10/ 8/54	25.1	6/28	22.0
Something Wonderful	4/16/54	29.7	7/ 5	19.2
Some Delay at Fort Bess	9/ 3/54	21.7	7/12	26.2
Decision at Sea	4/30/54	28.3	7/19	22.7
At the Natchez Inn	1/22/54	26.8	7/26	not rated
The Long Trail	11/19/54	27.6	8/ 2	21.8
The Black Mate	6/18/54	22.5	8/ 9	25.0
Little War in San Dede	5/28/54	not rated	8/16	21.4
The Pearl Handled Gun	1/15/54	18.4	8/30	23.5
The Roman and the Renegade	8/ 6/54	18.4	8/30	23.5
No Rescue	11/ 5/54	26.7	9/ 6	31.2
The Closed Door	11/27/53	not rated	9/13	31.1
By-Line	7/30/54	17.6	9/20	33.9
AVERAGE		25.2		25.0

III. First Year Syndication—26 and 26

Title: ANNIE OAKLEY
 Distributor: CBS-TV Film Sales
 Ratings: TelePulse

City, Station, Time	Run Dates	Average Rating	Avg. No. Homes Reached
Baltimore	1st..... Feb. June, 1954	12.2	82,837
WBAL, Sat., 5:30-6	2nd..... Aug.-Dec., 1954	18.2	124,905
Kansas City	1st..... Feb. April, 1954	16.9	61,165
KCMO, Sun., 5-5:30	2nd..... Aug. Dec., 1954	21.7	85,799
Los Angeles	1st..... Feb. June, 1954	13.4	231,235
KTTV, Tues., 7-7:30	2nd..... Aug.-Dec., 1954	13.8	245,908
Minneapolis	1st..... Feb. June, 1954	12.4	56,743
WTCN, Sun., 5-5:30	2nd..... Aug. Dec., 1954	14.1	70,176
Rochester, N. Y.	1st..... Mar. April, 1954	23.2	56,025
WHAM, Thurs., 6-6:30	2nd..... Oct.-Dec., 1954	25.6	69,044
Seattle	1st..... Feb. June, 1954	14.8	47,697
KOMO-KING, Mon., 7-7:30	2nd..... Aug.-Dec., 1954	18.7	65,746

(Continued on page 32)

Technicolor Buys Pavelle

NEW YORK—The Technicolor Corporation has bought the assets and business of Pavelle Color, Inc., independent processor of amateur color film. Pavell products and services are marketed nationally, with concentrated distribution in 22 major U. S. markets.

This purchase makes Technicolor the world's largest independent processor of amateur color film. Services include processing of 35-mm. Kodachrome, Anscochrome and Ektachrome. Their Hollywood plant will be the first to begin processing 8-mm. and 16-mm. Kodachrome movie film in early 1957. Financial details are not yet prepared for publication.

KONO Buys NTA Catalog

SAN ANTONIO — Purchase was made last week by KONO-TV, of all of the National Telefilm Association catalog of film with the exception of the "Sheriff of Co-chise" half-hour series and the library of Paramount Pictures short subjects and cartoons.

Price paid for the NTA product is reportedly about \$150,000. The purchase covers such packages as the 20th Century-Fox features, the Selznick features, the Lilli Palmer series, the TNT package of features and the "China Smith" series among others. Product hits the air in January.

PROGRAMMING—
 the key to successful TV advertising
THE BILLBOARD—
 the key to successful programming

Showcase Productions, Inc.

RERUN RATINGS

Continued from page 31

IV. Subsequent-Year Syndication—39 and 39

Title: **STEVE DONOVAN, WESTERN MARSHAL**
 Distributor: NBC Television Films
 Sponsor: Langendorf United Bakeries
 1st Run Dates: April-Dec., 1955
 2d Run Dates: Jan.-June, 1956
 Ratings: American Research Bureau

City	Run	Average Rating	City	Run	Average Rating
Bakersfield, Calif.	1st	39.9	Salt Lake City	1st	14.8
	2nd	43.0		2nd	12.3
Fresno, Calif.	1st	28.1	San Diego, Calif.	1st	11.6
	2nd	23.4		2nd	14.4
Los Angeles	1st	4.0	San Francisco	1st	11.7
	2nd	5.3		2nd	9.2
Portland, Ore.	1st	19.8	Seattle-Tacoma	1st	17.2
	2nd	19.5		2nd	21.8

Title: **ELLERY QUEEN**
 Distributor: Television Programs of America
 Ratings: Videodex

Runs	Station	Period	Dates	Average Ratings
1st	WNAC	Sun.	10:30-11	19.5
2nd	WNAC	Sun.	10:30-11	27.0
2nd & 3rd	WNAC	Fri.	10:30-11	22.0

V. Network Reissue

Title: **DRAGNET-BADGE 714—Series C**
 Distributor: NBC Television Films
 Ratings: American Research Bureau

City	Run	Station	Time	Average Rating
Albuquerque	1st	KOB	Thur., 7-7:30	46.0
	2nd	KOB	Mon., 8-8:30	32.4
Bakersfield, Calif.	1st	KERO	Thur., 9-9:30	61.2
	2nd	KERO	Sat., 9-9:30	41.0
Birmingham	1st	WABT	Thur., 8-8:30	35.5
	2nd	WBRC	Fri., 10-10:30	24.9
Detroit	1st	WWJ	Thur., 8-8:30	37.9
	2nd	WWJ	Sun., 10-10:30	20.0
San Francisco	1st	KRON	Thur., 9-9:30	41.6
	2nd	KPIX	Wed., 9-9:30	22.3
Grand Rapids, Kalamazoo	1st	WOOD	Thur., 9-9:30	31.5
	2nd	WKZBO	Tue., 9-9:30	33.3
Seattle-Tacoma	1st	KOMO	Thur., 9-9:30	44.0
	2nd	KING	Fri., 9:30-10	26.6
Toledo	1st	WSPD	Thur., 9-9:30	58.5
	2nd	WSPD	Thur., 8-8:30	29.4

NETWORK PROGRAMS THE NEW

Continued from page 30

hour next season because of time availability problems. Next year, perhaps, it may be expanded to hour-long form. In addition to name guest entertainers, Shriner each week will rotate various standing features. In one, he will be the narrator of a dramatic skit. Other features include musical interpretations by a harmonica band, led by Shriner, and the presentation of home movies. Alan Sherman is the producer.

BROKEN ARROW, ABC-TV, Tuesday, 9-9:30 p.m., EST.

John Lupton plays the lead, the role of an Indian agent, in this series based on the book "Blood Brothers," by Elliott Arnold. It takes place in the 1870's, during a tense truce between the white men and the Apaches. Lupton, as the agent, has arranged the peace with the Indian chief, Cochise. But sundry evil characters continue to provoke the Indians and risk another outbreak of hostilities. The adult Western is being filmed for General Electric by TCF TV Productions.

GIANT STEP, CBS-TV, Wednesday, 7:30-8 p.m., EST.

CBS-TV is banking on the theory that the same elements that make quiz shows popular with adults will appeal to kids, provided they are presented to youngsters in a manner designed especially for them. It's going to test this theory in its new "Giant Step," which will compete against "Disneyland." The new show, which will be aimed at an all-family audience of adults and kids, is being packaged by Entertainment Productions, creators of

"\$64,000 Question." "\$64,000 Challenge" and "The Big Surprise." "Step" will feature children in the role of contestants. The high value awards will not be cash but will be prizes that small fry can enjoy. The major awards will be designed to be of tangible value to a youngster's future, such as a college education.

HIRAM HOLIDAY, NBC-TV, Wednesday, 8-8:30 p.m., EST.

Adapted from the short stories by Paul Gallico, "Hiram Holiday" is a new half-hour vidfilm series starring Wally Cox. The springboard of this situation comedy is his portrayal of a globe-girdling journalist. Hiram's unique talent is his ability to accomplish effortlessly what would frighten a platoon of soldiers. Thus in the first show, he casually detonates a time bomb aboard a ship. Phil Rapp is producer.

TWENTY ONE, NBC-TV, Wednesday, 10:30-11 p.m., EST.

"Twenty One," a new quiz program, will give contestants a chance to win a virtually unlimited amount of money. The game will be played by two contestants who will compete for 21 points by answering questions from an assigned category. The categories will be the same for both contestants but will change after each set of questions—thus putting a premium on comprehensive rather than specialized knowledge. Jack Barry will emcee this Barry-Enright package.

WIRE SERVICE, ABC-TV, Thursday, 9-10 p.m., EST.

Most adventure series are half-

hour shows, but ABC-TV is coming up with an innovation next season in the form of this hour-long weekly adventure program. The many of its scenes will be shot on location, most will be produced by Desilu Productions in Hollywood. Don Sharpe and Warren Lewis are producers of the series, which will star three rotating actors—George Brent, Dane Clark and another star. Each of them plays the role of a wire service newspaperman. Often the star himself will play the leading role in the drama, but sometimes he will merely act as narrator of one of his buddy's adventures.

PLAYHOUSE 90, CBS-TV, Thursday, 9:30-11 p.m., EST.

This is considered in many quarters to be the most important new program of the new season. The first weekly 90-minute dramatic show ever to be scheduled by a network, "Playhouse 90" will be closely watched by the entire industry and, if successful, may well set a new trend in programming. Format calls for CBS to telecast live shows from Hollywood three weeks out of four. The fourth week's show will be on film produced by Screen Gems. Carey Wilson is executive producer, Martin Manulis is producer and Vincent Donehue is directory of the live telecasts.

TENNESSEE ERNIE, NBC-TV, Thursday, 9:30-10 p.m., EST.

After making good on daytime TV last season, Tennessee Ernie Ford gets his nighttime chance next fall. The program will be primarily variety, with some concentration on sketch writing to allow Ernie's talent for comedy free play. Chances are he will be using Jack Fascinato from his daytime show as musical director of the nighttime half hour. Cal Kuhl will produce.

JIM BOWIE, ABC-TV, Friday, 8-8:30 p.m., EST.

Slanted at an adult audience, this is a Western laid in the country between New Orleans and Texas in the 1830's. Stories are based on a book "The Tempered Blade," by Monte Barrett. The central character of Bowie is played by Scott Forbes. The program will ring in many historical characters such as Sam Houston and Jean Lafitte, the pirate, and will make use of colorful New Orleans settings. No love interest is envisioned in the early episodes, tho one may be brought in later. Lou Edelman is the producer.

WEST POINT, CBS-TV, Friday, 8-8:30 p.m., EST.

The U. S. Military Academy provides the frame of reference for the new dramatic anthology Ziv-TV is producing for General Foods. Each episode will involve training, sports, maneuvers, a personal problem or career problem in the life of a cadet, faculty member or employee of the Point. One completed film is about a cadet from the back woods who is embarrassed by the arrival of his not-so-fancy parents for his graduation. While he is trying to keep the old folks out of the way, his classmates discover his plight, give him a roasting for playing the snob and convince him that mom and pop are really fine people.

ZANE GREY THEATER, CBS-TV, Friday, 8:30-9 p.m., EST.

Definitely aimed at the skirted viewers as well as the males, this anthology Western produced by Four Star Films will employ Dick Powell as host. In addition, it will feature fairly well-known play-

(Continued on page 33)

Once More . . . Television's Biggest Money-Paying Show

Break The \$250,000 Bank

Starring BERT PARKS

Starting October 9 for
LANOLIN PLUS
 and
BENRUS WATCHES

Tuesdays 10:30-11 p.m. EST

NBC-TV NETWORK

★ ★ ★

WOLF ASSOCIATES, Inc.

Television's Most Exciting Game

Masquerade Party

Sponsored by

LENTHERIC and BROMO-SELTZER

Saturdays 10-10:30 p.m. EDT

ABC-TV NETWORK

★ ★ ★

WOLF PRODUCTIONS CO.

420 MADISON AVENUE • NEW YORK, N. Y.

Network Ratings of The 1956 Reissues

A dozen network programs—past and present—have been earmarked for syndication in 1956 so far. In considering purchase of a film series thus reissued, the buyer has the advantage of hindsight. He can find out how the series did during its network run.

Herewith are samplings of network ratings drawn by most of the series going into reissue syndication in 1956.

FEDERAL MEN—MCA-TV

As "Treasury Men in Action" this series played NBC-TV, Thursday, 8:30-9 p.m., from April, 1951, thru March, 1954. It moved to ABC-TV, Thursday, 8:30-9 p.m., in October, 1954, running there until April, 1955. That summer, June thru September, 1955, it played ABC-TV, Friday, 8:30-9 p.m.

Some ratings (American Research Bureau):

NEW YORK		PHILADELPHIA	
April-May, 1951	26.6	April-May, 1951	25.5
Sept.-Oct., 1951	22.6	Sept.-Oct., 1951	21.8
Nov.-Dec., 1951	24.5	April-May, 1952	30.3
April-May, 1952	31.8	Jan.-Feb., 1953	42.6
Sept.-Oct., 1952	40.4	Sept.-Oct., 1953	51.3
Jan.-Feb., 1953	32.0	Nov.-Dec., 1953	40.9
Sept.-Oct., 1953	40.6	March, 1954	38.9

THE AMERICAN LEGEND—Official Films

The 39 films in this series are out of "Cavalcade of America," which played for three years, first on NBC-TV, then on ABC-TV, Tuesday, 7:30-8 p.m., until it was replaced in the fall of 1955 by "Cavalcade Theater." Following are some American Research Bureau ratings it received in its last season. In the market covered it was the top show in the period thruout the season, during which its competition consisted of Dinah Shore, Jo Stafford, Douglas Edwards and John Cameron Swayze.

PHILADELPHIA	
Oct., 1954	17.2
Dec., 1954	22.7
Jan., 1955	23.7
March, 1955	19.4
April, 1955	18.6
June, 1955	10.7

BYLINE—STEVE WILSON—M. & A. Alexander Productions

Ran as "Big Town" this past season, on NBC-TV, Tuesday, 10:30-11 p.m.

Its ratings (American Research Bureau):

Oct., 1955	23.5	Feb., 1956	22.0
Nov., 1955	22.5	March, 1956	20.4
Dec., 1955	22.3	April, 1956	17.4
Jan., 1956	22.6	May, 1956	17.9

MICKEY ROONEY SHOW—Screencraft Pictures

The series of 33 films ran under the same title on NBC-TV, Saturday, 8-8:30 p.m., from September, 1954, thru May, 1955, competing against the first half of the Jackie Gleason show. The Rooney show's average rating over that run was reported at 20.8.

STAR PERFORMANCE—Official Films

The bulk (129) of the 153 films in this package are reruns of "Four Star Playhouse," which ran for four years on CBS-TV, Thursday, 9:30-10 p.m.

Some recent "Four Star" ratings (American Research Bureau):

ATLANTA		CHICAGO	
Jan., 1956	28.6	Jan., 1956	28.7
Feb., 1956	31.5	Feb., 1956	24.1
March, 1956	26.6		
BOSTON		CLEVELAND	
Jan., 1956	32.4	Jan., 1956	28.7
Feb., 1956	34.8	March, 1956	32.3
March, 1956	30.3		
BALTIMORE		DENVER	
Jan., 1956	34.2	Jan., 1956	28.6
Feb., 1956	35.9	March, 1956	23.1
		ST. LOUIS	
		Jan., 1956	36.5
		March, 1956	36.5

(Continued on page 36)

Quick Look at New Web Shows

• Continued from page 32

ers in the lead roles, with Powell doing one or two, and others set for Ralph Bellamy, Jack Lemmon, et. al. The plan is to present off-the-beaten track shows taken from the hundreds of Zane Grey stories. There will usually be strong love interests. Producer is Hal Hudson.

WALTER WINCHELL, NBC-TV, Friday, 9-9:30 p.m., EST.

A fixture on radio and TV for many years, Walter Winchell will be seen next fall in a new role—that of host of a variety show. The format is still being worked on to see what improvements Winchell can make to give it his own flavor. Concentration will be on names. There is also a possibility that Winchell may set aside a few minutes in the show for his gossipy news flashes.

TREASURE HUNT, ABC-TV, Friday, 9-9:30 p.m., EST.

Jan Murray is the creator and emcee of this new quiz show, which is replacing "Dollar a Second" for Mogen David wine. The new program will follow some of the lines initially established by "\$64,000 Question." It will carry contestants over from one week to the next to give them an opportunity to decide whether or not to continue in the race for more valuable prizes. The final round will see a contestant having to choose one of many boxes placed before him on the stage. Each box contains some sort of prize, ranging from a head of cabbage to \$25,000 in cash. If the contestant chooses well, he stands to gain a lot. If he doesn't—well, it's just too bad.

THE BUCCANEERS, CBS-TV, Saturday, 7:30-8 p.m., EST.

The hero of this new costume-adventure series of Sapphire Films is Capt. Dan Tempest, a former pirate who switched to the side of the British crown in the Anglo-Spanish wars of the 1720's. The role of Captain Tempest is played by a newcomer, young, rugged, (Continued on page 36)

Here's the Show...

WITH ACTION AND INTRIGUE TO BUILD HIGH FAMILY-AUDIENCE RATINGS... FAST

SECRET FILE, U.S.A.

Starring ROBERT ALDA

SCENE: The Capital Cities of the World
 SUBJECT: Incredible exploits of American intelligence in the continuing fight for freedom
 METHOD: Semi-documentary based on true accounts of espionage and intrigue



A documentary-type spy series, starring ROBERT ALDA as Major William Morgan, intelligence office. Actually filmed abroad in the capital cities of the world to assure its authenticity.

26 HALF HOURS—AVAILABLE 1st RUN IN MANY MARKETS

TYPICAL RATINGS

Toledo (4 station market)	40.3	Opposite "Loretta Young" (10.6)
Evansville (3 station market)	43.2	Opposite "Liberace" (26.8)
Muncie (3 station market)	36.8	Opposite "Ethel Barrymore Theatre" (12.3)
Indianapolis (3 station market)	32.2	Opposite "December Bride" (22.7)
Terre Haute (4 station market)	32.1	Opposite "I've Got a Secret" (27.1)
Columbus (3 station market)	23.4	Opposite "Eddie Cantor" (18.4)

TYPICAL SPONSORS

Budweiser Beer
 The Ohio Oil Company
 Wilson & Company Canned Meats
 Monarch Wine Co.
 and many other widely diversified products.

JEROME BALSAM FILMS, INC.

1501 Broadway, New York, N. Y.
 Longacre 3-6187

CONTACT YOUR NEAREST REPRESENTATIVE

Ben Barry Barry-Grafman Assoc. 203 N. Wabash Ave. Chicago, Ill.	John Ettlinger 6000 Sunset Blvd. Hollywood, Calif.
Mike Baden B & B Film Dist. 506 Commercial Bldg. Tulsa, Okla.	Robert Gabriel Adelphia Booking Service 309 N. 13th St. Philadelphia, Pa.
Ross Wheeler Wheeler Film Co. 920 New Jersey Ave., N. W. Washington, D. C.	Arthur Davis Gold Coast Pictures 3780 W. Flagler St. Miami, Florida

when answering ads...

Say You Saw It in The Billboard

WILBUR JERRY

STARK-LAYTON

INC.

Television & Radio Productions

270 PARK AVENUE, NEW YORK

MAX LIEBMAN

PRESENTS

"Stanley"

STARRING

BUDDY HACKETT

NBC-TV

5th YEAR WM. BENDIX

Staring in



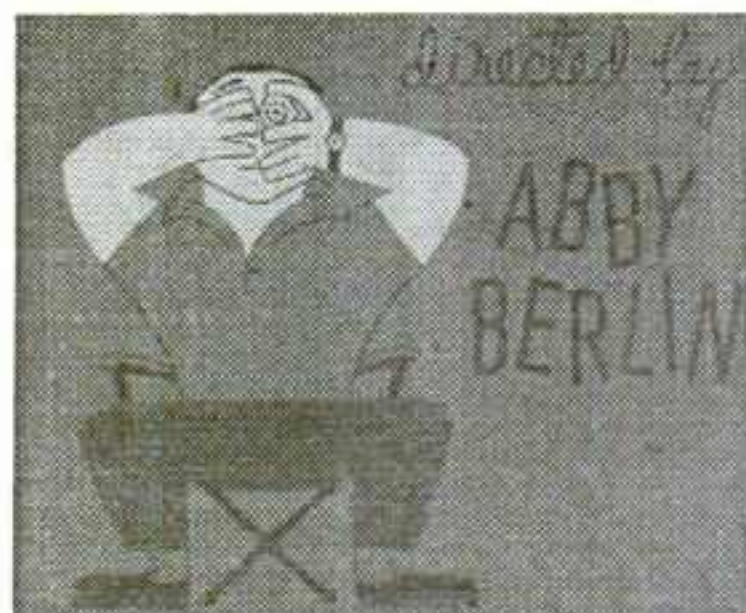
"THE LIFE OF RILEY"

Beginning September 14

Will Be Seen One-Half Hour Earlier, 8 P.M., E.D.T.,
on

190 TV STATIONS WEEKLY

**120 TV STATIONS ON NBC
AFFILIATED NETWORK FOR GULF OIL,
PLUS 70 SYNDICATED STATIONS**



Viewers to Win Program Battle

• Continued from page 15

should improve over "Star Stage" whose May ARB was 15.7.

ABC's most promising entry is "Jim Bowie" at 8, produced by the very successful Lou Edelman. And NBC's once monthly Dinah Shore hour-long shows, 9-10, should get plenty of audience interest.

Saturday Revamp

SATURDAY: This is another evening that shows drastic programming changes, primarily by CBS. This network's "Buccaneers" at 7:30 p.m. should be an improvement over "Beat the Clock," and it could do better than its NBC opposition, "People Are Funny." The revamped hour-long Jackie Gleason show, with an increased budget and some variety names, will give Perry Como, 8-9, a stiffer battle for audiences.

On its part, NBC has reslotted Sid Caesar at 9-10, where it will be facing two unknown quantities, "Oh! Susanna," the new Gale Storm vehicle, and the promising "Hey, Jeannie!" Thus, the outlook in the 9-10 hour is for stiffer competition for ABC's Lawrence Welk, the "Masquerade Party" on ABC at 10:30 should cut into CBS and NBC audiences.

SUNDAY: NBC has concentrated its strongest efforts on this evening, and ABC, too, has made

some changes. CBS stands pat with success. NBC should do better between 7 and 8 p.m., where it will present two new Screen Gems' shows, "The Adventures of the 77th Bengal Lancers" and "Circus Boy." Steve Allen figures to improve his rating against Ed Sullivan at 8-9, and Bob Hope, who goes once-monthly in the 9-10 slot, should present a greater threat to CBS than the dramatic hour.

ABC "Omnibus"

ABC's new Sunday night offering is "Omnibus," 9-10:30 p.m. The hour-and-a-half stanza will probably increase sets-in-use, instead of taking viewers away from the competition.

"Amateur Hour," which has been moved up to 7:30-8:30, will be up against stronger stanzas and may not do as well as last season, the ABC executives think differently.

The big question marks for NBC are: Sunday, Monday and Tuesday. For CBS: Tuesdays, Thursdays and Saturdays. For ABC: Monday, Wednesday and Thursday. But no matter who wins, the audiences will profit. They will be seeing better shows.

"TIC TAC DOUGH"

starts July 30, 1956 • NBC
Monday thru Friday

"TWENTY-ONE"

starts Sept. 12, 1956 • NBC

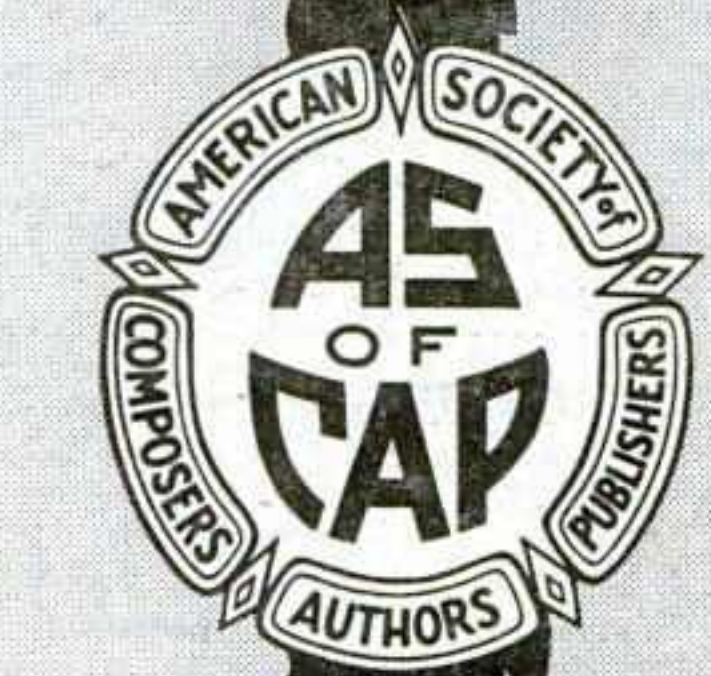
sponsored by

PHARMACEUTICALS, INC.

*Jack
Barry
and
Dan
Enright
Productions*

ASCAP

... the Seal of Public Approval



The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction*. It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.



Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

TELEVISION Sketch BOOK



A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. Look for the BMI TV Sketchbook when it reaches your station each month.

Let BMI give you the TV Music Story
Call or write BMI TV SERVICE department.

Quick Look at New Web Shows

• Continued from page 33

swashbuckler Robert Shaw. The original stories will tell how Tempest fought to defend Nassau in the Bahamas against pirates and Spaniards. Sapphire is filming the series off the coast of Cornwall. Tempest's galleon, the Dilipa, is a renovation of the ship that played the Pequod in John Huston's "Moby Dick."

JACKIE GLEASON SHOW, CBS-TV, Saturday, 8-9 p.m., EST.

The "new" Jackie Gleason show this coming season will be more than a little reminiscent of the Gleason show of the season before last. In fact, Gleason is reverting pretty much to the same format he utilized at that time. "The Honeymooners," of course, will be one of the features. Also returning will be the humorous sketches featuring the caricatures he made famous, Reggie Van Gleason III, the Poor Soul and the Loudmouth. The June Taylor Dancers will also be back, as will Ray Bloch and his orchestra.

OH! SUSANNA, CBS-TV, Saturday, 9-9:30 p.m., EST

A comedy starring Gale Storm, this program will utilize Miss Storm's talents to combine dancing and singing with the yocks. Set aboard a luxury liner, the heroine plays the social directress, thus offering a wide scope of material. It's intended to have the ship put in at ports all over the world. Exteriors are being filmed on the S.S. Cleveland. Additional regular characters of the series are portrayed by ZaZu Pitts and Roy Roberts.

HEY, JEANNIE! CBS-TV, Saturday, 9:30-10 p.m., EST.

Starring comedienne Jeannie Carson, this is a situation comedy dealing with the tribulation of an English gal just arrived in the United States. Because she's not acquainted with American customs, all sorts of imbroglios result. In order to make use of Miss Carson's

(Continued on page 70)

Network Ratings of The 1956 Reissues

• Continued from page 33

BRAVE EAGLE—CBS TV Film Sales

Ran under the same title during the 1955-'56 season on CBS-TV, Wednesday, 7:30-8 p.m., where its chief competition was "Disneyland."

Its ratings (American Research Bureau):

Oct., 1955..... 7.8	Feb., 1956..... 11.8
Nov., 1955..... 10.2	March, 1956..... 11.2
Dec., 1955..... 8.0	April, 1956..... 12.0
Jan., 1956..... 10.9	May, 1956..... 8.7

DAMON RUNYON THEATER—Screen Gems

Ran under the same title during the 1955-'56 season on CBS-TV, Saturday, 10:30-11 p.m., where its competition was "Your Hit Parade."

Its ratings (American Research Bureau):

Oct., 1955..... 16.1	Dec., 1955..... 15.4
Nov., 1955..... 18.3	Jan., 1956..... 18.6
Feb., 1956..... 17.3	

CHAMPION—CBS TV Film Sales

Ran under the same title from September, 1955, to March, 1956, on CBS-TV, Friday, 7:30-8 p.m.

Its ratings (American Research Bureau):

Oct., 1955..... 9.2	Dec., 1955..... 7.4
Nov., 1955..... 7.6	Jan., 1956..... 11.9
Feb., 1956..... 8.2	

ALL STAR THEATER—Screen Gems

The fourth group of "Ford Theater" dramas to be reissued played network during the 1955-'56 season, on NBC-TV, Thursday, 9:30-10 p.m., drawing an average Nielsen for the season of 33.9.

Some of its individual ratings (Nielsen TV Index):

Oct. 6, 1955..... 35.9	March 1, 1956..... 33.7
Nov. 10, 1955..... 36.3	April 19, 1956..... 31.9
Dec. 15, 1955..... 36.9	May 17, 1956..... 36.4
Jan. 19, 1956..... 38.3	June 21, 1956..... 24.4

HEADLINE—MCA-TV

Ran as "Big Town" with Mark Stevens during the 1954-'55 season, on NBC-TV, Tuesday, 10:30-11 p.m.

Some of its ratings (American Research Bureau), almost all of them on delayed broadcasts:

ATLANTA		CHICAGO	
Nov.-Dec., 1954..... 22.1	Jan.-Feb., 1955..... 26.1	March-April, 1955..... 27.0	
BOSTON		CLEVELAND	
Nov.-Dec., 1954..... 20.3	Nov.-Dec., 1954..... 29.1	March-April, 1955..... 23.8	
SEATTLE-TACOMA		SAN FRANCISCO	
Nov.-Dec., 1954..... 26.9	Nov.-Dec., 1954..... 20.0		
Jan.-Feb., 1955..... 23.0			
March-April, 1955..... 26.6			

BILL HOBIN

Starting September 8th

Director of

"Your Hit Parade"

NBC-TV

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NOSTALGIA AT PARAMOUNT: FRANK & TOMMY TEAM AGAIN

NEW YORK — Swinging shades of yesterday will be swooning down the aisles of the Paramount Theater here Wednesday (15) when Frank Sinatra and Tommy Dorsey team up on-stage for the first time since 1942, the year "The Voice" left Dorsey and went out on his own.

Sinatra is playing a week at the Paramount to help kick off his new movie "Johnny Concho" on the screen. The film, his first Western, marks the debut of his new film company, Kent Productions, Inc. In addition to Sinatra and the Dorsey Brothers band, the bill will feature comedian Joey Bishop.

The date is of particular interest to the trade, which has been speculating on Sinatra's chances of duplicating his smash Paramount Theater date here some 14 years ago.

His current film and record popularity is all in his favor, but the final decision rests on whether or not the rock and roll generation is willing to shell out cash to see him in person. Recent appearances by Bob Hope and Dean Martin and Jerry Lewis at the Paramount (to plug their new movies) were somewhat disappointing box-office-wise.

Meanwhile, in honor of the nostalgic, on-stage reunion of Sinatra and Dorsey, deejay Bill Randle is making plans to do his entire WERE, Cleveland, Show (2-7 p.m.) from backstage at the Paramount Theater Wednesday. The local show will be aired from here, via a special remote broadcast set-up, at a cost to the station of around \$1,600.

NBC'S NEW PITCH

Pubbing Plans Set Brill Bldg. Spinning

NEW YORK — NBC's new music publishing operation (The Billboard, August 11) will include a BMI as well as an ASCAP company.

Both firms were originally set up by Martin Stone's Kagran Corporation, and NBC actually acquired them when the web took over Kagran (now tagged California National Productions) last year.

Altho NBC plans to put scores from its future spectaculars and film properties in both firms, C. N. P. exec Alan Livingston this week said the music companies under no circumstances would print or sell sheet music. Instead, the web plans to make some kind of deal with major publishers for selling rights on tunes which show any action or on scores with obvious hit potential.

Once the NBC publishing outfits get rolling, the web plans to hire an exec to handle both firms. However, there are no immediate plans in this direction; nor are any details set on how the web's deals with outside publishers would be set up.

NBC's BMI firm, formerly tagged Children's Songs, Inc., has been rechristened Lively Music, while its ASCAP firm, formerly named Kagran Films, Inc., is now titled Spectacular Music. Lively, heretofore strictly a kiddie tune outfit, has about 100 properties in its current catalog—mostly Howdy Dooey songs. Henceforth, tho, NBC will put all types of material in the firm, including Spectacular scores. The NBC-ASCAP firm's title doesn't necessarily mean it will

have exclusive publishing rights on Spec scores.

Meanwhile NBC's move into the publishing field has caused some consternation and changes around the Brill Building, since many publishers have been active on the network scene. Spec producers, Max Liebman, for instance, who set up a firm with E. H. Morris a few months ago to publish scores on certain of his NBC Spec musicals, is dropping out of the publishing field on an active basis.

The trade also is speculating on what effect, if any, the move may have on certain artists who own publishing firms of their own. Several of these have published scores introduced on NBC. Frank Sinatra's Barton Music, for instance, published the score from NBC's TV musical version of "Our Town," which also starred the singer, while Kay Starr's Starstan Music is publishing the tunes featured on her forthcoming NBC Spectacular with Louis Armstrong. Other NBC stars active in the music publishing field are Perry Como, Sid Caesar, Steve Allen and Dinah Shore.

Epic Pacts New Talent in Singles Field

NEW YORK — Epic Records, currently accelerating its push in the pop singles field, signed a new group of artists last week. Heading the list are the veteran vocalists Eileen Barton and Ralph Young. Miss Barton had been with Coral for the past few years, and Young most recently with Decca.

Marv Holtzman, artists and repertoire director for the Columbia subsidiary label, also inked J. C. Hill, of Cleveland, described as a rockabilly warbler-guitarist, and Faith Winthrop, a jass thrush from California. Jimmy Sedler, the former Johnny Long vocalist, who has just organized his own band, also was pacted.

Holtzman plans to record singles and albums with the newly organized Neal Hefti jazz quartet, which will feature Hefti's Frau, Frances Wayne, on vocals. The new package, incidentally, will be booked by Joe Glaser's Associated Booking Corporation.

Torme Sock With British

LONDON — Following Mel Torme smash success on radio and in concerts here, two British companies are bidding for the rights to make for-Britain-only disks of his songs.

News that Torme's contract with Bethlehem is for LP's only came as a welcome surprise to British record firms—two of which made immediate offers to the singer for single releases to be confined to this country only. Currently, Torme is weighing offers from Philips and Pye-Nixa, and is expected to make his decision after trial recordings for both companies.

A&P Superm'kts Go All-Out For Retail Disk Racks

Move a Likely Sparkplug for Lesser Chains to Climb Platter Bandwagon

By JUNE BUNDY

NEW YORK — The Atlantic & Pacific grocery store chain, purportedly largest in the U. S., with thousands of retail outlets across the country, is putting record racks into all of its stores from Coast to Coast, thereby opening up a tremendous new market for platters and leading the way to full acceptance of disk racks by the powerful grocery chain industry.

The A.&P. chain has been conducting tests on disk racks in various cities, including Pittsburgh, Chicago and Columbus, O., over the past few months, and on the basis of these tests decided the operation could be a profitable one for its entire chain.

Rack jobbers currently servicing A.&P. stores with drugs in each city will be handed the plum assignment of servicing the A.&P. record racks. The racks will stock LP's and 45's—but very few, if any, 78's. Racks are being installed immediately in A.&P. stores here and in upstate New York, Boston and Pittsburgh, with outlets in

other key cities scheduled to follow suit as soon as possible.

The A.&P.'s decision to put in record racks indicates that an earlier trade forecast that rack jobbing sales would hit an annual volume of \$12,000,000 (see The Billboard, April 26) in 1956 was far too conservative. In line with this, a record turnout of disks manufactured is expected at the National Supermarket Non-Food Exhibit, Inc.'s show at the Coliseum here September 10-13 to plug their products with the rack jobbers.

Earlier this summer, (see The Billboard, June 16) Grand Union

and Penn Fruit—two large supermarket chains — pointed up the growing importance of disks in the grocery field when both chains inaugurated bargain record promotions. Grand Union, which has 344 stores in the Northeast, opened up a push on 12-inch 99-cent LP's, labeled "The Paris International Music Appreciation Library," while Penn Fruit started promoting the RCA Victor Encyclopedia of Recorded Jazz, which was kicked off in April by the Stop and Shop chain in Boston.

The growth of record racks in the supermarket field also spotlights a new outlet for disk plugs, via the use of FM as a background music medium in the stores. Storecast Corporation of America currently provides recorded music for more than 1,000 supermarkets from Chicago to New England. The Storecast system uses the facilities of the Rural Radio Network in central New York, as well as the FM outlet of WHOM, N. Y.; WMMW, Meriden, Conn.; WFMP in Chicago, and WIBC, Philadelphia.

MUSIC HYPO

Nitery Tax K. O. Urged By Thompson

WASHINGTON — "The cause of American music will be advanced by repealing the cabaret tax." That was the opinion expressed by Rep. Frank Thompson Jr. (D., N. J.), last week (9) when he proposed a cultural plank for the Democratic platform.

Representative Thompson, a long-time champion of music and the arts, recommended that the Democratic party strive to have Congress pass bills designed to "give official recognition to the importance of the arts and crafts and other cultural activities," and to reduce taxes which are "burdensome."

Proposals made by Representative Thompson would remove the fine arts, concerts, lectures and the living theater from admissions taxes and establish an American National Theater and Music Center in Washington. Other proposals would provide for an assistant secretary of state for international cultural relations and a federal advisory council on the arts.

67 COL. TRANSCRIPTIONS TEST NEW-TYPE KIDISK

NEW YORK — Columbia Transcriptions, the custom disk producing wing of Columbia Records has developed a new type of disk product, which will be launched this week on a test basis in four or five scattered markets.

The development, which makes use of the company's aurovision process, is a perforated heavy card which breaks down into four one-sided full-color picture records. experimental releases are designed strictly for children, and will probably be tried out at a 59-cent list price.

Decca Records Buys 50% of Wakely Firms

HOLLYWOOD — Decca Records added further emphasis to its music publishing activities last week, with the acquisition of a 50 per cent interest in the Jimmy Wakely music firms, Riverside Music (ASCAP) and Jimmy Wakely Songs (BMI).

Negotiations, which began approximately one year ago, were recently concluded between Wakely and Decca President Milton Rackmil.

Decca's own Northern Music, represented by Bill Downer in New York and Larry Shane here, takes over active management of the two firms immediately. Downer and Shane will continue in the operation of Northern Music, adding responsibilities in the operation of the two new companies. Deal strengthens Decca's importance in the country and western field, with in excess of one hundred tunes previously owned by Wakely involved in the purchase.

Pact includes the acquisition of the current top c.&w. song, "Crazy Arms," recorded by Ray Price on Columbia, and by Wakely with Karen Chandler on Decca. Tune is in Wakely's BMI firm. It's expected that Decca may eventually further expand its publishing operation via the acquisition of a rhythm and blues publishing firm. In addition to the above mentioned companies, Decca also owns Champion Music (BMI), an inactive firm.

WARINGITIS

Maestro Hot As \$2 Pistol On Fall Air

NEW YORK — Fred Waring will be all over the place come this fall. In addition to his regular daily NBC radio show, the orchestra leader has made a deal to do a daily transcribed half-hour radio series for Ziv. At the same time, Waring's manager, Murray Luth, is winding up negotiations for the band leader to switch from Decca to Capitol.

In line with Waring's move to step up his activities in both radio and TV this fall, he is currently readying a six-week personal appearance tour, which will feature his entire company, including the 60-member glee club. Meanwhile, Waring has been pacted by NBC-TV for a series of special video shows, following his recent 90-minute stint for the web.

The Ziv series, in which Waring retains a part-ownership, will be sold to stations on a local and regional basis. Ziv's radio general manager, Ben Philley, has set an all-out promotional campaign in motion to sell the strip show this month for fall release.

MICKEY MANTLE TAKES A SWING ON THE DISKS

HOLLYWOOD — Ever since ex-Brooklyn Dodger hurler Ralph Branca swooned a ballad or two on disks some years ago, the record business has been without a name major leaguer on wax.

The dry spell is over, with the New York Yankees' Mickey Mantle at bat in a duet with chirp Teresa Brewer on a Coral etching titled "I Love Mickey." Miss Brewer and Mantle were scheduled to share the spotlight on the Ed Sullivan teleshow (12), when the tune was to be introduced.

Victor Breaks 'Best Buy' Album Pitch for Fall

Offers Two Samplers Discounts, Bread And Butter Rep in Fancy Dress Packages

NEW YORK — RCA Victor pulled out several trump cards last week in the launching of its annual September Best Buy album program to its distributors. Dubbed the "Showcase in Sound," the pitch leads off with two 12-inch sampler disks on which dealers, for the first time, will be allowed their normal profit margin.

Additional features of the push will be extra discount, dating, 100 per cent exchange privilege on selected packages, and a group of six catalog items to be sold at 25 per cent discount. Discounts, dating and exchanges are being left to the discretion of each individual distributor.

The body of the program is a group of 28 new LP packages, 14 of which are classical and 14 pop, plus 21 new big-name sets on the \$1.98 Camden label. Of the regular Victor sets, three are complete

operas, and several more are multi-disk groupings.

The sampler will retail for \$1.49 each. The classical sampler will feature 13 highlights from the Best Buy packages, plus introductions of each selection by the artist himself. The pop sampler will offer 12 highlights from the individual disks. The 45 EP edition of this will be a two-disk set, with eight selections. It will list for 98 cents, and cost the dealer 61 cents. The LP samplers will cost the dealer 92 cents.

Each sampler will include a coupon worth up to \$20.44 on LP and up to \$15.46 on EP, redeem-

able on six selected packages. These sets, in effect, will be offered at a 25 per cent discount, with dealers insured their full mark-up. They are: the five-record "Benny Goodman Limited Edition," the "Glenn Miller Army Air Force Band"—another five-disk deal "Richard III" (three disks) "The Popular Gershwin" (two disks), "Romeo and Juliet" (two disks) and Harry Geller's "New York, New York." Time limit for purchasing these specials will be between September 1 and December 31.

An eight-page full-color catalog listing the September Best Buys and also 130 classical and 301 pop best sellers will be included with each sampler, with all material packed in a heavy, transparent plastic sleeve.

Three Operas

Heading a list of high-powered "bread - and - butter" merchandise, are the three operas. The complete "Boheme" (two disks) is the new production conducted by Sir Thomas Beecham, and starring such names as Merrill, Bjorling, Tozzi and de Los Angeles. Massenet's "Manon" (four disks) stars Victoria de Los Angeles, and is conducted by Pierre Monteux. Monteux also is the conductor of "Traviata" (three disks), which stars Warren, Carteri and Valletti with the Rome Opera Company.

(Continued on page 44)

Urania Preps 50 New LP's

NEW YORK—Urania Records is readying 50 new LP's for release this fall and winter, with 10 packages going on the market September 10.

The new releases include two ballet music packages, two operatic highlights, two jazz LP's, one mood music set, a Strauss album and an LP recital by pianist Karl Schnable. The label is also releasing one of its \$4.98 LP Professional Engineering Series, which will be marketed at the rate of one LP each month from now on.

M-G-M Sticks to 'Baker's Dozen' Pitch for Fall Sales

NEW YORK—M-G-M Records has launched its fall selling program, based on its previously successful "Baker's Dozen" strategy. The plan involves a free LP or EP set for dealers and distributors for every dozen disks of the new merchandise ordered. Deal will be in effect now thru October 15.

The new entries, all of which carry full color covers, include "Commbay Carnival," a Calypso set, disked in Nassau; a David Rose album of motion picture music; a Dick Hyman trio package; "Concerto for Lovers," featuring light classical mood music; tunes by Robert Maxwell with his harp and ork; a package with Sam "The Man" Taylor and strings; the Ray Charles Singers in "Winter Wonderland"; "When Lights Are

Low," with the George Shearing Quintet; a set of Hank Williams slicings titled "Moanin' the Blues"; "Madrid After Dark," with Frederick Lamore and ork; Leroy Holmes and his ork in a collection of mood material, and more mood sounds by Roger Roger and his ork in a package titled "Beyond the Set." All packages but the Shearing set have complete versions available in EP form.

In line with the campaign M-G-M has moved to strengthen its distribution. In Pittsburgh, Forbes Record Distributors has replaced the Sanborn Music Company, while in Dallas, Daily Brothers replace Dobbs Distributors. In Chicago, Irving Kirschbaum, of Music Distributors, replaces Howard Budlow as sales manager.

Disk-Film Tie-Ups Promote Mutual, Hefty, Dog-Day Hypo

NEW YORK — Promotion of films via records and vice versa is better than ever this summer, with a flock of film themes—vocals, instrumentals, revivals and new tunes—dominating the current singles release schedules of the major labels.

Among the film themes released on wax last week (with more covers following) are "The Bus Stop Song" (from Marilyn Monroe's new picture) sliced by the Four Lads; "War and Peace" by Vic Damone; "This Same Heart" (from the forthcoming new version of "The Vagabond King" with Kathryn Grayson) by Orestes and Georgia Shaw.

Capitol splurged by releasing three new singles from its "High Society" LP — Frank Sinatra and Bing Crosby are teamed on "Well Did You Evah?" Sinatra and Ce-

leste Holm duet on "Who Wants to be a Millionaire," Crosby and Grace Kelly team on "True Love." Sinatra solos on "Mind If I Make Love to You," and Crosby and Louis Armstrong are featured on "High Society Calypso" and "Now You Has Jazz." Sinatra also has another single out from the film—"You're Sensational," which has also been covered by Nick Nobel, Sammy Davis Jr. and the Kings IV.

The new Dean Martin-Jerry Lewis movie "Pardners" is well covered by Alan Dale, who has waxed the theme tune (with Buddy Hackett) and "Me 'n' You 'n' the Moon," also from the picture. Other versions of the latter ballad include sides by Kay Brown and the Naturals.

Several oldies featured in new

ELVIS DEBUT GETS WEST END FLAVOR

LONDON—The reactions of our British cousins to Elvis Presley were filmed here last week by a CBS-TV film unit and rushed to New York for screening over the web's "Morning" show two days later.

The films were made in the new self-service record room, the "Browsery," of the Gramophone Company, Ltd., where a group of English teen-agers were assembled for a "test" listening session of Presley platters.

Meanwhile—"back in the States"—the Presley controversy continues unabated. One jockey, Bob Rickman, of WPGC, Washington, has formed a "Society for the Prevention of Cruelty to Elvis Presley," while another, Norman Prescott, WBZ, Boston, is offering six authentic strands plucked from the rock and roll warbler's sideburns as grand prize in a letter-writing contest.

FORE!

Pluggers Frolic on The Greens

NEW YORK—The annual outing of the Music Publishers Contact Employees' Union held Thursday (9), was proclaimed a roaring success. Approximately 90 song-pluggers and guests made the trip up to the Harrison (N. Y.) Country Club, and enjoyed a beautiful, sunny day of golf, swimming, schmoozing, loafing and eating. Only at the Peatman office was business conducted as usual.

In the golf tourney, Tommy ("Mr. Wonderful") Valando carried off first prize with a low net of 67. He hit an 80 with a 13 handicap. Kelly Camarata earded the low gross with a 78. In the net scoring, he came in third after Mack Goldman. Mike Sukin was fourth. In the special contests, nearest-to-pin was won by Joe Linhart, with George Furness second. Driving contest was won by Kelly Camarata, and putting by Julie Stearns.

Among the guests, low net was carded by Arthur Gutterman, and low gross by Mario del Guercio, with Dr. Massucco fourth. In the specials, Mario del Guercio won nearest-to-pin. Putting contest resulted in a tie between Nat Brandwynne and Art Gutterman. Lou D Guercio won the driving contest.

AUTUMN WORDS

Caedmon to Launch Big Prose P'kge

NEW YORK—Caedmon Records, specialist in spoken word disks, has prepared several high-powered specials to kick off the fall season. Several top dramatic stars are involved.

Before the end of this month, the company will release a combination package, entitled "The Cambridge Treasury of English Prose," a set of five records and book retailing for about \$31.50. The first record will be made available separately with the book for about \$7.95. The book itself is being issued this season by the bridge University Press, and the disk deal was set up thru the British Consulate here. The readings, "from Mallory to Samuel Butler," were taped by a group of dons (professors) at Cambridge.

In October the company will issue two sets in its projected Bible series: "Old Testament Psalms and the Tale of David" by Judith Anderson, and "The Book of Judith and Book of Ruth" read by Miss Anderson and Claire Bloom.

The popularity of actor Vincent Price, hyped by his recent appearances on the "\$64,000 Challenge" TV show, has keyed a September release for his readings of "Poetry of Shelley." Also coming in September will be a remastered version of "Gertrude Stein Reading." Masters by the late authoress were purchased from Dorian Records. The same release will include portions of James Joyce's "Ulysses" by Siobhan McKenna and E. G. Marshall, and "Sermons of John Donne" by the film actor, Herbert Marshall.

Caedmon inked several new distributors last week. New Sound has the line in Portland, Wash., and Hartstone's Stone Distributing in San Francisco. In Grandhaven, Mich., Midwest Recordings has taken the line exclusively for sales to religious supply stores.

Webman Joins Decca Staff

NEW YORK — Hal Webman, one-time Billboard music staffer, has joined the New York artists and repertoire staff of Decca Records under the diskery's a.&r. chief, Milt Gabler.

A one-time editor of Downbeat, Webman had been active recently in a music pubbery with Benny Goodman and later had his own firm, Margarita Music. He has also been in the talent management field and formerly handled Neal Hefti and Broc Peters.

Webman joins Paul Cohen, Leonard Joy, Jack Pleis and Is Horowitz on the diskery's New York a.&r. team.

Ager & Meyer Off SPA Council

NEW YORK—Milton Ager and George Meyer have resigned from the Council of the Songwriters Protective Association. Ager has lived on the West Coast for the past year, while Meyer is moving there to make his permanent home in two weeks. The two have been replaced on the Council by Burton Lane and Pinky Herman, whose appointments become effective August 8.

AM-PAR Gives Distributors Extra 10% Discount

NEW YORK — Am-Par is extending an extra 10 per cent discount on its entire LP catalog to distributors during July and August.

The 10 per cent, in addition to the regular distributor discount, is applicable on all ABC-Paramount LP's purchased during the two-month period, including those slated for release before September 1.

Meanwhile, Am-Par prexy Sam Clark reports two new distributor changes. The line has been switched from Mangold to Arnold Distributing Corporation in Charlotte, N. C., and from Universal to David Rosen in Philadelphia. Rosen handled Mercury until that label set up its own distributing branch in the city of brotherly love this month.

Capitol Snags 'Giant' Rights

HOLLYWOOD — Capitol Records closed its fifth motion picture soundtrack album deal of the year last week, completing negotiations for the rights to the Warner Bros. film, "Giant." Unusual aspect involved is that the agreement was reached without Capitol having heard the score, which is yet to be completed by Dimitri Tiomkin.

Album agreement also calls for the release of a number of pop singles, penned by Tiomkin and Paul Francis Webster, with these reportedly set for recording by Les Baxter.

Previous movie soundtrack packages this season were "Oklahoma," "Carousel," "King & I" and "High Society."

Rogers Gets Assistant Director Post at Dot

HOLLYWOOD — Milton Rogers, veteran arranger and vocal coach on the West Coast, has been named to the post of assistant musical director at Dot Records. Long identified with singer Gale Storm and a number of other prominent vocalists, Rogers will report to music director Billy Vaughan, with his appointment effective immediately.

Irving Mills Eyes Debut in Classic Field

HOLLYWOOD — Irving Mills, veteran music figure and president of the music publishing firm that bears his name, has run the gamut in music from jazz to the classics.

His debut in the latter field, a personal project and not associated with Mills Music, is to be made shortly via the formation of California Pictures, Inc., for the distribution of a lengthy series of films made by the nation's top long-hair artists.

Film series will at the outset be limited for showing in music halls, hospitals, churches, schools, prisons and civic and fraternal clubhouses. Plan is to line up a series of booking dates for the film concerts, with the first dates tentatively set including the Academy of Music, Brooklyn, and the Greek Theater, Los Angeles. Talent featured in the films include LeRoy Anderson, Jascha Heifetz, Artur Rubenstein, Gregor Piatagorsky, Joe Iturbi, Andre Segovia, Jan Peerce, the Coolidge String Quartet, Nadine Conner, Rafael Mendez, the Hollywood String Quartet, and the New York Philharmonic Orchestra conducted by Mitropolous.

Films were acquired by Mills from independent producers here and abroad, with Mills owning foreign rights and television rights in some cases. First showings are expected to be set this September under the title, "Irving Mills Presents."

Hi-Fi Starts Fall Campaign

HOLLYWOOD—High Fidelity Records, Inc., kicks off its fall merchandising program this week with the release of six new 12-inch LP's for August and September, in accordance with the company's plan to double its catalog by the end of the year.

The Coast indie, which until now has specialized somewhat in the release of organ recordings and which claims to have done in excess of \$1 million in volume in its first year in business, will augment its repertoire, adding vocal and other instrumental recordings. Two albums by English vocalist Dorothy Carless will be released this month. Four albums titled "Swingin' Harpsichord" by Bruce Prince-Joseph; "A Bruce Prince-Joseph Organ Recital at Columbia University"; "George Wright Plays the Electronic Organ," and a Stan Selzer album of piano music will be issued during September.

Richard Vaughn, president of the label, averred that he will continue to record unique and off-beat material while enlarging the scope of repertoire. Line is also made available on monoral, binaural and stereophonic tape.

MIT Show Pull Best Since '49

CHICAGO — The 1956 Music Industry Trade Show, held last month in New York, pulled 8,911 persons, top attendance since 1949. Of these, 4,850 were listed as buyers, 1,132 more than in 1955.

William R. Gard, executive secretary of the National Association of Music Merchants, which sponsors the annual convention, said that the 1957 show has already been set for the Palmer House here, July 15 thru 18.

Traditionally, the show is held in New York only once in four

PLATTERS' LP CAUSES MILD DISTRIB PANIC

NEW YORK — Mercury Records distributors were thrown into a mild panic this week, when dealers started to call in orders for the Platters' "new release."

As far as the distributors knew, there wasn't any new Platters' platter. The mystery was finally solved when it was learned that Southern Music had sent out duds of the Platters' waxing of "I'm Sorry" (from their current LP) to jockeys, and that the deejays were introducing the disk on the air as "a new Platters' release."

If Mercury is forced to bring out another side from the Platters' new album, the group may not have to record any new material until 1957. Both sides of their present single hit are from the album and Mercury has 16 unreleased new sides by the Platters still in the can.

Mills Pacts Three Deals With Decca

NEW YORK — Mills Music, now that it has pulled out of the commercial disk business, is busy these weeks signing its recording artists with active major labels. Three term deals were set last week with Decca.

Thrush Kaycee Jones and the Sunnysiders, both of whom had recorded for Mills' American Recording Artists' Diskery, were signed to three-year deals with Decca, and 10 sides by each act were turned over to the major. Four sides by the Sunnysiders, including their hit, "Mr. Banjo," had been sold previously to Kapp Records.

In Hollywood, Decca inked trumpet star Rafael Mendez via Mills, and again acquired a series of sides cut by the publishing house. The deal also calls for Mills to record additional material by Mendez for subsequent distribution by Decca. Both singles and albums are on the agenda.

Kavan Gets New Col. Post

NEW YORK — Stan Kavan, Columbia Records' national sales manager for albums, this week will assume additional executive duties following his appointment as coordinator, popular albums artists and repertoire. The position has been newly created by Columbia president, Goddard Lieberson.

In the new capacity, Kavan will report directly to Lieberson and will act as the link between album a.&c.r. and the market, keeping the creative end informed re acceptance of the diskery's various properties and packages. He will continue in his sales post as well, reporting to Hal Cook, vice-president in charge of sales.

With the New York office staff currently in the throes of an expansion program, Columbia has named John Lothrop manager of office services, and Alberta Keilbach as supervisor of filing and stenographic services.

years, but Gard indicated that an exhibitor poll will soon be taken on the possibility of making the Manhattan outing once in three years and moving the proposed 1959 New York show to June rather than July.

Canada Firm Distributes Many Indie Labels

TORONTO — Phonodisc, Ltd., Canadian record firm organized by Don McKim in April of this year, has expanded rapidly and has concluded lease agreements with many American indie labels. These include Kapp, Modern, RPM, Melba, Vee-Jay, Specialty; Josie, De Luxe, Federal and others.

President McKim attributes July's upsurge in business to fast-selling Kapp albums, plus such singles as the Cadets' "Stranded in the Jungle" on Modern, Little Richard's "Rip It Up" on Specialty, the Magnificents' "Up on the Mountain" on Vee-Jay—all of which appear under Phonodisc's Regency label in Canada.

Operating as headquarters for indie American labels, Phonodisc controls its own sales organization in Eastern Canada and operates with an "inventory on wheels." Salesmen carry stock in their cars so they can both sell and deliver on the spot. McKim states this method has resulted in at least a 30 per cent increase in individual orders because a good part of the dealer's reluctance to order in quantity is his uncertainty about the time lapse between date of order and delivery. "This," says McKim, "fits the pattern of the record business here." Firm operates out of its offices in Toronto, Montreal and Winnipeg, with distribution in the Far West effected by Van Dusen Brothers, Edmonton.

Musical Team Keeps 'Bells' Album Rights

• Continued from page 1

boom on LP's has stepped up package merchandising to the point that album rights now involve potential big-money returns.

Meanwhile, the trade is waiting to see what—if any—action will be taken by backers of "The Bells Are Ringing." Altho the show was originally financed under the old-style contracts (with album rights included) backers have now been informed that they must either sign a new contract (sans album rights) or take their money back.

Earlier this month, Miss Comden, Green and Styne set up their own American Society of Composers, Authors and Publishers publishing firm, Stratford Music, with "The Bells Are Ringing" score set as their first publishing venture. Buddy Robbins is professional manager of the new Stratford firm.

'EARTH ANGEL' FLIES AGAIN

NEW YORK — The surprise success of the controversial "Flying Saucer" platter has revived sales interest in at least one of the old rock and roll disk hits featured on the record.

Local Alpha distributors, for instance, report that the Penguins' Dootone waxing of "Earth Angel" (a best-seller more than a year ago) has suddenly picked up in sales, and the firm is currently back-ordered on the disk. Sales on some of the other "Flying Saucer" tunes (Little Richard's "Long, Tall Sally") reportedly have also spurted ahead since the disk hit the market.

All in all, it looks as tho the trade's facetious description of the record as "the latest pop sampler" may have some basis in fact.

MOTHBALL BONANZAS

Vault Wax Melts To Reissue Gold

By REN GREVATT

NEW YORK—Long dead and dusty wax, once considered permanent vault material by diskeries, has proved it can rise up and turn to gold. That a hit single or album can spark profitable reissues by an artist's former labels is being demonstrated time and again in the current disk market.

Top current example is the emergence on The Billboard's Best Selling Pop Singles chart of Eddie Heywood on two different labels, with a subsequent release of a Heywood disking on yet another label.

Heywood's "Soft Summer Breeze" chart entry on the Mercury label was cut just prior to his pacting by RCA Victor. On the latter label, he has his second hit, "Canadian Sunset," with Hugo Winterhalter. Decca has brought out "The Continental" by Heywood, from its catalog, while Coral has set an album of material formerly cut by the piano man for the Signature label.

Ever since the kickoff of Lawrence Welk's ABC-TV show, the maestro's Coral albums invariably have been profitable packages. Recently Epic and Decca both issued Welk albums, and Decca has set another issue of vaulted Welk material as part of its fall release.

Prior to his revival via the pic, "From Here to Eternity," Frank Sinatra cut many sides for Columbia with relatively moderate results. Sinatra's name now is magic in the disk business, particularly at the package level, and Columbia has re-issued old slicings by the singer and is pushing them hard to compete with his current Capitol entries. (Sinatra can also be heard on his earliest days via a current two-LP RCA Victor package of old Tommy Dorsey Air-check material.)

Al Hibbler, with a current Decca hit single and album, is represented with albums of older fare on Verve, Atlantic and Aladdin labels. Ella Fitzgerald, always a healthy seller, has been on the market with old but solid slicings from Decca as well as the hit Cole Porter package on Verve.

Coral Records also turns to its vaults for its fall LP program. The

Modern Pacts King Again

HOLLYWOOD—Indie Modern Records renewed its contract with veteran rhythm and blues singer B. B. King here last week, signing King to a new three-year pact. Firm will release a series of King albums, in addition to the normal complement of singles.

Modern was named defendant in an action by singer Richard Berry, also under contract, in Los Angeles Superior Court here last week. Berry asks for an accounting of royalties allegedly due him.

RCA Repacts Joe Carlton

NEW YORK — Joe Carlton, head of popular artists and repertoire for RCA Victor, last week signed a new two-year contract with the diskery.

Carlton, one-time music editor of The Billboard, has clicked with 14 gold records in his six years as an a.&c.r. man, first with Mercury, and during the past four years with Victor.

label has set an Ames Brothers package which will compete with a new LP on RCA Victor and ride the tide of Ames single clicks on the latter label.

In the singles field, Coral recently brought out of the mothballs a Cathy Carr recording, when the gal hit big on the Fraternity label with "Ivory Tower." M-C-M Records followed the same pattern with an eight-year-old Ivory Joe Hunter disking of his own tune, "I Almost Lost My Mind," now a hit on the Dot label with Pat Boone.

Count Basie is another artist who has continually sold well on a variety of labels. His most recent single hit, "April in Paris," and a string of successful album sellers have been on the Clef label, but the fall will see re-issues of Basie originals by RCA Victor and Coral. Epic has also put a heavy push behind its four packages of Basie re-issues.

Tony Martin, with a recent best-seller, "Walk Hand in Hand," on the Victor label, has sparked a package of old material this fall from Decca. Mercury also has Martin packages on the market to

(Continued on page 98)

Thesaurus in Pact for Granz Transcriptions

NEW YORK—A "Jazz at the Philharmonic" transcribed show, believed to be the first all-jazz e.t. seg offered, will be released to station subscribers next month by RCA thesaurus.

Thesaurus exec, Ben Selvin, recently signed a deal with JATP impresario Norman Branz, whereby the transcription outfit gains access to many of the recordings cut by Granz for his Clef, Norgran, Verve and Down Home labels. These include platters by such as Count Basie, Ella Fitzgerald, Stan Getz, Oscar Peterson, Art Tatum, Roy Eldridge, Gene Krupa and many others.

Granz himself was in town last week to tape voice tracks which will be packaged on three separate platters and shipped to stations along with seven 12-inch LP music disks. These have been cut in a manner that will enable local disk jockeys to conduct a realistic interview with Granz, with the aid of a timed script. His commentary is informative and often candid and provocative.

The talk is also available in patterns that will enable a station to run a complete jazz show with Granz serving as emcee.

Davis & Sandusky Team on New Diskery

KANSAS CITY, Mo.—Blevins Davis and John Sandusky have joined forces here to form Foremost Records. Affiliated with the diskery will be Sandusky Publishing Company (Broadcast Music, Inc.) and Jennings Publishing Company (American Society of Composers, Authors and Publishers.)

Initial releases will include disks by Monty Matthews' Foggy River Boys, stars of ABC-TV's "Ozark Jubilee." Talent line-up includes Jon and Sondra Steel, organist Eddie Dunstetter, jazz pianist Betty Miller and Julia Lee, the jazz thrush.

MUSIC AS WRITTEN

**"I WANT YOU,
I NEED YOU,
I LOVE YOU"**

Recorded by:
ELVIS PRESLEY
RCA VICTOR
ELVIS PRESLEY MUSIC, INC.
Sole Selling Agent:
Hill & Range Songs, Inc.

**"I Wanna Be Seventeen
All of My Life"**

Sung By
THE SILVER SISTERS
b/w
"Till You Come Back to Me"
RAINBOW #355
Their Exciting First Record
CAROL (age 17)
ANDREA (age 11)
Published by
DORSEY BROS. MUSIC, INC.
STATLER HOTEL, N. Y. C.

HERE'S ONE TO PLAY—

"ALL NIGHT LONG"
Dolores Fredericks

DECCA 29999

Valleybrook PUBLICATIONS, INC.
112 E. 5th Street
CHESTER, PENNA.

5 BIG RECORDS
**"WHEN THE WHITE
LILACS
BLOOM AGAIN"**

HELMUT ZACHARIAS—Decca
FLORIAN ZABACH—Mercury
LEROY HOLMES—MGM
LAWRENCE WELK—Coral
BILLY VAUGHN—Dot
HARMS, INC.

it's

**"HEAVEN
ON EARTH"**

... to us

PANTHER MUSIC CORP.

Sole Selling Agent—Southern Music Co.
Gen. Prof. Mgr.—Murray Deutch
Prof. Mgr.—Irving Deutch

Haber Heads N. Y.
Mercer Office ...

Johnny Mercer's publishing firm, Commander Publications, is opening a New York office this week. Bert Haber, formerly with Hill & Range is in charge, reporting to General Manager Marshall Robbins on the Coast. Firm's upcoming push is on the Mercer-Gene de Paul legit score for "Li'l Abner," due on Broadway in November. Principals cast so far are Edith Adams and Stubby Kaye.

'Fashions in Rhythm'
Score to B. F. Wood ...

Score of 14 songs for "Fashions in Rhythm," a revue staged at the Versailles here, has been picked up by B. F. Wood Music, a subsidiary of Mills Music. Music is by Jane Douglass White, with lyrics by Syd Shaw. Count Basie ork with vocalist Joe Williams is set to cut one of the tunes, "Do It Yourself," at the crew's next dinking session.

New York

Abe Turchin, long-time manager of the Woody Herman band, was married Sunday (29) to Cindy Richmond, former Copa girl. The couple left on a two-month honeymoon. . . . Phineas Newborn Jr., young jazz piano find who reportedly is signing with RCA Victor, has been booked into the Cafe Bohemia for two weeks starting August 17 and for another two weeks starting October 5. . . . Walter Hyde, agent formerly with William Morris, Shaw Artists and the Gale Agency, and most recently with Universal Attractions, has left the business to become a partner in the 211 Cafe, next door to Basin Street.

The Penguins are re-recording their first big hit, "Earth Angel," for Mercury to cash in on the "Flying Saucer" craze. A segment of the group's original waxing of the song on the Dootone label is heard on the Luniverse disk. . . . Mercury's Japanese canary Myoshie Ueki has been signed to play the fem lead, a Geisha girl, opposite William Holden in the new "Sayonara" film being made in Japan. . . . Mercury's rhythm and blues artist and repertoire chief Bob Shad returned to Manhattan this week from Europe. . . . A California manufacturer is marketing "Flying Saucer" T-shirts, featuring pictures of the disk and artists Buchanan and Goodman on the front and back.

Flack Henry Okun will handle promotion for the new Art Mooney M-G-M disk of the themes from the James Dean pix, "Rebel Without a Cause" and "East of Eden." . . . Thomas Russell and Maurice

Maurer have formed Russell Representatives, Inc., a talent management firm.

A new member has been added to the Kapp family. Dave Kapp, chief of the label bearing his name, told us last week that his son, Michael and Michael's wife, Elizabeth, are the proud parent of a girl, Laurie Louise. She is Dave Kapp's second grandchild.

Thrush Della Reese, whose first LP came out on Jubilee last week, appears on the CBS-TV "Stage Show" August 18, then opens at El Morocco, Montreal, August 20 for a week. . . . Bob Lissauer, of Mode and Scope Music firms, left last weekend for a three-week trip to the Coast, where he will promote his several disk releases. . . . Publisher Nat Tannen sold two masters to Sam Phillips of Sun Records last week. Top side is "Juke Box, Help Me Find My Baby," by Hardrock Gunter.

Victor thrush Martha Carson, wife of Xavier Cosse, gave birth to a son recently. Infant's name is Rene Paul Cosse. . . . McConkey Artists, out to fight the lull in the cocktail music field, has hired Dick Gersh in a public relations capacity. Outfit recently went into the jazz field also. . . . Red Matthews has joined Holiday Records, of Memphis, Tenn., as head of artists and repertoire and also distribution. Previously he was with Ekko Records. . . . Bethe Douglas, American thrush who recently created some excitement in England, cut a session for Fraternity Records last week, then hopped a plane for a club booking in Madrid, Spain.

Publisher Ben Bloom returned last week from an European visit. . . . Al Brackman, of the Cromwell and Hollis firms, is back from a combined business and vacation trip across the country. . . . Herman Lubinsky, Savoy-Regent disk topper, has fallen into a bonanza with his \$2.98 Regent LP line. With half his staff on vacation last week, the Newark mahoff had his hands full filling orders. . . . Lou Stallman, writer of "Treasure of Love," has signed with Columbia Records as a warbler. He's managed by Danny Kessler. . . .

Ben Selvin, of RCA Camden disks, has cut "Top Hits" disks with Connie Haines and also with pianist Bill Snyder. Both will be out later this month on 79-cent EP's.

The Crew Cuts opened Thursday (9) at the new Fazio's Supper Club in Fort Lauderdale, Fla. . . . Count Basie and warbler Joe Williams are at the Dunes, Las Vegas, following Jerry Gray's ork. . . . Charlie Janoff, Frank Music staffer, became father of a son last Sunday (29), his second child. . . . Club Bohemia, local jazz spot, is now being picked up by the Mutual web every Saturday night for a "Bandstand, U.S.A." spot.

Hollywood

Bowery Records appointed three new distributors last week, naming Sunland Music in Los Angeles; St. Louis Music Company, St. Louis, and Lesco Distributors, Philadelphia. . . . Publisher Mickey Goldsen will handle the selling and foreign rights to "A Casual Look." . . . Singer Mimi Martel signed by CBS-TV to costar with Red Rowe in a new afternoon show. . . . June Sanantonio, formerly with Decca Records here, has joined Irwin Zucker as a publicity assistant. . . . Model Carole Conn, writer Ben Orkland and publisher Mike Gould toured the disk jockeys last week, plugging "Cool Tango." Miss Conn wore a bathing suit, while the gents donned Bermuda shorts for the stunt. . . . Pepper and Spooky, new disk duo on Coral, are actually Paula Kelly and Hal Dickinson of the Modernaires. . . . Harry Belafonte winds up recording his upcoming RCA album here next week, with plans for two more already in the making. . . . Norgran and Down Home Records added Malverne Dist. in New York and All State Distributors in Newark, N. J., last week. . . . Greig McRitchie will do a jazz album for Zephyr Records titled "Easy Jazz on a Fish Beat Bass," with only brass and rhythm sections used. . . . Zephyr firm has already inked singers Laurie Loman and Paul Frees. . . . Singer Julie London set to warble two songs in the United Artists production "Drango." . . . Ray

Disk-Film Tie-Ups Promote

• Continued from page 38

Gordon MacRae (who plays Buddy DeSylva in the film), while Rush Adams already has the title song on the M-G-M label.

Dean Tribute

One of the most interesting revival stories is that of "East of Eden," a movie which introduced the late James Dean last year. A posthumous clamoring for info on Dean by his fans has prompted Art Mooney and Dick Jacobs to record the tune, while Decca is scheduling a reissue of Victor Young's old waxing of the song. Mooney has also recorded the theme from another old Dean movie, "Rebel Without a Cause," and M-G-M is pushing the two sides as a "Tribute to James Dean" package.

The new foreign movies have also been a rich source of disk material this month. The theme from the French film, "Rififi," has been cut by Larry Adler, the Trio Reisner and Leo Diamond. Two sound track sides by Henry Leca's orchestra are available on themes from another French picture, "The Proud and the Beautiful." The title song from the new Italian film, "La Strada," has been recorded by Paul Weston and Michel LeGrand. "Lola's Theme" from "Trapeze" (the Burt Lancaster-Gina Lollobrigida movie) has been sliced by Ralph Marterie, Steve Allen, and Muir Mathieson (the sound track version). "A Kiss Before Dying" has a flock of covers, including

disks by Dolores Hawkins, Billy Regis and Sam Taylor. Dick Jacobs has a platter out this week on the title theme from the new Cinerama movie, "Seven Wonders of the World." Perry Como and the Cross Roads Quartet have cut "Somebody Up There Likes Me" from the new M-G-M film bio on Rocky Graziano of the same title.

More Pic Themes

Other current movie themes include "The Last Wagon" by Leroy Holmes; "Solid Gold Cadillac" (the new Judy Holliday film), cut by Pearl Bailey and Morris Stoloff; "Away All Boats," recorded by George Cates and Al Hibbler; "The Searchers" (the John Wayne film), cut by Danny Knight, Tex Ritter, and the Sons of the Pioneers; "Toy Tiger," by Frank De Vol; "The Proud Ones," Nelson Riddle, Buddy Morrow and the Three Suns; "The Proud and the Profane," sliced by George Cates and Jack Smith.

Meanwhile "The Eddy Duchin Story" movie is still being shown in theaters across the country, thereby sparking more plays for disks featuring oldies from that film. Even the new film version of "Moby Dick" (with Gregory Peck) has been covered by Victor with a sound track LP, and, altho it's not in the picture, the new "Flying Saucer" novelty is undoubtedly doing a lot of good for the new Paramount picture "Earth Vs. the Flying Saucers."

Heindorf takes over for Paul Baron as music director on "Toward the Unknown." . . . Columbia sales topper Hal Cook here last week for local dealer meetings. . . . Jimmy Wakely subs for Red Foley on the latter's ABC-TV "Ozark Jubilee" show, then goes on to New York where he will confer with Decca a.&r. chief Milt Gabler anent his new "Westerner" package. . . . Pat Boone returned to New York for an NBC network guest shot after recording 16 sides for Dot last week.

**"I ALMOST
LOST MY
MIND"**

Recorded by:
PAT BOONE
DOT
ST. LOUIS MUSIC CORP.
Sole Selling Agent:
Hill & Range Songs, Inc.

THE SOCK NOVELTY!
**NONE
OF
THAT
NOW**
MILLER MUSIC CORPORATION

IF I'M ELECTED
(TO BE THE ONE YOU LOVE)
EDDIE FISHER
Bourne, Inc.
136 W. 52d St. N.Y.C., N.Y.

A cute novelty with a lilting beat!
**WAIT
LITTLE
DARLING**
Recorded by
KAY CEE JONES
on Decca
MILLS MUSIC, INC.

America's New Girlfriend
GLENDORA
PERRY COMO
RCA Victor
JACK LEWIS
Crest
AMERICAN MUSIC, INC.
9109 SUNSET BLVD. HOLLYWOOD, CALIF.

**SAVE MORE MONEY—
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

Modern

Has Another Smash Hit!

THIS IS THE BIG ONE

**'TONIGHT YOU
BELONG TO ME'**

The Tonetts

mod. 997

Modern

RECORDS

9317 W. Washington Blvd.
Culver City, California

Wire or Call Your Orders To Your Nearest Distributor



Dot's

HOT WITH
ALL THE HITS



15481 THE FOOL —Lonesome For a Letter
SANFORD CLARK



15485 APE CALL —Wild Dog of Kentucky
NERVOUS NORVUS

15472 I ALMOST LOST MY MIND
PAT BOONE —I'm In Love With You

15480 VOICES —Lonesome Lover Blues
The FONTANE SISTERS



15470 TRANSFUSION —Dig
NERVOUS NORVUS

15458 IVORY TOWER —I Ain't Gonna Worry
GALE STORM



ALBUMS

DLP-3016 "GOLDEN INSTRUMENTALS" • DLP-3012 PAT BOONE • DEP-1053 "PAT ON MIKE"

Billy Vaughn

Pat Boone



TREMENDOUS NEW RELEASES BREAKING WIDE OPEN!!

15491 **WHEN THE WHITE LILACS BLOOM AGAIN**—Spanish Diary
BILLY VAUGHN



15489 **KA-DING-DONG**—Info Each Life Some Rain Must Fall
THE HILLTOPPERS



15488 **HEART AND SOUL**—Dixieland Band
JOHNNY MADDOX

15487 **TWO HEARTS WITH AN ARROW BETWEEN**—Juke Box Lovers
SHIRLEY FORWOOD

15486 **GREEN DOOR**—Little Man In China Town
JIM LOWE



15493 **CASUAL LOOK**—Cotton Pickin' Kisses
LORRY RAINE

15484 **EVERYTHING BUT YOU**—Midnight to Daylight
DICK LORY



15483 **ALL NITE LONG**—Pink Champagne
RUSTY BRYANT

15482 **ST. LOUIS BLUES**—Red Sea of Mars
DANNY WELTON



Dot

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

Big Break for Dealers Via More & Bigger Hi-Fi Shows

Chicago Org Skeds 18 Exhibits In Major Cities Coast to Coast

NEW YORK—Hi-fi and sound equipment dealers will get their best merchandising break yet during the coming season via the medium of more and bigger hi-fi shows than ever before.

Plans are now complete to stage 18 such shows in cities coast to coast between now and May, 1957. Sparkplug for the series of three-day open-to-the-public conclaves is a Chicago organization known as Rigo Enterprises, headed up by Henry Goldsmith, S. I. Nieman, who has operated the International Sight and Sound show in Chicago in the past, is handling all promotion thru his firm, Public Relations Affiliates.

In all cities (18) where firm deals have been made, the local hi-fi show is being staged with the co-operation of local distributors, newspapers and radio stations. Heavy promotion in both media, including saturation spot radio announcements, will precede each show, and all dealers within the market area will reportedly be provided with special display material hyping the event.

All the sessions will be staged in hotels, and rooms for exhibits will carry six different price tags ranging from \$90 to \$360. This fee includes room rental, a sign, 24-hour guard service and all gratuities for hotel employees.

Asked about any relationships between these shows and the Institute of High Fidelity Manufacturers, Goldsmith said that the Institute had declined to endorse the shows but that he had at least 15 members of the Institute already signed up as exhibitors.

Dealer Rewards

With these 18 shows set and others being planned by the Goldsmith group, and a New York show sponsored by the Institute itself set to open in late September, dealers stand to reap tremendous

Tempo Distrib for Stromberg Products

WASHINGTON—Tempo Electronics has been named exclusive distributor for all Stromberg Carlson sound products in the Capitol area, effective August 26. In the sound equipment business here for eight years, the firm is also local distrib for Muzak.

The franchise for Stromberg Carlson, a subsidiary of General Dynamics, includes engineered sound systems for schools, hospitals, hotels, motels and industry, as well as packaged hi-fi equipment for home use.

Dallas Dealers Set Distrib Co-Op Deal

DALLAS — The new formed Dallas Record Dealers' Association has set up associate memberships for local distributors to promote dealer-distributor co-operation.

In addition to discussing plans for better record and phono merchandising, the group has in the works with the distributors, a co-op ad program, calling for weekly newspaper ads promoting "The 12-Inch Record of the Week." Dealers will all share in the cost on a pro-rata basis and will list all their store names in the ad. Help is being sought from radio stations to give exposure to the feature record of the week.

rewards in extra hi-fi sales. Shows will serve to iron out much of the fuzzy ideas the general public has about hi fi and what it really is. Any dealers handling equipment should get behind the show nearest his area by calling attention to the equipment exhibits via display material in his store and word of mouth to customers.

Altho the IHFM, because of the nature of its organization, has always stressed component hi-fi equipment in its showings, Goldsmith and Nieman feel that their shows will be even of more value to dealers because of the broad representation of major hi-fi package manufacturers now contracted for exhibits.

Among the packaged unit firms, Philco, RCA Victor, Zenith, Motorola, Admiral, V-M, Webcor and Majestic-Grundig have all been signed for exhibits. Component parts firms too will be heavily represented, it was stressed. Altho no major record manufacturers are now in the fold, several have arranged for exhibits to be manned by local distributors with partial financing from the manufacturer. A strong pitch will be made to major diskeries, Goldsmith said, following experience of the first few shows.

New York Area

In the New York area, Harry Reises, former operator of the Audio Fair, will operate a hi-fi showing in conjunction with a 10-day "Diamond Jubilee of the Record Industry" celebration at the Coliseum starting September 7, while the IHFM exhibition will be staged at the New York Trade Show Hall, September 27-30. The Institute is

also the guiding spirit behind the showings slated for Los Angeles, February 6 thru 9, 1957, and for San Francisco, February 15 thru 18, 1957. It is understood that the Institute will sponsor biennial shows starting in 1957 in Boston and Philadelphia.

Nieman will again conduct the Chicago hi-fi show, formerly the International Sight and Sound Show. The affair is set for November 2 thru 5 at the Palmer House.

Dates and contracted hotel locations for the Rigo-sponsored events for the balance of this year include: August 17 thru 19, Deshler Hilton Hotel, Columbus, O.; August 28 and 29, Sheraton Gibson Hotel, Cincinnati; September 14 thru 16, Henry Grady Hotel, Atlanta; October 12 thru 14, Hotel McAllister, Miami; October 25 thru 27, Hotel Roosevelt, New Orleans; November 16 thru 18, Hotel Adolphus, Dallas, and November 23 thru 25, Hotel Statler, St. Louis.

The following dates have been set for 1957: January 4 thru 6, Milwaukee; January 18 thru 20, Minneapolis; February 1 thru 3, Seattle; February 15 thru 17, Portland, Ore.; March 1 thru 3, Kansas City, Mo.; March 15 thru 17, Omaha, March 29 thru 31, Denver; April 5 thru 7, Salt Lake City; April 19 thru 21, Pittsburgh; April 26 thru 28, Cleveland, and May 3 thru 5, Detroit.

Goldsmith and Nieman both emphasized the Rigo group is ready to co-operate with local distributors, newspapers and radio stations in any market area to set up a hi-fi show.

Victor Sets 'Best Buy' Album

• Continued from page 38

A special feature of this set, at no additional cost, is the inclusion of the complete text of Dumas' novel, "Camille," on which the Verdi work is based.

"Getting Friendly With Music" is a package of light concert music by the Boston Pops which contains, beside the music disk, a special LP of informal talk about classical music by TV's Dave Garroway, which is thrown in free. "The Virtuoso Orchestra," by the Boston Symphony, which was the July Save-on-Records \$2.98 coupon special, is on regular release here.

Several of the diskery's best-selling concerti, played by Artur Schnabel, were re-taped during the pianist's recent New York concerto recital series, and four of these are issued in a two-disk set entitled "The Concerto." The works are Rachmaninoff's Second, Liszt's First, the Grieg Concerto, and Rachmaninoff's "Rhapsody on a Theme by Paganini." Another survey, on three disks, is "The Tone Poem," which includes 10 favorites interpreted by five top conductors. A special artistically illustrated booklet goes with it.

Other sets feature Morton Gould, the Boston Pops, Vladimir Horowitz, the Boston and Chicago Symphonies and the Robert Shaw Chorale.

Pop and Jazz

The pop and jazz releases include new packages by Frankie Carle, organist Ray Bohr, the Birdland jazz stars, Coleman Hawkins, Julius La Rosa, the Melachrino ork, Perez Prado, Henri Rene (with Jayne Mansfield on the cover), the Walter Schuman Voices, Hollywood Presbyterian Church Choir, George Williams ork, and

one based on "The Follies of Paris."

The Camden \$1.98 disks include sets with the Boston Pops, Toscanini, Paderewski, Harold Bauer, Henri Rene, the Delta Rhythm Boys, Guy Lupa, Freddy Martin, Tex Beneke, Al Goodman, and the David Whitehall ork.

Most of the new Victor covers are full-color jobs, with Ektachroma process photos.

While each distrib is expected to make his own terms in his bailiwick, it's probable that most dealers will be offered a 10 per cent additional discount on the September specials, with 30-60-90 days billing. Most dealers will be offered 100 per cent exchange on the new releases, and in some territories they will get this offer on all items listed in the sampler catalog. In New York City, dealers are being offered 10 per cent on the new stuff, and, provided they order a minimum of \$250 worth, they can match that amount with purchases from the old catalog and avail themselves of 10 per cent extra discount on those items also.

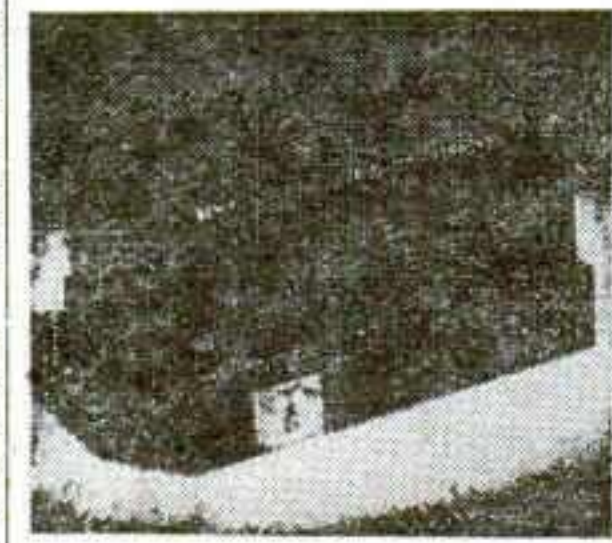
Heavy advertising has been scheduled for the program. It will include a pop and jazz pitch in Life, Red Seal ads in the New Yorker, Saturday Review, Harper's, Atlantic Monthly, plus co-op ads and others in regular record and music publications. Disk jockeys will receive special album service programs. Other pitches will be on radio and TV, and direct mail pieces will be sent to Save-on-Records subscribers.

Dealers will be supplied with a three-piece display kit, plus a full color counter merchandiser.

NEW EQUIPMENT



Electro-Voice, Inc., of Buchanan, Mich., has developed this System Selector (Model 522) as a dealer merchandising aid. The unit enables the dealer to demonstrate 36 different speaker systems while employing only five of these switching units.



Fisher Radio has developed this new 55-watt Laboratory, Standard amplifier, model 55-A. The unit is said to reproduce the most complex passages without coloration or clipping and can handle power peaks of 110 watts. Designed for laboratory as well as home use, the unit sells for \$169.50.

Gadget Gives Hi-Fi Speaker Demonstration

BUCHANAN, Mich — Electro-Voice, manufacturer of hi-fi speakers, has unveiled an easy-to-use speaker system selector for demonstrating to customers the difference between single and multi-speaker hi-fi sets.

The unit, which measures 14½ by 13½ by 4½ inches, stands atop speaker enclosures and takes up a minimum amount of space. By turning a single knob, a buyer can hear, for example, a full range coaxial speaker, then a coax speaker plus a tweeter, then the speaker with a mid-range horn, and finally, the complete system.

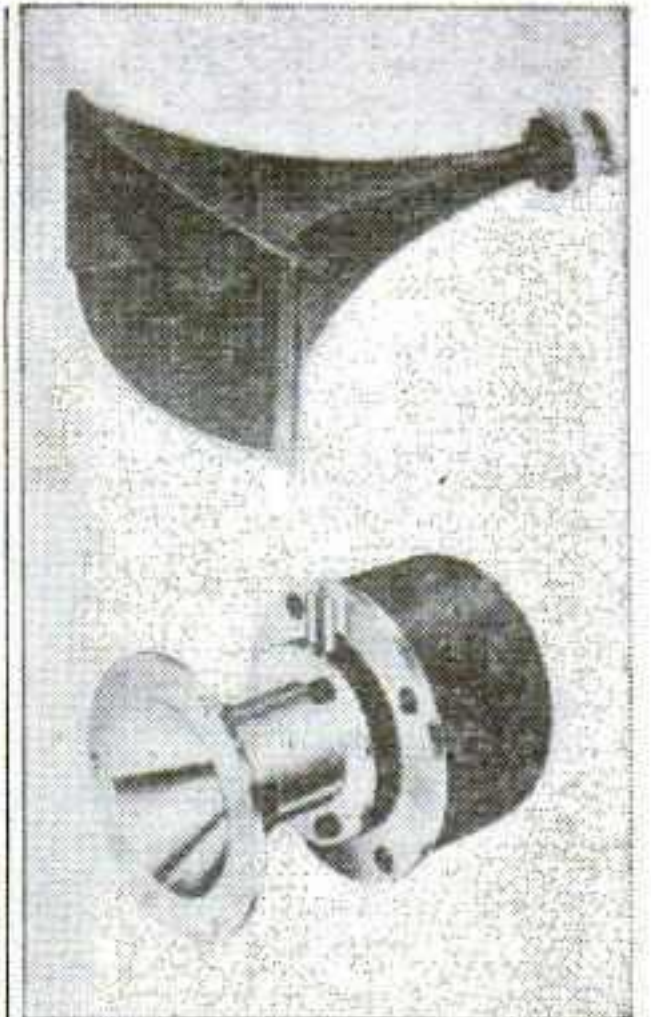
The Systems Selector is furnished free to dealers with orders of two or more different speaker demonstrators and includes complete cost data for each component.

The firm is also offering an informative booklet titled, "Guide to High Fidelity Loudspeaker Systems," with facts on how to choose a system to suit specific tastes and budgets. The booklet is available for 25 cents from Electro-Voice, Inc.

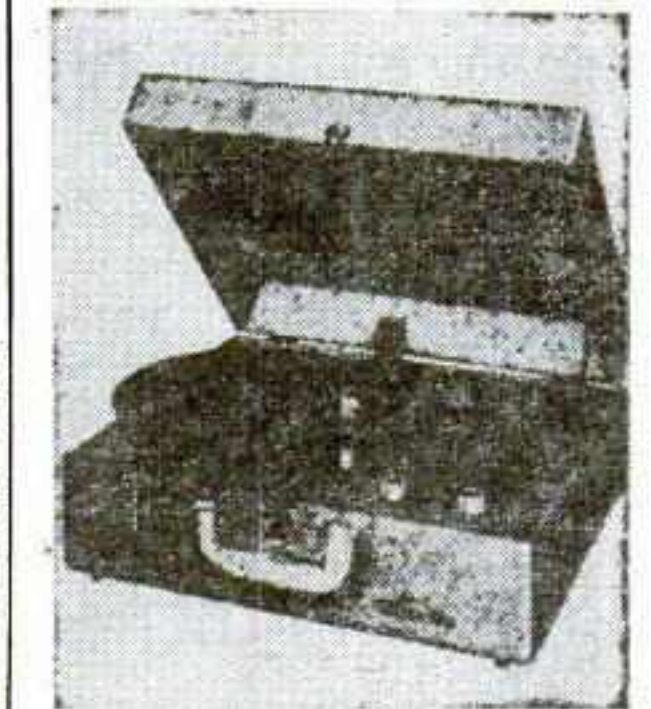
Abrams & Reed Signed by Kahl

NEW YORK—Phil Kahl has signed Vic Abrams and Irving Reed to an exclusive two-year pact for his Patricia-KaM publishing firms. Both men are BMI writers.

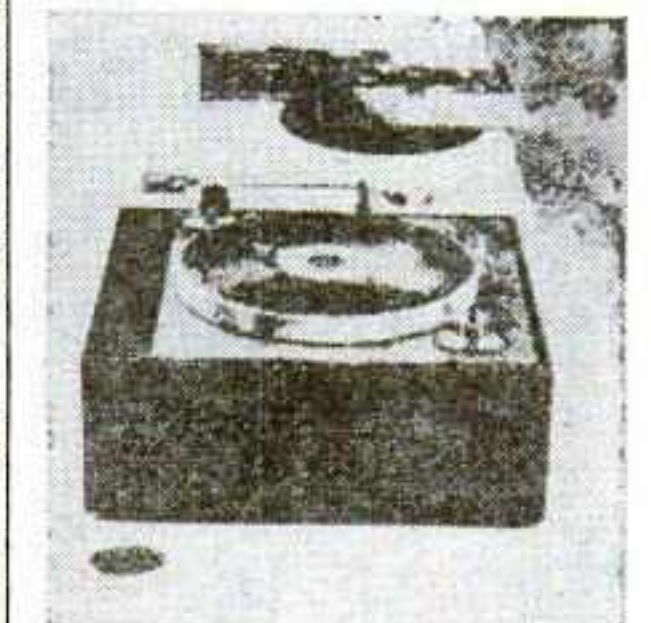
Kahl already has several jazz artists under exclusive writer pacts, including Friedrich Gulda and Ernie Wilkins. Abrams and Reed penned "Things I Didn't Do," "Give Me Your Love" and "Napoleon."



New Goodman loud-speakers introduced include the Midax middle-range and high-frequency speaker with flared horn (top) and the Trebax tweeter with built-in horn. Retail prices are \$58.80 and \$27 respectively.



The Spartan Division of the Magnavox Company has brought out the "Wayfarer" portable phono model 25150. Unit carries two tubes including rectifier and has tone and volume controls and an eight-inch speaker. Introduced at the same time, the model 35300 table radio-phono comes with five tubes, including rectifier. The sets retail at \$39.50 and \$49.50 respectively. Duplicate units with exactly the same specifications have been also brought out under the tag of the parent firm, Magnavox, as models TP232 and TP233.



Reck-O-Kut Company now provides this high fashion base for its Rondine and Rondine de luxe turntables. Hand-rubbed walnut or natural Korina woods are offered and the base is mounted on rubber ball feet. Suggested retail price is \$26.95.



The "Melody Master" is the newest member of the Magnavox hi-fi group. The three-watt portable unit comes in a variety of lightweight finishes and features a six-inch and a four-inch speaker, with Collaro three-speed changer. Retail price is \$89.50.

"THERE'S A REASON"

(BALLY 1015)

why

Bob Carroll

has a hit record...



it's because

"MARIA ELENA"

(BALLY 1015)

is back!!

Bally RECORDS
THE HOME OF LIVING PERFORMANCE

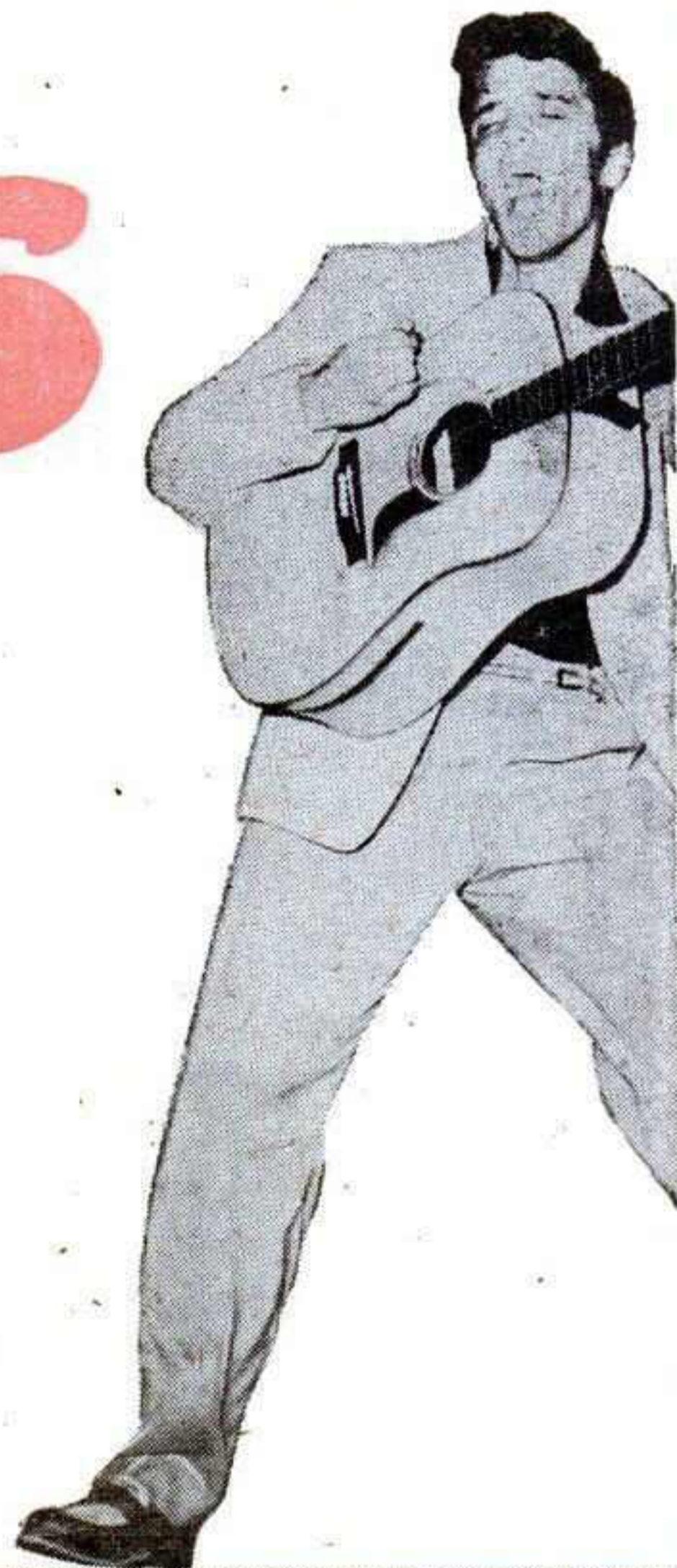
203 N. Wabash Avenue
Chicago 1, Ill.
ANdover 3-4677

HISTORY

Each OVER A
Elvis

**"HOUND
DOG"**

RCA VICTOR 20/47-6604



**NOW
SELLING
THIRD
MILLION**

"DON'T"

the dealer's choice

RCA VICTOR



MAKING !!

Million

ALREADY—

Presley

**“I WANT YOU
I NEED YOU
I LOVE YOU”**

RCA VICTOR 20/47-6540

BE CRUEL”

(To a Heart That's True)

RCA VICTOR—20/47-6604

the dealer's choice

RCA VICTOR



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

- 1. MY FAIR LADY—Original Cast... Columbia OL 5090
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1284
3. ELVIS PRESLEY... RCA Victor LPM 1254
4. THE KING AND I—Sound Track... Capitol W 740
5. CAROUSEL—Sound Track... Capitol W 694
6. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
7. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
8. SONGS FOR SWAGGIN' LOVERS—Frank Sinatra... Capitol W 653
9. OKLAHOMA!—Sound Track... Capitol SAO 595
10. THE PLATTERS... Mercury MG 20146
11. THE MOST HAPPY FELLA—Original Cast... Columbia OL 5118
12. PICNIC—Sound Track... Decca DL 8320
13. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
14. BUBBLES IN THE WINE—Lawrence Welk... Coral CRL 57038
15. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683

Pop Albums Coming Up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart

- 1. High Society... Sound Track Capitol W 750
2. Passport to Romance... Percy Faith Columbia CL 880
3. Lonely Girl... Julie London Liberty LRP 3012
4. Hi Fi and Wide... The Three Sons RCA Victor LPM 1249
5. Starring Al Hibbler... Al Hibbler Decca DL 8328

Other Records Released This Week

- Popular: Bella Noza; Besame Morenita - Pablo Beltran Ork, Victor 6609
The Continental (You Kiss While You're Dancing); Jasmine - Eddie Heywood Ork, Decca 30007
I Got It Bad and That Ain't Good; Don't Take Your Love From Me - Al Hibbler, Aladdin 3328
Mind If I Make Love to You; Who Wants to Be a Millionaire? - Frank Sinatra, Capitol 3508
Now You Has Jazz; High Society Calypso - Bing Crosby and Louis Armstrong, Capitol 3506
Oh, That'll Be Joyful; Shine On, Harvest Moon - Art and Dotty Todd, Diamond 3007
Country & Western: Coekroach; Big Houston - Link Davis, Sarg 136
Don't Feel Guilty (For Stealing My Heart); Tell Me How Long - Ruth Talley, M-G-M 12307
Rhythm & Blues: Country Boogie; Country Home - Preston Love Ork, Dig 116

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various labels like ALADDIN, ARIES, ATCO, BALLAD, BALLY, CAPITOL, COLUMBIA, CORAL, DECCA, DIAMOND, DIG, DUKE, EMBER, FEDERAL, FOREST, GROOVE, HARMONY, KENT, KEY, KING, LONDON, MERCURY, M-G-M, OLD TOWN, PEACOCK, SARG, SUNSET, VICTOR, VIK and their corresponding release counts.

Review Spotlight on...

Jazz Albums

FRIEDRICH GULDA AT BIRDLAND (1-12") - RCA Victor LPM 1355

Jazznicks who caught Gilda and his fine group at Birdland or at the Newport Jazz Festival have been awaiting this set eagerly. All of the publicity about this concert pianist-turned-jazzman will undoubtedly pay off, especially since the music lives up to the hoopla. Gulda writes well for the combo, which includes such brilliant modern soloists as Phil Woods, Jimmy Cleveland, Seldon Powell and the underrated Idrees Sulieman on trumpet. He himself plays a deep-down-in-the-keys piano and demonstrates a refreshing concern for dynamic variation.

ERROLL GARNER CONCERT BY THE SEA (1-12") - Columbia CL 883

This package is the first Garner LP recorded while he was playing before a concert audience (at Carmel, Calif.). The pianist's brilliant jazz technique and tender touch are showcased on a group of standards and originals—"I'll Remember April," "Teach Me Tonight," "Mambo Carmel," etc. Cover, an eye-catching photo of a Carmel seascape, is perfectly keyed to the title theme. Excellent for jazz jocks and romantic segs on pop shows.

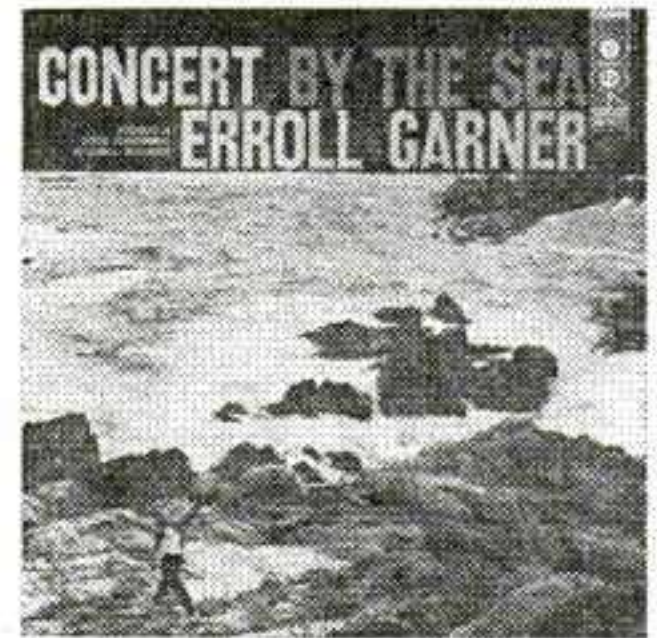
Folk Albums

FOLK SONGS OF THE OLD WORLD (2-12") - Roger Wagner Chorale. Capitol PBR 8345

This deluxe two-LP set makes a handsome package, both inside and out. The readings by the Robert Wagner chorale are done with sin-

cerity, extreme good taste and with a fine appreciation of the flavors and nuances of the many styles of folk material. A dozen countries are represented in the collection and readings total over 30. Stephen Longstreet's notes make interesting reading and they include complete lyrics to all the songs. An important entry in its field which deserves plenty of dealer attention.

Album Cover of the Week



CONCERT BY THE SEA - ERROLL GARNER, Columbia CL 883. The raging sea pounding on the rocky shore, always a powerful eye-catcher, is the attractive theme for this cover. The photograph, done in natural color, with the title standing out in shades of orange and lavender, is a natural for display.

Reviews and Ratings of New Albums

Popular

CUBAN CARNIVAL78 Tito Puente Ork (1-12") Victor LPM 2151

Tito Puente has an exciting package in this collection of 11 Afro-Cuban and Latin-American themes—eight of them his own compositions. Recorded by three different orchestral groups—small, medium and large—the tunes range in beat from cha-cha-cha, guaguancos, and rumbas to his trade-marked mambo style. Puente's authentic, yet strongly avant-garde-flavored, approach to his material should attract some jazz fans as well as the more conventional Latin-American buyer.

RODGERS VISITED76 Cy Walter, Piano (1-12") Atlantic 1236

Here is a soundly commercial instrumental album, featuring Cy Walter's tasteful and expressive pianistics on a group of Richard Rodgers compositions—including such wonderful oldies as "Slaughter on Tenth Avenue," "Lover," and "This Can't Be Love." Fine mood music for discriminating pop jocks. The LP spotlights an interesting cover photo of Rodgers and Walters, along with highly literate liner notes by composer Alec Wilder.

FRANK SINATRA CONDUCTS THE MUSIC OF ALEC WILDER72 Alec Wilder Octet (1-12") Columbia CL 884

Columbia is reissuing six sides (featuring Sinatra conducting Wilder's music) which were made about a year ago. The liner notes frankly admit that the public was less than enthusiastic, over them at that time, but predict the world is ready for them now. The sides (spotlighting Mitch Miller on oboe and English horn) are lovely in a grave, semi-classical fashion, but it's doubtful if many Sinatra fans will be in the market for this type of package. The flip features originals by the old Alec Wilder Octet—light, listenable instrumentals on a cool chamber music-type jazz kick.

Classical

BRAHMS: SYMPHONY NO. 1 IN C MINOR (1-12") - Pittsburgh Symphony Orchestra; William Steinberg, Cond. Capitol P 834086

The Bruno Walter version, which most connoisseurs will rate the best, is available only in the multi-disk album of all Brahms' orchestral works, which leaves this excellent new version a broad field. There is plenty of name competition, but Steinberg's meticulous, affectionate and well-recorded reading is a good bet to hit the best-selling lists. Cover is smart and different.

PROKOFIEV: LIEUTENANT KJUE SUITE; KODALY: HARY JANOS SUITE (1-12") - Philharmonic-Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 510185

Excellent coupling of two colorful conservative-modern works, both of which lend themselves to hi-fi exploitation. Both face strong competition, but such factors as the double-barrelled coupling, uniformly great sound, price and name value make this a good sales bet for the average longhair disk dealer. For the connoisseur, Scherchen's "Kije" will remain tops.

RACHMANINOFF: PIANO CONCERTO NO. 2 (1-12") - Clifford Curzon, Piano; London Philharmonic Orchestra; Adrian Boult, Cond. London LL 142482

In this summer's releases, there have been several outstanding interpretations of this perennial favorite. Curzon's new reading is of such a quality that the customer's choice becomes all the more difficult. The organization and clarity of Curzon's approach indicate his respect and innate feeling for this work. As a hi-fi product, this disk is of the first rank; the balance of soloist and orchestra is admirable. The rough competitive situation notwithstanding, this LP will carve a highly respectable niche for itself commercially.

MILSTEIN MINIATURES (1-12") - Nathan Milstein, Violin; Leon Pommer, Piano. Capitol P 833980

Near-perfect playing of some familiar violin encore pieces by Milstein. This should sell readily to all fiddle fanciers and to many buyers of the lighter classics. Program includes such as Smetana's (Continued on page 50)

Jazz

MARTIANS COME BACK85 Shorty Rogers and His Giants (1-12") Atlantic 1232

Here's an interesting and swinging new disk that features Rogers in a variety of groupings. In only one is the entire nine-man "Giants" crew featured, but there is a lot of satisfying listening in the quintet and septet line-ups as well as the group featuring a four-man trumpet ensemble, backed with rhythm. Solid performers include the Candolis, Fagerquist, Kessel, Manne, Edison, Vinegar, Pena and, of course, Rogers himself on trumpet and flugelhorn. A highly commercial jazz package with an imaginative cover worth plenty of display.

HERE IS PHINEAS84 Phineas Newborn Jr., Piano (1-12") Atlantic 1235

On the basis of this first record, Memphis-born Newborn can be labeled one of the most promising of new musicians on the jazz scene. The technique is superior and the ideas illustrated here are original and exciting, both in the brilliantly fast right hand and the fully utilized left hand. There are several familiar tunes among the selection of eight, but familiar or new, Newborn gives them all a distinctly personal approach. Dealers should not be afraid to recommend this one to their jazz customers. It's quality thruout.

MINGUS AT THE BOHEMIA75 (1-12") Debut DEB 123

Mingus, an extraordinary bass player and a composer-instigator of the avant-garde, continues to make his experiments palatable to the average jazz fan by his musical sense of humor and his intriguing inventions. For example, he combines "September in the Rain" with "Tenderly" for an opus called "Septemberly." With all the far-out reachings, Mingus and cohorts Eddie Bert, George Barrow, Mal Waldron and Willie Jones can swing with a deep-down feeling. "Percussion Discussion" is a remarkable demonstration by Mingus and guest drummer Max Roach.

(Continued on page 50)

America's Fastest Selling Records



The **ORIGINAL** version that started it all—
**WHEN THE WHITE LILACS
BLOOM AGAIN**

BLUE BLUES
Decca 30039 & 9-30039

HELMUT ZACHARIAS

AND HIS
MAGIC
VIOLINS

I ONLY KNOW
I LOVE YOU
FOUR ACES
Decca 29989 & 9-29989

RIP IT UP
TEENAGER'S MOTHER
BILL HALEY and
and His Comets
Decca 30028 & 9-30028

AFTER THE LIGHTS
GO DOWN LOW
AL HIBBLER
Decca 29982 & 9-29982

BIG HITS BURSTING ALL OVER

ENGLISH MUFFINS
AND IRISH STEW
SYLVIA SYMS
Decca 29969 & 9-29969

CRAZY ARMS
TONIGHT YOU
BELONG TO ME
Karen Chandler and Jimmy Wakely
Decca 30040 & 9-30040

ST. THERESE OF
THE ROSES
BILLY WARD
Decca 29933 & 9-29933

the Only **Sound Track Version**

HOTTER THAN EVER!

THE EDDY DUCHIN STORY



featuring
Carmen Cavallaro at the piano
DL 8289 & ED 844

A New World of Sound



DECCA records

Mel Tormé and Frances Faye in "Porgy and Bess"



with MEL TORMÉ (Porgy), FRANCES FAYE (Bess), BETTY ROCHÉ (Clara), FRANK ROSOLINO (Jake), SALLIE BLAIR (Serena), JOE DERISE (Peter the Honeyman), LOULIE JEAN NORMAN (Strawberry Woman), BOB DOROUGH (Crab Man), GEORGE KIRBY (Sportin' Life), JOHNNY HARTMAN (Crown), DUKE ELLINGTON'S ORCHESTRA, Pat MORAN Quartet, Don FAGERQUIST, Bob ENEVOLDSEN, Claude WILLIAMSON, Max BENNETT, Stan LEVEY, Bill HOLMAN, Herbie MANN, Sam MOST, The AUSTRALIAN JAZZ QUINTET, Howard McGHEE, Buddy CHILDERS, Alvin STOLLER, Herbie HARPER. Musical Direction: RUSS GARCIA. Narration: AL "JAZZBO" COLLINS.

Playing time: 1 hour, 48 minutes. Hear this original George Gershwin score in its entirety at one sitting. It is a lucid, prolific performance.

List \$14.95 for package of three 12" LP's. Uniquely boxed. Available through your Distributor early in August.



BETHLEHEM RECORDS New York - Hollywood

Reviews and Ratings of New Classical Albums

Continued from page 48

"From My Homeland," Wieniawski's "Mazurka in D," the "Meditation" from "Thais," "Flight of the Bumble Bee" and several lesser-known, ingratiating bits. Particularly impressive is the muted playing of "Dance of the Spirits" from Gluck's "Orpheus." Can be stocked by any store that handles serious or middle-brow disks.

COPLAND: MUSIC FOR THE THEATER 1925; MUSIC FOR RADIO 1937; MUSIC FOR MOVIES 1942 (1-12") — M-G-M Chamber Orchestra; Izler Solomon, Arthur Winograd, Conds.; M-G-M Symphony Orchestra; Arthur Winograd, Cond. M-G-M E 336772

Of the many sets of contemporary music released this month, this contains some of the most accessible work, some of which was composed for practical use in popular media. The "Theater" music is available for the first time on a "trade" label (it was issued several years ago by a mail-order firm), and the "Radio" music ("Sage of the Prairie") is also a disk first. "Movies," the most satisfying piece, was previously available on the label in another coupling. This uses themes from "The City," "Our Town" and "Of Mice and Men." "Theater" is jazz-inspired in the self-conscious manner of the time, and is not as well-performed as the other works. Copland's more popular pieces, such as "El Salon Mexico" and "Rodeo," have paved the way for moderate sales.

MILAN: LA DOGARESA (1-12")—Pilar Llorca, Soprano; Gran Orquesta Sinfonica; Ataulfo Argenta, Cond. London XLL 146269

One of the more outstanding zarzuela recordings to come from London's Spanish division—and an ideal set to introduce the idiom to the non-Spanish listener. The

prime target for the zarzuela is the Spanish-speaking music enthusiast, but the rich flow of melodies and sparkling pace of "La Dogaresa" should have more general appeal. A complete Spanish-English libretto is provided. This is light music, but the quality of writing and the standard of performance here are that of "grand opera." Notable are the lead singers, the fine lyric soprano, Pilar Llorca, and the admirable Manuel Ausensi.

Semi-Classical

A SPANISH GUITAR RECITAL (1-12") — Maria Luisa Anido, Guitar. Capitol P 1801475

An Argentine guitar virtuoso invades Segovia's province; in fact, even does several numbers he has recorded and leaves little doubt that she is one of the masters of the instrument. The pieces are by Albeniz, Rodrigo, Sanz, Torroba, Tarrega and Granados—all written originally for guitar, and full of Spanish color. Buyers of guitar disks and of unusual background music should be made aware of this disk. Cover is also unusual and appealing.

FROM THE ROMANTIC ERA (1-12") — Laurindo Almeida, Guitar. Capitol P 834175

Almeida essays some unexploited repertoire for the guitar, using mainly transcriptions of popular miniatures from the 19th century. His technique is clean and the recording is good, the guitar connoisseurs nurtured on Segovia will find less musicianship here. At any rate, popularity of the instrument should move copies. Included are Beethoven's "Minuet in G," Schumann's "Traumerei," Massenet's "Elegie," etc.

Reviews and Ratings of New Jazz Albums

Continued from page 48

IN A MELLOW MOOD75
Buddy DeFranco Quartet (1-12")
Norgran MG N 1079

DeFranco demonstrates a new tendency to inject emotion into his ballads, but this swing-tempo offerings are in the usual mechanical, technical groove, with unchanging dynamics. Except for the ballads, there's nothing startling to attract jazz buyers or jocks. Still, he's one of the Big Three on clarinet, and fanciers of the instrument will want the set. Good demo bands would be "Laura" and "Everything Happens to Me."

BUDDY COLLETTE: MAN OF MANY PARTS73
(1-12")
Contemporary C 3522
Collette, talented multi-instrument

member of the Chico Hamilton Quintet, demonstrates his versatility by performing numbers on alto and tenor saxes, flute and clarinet (on which he was voted New Star this year). As usual with this type of act, nothing memorable is produced, altho he plays every instrument with tone and taste. The pretty tenor work on Collette's own "Cheryl Ann" is especially spinworthy. Jazz jocks will like that one. Sales should be just moderate.

well written and better than that of the second package of this kind also just released. Democrats should be a cinch to buy this and put it to active use.

GRAND OLD PARTY SONGS78
Eli Fantz, Guitar (1-10")
Middlesex

This is one of two 10-inch specialty items released to tie in with current political activity. Songs are done by Eli Fantz, who accompanies himself on guitar. The titles, "I've Got Those New Deal, Fair Deal, Square Deal Blues," "Eisenhower, Hold That Line," etc., are not quite as funny as they could be but those who appreciate the humor in political alienations might be considered potential customers, particularly if the price

Miscellaneous

BALLADS FOR BALLOTS70
Joe Glazer, Guitar (1-10")
Middlesex

This album and companion package are released to cash in on political activity at convention time. Sung by balladeer Joe Glazer, working with guitar, the material is bitingly satirical of the present administration. The material, tho controversial, is

IS ASCAP GIFT OF 'ALLEGIANCE' WAX A 'FIRST?'

WASHINGTON — When Rep. Joseph Martin (R., Mass.) heard last week that ASCAP was gifting the government with 24,500 copies of the recording, "Pledge Allegiance to the Flag," he asked: "Is this the first time in history that anybody gave anything to the government?"

The resolution accepting the recordings designates 22,000 copies for House use, and 2,500 copies for Senate use. Fifty copies will go to each representative and territorial delegate, while senators will each get 50 copies. Recordings are to be distributed by the lawmakers for nonprofit purposes to radio and television stations in their constituencies and to other groups "deemed appropriate for the purpose of providing the widest possible dissemination of such musical composition."

Top 30 Tunes On KLAC, L.A.

HOLLYWOOD — Radio Station KLAC (Los Angeles), last week disclosed a complete change of programming, concurrent with its 10th anniversary, via the issuance of a public warranty pledging the airing of only the "30 top tunes and memories, too."

Programming of "30 top tunes and memories too" came into being as the result of a year's survey undertaken by station prexy Mortimer Hall, which determined, according to Hall, "That the majority of listeners want to hear only the best selling records and an occasional standard of yesteryear. So from now on, KLAC will present only these top records around the clock. In this manner every listener will know what he can expect in the way of programming from our station."

is right. This one, naturally, is for Republicans.

Spoken Word & Dramatic

STORIES OF MARK TWAIN (1-12") — Walter Brennan, Brandon de Wilde. Readers. Caedmon TC 102782

Stories of Mark Twain have an almost universal appeal. The name is salable on the cover of a book or a record, and in the case of this disk, two fine performers are an added attraction. Veteran Walter Brennan reads from several famous Twain works, "Jumping Frog of Calaveras County," and a selection from "A Tramp Abroad," while young DeWilde does a pair of excerpts from "Huckleberry Finn." Both sides have solid charm and the cover art helps back it up. An excellent choice for children's sales.

SERMONS AND MEDITATIONS OF JOHN DONNE (1-12") — Herbert Marshall, Reader. Caedmon TC 10517

Schools, literati and literate religious folk of almost any denomination should make up a healthy market for this excellent, unusual spoken word collection. The remarkable poet, Donne, was a devout man, who took orders in the Anglican Church, and thereupon enriched its vocabulary with such profound spirituality and magnificent language as that recorded herein. Marshall, whose name lends considerable commercial appeal, intones the oft-quoted lines in noble, restrained fashion.

ARGO
The home of "CREATIVE"
Hi-Fidelity Modern Music.

WHERE TOP-SELLING ALBUMS ARE CREATED MORE OFTEN FOR YOUR PLEASURE.

ARGO #602 LP ALBUM
"CHAMBER MUSIC OF THE NEW JAZZ"
(12 live selections) with AHMAND JAMAL
Piano music at its best with one of the country's top musicians. \$3.98 LIST

ARGO #603 LP ALBUM
"FLUTE 'N THE BLUES"
(10 fine selections) with James Moody and his flute Eddy Jefferson, vocal
The finest combination of its kind making music that hits the hearts of everyone. Should be a big seller. \$3.98 LIST

ARGO #604 LP ALBUM
"LONELY ONE"
(11 beautiful selections) with Pinky Winters (Miss)
One of the finer feminine voices that has ear appeal —mellow and soothing. A great album. \$3.98 LIST

ARGO #605 LP ALBUM
"WITHOUT SAUCE"
(12 top selections) with The Dick Lane Quartet
One of the most versatile groups in the country. Vocal and Instrumental. \$3.98 LIST

ARGO RECORD CO. 4750 South Cottage Grove Ave., Chicago 16, Ill., Phone: KENwood 8-4342

Authentic High Fidelity

Fidelis Console by

Voice of Music



**2 BIG HITS BY
AMERICA'S FAVORITE
BAND**



LAWRENCE WELK

**WHEN THE
WHITE
LILACS
BLOOM
AGAIN**



**TONIGHT
YOU
BELONG
TO ME**

CORAL
61701

with the
**LENNON
SISTERS**





CORAL ALBUM



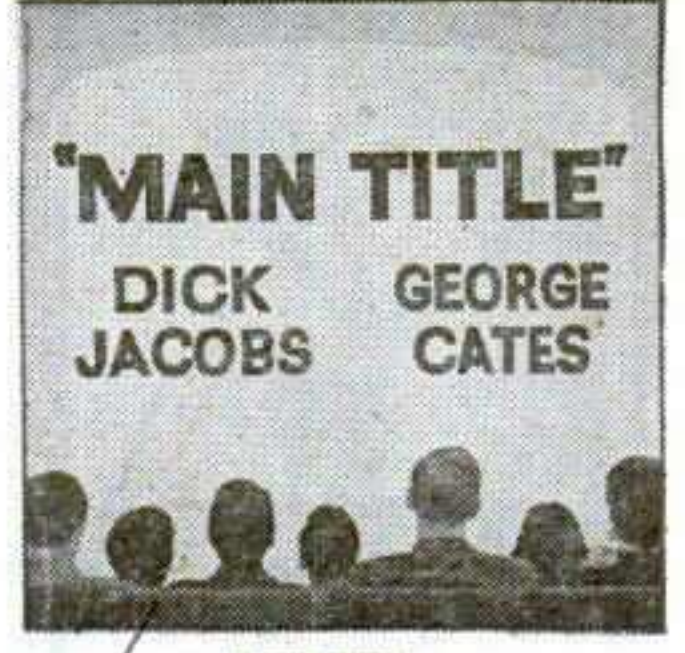
LAWRENCE WELK
AT MADISON SQUARE GARDEN
CRL 57066/EC 82030 ✓



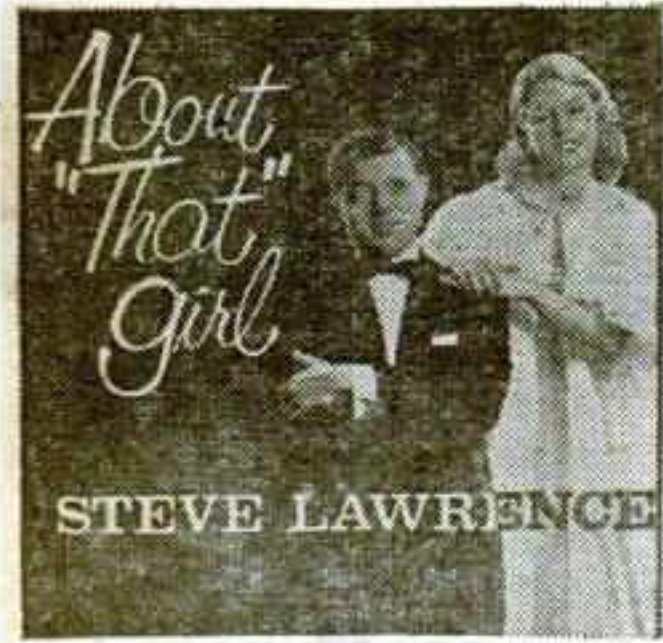
SINCERELY
The McGuire Sisters
CRL 57052 ✓



SOUVENIR D'ITALIE
Johnny Desmond
CRL 57079/EC 81139 ✓



MAIN TITLE—
Dick Jacobs & George Cates
Outstanding Movie Themes
CRL 57065/EC 81142-3 ✓



ABOUT "THAT" GIRL—
Steve Lawrence
CRL 57050 ✓



ALLEN PLAYS ALLEN
Steve Allen—Instrumental
CRL 57047 ✓



FUN TIME
Buddy Hackett, Bob & Ray, Steve Allen,
Phil Foster & others
CRL 57072 ✓



MUSIC FROM LONDON
Kevin Forsythe and his Orchestra—
Recorded in England
CRL 57076 ✓



BEAUTIFUL MUSIC TOGETHER
Piano Solos by Carretta
CRL 57042 ✓



NEAL HEFTI—
The Band with young ideas
CRL 57077 ✓



THE SOUND OF SONN
Larry Sonn & his Orchestra—Featuring
Al Cohn & Hal McKusick
CRL 57057 ✓



LAURINDO ALMEIDA
Guitar Recital
CRL 57056 ✓

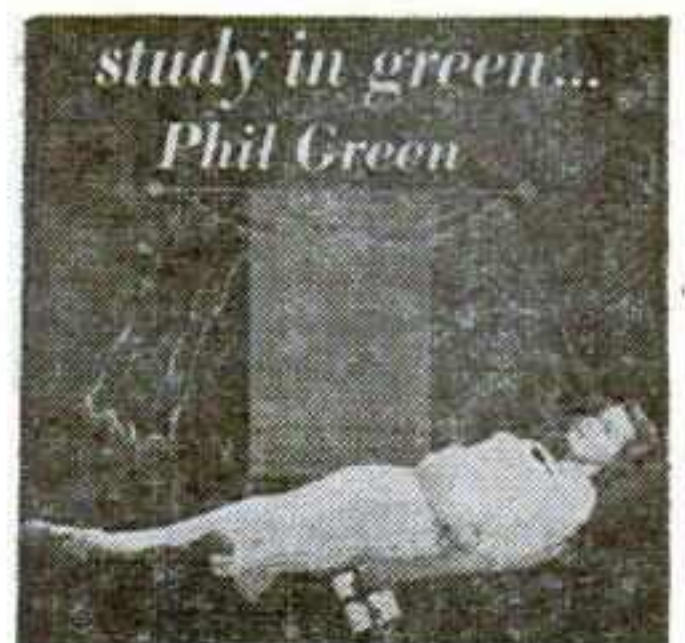
**—DEALERS—
SEE
YOUR
CORAL
RECORDS
SALESMAN
FOR
SPECTACULAR
DISCOUNT
OFFER!**



SWING SOFTLY SWEET SAMPSON
Edgar Sampson & Orchestra
Playing his own compositions
CRL 57049 ✓



MUSICAL SOUNDS ARE THE BEST SONGS
Mel Torme
CRL 57044 ✓



STUDY IN GREEN
Phil Green & his Orchestra
Recorded in England
CRL 57074 ✓



PIANO JAZZ—VOL. 1
Featuring Pine Top Smith,
Speckled Red
BL 54014 ✓



PIANO JAZZ—VOL. 2
Featuring Jelly Roll Morton,
Mary Lou Williams
BL 54015 ✓



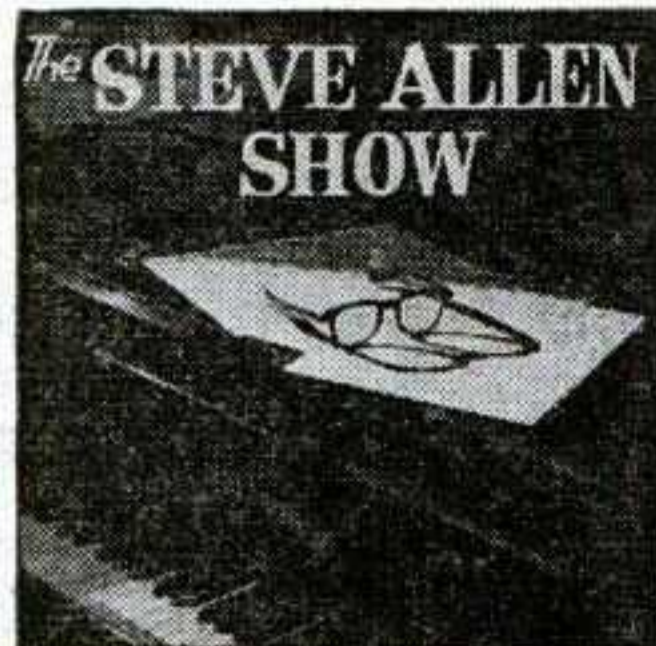
THE BIG SOUNDS OF COLEMAN
HAWKINS & BEN WEBSTER
BL 54016 ✓

**..... and
are
spectacular,**

SPECTACULAR



BOB CROSBY IN HI FI
Bob Crosby & his Orchestra—Instrumental
CRL 57062/EC 81140-1



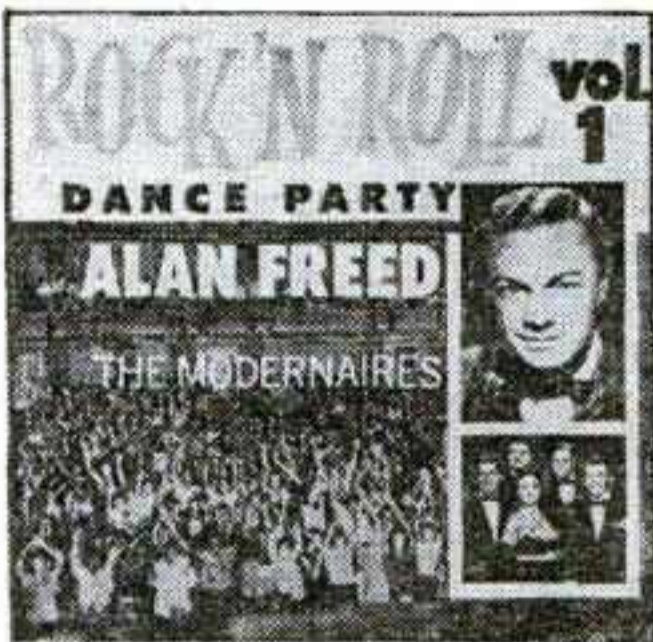
THE STEVE ALLEN SHOW
Starring Steve Allen, Eydie Gorme,
Steve Lawrence and TV cast
CRL 57070/EC 82028



LET'S GET LOST—
Don Cornell Sings Softly
CRL 57045/EC 81137



TERESA
Teresa Brewer
CRL 57053



ROCK'N ROLL DANCE PARTY
Alan Freed & Band Featuring
The Modernaires
CRL 57063/EC 81136



MORE FROM LES
Les Brown & his Band Featuring
Dave Pell and Don Fagerquist
CRL 57058



ERNIE KOVACS
Presents Buddy Weed and Introduces
Lynn Taylor
CRL 57043



MOMENTS TO REMEMBER
Lawrence Welk and his Sparkling
Strings — Instrumental
CRL 57068/EC 82029



THE FLOWER OF THE MUSICAL WORLD
Ray Bloch & Orchestra
CRL 57064



DON
Don Cornell
CRL 57055



LOVE'S OLD SWEET SONGS—
Ames Brothers
CRL 57054



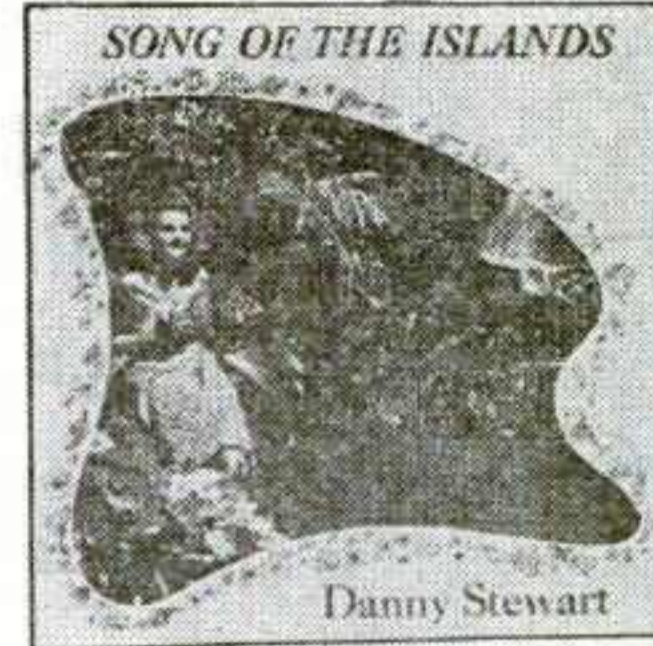
OPEN HOUSE—
Les Brown and Guest Artists—Teresa Brewer,
Ames Brothers, Herb Jeffries and others
CRL 57051/EC 81138



THE PINETOPPERS
Instrumental
CRL 57048



HOAGY CARMICHAEL'S BALLADS FOR DANCING
Recorded in England
CRL 57034



SONG OF THE ISLANDS
Danny Stewart — Instrumental
CRL 57059/EC 81135



JESS STACY—PIANO SOLOS
BL 54017



JIMMY McPARTLAND
and his Dixie Land Band
BL 54018

—DEALERS—
SEE
YOUR
CORAL
RECORDS
SALESMAN
FOR
SPECTACULAR
DISCOUNT
OFFER!

too!

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending August 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.	2	6	5. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORD AVAILABLE: F. Bell-Bellboys, Mercury 70919.	10	3
2. Whatever Will Be Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	2	7	7. I Want You, I Need You, I Love You By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.	6	11
3. Wayward Wind By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.	1	16	8. On the Street Where You Live By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.	7	15
4. I Almost Lost My Mind By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.	4	11	9. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.	14	5
5. Allegheny Moon By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	5	8	10. Sweet Old-Fashioned Girl By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.	9	9

Second Ten

11. Flying Saucer By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.	16	2	16. It Only Hurts for a Little While By Mack David & Red Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.	17	12
12. Born to Be With You By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.	12	10	17. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	25	2
12. More By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.	11	9	18. Ivory Tower By Jack Fulton & Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: C. Carr, Fraternity 734. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; G. Storm, Dot 15458; O. Williams, De Luxe 6093.	21	20
14. Moonglow and Theme From Picnic By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORD: M. Stoloff, Dec 29888. RECORD AVAILABLE: G. Cates, Coral 61618.	8	19	19. Stranded in the Jungle By Johnson & Smith—Published by Peer Intl.-Flash (BMI) BEST SELLING RECORD: Cadets, Modern 994. RECORDS AVAILABLE: Gadabouts, Mercury 70898; Jayhawks, Flash 109.	17	6
15. Be-Bop-a-Lula By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.	13	8	20. Song for a Summer Night By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	25	2

Third Ten

21. Soft Summer Breeze By Eddie Heywood—Published by Regent (BMI) RECORD AVAILABLE: E. Heywood, Mercury 70863.	-	2	26. Walk Hand in Hand By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.	23	16
21. You Don't Know Me By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; J. Vale, Col 40710; C. MacRae, Dec 29949.	30	4	27. Fool By Naomi Ford—Published by Debra Music (BMI) RECORDS AVAILABLE: S. Clark, Dot 15481; Gallahads, Jubilee 5252.	-	1
23. I'm in Love Again By Domino & Bartholomew—Published by Reene (BMI) RECORDS AVAILABLE: F. Domino, Imperial 5386; Fontane Sisters, Dot 15462.	15	15	28. Glendora By Ray Stanley—Published by American (BMI) RECORD AVAILABLE: P. Como, Vic 20-6554.	20	9
23. That's All There Is to That By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.	28	3	29. Love, Love, Love By McRae-Wyche-David—Published by Progressive (BMI) RECORDS AVAILABLE: Clovers, Atlantic 1094; Diamonds, Mercury 70889.	29	3
25. Picnic By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral 61627; R. Marterie, Mercury 70836.	22	15	30. Standing on the Corner By Frank Loesser—Published by Frank (ASCAP) RECORDS AVAILABLE: P. Beltran, Vic 20-6579; Four Lads, Col 40674; A. Griffith, Cap 3498; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.	19	16

WARNING—The title 'HONOR ROLL OF HITS' is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.

RCA VICTOR RECORD BULLETIN



Kay Starr THE THINGS I NEVER HAD --- THE GOOD BOOK

20/47-6617

(both from the Sept. 17th NBC-TV Producers' Showcase Production, "The Lord Don't Play Favorites")

**WATCH THESE
6...
THEY'RE COMING
UP FAST!**

And Keeping Victor The Hottest Label in the Business...

PERRY COMO
Somebody Up There Likes Me
c/w Dream Along With Me
20/47-6590

ELVIS PRESLEY
Hound Dog
c/w Don't Be Cruel
20/47-6604

HUGO WINTERHALTER
Canadian Sunset
c/w This Is Real
20/47-6537

EDDIE FISHER
Oh My Maria
c/w If I'm Elected
20/47-6615

EDDY ARNOLD
Casey Jones
c/w You Were Mine For A While
20/47-6601

VAUGHN MONROE
In The Middle Of The House
c/w Rollin' Heart
20/47-6619

The Ames Brothers

**49 SHADES
OF GREEN**


**SUMMER
SWEETHEART**

20/47-6608



"New Orthophonic" High Fidelity Recordings

Your Customers will hear these Recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"

America's favorite speed...  45 RPM

RCA VICTOR



• Best Sellers in Stores

For survey week ending August 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	2	3	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604
2	1	6	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893
3	3	7	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704
4	9	2	FLYING SAUCER (PARTS I & II)—Buchanan & Goodman Luniverse 101
5	4	12	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540
6	5	10	I ALMOST LOST MY MIND (BMI)—P. Boone I'm in Love With You (BMI)—Dot 15472
7	7	7	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878
8	8	9	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450
9	6	16	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013
10	14	4	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537
11	10	10	MORE (ASCAP)—P. Como GLENDORA (BMI)—Vic 20-6554
12	11	9	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291, 1019
13	15	9	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636
14	21	2	FOOL (BMI)—S. Clark Lonesome for a Letter (BMI)—Dot 15481
15	12	11	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654
16	17	2	SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller Col 40730
17	18	12	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
17	13	18	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888
19	20	5	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456
20	16	16	I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386
21	24	5	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood's Bounce (BMI)—Mercury 70863
22	23	3	YOU DON'T KNOW ME (BMI)—J. Vale Enchanted (ASCAP)—Col 40710
23	19	5	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994
24	—	1	FEVER (BMI)—L. W. John Letter From My Darling (BMI)—King 4935
25	24	3	WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino SO-LONG (BMI)—Imperial 5396

• Most Played in Juke Boxes

For survey week ending August 8

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	1	10	I ALMOST LOST MY MIND (BMI) P. Boone I'm in Love With You (BMI)—Dot 15472
2	2	7	ALLEGHENY MOON (ASCAP) P. Page Strangest Romance (ASCAP)—Mercury 70878
3	3	12	WAYWARD WIND (BMI) No More Than Forever (ASCAP)—Era 1013
4	5	5	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893
5	6	4	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704
6	4	11	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540
7	7	6	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636
8	8	7	MORE (ASCAP)—P. Como GLENDORA (BMI)—Vic 20-6554
9	9	8	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291
10	20	2	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604
11	16	6	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450
12	12	9	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
13	11	14	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386
14	13	7	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654
15	14	14	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888
16	—	1	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994
17	—	1	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537
18	—	1	CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett Forget Her (ASCAP)—Col 40667
19	—	1	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood's Bounce (BMI)—Mercury 70863
20	16	2	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record
1	1	8	Allegheny Moon (Oxford)
2	2	6	Whatever Will Be, Will Be (Che Sera, Sera Artist)
3	3	12	Wayward Wind (Warman)
4	4	15	On the Street Where You Live (Chappell)
5	5	5	My Prayer (Shapiro-Bernstein)
6	6	2	Canadian Sunset (Meridian)
7	7	17	Ivory Tower (E. H. Morris)
8	8	8	I Almost Lost My Mind (Hill & Range)
9	9	4	I Want You, I Need You, I Love You (Presley)
10	10	14	Moonglow (Mills-Columbia Pictures)
11	11	15	Walk Hand in Hand (Republic)
12	12	14	Picnic (Shapiro-Bernstein)
13	13	3	It Only Hurts for a Little While (Advanced)
14	14	8	Sweet Old-Fashioned Girl (Valor)
15	15	8	More (Shapiro-Bernstein)

• Most Played by Jockeys

For survey week ending August 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	4	6	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893
2	5	8	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878
3	3	7	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704
4	1	15	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013
5	2	10	I ALMOST LOST MY MIND (BMI)—P. Boone I'm in Love With You (BMI)—Dot 15472
6	12	3	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604
7	19	2	DON'T BE CRUEL (BMI)—E. Presley Hound Dog (BMI)—Vic 20-6604
8	10	11	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291
9	6	18	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654
10	7	10	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540
11	9	8	MORE (ASCAP)—P. Como Glendora (BMI)—Vic 20-6554
12	11	4	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537
13	15	7	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636
14	8	18	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888
15	—	1	CANADIAN SUNSET (BMI)—A. Williams High Upon a Mountain (ASCAP)—Cadence 1297
16	—	2	YOU DON'T KNOW ME (BMI)—J. Vale Enchanted (ASCAP)—Col 40710
17	21	2	FLYING SAUCER (PARTS I & II)—Buchanan & Goodman Luniverse 101
18	24	10	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
19	—	1	FROM THE CANDY STORE ON THE CORNER (ASCAP)—T. Bennett Happiness Street (ASCAP)—Col 40726
20	23	2	SONG FOR A SUMMER NIGHT (PARTS I & II)—M. Miller Col 40730—ASCAP
21	—	1	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood's Bounce (BMI)—Mercury 70863
22	20	2	FABULOUS CHARACTER (ASCAP)—S. Vaughan Other Woman (ASCAP)—Mercury 70885
23	—	3	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456
24	18	9	GLENDORA (BMI)—P. Como More (ASCAP)—Vic 20-6554
25	24	7	PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr Lucky Pierre (ASCAP)—Cap 3418

TOP HITS ON



GEORGIA GIBBS "Happiness Street"

coupled with "HAPPINESS IS A THING CALLED JOE" MERCURY 70920

RUSTY DRAPER "In The Middle Of The House"

coupled with "PINK CADILLAC" MERCURY 70921



THE DIAMONDS "Ka-Ding-Dong"

coupled with "SOFT SUMMER BREEZE" MERCURY 70934

RUSTY DRAPER and LOLA DEE "Scratch My Back"

coupled with "BEHIND THOSE SWINGIN' DOORS" MERCURY 70923



DICK CONTINO "Twilight Time"

coupled with "MEXICALI ROSE" MERCURY 70911

FLORIAN ZABACH "When The White Lilacs Bloom Again"

coupled with "THE FIDDLER'S BOOGIE" MERCURY 70936



PEARL BAILEY "The Gypsy Goofed"

coupled with "I CAN'T ROCK AND ROLL TO SAVE MY SOUL" MERCURY 70926

MGM Records Has Hot Hits!

Joni James

**GIVE US
THIS DAY**

Billboard
Cashbox
Variety
pick

Billboard
Best Buy

Hitting
the Charts

**HOW
LUCKY
YOU ARE**

MGM 12288
K12288



Packaged in attractive sleeve. Featuring photo of James Dean and scenes from his films.

AN OVERNIGHT SMASH

TRIBUTE TO JAMES DEAN

Theme From "East of Eden"
Theme From "Rebel Without a Cause"

featuring

ART MOONEY and his orch.

MGM 12312 • K12312

**ORDER THIS HIT
VERSION NOW!**

Leroy Holmes
and his orch.

**WHEN THE
WHITE LILACS
BLOOM AGAIN**

and
THE LAST WAGON

MGM 12317 • K12317

Dick Hyman
and his
Harpichord Piano

**ONE
FINGER
PIANO**

and
THE BLUE WHISTLER

MGM 12296 • K12296

**David
Rose** } **DANCE OF FURY**
and
A KISS IS FOREVER
& His Orch. MGM 12305 • K12305

ROGER COLEMAN

**ONLY THE
ONE**
and
HALF WAY TO HEAVEN
MGM 12298 • K12298

DANNY KNIGHT

BEACHCOMBER!
and
**MY HEART
ISN'T IN IT**
MGM 12300 • K12300

ALAN DEAN

**A KISS IS
FOREVER** and
**I'LL SHARE YOUR TEARS, YOUR
LAUGHTER AND YOUR DREAMS**
MGM 12311 • K12311

• Territorial Best Sellers

For survey week ending August 8

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

Atlanta

1. Hound Dog, E. Presley, Vic.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. My Prayer, Platters, Mer.
4. Theme From the "Proud Ones", N. Riddle, Cap.
5. Song for a Summer Night, M. Miller, Col.
6. Wayward Wind, G. Grant, Era
7. Moonglow and Theme From "Picnic", M. Stollhoff, Dec.

Baltimore

1. My Prayer, Platters, Mer.
2. Flying Saucer, Buchanan & Goodman, Lun.
3. Allegheny Moon, P. Page, Mer.
4. Hound Dog, E. Presley, Vic.
5. I Almost Lost My Mind, P. Boone, Dot
6. Whatever Will Be, Will Be, Doris Day, Col.
7. Don't Be Cruel, E. Presley, Vic.
8. Song for a Summer Night, M. Miller, Col.
9. On the Street Where You Live, V. Damone, Col.
10. Fever, L. W. John, Kng.

Boston

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. Flying Saucer, Buchanan & Goodman, Lun.
5. I Almost Lost My Mind, P. Boone, Dot
6. Wayward Wind, G. Grant, Era
7. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
8. Allegheny Moon, P. Page, Mer.
9. More, P. Como, Vic.
10. You Don't Know Me, J. Vale, Col.

Buffalo

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Soft Summer Breeze, E. Heywood, Mer.
6. Allegheny Moon, P. Page, Mer.
7. I Almost Lost My Mind, P. Boone, Dot

Chicago

1. Whatever Will Be, Will Be, Doris Day, Col.
2. Hound Dog, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. More, P. Como, Vic.
7. Allegheny Moon, P. Page, Mer.
8. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
9. Stranded in the Jungle, Jayhawks, Fsh.
10. Flying Saucer, Buchanan & Goodman, Lun.

Cincinnati

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. Allegheny Moon, P. Page, Mer.
4. Flying Saucer, Buchanan & Goodman, Lun.
5. Hound Dog, E. Presley, Vic.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. I Want You, I Need You, I Love You, E. Presley, Vic.
8. It Only Hurts for a Little While, Ames Brothers, Vic.
9. Born to Be With You, Chordettes, Cdc.
10. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.

Cleveland

1. Flying Saucer, Buchanan & Goodman, Lun.
2. Hound Dog, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. My Prayer, Platters, Mer.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
7. Sweet Old-Fashioned Girl, T. Brewer, Cor.
8. St. Therese of the Roses, B. Ward, Dec.
9. Rip It Up, Little Richard, Spe.
10. Soft, Summer Breeze, E. Heywood, Mer.

Dallas-Fort Worth

1. Born to Be With You, Chordettes, Cdc.
2. Hound Dog, E. Presley, Vic.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Wayward Wind, G. Grant, Era
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. My Prayer, Platters, Mer.
8. Flying Saucer, Buchanan & Goodman, Lun.
9. How Little We Know, F. Sinatra, Cap.
10. That's All There Is to That, Nat (King) Cole, Cap.

Denver

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. Ape Call, N. Norvus, Dot
5. Stranded in the Jungle, Cadets, Mod.
6. I Almost Lost My Mind, P. Boone, Dot
7. Fever, L. W. John, Kng.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Allegheny Moon, P. Page, Mer.
10. More, P. Como, Vic.

Detroit

1. Flying Saucer, Buchanan & Goodman, Lun.
2. Hound Dog, E. Presley, Vic.
3. Soft Summer Breeze, E. Heywood, Mer.
4. My Prayer, Platters, Mer.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
7. Fool, S. Clark, Dot

8. Song for a Summer Night, M. Miller, Col.
9. You Don't Know Me, J. Vale, Col.
10. Allegheny Moon, P. Page, Mer.

Kansas City

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Flying Saucer, Buchanan & Goodman, Lun.
4. Whatever Will Be, Will Be, Doris Day, Col.
5. Fool, Gallahads, Jub.
6. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
7. I Almost Lost My Mind, P. Boone, Dot
8. I Want You, I Need You, I Love You, E. Presley, Vic.
9. Casual Look, Six Teens, Fip.
10. Fool, S. Clark, Dot

Los Angeles

1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Wayward Wind, G. Grant, Era
5. Flying Saucer, Buchanan & Goodman, Lun.
6. Moonglow and Theme From "Picnic", M. Stollhoff, Dec.
7. Allegheny Moon, P. Page, Mer.
8. I Almost Lost My Mind, P. Boone, Dot
9. I'm In Love Again, F. Domino, Imp.
10. On the Street Where You Live, V. Damone, Col.

Milwaukee

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Flying Saucer, Buchanan & Goodman, Lun.
4. Whatever Will Be, Will Be, Doris Day, Col.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
8. Don't Be Cruel, E. Presley, Vic.
9. Allegheny Moon, P. Page, Mer.

Minneapolis-St. Paul

1. Hound Dog, E. Presley, Vic.
2. Fool, S. Clark, Dot
3. My Prayer, Platters, Mer.
4. Whatever Will Be, Will Be, Doris Day, Col.
5. Flying Saucer, Buchanan & Goodman, Lun.
6. Allegheny Moon, P. Page, Mer.
7. Sweet, Old-Fashioned Girl, T. Brewer, Cor.
8. Casual Look, Six Teens, Fip.
9. Heaven on Earth, Platters, Mer.
10. Rip It Up, B. Haley, Dec.

New Orleans

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. I Want You, I Need You, I Love You, E. Presley, Vic.
4. Whatever Will Be, Will Be, Doris Day, Col.
5. I Almost Lost My Mind, P. Boone, Dot
6. That's All There Is to That, N. (King) Cole, Cap.
7. Don't Be Cruel, E. Presley, Vic.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. On the Street Where You Live, V. Damone, Col.
10. Born to Be With You, Chordettes, Cdc.

New York

1. Whatever Will Be, Will Be, Doris Day, Col.
2. My Prayer, Platters, Mer.
3. I Want You, I Need You, I Love You, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Allegheny Moon, P. Page, Mer.
6. Wayward Wind, G. Grant, Era
7. Moonglow and Theme From "Picnic", M. Stollhoff, Dec.
8. On the Street Where You Live, V. Damone, Col.
9. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
10. Glendora, P. Como, Vic.

Philadelphia

1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. On the Street Where You Live, V. Damone, Col.
3. Wayward Wind, G. Grant, Era
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. My Prayer, Platters, Mer.
7. Flying Saucer, Buchanan & Goodman, Lun.
8. Moonglow and Theme From "Picnic", M. Stollhoff, Dec.
9. It Only Hurts for a Little While, Ames Brothers, Vic.
10. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.

Pittsburgh

1. Hound Dog, E. Presley, Vic.
2. Flying Saucer, Buchanan & Goodman, Lun.
3. My Prayer, Platters, Mer.
4. Song for a Summer Night, M. Miller, Col.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. Allegheny Moon, P. Page, Mer.
7. You Don't Know Me, J. Vale, Col.
8. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
9. That's All There Is to That, N. (King) Cole, Cap.
10. Be-Bop-a-Lula, G. Vincent, Cap.

St. Louis

1. Flying Saucer, Buchanan & Goodman, Lun.

(Continued on page 66)

America's Most Exciting Vocal Group
with their Smash Follow-up to
"Graduation Day"

THE ROVER BOYS

FROM A
SCHOOL RING
TO A
WEDDING
RING

YOUNG LOVE

ABC PARAMOUNT 9732



• Review Spotlight on . . .

RECORDS

ROVER BOYS . . . ABC-Paramount 9732 YOUNG LOVE
(Sheldon, BMI)

FROM A SCHOOL RING TO A WEDDING RING. (Rush, BMI) The Rover Boys stirred up considerable action with their last disk, "Graduation Day," and this should grab off equal attention. Both sides are keyed to today's youth market, and the boys warble with style and expressive tenderness. "Young Love" is a poignant ballad with a standout performance by the group's lead singer. The flip is an appealing ballad with sure-fire sentimental lyrics.

Billboard, August 4, 1956



Everybody down here likes it!

HEAVEN ONLY KNOWS



DON CORNELL

Life Is a Song
Coral 61687 • 9-61687

See and hear
Don Cornell sing
HEAVEN ONLY KNOWS
on The Ed Sullivan TV Show,
Sunday, August 19th.

CORAL
RECORDS

(A subsidiary of DECCA RECORDS, Inc.)

• COMING UP STRONG

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. Ape Call *Nervous Norvus*
(ASCAP) Dot 15485
2. Honky Tonk *Bill Doggett*
(BMI) King 4950
3. Tonight You Belong to Me
. *Patience and Prudence*
(ASCAP) Liberty 55022
4. Canadian Sunset *Andy Williams*
(BMI) Cadence 1297
5. Theme From "The Proud Ones"
. *Nelson Riddle*
(BMI) Capitol 3472
6. The Old Philosopher *Eddie Lawrence*
(BMI) Coral 61671
7. Rip It Up *Bill Haley & His Comets*
(BMI) Decca 30028
8. The Fool *The Gallahads*
(BMI) Jubilee 5252
9. Ka Ding Dong *The G-Cleffs*
Pilgrim 24971
10. Mama, Teach Me to Dance *Eydie Gorme*
(ASCAP) ABC-Paramount 9722

• THIS WEEK'S BEST BUYS

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

APE CALL (Smith, ASCAP)—*Nervous Norvus*—Dot 15485—Norvus has established a second novelty click with "Ape Call." Business has been good with it in almost all territories checked, and it is now near listing on the national charts. Flip is "Wild Dog of Kentucky" (Barrett, BMI).

TONIGHT YOU BELONG TO ME (Mills, ASCAP) — *Patience & Prudence*—Liberty 55022—A "sleeper" that has been making more and more noise. The girls are now coming up fast with this unusual disk, according to key dealers surveyed this week, and could possibly hit territorial and even national listings in another week or two. Flip is "A Smile and a Ribbon" (Frank, ASCAP).

CANADIAN SUNSET (Meridian, BMI) — *Andy Williams* — Cadence 1297—Boston, Providence, Buffalo, Baltimore, Chicago, Minneapolis, Detroit and Pittsburgh are among the important markets that rated current sales of this disk strong. Clearly it is snowballing into a disk of major importance. Flip is "High Upon a Mountain" (E. H. Morris, ASCAP). A previous Billboard "Spotlight" pick.

THE OLD PHILOSOPHER (Merrick, BMI)—*Eddie Lawrence*—Coral 61671—Each week this disk has been inching up more determinedly toward the charts and now is getting close. Good sales reports were turned in from Boston, New York, Philadelphia, Detroit, Milwaukee and Cleveland, among others. Flip is "King Arthur's Mines" (Merrick, BMI). A previous Billboard Novelty "Spotlight."

HONKY TONK (Billace, BMI)—*Bill Doggett*—King 4950—Making a big jump this past week, "Honky Tonk" zoomed into the No. 5 slot on the national rhythm and blues retail chart. It is making a similar showing with pop customers, according to dealers and operators, and has exceptionally good potential for making the pop charts.

ENGLAND'S ZANIEST DISC

THE GOONS

invades the U.S.A.



**I'M
WALKING
BACKWARDS
FOR CHRISTMAS**

(ACROSS THE IRISH SEA)

1684

The Cash Box - SURE SHOT!
CYRIL STAPLETON
**THE ITALIAN
THEME**

1672 • 45-1672



ATWELL'S BEST!
WINIFRED ATWELL
**LEFT
BANK**

1680 • 45-1680



FABULOUS BIG BAND HIT!
TED HEATH
**THE FAITHFUL
HUSSAR**

1675 • 45-1675



GROWING!
FRANK CHACKSFIELD
**DONKEY
CART**

1671 • 45-1671



London
RECORDS



THE TOP 100

For survey week ending August 8

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	MY PRAYER	Platters	Mercury	2
2.	ALLEGHENY MOON	P. Page	Mercury	5
2.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	4
4.	I ALMOST LOST MY MIND	P. Boone	Dot	1
5.	WAYWARD WIND	G. Grant	Era	2
6.	HOUND DOG	E. Presley	Victor	11
7.	I WANT YOU, I NEED, YOU, I LOVE YOU	E. Presley	Victor	6
8.	BORN TO BE WITH YOU	Chordettes	Cadence	7
9.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	13
10.	MORE	P. Como	Victor	9
11.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	8
12.	CANADIAN SUNSET	H. Winterhalter	Victor	18
13.	FLYING SAUCER	E. Heywood	Victor	33
13.	BE-BOP-A-LULA	Goodman	Luniverse	10
15.	MOONGLOW AND THEME FROM "PICNIC"	G. Vincent	Capitol	12
16.	IT ONLY HURTS FOR A LITTLE WHILE	M. Stolfo	Decca	15
17.	DON'T BE CRUEL	Ames Brothers	Victor	28
18.	SOFT SUMMER BREEZE	E. Heywood	Mercury	23
18.	THAT'S ALL THERE IS TO THAT	N. (King) Cole	Capitol	20
20.	YOU DON'T KNOW ME	J. Vale	Columbia	23
21.	I'M IN LOVE AGAIN	F. Domino	Imperial	14
22.	GLENDORA	P. Como	Victor	17
23.	STRANDED IN THE JUNGLE	Cadets	Modern	21
24.	SONG FOR A SUMMER NIGHT	M. Miller	Columbia	42
25.	STANDING ON THE CORNER	Four Lads	Columbia	15
25.	TREASURE OF LOVE	C. McPhatter	Atlantic	22
27.	FOOL	S. Clark	Dot	26
28.	FABULOUS CHARACTER	S. Vaughan	Mercury	45
28.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	18
30.	GIVE US THIS DAY	J. James	M-G-M	33
31.	GHOST TOWN	D. Cherry	Columbia	26
32.	FEVER	L. W. John	King	39
32.	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	31
34.	CANADIAN SUNSET	A. Williams	Cadence	77
35.	APE CALL	N. Norvus	Dot	29
36.	I ONLY KNOW I LOVE YOU	Four Aces	Decca	35
37.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	25
38.	WAYWARD WIND	T. Ritter	Capitol	38
39.	LOVE, LOVE, LOVE	Diamonds	Mercury	46
40.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	49
41.	LOVE, LOVE, LOVE	Clovers	Atlantic	37
42.	SOMEBODY UP THERE LIKES ME	P. Como	Victor	46
43.	RIP IT UP	Little Richard	Specialty	58
44.	WEARY BLUES	McGuire Sisters	Coral	32
45.	STRANDED IN THE JUNGLE	Jayhawks	Flash	29
46.	PICNIC	McGuire Sisters	Coral	52
47.	VOICES	Fontane Sisters	Dot	71
48.	RIP IT UP	B. Haley	Decca	70
48.	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	60
50.	IVORY TOWER	G. Storm	Dot	59
50.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	60
52.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	56
53.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	42
54.	HONKY TONK	B. Doggett	King	—
55.	OLD PHILOSOPHER	E. Lawrence	Coral	55
56.	TRANSFUSION	N. Norvus	Dot	46
57.	THEME FROM "THE PROUD ONES"	N. Riddle	Capitol	39
58.	MY BLUE HEAVEN	F. Domino	Imperial	54
59.	AFTER THE LIGHTS GO DOWN LOW	A. Hibbler	Decca	68
60.	HAPPINESS STREET	T. Bennett	Columbia	—
60.	MAMA, TEACH ME TO DANCE	E. Gorme	ABC-Paramount	71
62.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	62
63.	HAPPY WHISTLER	D. Robertson	Capitol	44
64.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	36
64.	IVORY TOWER	C. Carr	Fraternity	51
66.	STANDING ON THE CORNER	D. Martin	Capitol	69
67.	READY TEDDY	Little Richard	Specialty	80
68.	MIRACLE OF LOVE	E. Rogers	Columbia	—
69.	HEAVEN ON EARTH	Platters	Mercury	39
69.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	—
69.	KA DING DONG	G. Clefs	Pilgrim	—
72.	ENGLISH MUFFINS AND IRISH STEW	S. Syms	Decca	82
72.	WALK HAND IN HAND	T. Martin	Victor	80
74.	FROM THE CANDY STORE ON THE CORNER	T. Bennett	Columbia	—
74.	IN THE ALPS	McGuire Sisters	—	—
74.	MY LITTLE ANGEL	L. Welk	Coral	6
77.	MY BABY LEFT ME	Four Lads	Columbia	74
78.	SO LONG	E. Presley	Victor	63
79.	SWEET HEARTACHES	F. Domino	Imperial	81
80.	FOOL	E. Fisher	Victor	79
81.	LOLA'S THEME	Gallahads	Jubilee	—
81.	LOLA'S THEME	S. Allen	Coral	—
82.	LOLA'S THEME	M. Matheson	Columbia	67
83.	CLAY IDOL	B. Johnson	Bally	—
84.	CASUAL LOOK	Six Teens	Flip	76
85.	KISS ME ANOTHER	G. Gibbs	Mercury	—
86.	I PROMISE TO REMEMBER	Teen-Agers	Gee	100
86.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	53
88.	DREAMER	Four Aces	Decca	—
88.	HAPPINESS STREET	G. Gibbs	Mercury	—
90.	I DON'T WANT NOBODY	W. Herman	Capitol	—
90.	WITH A LITTLE BIT OF LUCK	J. Stafford	Columbia	85
92.	HEARTBREAK HOTEL	E. Presley	Victor	65
93.	CHURCH BELLS MAY RING	Diamonds	Mercury	—
93.	HOW LUCKY YOU ARE	J. James	M-G-M	—
93.	R-O-C-K	B. Haley	Decca	—
96.	IVORY TOWER	O. Williams	De Luxe	73
97.	OOBY DOOBY	R. Orbison	Sun	—
98.	DREAM ALONG WITH ME	P. Como	Victor	87
99.	AWAY ALL BOATS	A. Hibbler	Decca	—
100.	LONESOME LOVER BLUES	Fontane Sisters	Dot	93



Billboard's sales-booster posters

will help you sell more records!

Special introductory offer saves you 50%!

Okay, Billboard, count me in! Send me your Sales Booster Kit twice a month, complete with wall and counter posters for pop singles, albums, artists and music equipment! I understand this coupon entitles me to 24 kits at half price by mailing it before September 15, 1956.

I enclose \$12 in full payment.

To: Merchandising Division, The Billboard, B-33
2160 Patterson St., Cincinnati 22, Ohio

NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____

Mail this order today!

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

VOX JOX

By JUNE BUNDY

PLATTER GIRLS: "Hype City," Cleveland, boasts one of the youngest women record promotion "men" in the business. She's 21-year-old Robbie Buckley, an ex-Canadian, who opened her own record promotion business in Cleveland a couple of years ago, when she visited the city on behalf of the Crewcuts. Her clients currently include the Diamonds, the Tracey Twins, Joanne Gilbert,

and the new "Man From Mars" (answer to the "Flying Saucer") disk on Cosmic. . . . One of the best-known (and best-liked) fem promotion execs in the business is Jane Gibbs, who handles—among others—Liberty Records (Julie London, et al.) . . . Veteran platter girl Kappy Jordan (Patti Page, etc.) is also prominent in the field, along with Virginia Wicks (an ex-Goldwyn girl), who is active in all phases of the publicity world, as well as jockey promotion.

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Binghamton, N. Y.
"Tonight You Belong to Me," Patience and Prudence, Liberty.
- Indianapolis
"Don't Be Cruel," Elvis Presley, Victor.
- Mankato, Minn.
"Voices," Fontane Sisters, Dot.
- Harrisburg, Pa.
"Wayward Wind," Gogi Grant, Era.
- Phoenix, Ariz.
"I Almost Lost My Mind," Pat Boone, Dot.
- Chattanooga
"Happiness Street," Georgia Gibbs, Mercury.
- Portland, Ore.
"My Prayer," Platters, Mercury.
- Alexandria, La.
"Canadian Sunset," Hugo Winterhalter, Victor.
- Chicago
"Allegheny Moon," Patti Page, Mercury.
- Springfield, Mo.
"I Wan You, I Need You, I Love You," Elvis Presley, Victor.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 17, 1946

1. To Each His Own
2. The Gypsy
3. Doin' What Comes Natur'lly
4. Surrender
5. They Say It's Wonderful
6. I Don't Know Enough About You
7. I Got the Sun in the Morning
8. Prisoner of Love
9. All Through the Day
10. I Don't Know Why (I Just Do)
11. One More Tomorrow
12. South America, Take It Away
13. Five Minutes More
14. In Love in Vain
15. There's No One But You

AUGUST 18, 1951

1. Come On-a-My House
2. Too Young
3. Sweet Violets
4. My Truly, Truly Fair
5. Because of You
6. Loveliest Night of the Year
7. Shanghai
8. Jezebel
9. On Top of Old Smoky
10. Mister and Mississippi

RECORD HOPS: The most unusual record hop this month will be conducted by Norman Wain, WDOX, Cleveland, who is staging a disk dance this week (for the third year) at the Society for Crippled Children's summer camp in Strongsville, O. "I was aghast at the thought of a dance for crippled kids, at first," writes Wain, "but after my first dance I realized that the deepest desire of these poor kids is to be as close as possible to other normal youngsters in everything they do." I conduct their dance just like any other hop. I put on a good rock and roller, and they wheel each other out on the floor and make believe they're dancing by pushing their wheel chairs around, while those who can walk at all make an attempt at dancing with one another or with a buddy in a chair. These kids have so much en-

thusiasm and heart it makes you ashamed that you ever complain about anything."

Another unusual record hop is staged by Jack Friel, WBTA, Batavia, N. Y., who has been holding outdoor record hops in the WBTA parking lot for the last two months. His "Park-O-Lots" draw between 300 and 400 people. Sponsor Coca-Cola helps by giving away free cokes during the evening. . . . George Patrick, KXEL, Waterloo, Ia., writes enthusiastically about two teen-age record hops (records, plus some live music for dancing) conducted by himself and ballroom owner Bob Bender at the Electric Park Ballroom this summer. The first two dances (now weekly affairs), drew more than 800 people each. Teen-agers pay 50-cents admission, but parents are admitted free. Each youngster registers at the gate—giving name of school, address and record preferences, from which Patrick programs his "Waterloo

Top 10" each week following the dance. Blue jeans, beards and smoking are taboo.

Also active in the record hop field this summer is "Slim Jim" Stevens, WLLH, Lowell, Mass., who reports: "Since we started operating 'properly supervised' record hops a few months ago, everything had connected with the dances has vanished. Hats off to all the jockeys who continued to hold record hops despite the efforts of certain organizations to squash them. Every jockey who conducts a record hop on the up and up should be proud that he is doing a lot to curb what might be termed 'juvenile restlessness.' . . . In line with this, Jim Winters, WABI, Bangor, Me., "Yours truly emceed a rock and roll dance recently at which no one was hurt and everyone had a fine time. We are now formulating plans for another."



... She has a Doubleheader Smash
GIL SHEPARD
Pop D.J., WCPO

... Both sides are terrific
NELSON KING
& W D.J., WCKY

"COOL, COOL DADDY"

and
"MY WANDERING SWEETHEART"

on FLAME RECORD

by **LEE JONES**

For bookings, contact
CALVIN PREM
c/o FLAME RECORDS
906 Main St., Suite 415 Cincinnati, Ohio
Phone: DUbar 1-1234

Bustin' Out All Over on...

FROM COAST TO COAST

9722

EYDIE GORMÉ
going through the roof with
MAMA, TEACH ME TO DANCE

THE ROVER BOYS
with two more solid sensations

9732

FROM A SCHOOL RING TO A WEDDING RING
YOUNG LOVE

JOAN SHAW
will be the nation's new star singing
BROKEN HEART

9724

ABC-PARAMOUNT
FULL COLOR FIDELITY

9702
PHILADELPHIA'S
really buzzing with
STEVE GIBSON & THE REDCAPS'
LOVE ME TENDERLY
featuring DAMITA JO

A Sensation in
CHICAGO
JOHN LESLIE
I'LL BE LAUGHING TONIGHT
9713

A Bull's-eye in
BOSTON
RONNIE SELF
sings **PRETTY BAD BLUES** and
THREE HEARTS LATER
9714

*Imperial's Hits are
Breaking Wide Open!*

FATS DOMINO

'SO LONG'

and

'When My Dreamboat Comes Home'

= 5396

A Hit in Los Angeles!

LESTER WILLIAMS

'McDONALD'S DAUGHTER'

and

'Daddy Loves You'

= 5402

A Solid Smash!

The HONEY BEES

'ENDLESS'

and

'Let's See What's Happening'

= 5400

Breaking Big!

ERNIE FREEMAN

'SPRING FEVER'

and

'WALKIN' THE BEAT'

= 5403

 Imperial Records

4425 Hollywood Blvd. Hollywood 28, Calif.

• Review Spotlight on . . .

RECORDS

BING CROSBY AND GRACE KELLY . . . Capitol 3507 . . . TRUE LOVE

(Buxton Hill, ASCAP)

BING CROSBY AND FRANK SINATRA . . . WELL DID YOU EVAH

(Buxton Hill, ASCAP)

Crosby, teaming with the Princess on one side and Sinatra on the other, comes up with two very strong sides—both from the sound track of "High Society." "True Love" offers the most impressive version of the tune to date. On the flip the two boys register with light entertaining stuff which is ideal deejay fodder.

THE DIAMONDS . . . Mercury 70934 . . . KA-DING-DONG

(Greta, BMI)

SOFT SUMMER BREEZE . . . (Regent, ASCAP)

Group comes up with another strong two-faced cover. On "Ka-Ding-Dong" they turn in a sock rendition of this opus which is coming up on the r.&b. charts via the G-Clefs recording. A natural for the rock and roll crowd. On the latter tune, Eddie Heywood's instrumental is already on the charts and this, the first vocal version, should come in for attention. Diamonds give it a smooth, relaxed warbling.

SAMMY DAVIS JR. . . Decca 30034 . . . JUST ONE OF THOSE THINGS

(Harms, Inc., ASCAP)

Davis comes up with what could be his strongest disk in a long while—demonstrating his great versatility and showmanship. Imitations of Sinatra and Billy Daniels plus a little change in the lyrics here and there are gems. The flip, "Earthbound" (Robert Mellin, Inc., BMI), also appealing, should draw its share of attention.

NATHAN RUSSELL . . . Forest 5603 . . . HIS NAME WAS DEAN

(Scope, BMI)

This side aimed at the Dean cult, is a funeral, minor-key tome revering the late actor. "The little rebel heard his call," sings Russell, and the high sopranos in the background give it all an unearthly feel. Other indies have proved there's coin in this somewhat gerie movement and this disk should cash in. Flip is "I Walk in the Future" (Scope, BMI).

THE ANSWER TO THE FLYING SAUCER—U.F.O. . . Cosmic 1002 . . . (Cosmic, BMI)

This side reverses the gimmick used on the "Flying Saucer" disks by having it originate from Mars with a Martian d.j. show interrupted by contacts made with the saucers that landed on earth. This should latch onto the "outer-space" trend and cash in. Flip is "Haunted Guitar" (Pineus, ASCAP).

NOVELTY

THE GOONS . . . London 1684-A . . . I'M WALKING BACKWARDS FOR CHRISTMAS

Jockeys will get plenty of laughs from this side, a real crazy song, done by a pair of English comics. At odd moments a band gets in which sounds like Ted Heath. The flip, "Blue Bottle Blues," is another crazy bit. "Christmas" is a big hit in England.

DISK JOCKEY PROGRAMMING

BLUE STARS . . . Mercury 70924 . . . JUMPIN' AT THE WOODSIDE

(Bregman, Vocco & Conn, ASCAP)

AMOUR, CASTAGNETTES ET TANGO . . . (Frank, ASCAP)

Group comes up with another smooth, sophisticated disk in a real swinging fashion which should be prime material for deejays. "Woodside" is chanted without words, while the other is "Hernando's Hideaway" sung in French, in a manner calculated to give this tune a new lease on life. Both sides ripe for spinning.

BILLY WILLIAMS . . . Coral 61684 . . . THIS PLANET EARTH

(New York, ASCAP)

I GUESS I'LL BE ON MY WAY . . . (Mellin, BMI)

Williams gives both sides a highly appealing and expressive touch, with ock and chorus contributing, making this disk well worthy of attention. "Earth" is a lush ballad, while the flip is a more down-to-earth "I Guess I'll Have to Change My Plans," and registers.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

90-100, **Tops**
80-89, **Excellent**
70-79, **Good**
60-59, **Satisfactory**
50-59, **Limited**
0-49, **Poor**

LEROY HOLMES

When the White Lilacs Bloom Again . . . 86

M-G-M 12317—Holmes joins others who have covered this tune featuring violin solo. Could go big and will be the recipient of many spins by jocks. (Harms, ASCAP)

The Last Wagon . . . 75

Another film theme. This one is a slow moving, dolorous tune which fits the title. If the picture goes over, this will get sales and plays.

HELMUT ZACHARIAS

When the White Lilacs Bloom Again . . . 86

DECCA 30039—As the original German recording of this highly-hyped opus, many deejays may favor it. Violinist is featured as soloist with strong backing. If tune is successful, this version can be the winner. (Harms, ASCAP)

Blue Blues . . . 72

Okay listening on this side which also uses violin solo. Deejays can program. (Schaeffers, BMI)

FLORIAN ZABACH

When the White Lilacs Bloom Again . . . 84

MERCURY 70936—Zabach is one of several who cut this German tune. This fine rendition should draw its share of sales. Solid material. (Harms, ASCAP)

The Fiddler's Boogie . . . 69

This side could be used by deejays as a fill-in but the other side is the one that'll sell the record. (Pickwick, ASCAP)

BILLY VAUGHN

When the White Lilacs Bloom Again . . . 84

DOT 15491—Vaughn's version of the much-recorded import stands a strong chance to cop a good slice of the action—if the number clicks. Harmonica is substituted for the fiddle here; otherwise, the arrangement is close to the original Zacharias version, and the other covers. (Harms, Inc., ASCAP)

Spanish Diary . . . 67

Routine Spanish-style instrumental fills out the disk. (Randy-Smith, ASCAP)

(Continued on page 65)

The Original—
breaking into a
"BIG" record

KADING DONG

recorded
by the
G-Clefs

Pilgrim Record
#715

their first Pilgrim
release—Bigger than
"Look Homeward,
Angel"



the Four Esquires

SUMMER VACATION FOLLOW ME

Pilgrim Record
#717

Watch for
SUSAN CAPONE

MAYBE SOMEDAY
b/w
CHICK-I-DEE, CHICK-I-DEE

Pilgrim Record
#718

PILGRIM RECORDS
1619 Broadway,
New York, N. Y.

• Reviews of New Pop Records

• Continued from page 64

EDDIE FISHER
Oh My Maria 83
VICTOR 6615—Fisher makes the vocal-most of a moving ballad, reminiscent in mood of the singer's old hit, "Oh My Papa." Should pull plenty of spins. (Shapiro-Bernstein, ASCAP)
If I'm Elected 78
An obvious effort to cash in on the upcoming presidential elections. Fisher warbles attractively on the topical ballad with a swiny tempo. (Bourne, ASCAP)

THE TRENIERS
We Want a Rock and Roll President . . . 82
VIK—Jumpin', shouting, rock and roll novelty creates plenty of excitement, and could come in for a good crop of spins in this political season. Crowd noises add to the over-all impact. Deejays take note.
Cool It, Baby 77
A fairly routine rock and roll jumper gets a strong lift from the lads' sock performance. A useful coupling.

DON CORNELL
Heaven Only Knows 82
CORAL 61687—A pleading ballad is torched in the crooner's usual dramatic, exaggerated manner. Good material for the Cornell fan following. (Skidmore, ASCAP)
Life Is a Song (Let's Sing It Together) 72
Cornell belts hard, but his effort to swing the standard is almost clumsy. Some jocks may like it as a rousing-type opener. (Robbins, ASCAP)

THE FOUR GUYS
Drive-In Rock 81
MERCURY 70908 — Play on words here (does the milk shake, does the coffee drip, etc.), is the gimmick. Food is "crazy and mixed up" when things start happening at the drive-in. Boys do a commercial job in rhythmic style and it's a good bet there'll be action. (Sassy, BMI)
Do Unto Others 79
This is a slow, triplet-backed rock and roll job and the theme is "the golden rule." Boy work up a lather on this one, too, and like the flip, it should get plays. (Sassy, BMI)

BOB CARROLL
There's a Reason 79
BALLY 1015 — Carroll, always a worthy warbler, impresses in his Bally bow. Sentimental Bennie Benjamin-Sol Marcus waltzer is a fine commercial vehicle. Rates spinning. (Chappell, ASCAP)
Maria Elena 78
Despite some self-conscious gimmicks in the arrangement, Carroll makes a forceful side out of the one-time hit. A good juke and jock bet. (Peer, BMI)

KAREN CHANDLER AND JIMMY WAKELY
Tonight You Belong to Me 78
DECCA 30040—Artists cover the tune that is coming up via the Patience and Prudence disk. Should cut in for some of the action. (Double A, ASCAP)
Crazy Arms 78
Karen Chandler joins a top c.&w. artist on the tune that is currently the top selling disk in that field. A fine coupling for the pop market. (BMI)

THE GATEWAY SINGERS
The Midnight Special 77
DECCA 29972 — This is a breezy, swiny top-tapper with a Southern flavor. There's a happy, slightly religious tone to the song and it builds nicely to a rip-roaring climax. As good as the flip for jukes.
Puttin' on the Style 76
Here's a bright choral effort about how "those young folks" put on airs. It has numerous folk-type verses with a philosophical edge. Pluckin' banjo accompanies the singer in a good rousing juke item.

MORRIS STOLOFF ORK
Themes From "The Solid Gold Cadillac" 77
DECCA 30030 — Brisk, breezy flick theme is orked in classy, colorful style by the movie maestro. Could become a deejay favorite. (Columbia Pic, ASCAP)
Manhattan Romance and Sweet Sue, Just You 75
Unlike Stoloff's "Moonglow"—"Picnic" counterpoint click, the unfamiliar theme comes first here, with a jazzy version of the standard superimposed mid-way. The combination doesn't jell comfortably. (Columbia Pic and Shapiro-Bernstein, ASCAP)

THE LANCERS
Maybe Now 77
CORAL 61686—This is a snappy side with deep down bass repeating the title phrase and group spotlighted in swiny backbeat. Nice harmony spots by the boys, and the side could be a comer with jukes or jocks. (Spier, ASCAP)
The Bonnie Banks of Loch Lomon 73
There's a close resemblance to the Mills Brothers here as the group gives a shot in the arm to the oldie tune. Reading is well-handled but flip is more distinctive. (Tee-Kaye, ASCAP)

THE COLLEGIANS
Blue Solitude 77
GROOVE 0163 — The male group, which had one release on Cat label last year, impresses heavily in its Groove debut. Pleasant torch tune should appeal to deejays and could sell. (Simon, ASCAP)
Please Let Me Be the One 70
Another good try, but the material stands out more on the flip. (Raleigh, BMI)

STEVE ALLEN, ALAN FREED, AL (JAZZBO) COLLINS AND THE MODERNAIRES
Space Men 77
CORAL 61693—A stellar cast gives its own altered version of the "Flying Saucer" smash, with the usual fine imitations by the Modernaires. May pick up some stray sales, tho the original is sailing clear.
AL (JAZZBO) COLLINS
Jazzbo's Theory 65
Collins has had much better material to narrate. This is a pretty dull tale.

BOYD BENNETT AND HIS ROCKERS
Rabbit-Eye Pink and Charcoal Black . . . 76
KING 4953—Newest entry in the "Seventeen"—"My Boy Flat-Top" string has good teen-age possibilities. Ork offers a good rock and roll dance beat, with Bennett's usual country accent and vocal by Big Moe. (Benjon, BMI)
Hit That Jive, Jack 73
This old Louis Jordan vehicle makes top-drawer r.&r. dance fare as Bennett's ork does it. Has long instrumental portion. (Leeds, ASCAP)

DAVID ROSE ORK
A Kiss Is Forever (Estudiantina) 76
M-G-M 12305—The famous Viennese waltz, used profusely as the Reingold beer commercial, gets typically lush Rose orking. For Rose fans, but also a good conversation piece for jocks who carry the commercial. (Leeds, ASCAP)
Dance of Fury 68
Instrumental piece from "The Kissing Bandit" flick offers plenty of galloping fury, and that's about it. (House of Nach, Herb Brown, ASCAP)

BUDDY BREGMAN ORK
Hit and Run 75
VICTOR 6616—A stylish bolero by Bregman and the ork. Late hour deejay's material. (Raphael, ASCAP)
Sadie's Shawl 74
A fair rumba with interesting sounds and arrangement. (Roncom, ASCAP)

ALAN DEAN
A Kiss Is Forever (Estudiantina) 75
M-G-M 12311 — Dean warbles with warmth and sincerity on this schmaltzy adaptation of the Viennese

standard, but this one is unlikely to break him into the hit list. (Leeds, ASCAP)
I'll Share Your Tears, Your Laughter and Your Dreams 74
A warm ballad gets appropriate, classy handling by the talented bari. (Mecca, ASCAP)

DICK CONTINO
Twilight Time 74
MERCURY 70911—Lush instrumental version of the Three Suns' haunting theme, with outstanding accordion solo work by Contino. (Porgie, BMI)
Mexicali Rose 73
A slow, sweet instrumental treatment of the lovely oldie, with fine solo stint by Contino. (Cole, BMI)

MONA CAROL
(Always a Bride) Never a Bride 74
KENT 5001—Miss Carol does a sock job on a fine ballad with big production, and comes up with a side that could do well. Tune has plenty of appeal. (Sewan, ASCAP)
What Happens Now? 73
Strong flip also registers. Chick is definitely somebody to watch. (Sewan, ASCAP)

RUSH ADAMS
The Best Things in Life Are Free 74
M-G-M 12299—A swiny, blithely paced vocal version of the oldie, title theme of the forthcoming bio-film about the famed songwriting trio of DeSylva, Brown and Henderson. Should pick up spins once movie is released nationally this fall. (DeSylva, Brown & Henderson, ASCAP)
Crazy Lips 72
A catchy rock and roll novelty-rhythm item is warbled with enthusiasm and verve by Adams. (Winston, ASCAP)

PARIS SISTERS
Daughter, Daughter! 74
DECCA 29970 — Bouncy tune and cute lyrics mix well and the Paris Sisters do a fine job. (Reis, BMI)
So Much—So Very Much 70
Girls do a nice job on this side and it should help the sale of the flip. Pleasant listening. (Reis, BMI)

THE FOUR WINDS
Colorado Moon 73
VIK 0221—The group sings with smooth vitality and verve on a listenable ballad with an interesting blend of outdoor-type western lyrics and strong r.&b. backing. (Kahl, BMI)
Find Someone New 73
A moving performance on a poignant weeper with effective lyrics and r.&b.-styled backing. (Kahl, BMI)

ADAM TIMOON
Repeat After Me 73
COLUMBIA 30735 — The warbler blends attractively with the pleasant piping of the Hames Sisters on a folksy ballad with a lilting tempo. (Fairway, BMI)
Too Bad 72
Timoon sings with plenty of feeling and drive on a solid r.&b.-flavored item with a strong, insistent beat. (Ar-Do, BMI)

MARTY BRILL
Diggin' for Old Black Coal 73
MERCURY 70892—Better than average folk material here . . . the unfortunate plight of the coal miner and his deep, dark hole where the sun never shines. Type of material seldom has mass appeal ("16 Tons" is the exception) but this job is well done. (Mills, ASCAP)
Timber 72
Brill gives a dramatic reading to this folksy ode. The performance is tops. (Shapiro-Bernstein, ASCAP)

JERI SOUTHERN
Stop Me (If You've Heard This One Before) 72
DECCA 30021—Ballad, rendered in the thrush's best intimate style, is material for the hipper jocks, or for an album. Singles sales are not likely to be heavy. (Movietown, BMI)
Would I 70
There's less for the fans in this up-tempo side. (Sanjud, ASCAP)

PEARL BAILEY
I Can't Rock and Roll to Save My Soul 72
MERCURY 70926—Miss Bailey will draw some sales but material is a
(Continued on page 66)



BILL DOGGETT
HONKY TONK
King 4950

LITTLE WILLIE JOHN
FEVER
King 4935

JAMES BROWN
WITH THE FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
Federal 12258

THE MIDNIGHTERS
TORE UP OVER YOU
Federal 12270

THE "5" ROYALES
COME ON AND SAVE ME
GET SOMETHING OUT OF IT
King 4952

EARL BOSTIC
ROSES OF PICARDY
b/w
WHERE OR WHEN
King 4943

JERRY DORN
WISHING WELL
King 4932

BILLY GAYLES
I'M TORE UP
Federal 12265

MAC CURTIS
HALF HEARTED LOVE
b/w
GRANDDADDY'S ROCKIN'
King 4949

NEW RELEASES!!

JAMES BROWN
WITH THE FAMOUS FLAMES
HOLD MY BABY'S HAND
b/w
NO, NO, NO, NO
Federal 12277

EARL BOSTIC AND BILL DOGGETT
BUBBINS ROCK
b/w
INDIANA
King 4954

KING RECORDS

SAVE MONEY
ORDER YOUR BILLBOARD SUBSCRIPTION TODAY

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$12 payment (saves \$1 on single copy rates).

payment enclosed bill me 927

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

ORDER YOUR ABBOTT & FAVOR RECORDS DIRECT FROM ABBOTT SALES CO. Box 38, Malibu, Calif.

40¢ per record (45 speed only) minimum order 5 records, can be assorted. Cash or Money Order with order or C.O.D. We Pay Postage, Cash or C.O.D. Write in for catalogue.

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 RPM 55c
78 RPM 60c
Single EP's 91c

NO EXTRA CHARGES

FREE TITLE STRIP SERVICE

No order too large or too small.

Save Time! Save Money!

STORE BUSINESS WELCOME

No C.O.D. Send check with order including postage.

The Musical Sales Co.
SEEBURG DISTRIBUTORS

140 West Mount Royal Ave.
Baltimore 1, Md.
Vernon 7-5755

RUNNING WILD IN POP

CHESSE #1629

"SEE SAW"

with **THE MOONGLOWS**

CHESSE RECORD CO.
4750 S. Cottage Grove Ave.
Chicago 15, Ill.
Phone: Kenwood 8-4342

THE ORIGINAL VERSION A TWO SIDED SMASH!!

'A CASUAL LOOK'

and **'Teen Age Promise'**

by the **SIX TEENS**

Flip #315

FLIP RECORDS, INC.

ADVERTISERS know exactly what **THE BILLBOARD** delivers because **The Billboard** is a member of the **Audit Bureau of Circulations**.



SOARING TO A NEW HIGH!

A 12" High Fidelity 33 1/4 RPM Long-Playing

FLYING SAUCER SAMPLER

FS-X-1

Of latest Top Tunes, fully orchestrated, with vocals

including **WAYWARD WIND • MY PRAYER • WHATEVER WILL BE WILL BE • ALLEGHENY MOON • I WANT YOU, I NEED YOU, I LOVE YOU • ON THE STREET WHERE YOU LIVE • MORE • BORN TO BE WITH YOU • STANDING ON THE CORNER • SOMEBODY UP THERE LIKES ME.**

Today's Hits are Today's Records.

Write or phone for distributor in your area

TODAY'S RECORDS 80 East 11th Street
New York, N. Y.
GRamercy 5-2520

Some additional distributor territories still available

Reviews of New Pop Records

Continued from page 65

little weak here. Fine backing job and a solid beat, however. (Tobias & Lewis, ASCAP)

The Gypsy Goofed... 70
Nice side but flip should do better. Again material is weak. (Roosevelt, BMI)

STUBBY KAYE
Green Light 71
SUNSET 2019—Kaye, one of the "guys" in "Guys and Dolls" (e.g. sang "Sit Down You're Rockin' the Boat"), warbles exuberantly on a bouncy rhythm tune with a good beat. Spinners should play. (Somerset, ASCAP)

St. James Infirmary... 70
A sincere, straight vocal treatment of the great blues standard, with lyrics tailored to clear network censor departments. Good jockey wax. (Mills, ASCAP)

NAT WILLIAMS
A Friend 70
ARIES 1014 — A blues-type ballad with distinctive rendition by Williams makes this a possibility. Good change-of-pace for deejays. (Aries, BMI)

You Excite Me... 67
Warbler Williams switches to a ballad with jump backing on this one, but it fails to register. Good instrumental solo. (Aries, BMI)

NAOMI CARYL
If 69
EMBER 1006—Chick does well on a cue tune, but neither material nor performance is strong enough to make it go big. (Overtone & Angel, BMI)

Before You Say Goodbye... 67
A slow moving ballad that fails to come across. (Danby, BMI)

BOB COLOMBATTO
The Take-It-Easy Waltz 68
KEY 514—Cute tune done nicely by vocalist and group. Fine for late-hour listening. (Round Table, ASCAP)

The Old Locksmith... 67
Not quite up to flip but a fair side. Tune is interesting lyric-wise. (Round Table, ASCAP)

PAT O'DAY
My Imaginary Lover 67
M-G-M 12304—Miss O'Day chirps sweetly on a minor-key opus, but the arrangement doesn't provide much meat to the side. (Monitor, BMI)

How Can I Tell?... 65
A run-of-the-mill pleader-waltz side. (Monitor, BMI)

FRANK MINION
Please Send Her Back to Me 67
VIK 0222—Minion fails to impress on this rock and roll-styled ballad go. (Broadway, ASCAP)

How Much Land (Does a Man Need)?... 64
Philosophical side is even less impressive. (Simon House, BMI)

TEDDIE WOOD
47th and Central 64
ARIES 1015—Wailing up-tempo blues instrumental features good sax and organ. Danceable, and okay change-of-pace side for rock and roll or r.&b. jocks. (Aries, BMI)

At Last... 64
Standard ballad is played smoothly in jazz style, with tenor and organ dominant. Can be used by r.&b. spinners. (Aries, BMI)

Territorial Best Sellers

Continued from page 58

2. My Prayer, Platters, Mer.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Whatever Will Be, Will Be Doris Day, Col.
5. Hound Dog, E. Presley, Vic.
6. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
7. Sweet, Old-Fashioned Girl T. Brewer, Cor.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Allegheny Moon, P. Page, Mer.
10. On the Street Where You Live V. Damone, Col.

- San Francisco**
1. Wayward Wind, G. Grant, Era
 2. My Prayer, Platters, Mer.
 3. Flying Saucer Buchanan & Goodman, Lun.
 4. I Almost Lost My Mind, P. Boone, Dot
 5. Whatever Will Be, Will Be Doris Day, Col.
 6. I Want You, I Need You, I Love You E. Presley, Vic.
 7. Allegheny Moon, P. Page, Mer.
 8. Hound Dog, E. Presley, Vic.
 9. Moonglow and Theme From "Picnic" M. Stolf, Dec.
 10. Born to Be With You, Chordettes, Cdc.

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

- Radio**
- A Beautiful Friendship (R)—Kah—ASCAP
A Sweet, Old-Fashioned Girl (R)—Valor—ASCAP
Allegheny Moon (R)—Oxford—ASCAP
Big D (R) (M)—Frank—ASCAP
Canadian Sunset (R)—Meridian—BMI
Cool Tango (R)—Ardmore—ASCAP
English Muffins and Irish Stew (R)—Shapiro-Bernstein—ASCAP
Experiment With Mice (R)—Mills—ASCAP
Glendora (R)—American—BMI
Happiness Street (R)—Planetary—ASCAP
Hound Dog (R)—Presley & Lion—BMI
I Almost Lost My Mind (R)—St. Louis—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP
Mama, Teach Me to Dance (R)—Roncom—ASCAP
Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP
One Finger Piano (R)—E. B. Marks—BMI
Portuguese Washerwoman (R)—Remick—ASCAP
Proud Ones (R) (F)—Weiss & Barry—BMI
Soft Summer Breeze (R)—Regent—BMI
Standing on the Corner (R) (M)—Frank—ASCAP
True Love (R) (R)—Buxton Hill—ASCAP
Wait, Little Darling (R)—Mills—ASCAP
Wayward Wind (R)—Warman—BMI
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
When the White Lilacs Bloom Again (R)—Harms—ASCAP
You Bring Out the Lover in Me (R)—E. H. Morris—ASCAP
You're Sensational (R) (F)—Buxton Hill—ASCAP

- Seattle**
1. My Prayer, Platters, Mer.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
 4. Flying Saucer Buchanan & Goodman, Lun.
 5. Hound Dog, E. Presley, Vic.
 6. Fool, S. Clark, Dot
 7. Whatever Will Be, Will Be Doris Day, Col.
 8. Allegheny Moon, P. Page, Mer.
 9. Wayward Wind, G. Grant, Era
 10. How Little We Know, F. Sinatra, Cap.

- Toronto**
1. I Almost Lost My Mind, P. Boone, Dot
 2. I Want You, I Need You, I Love You E. Presley, Vic.
 3. On the Street Where You Live V. Damone, Col.
 4. Wayward Wind, G. Grant, Era
 5. I'm in Love Again, F. Domino, Imp.
 6. Hound Dog, E. Presley, Vic.
 7. Whatever Will Be, Will Be Doris Day, Col.
 8. My Prayer, Platters, Mer.
 9. My Blue Heaven, F. Domino, Imp.
 10. Allegheny Moon, P. Page, Mer.

Best Selling Sheet Music in Britain

(For Week Ending August 4)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Walk Hand in Hand—Duchess (Republic)
Whatever Will Be, Will Be—Melcher-Toff (Warman)
Who Are We?—Bourne (Thunderbird)
Hot Diggity—Peter Maurice (Roncom)
Why Do Fools Fall in Love?—Chappell (Patricia)
The Wayward Wind—Lafleur (Artists)
My September Love—Bron
The Birds and the Bees—Maddox (Famous)
Out of Town—Kassner (Kassner)
No Other Love—Chappell (Williams)
Mountain Greenery—New World (Harms)
Serenade—Blossom (Harms)
I'll Be Home—Box & Cox (Arc)
Too Young to Go Steady—Robbins (Robbins)
You Can't Be True to Two—Dash (Joy)
A Tear Fell—Robbins (Progressive)
Ivory Tower—E. H. Morris (E. H. Morris)
It's Almost Tomorrow—Macmelodies (Northern)
Mister Cuckoo—Macmelodies (Peter Maurice)
The Poor People of Paris—Berry (Connelly)

Best Selling Pop Records in Britain

(For Week Ending August 4)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	2
2. WALK HAND IN HAND—Tony Martin (HMV)	3
3. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	1
4. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	5
5. HEARTBREAK HOTEL—Elvis Presley (HMV)	6
6. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	9
7. ALL STAR HIT PARADE—Winifred Atwell, Dickie Valentine, David Whitfield, Joan Regan, Lita Roza, Dave King (Decca)	13
8. I'LL BE HOME—Pat Boone (London)	4
9. LEFT BANK—Winifred Atwell (Decca)	17
10. WHO ARE WE?—Ronnie Hilton (HMV)	6
11. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	12
12. WAYWARD WIND—Tex Ritter (Capitol)	8
13. I'M WALKING BACKWARDS FOR CHRISTMAS/BLUEBOTTLE BLUES—The Goons (Decca)	10
14. HOT DIGGITY—Perry Como (HMV)	10
15. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Parlophone)	15
16. WAYWARD WIND—Gogi Grant (London)	14
17. HOT DIGGITY/GAL WITH THE GALLER SHOES—Michael Holliday (Columbia)	—
18. ONLY YOU—Hilltoppers (London)	—
19. WALK HAND IN HAND—Ronnie Carroll (Philips)	19
20. LOST JOHN—Lonnie Donegan (Pye-Nixa)	—

POPPING OUT POP EVERYWHERE

CHESSE #1628

"TIME WILL TELL"

with **BOBBY CHARLES**

CHESSE RECORD CO.
4750 S. Cottage Grove Ave.
Chicago 15, Ill.
Phone: Kenwood 8-4342

TUMBLING TUMBLEWEEDS

by **ROGER WILLIAMS**

With Orch. and Chorus
K 156

KAPP

LINCOLN CHASE

sings **If I Were a Countryside**

b/w **WATCH MY SMOKE**

Dawn 217

DAWN RECORDS
36 W. 60th St. N.Y.C.

Great Vocal Version!

"CANADIAN SUNSET"

"HIGH UPON A MOUNTAIN"

ANDY WILLIAMS

Cadence 1297

cadence RECORDS

SO. CALIFORNIA'S NEWEST AND MOST COMPLETE ONE STOP

45's 60c
78's 65c
E.P.'s 98c
L.P.'s 2.98

NORTY'S MUSIC CENTER
2775 W. Pico Blvd., L. A., Calif.
Phone: RE 1-7258-1-7259
OPEN 7 DAYS A WEEK.

WE WILL BUY recorded tape rights to **STEREO (Binaural) RECORDINGS** of professional quality, any type of musical material.

Write Box 67
The Billboard, 1564 Broadway
New York 36, N. Y.

RELIABILITY — QUALITY RECORD PRESSING

Originators of the **NON-SLIP FLEX** (Pat. Pending)

RESEARCH CRAFT CO.
1037 N. SYCAMORE ST.
LOS ANGELES 38 CALIF.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied.

LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

• C&W Best Sellers in Stores

For survey week ending August 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	1	11
2.	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	3	11
3.	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley MY BABY LEFT ME (BMI)—Vic 20-6546	2	12
4.	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	5	3
5.	SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	7
6.	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	6	7
7.	I TAKE THE CHANCE (BMI)—J. E. & M. Brown Goo Goo Dada (BMI)—Vic 20-6480	6	11
7.	HEARTBREAK HOTEL (BMI)—E. Presley I WAS THE ONE (BMI)—Vic 20-6420	8	25
9.	SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	9	9
10.	CONSCIENCE, I'M GUILTY (BMI)—H. Snow HULA ROCK (BMI)—Vic 20-6578	10	3
11.	ANY OLD TIME (BMI)—W. Pierce We'll Find a Way (BMI)—Dec 29974	—	3
12.	YOU AND ME (BMI)—R. Foley & K. Wells No One But You (BMI)—Dec 29740	11	30
13.	YOU ARE THE ONE (BMI)—C. Smith Doorstep to Heaven (BMI)—Col 21522	13	4
14.	BLACKBOARD OF MY HEART (BMI)—H. Thompson I'm Not Mad, Just Hurt (BMI)—Cap 3347	12	20
15.	MY LIPS ARE SEALED (BMI)—J. Reeves Pickin' a Chicken (BMI)—Vic 20-6517	15	2

• Most Played C&W by Jockeys

For survey week ending August 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	CRAZY ARMS—R. Price Col 21510—BMI	1	13
2.	I WALK THE LINE—J. Cash Sun 241—BMI	2	11
3.	SWEET DREAMS—F. Young Cap 3443—BMI	3	8
4.	SEARCHING—K. Wells Dec 29956—BMI	5	6
5.	YOU ARE THE ONE—C. Smith Col 21522—BMI	4	7
6.	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley Vic 20-6540—BMI	7	9
7.	I TAKE THE CHANCE—J. E. & M. Brown Vic 20-6480—BMI	5	17
8.	ANY OLD TIME—W. Pierce Dec 29974—BMI	8	5
9.	BE-BOP-A-LULA—G. Vincent Cap 3450—BMI	—	4
10.	DON'T BE CRUEL—E. Presley Vic 20-6604—BMI	—	1
11.	MY LIPS ARE SEALED—J. Reeves Vic 20-6517—BMI	12	6
12.	I'M SO IN LOVE WITH YOU—Wilburn Brothers Dec 29887—BMI	11	2
13.	HOUND DOG—E. Presley Vic 20-6604—BMI	—	1
14.	TWENTY FEET OF MUDDY WATER—S. James Cap 3441—BMI	—	4
15.	COME BACK TO ME—J. Newman Dot 1283—BMI	—	2

• Most Played C&W in Juke Boxes

For survey week ending August 8

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week		Last Week	Weeks on Chart
1.	I WALK THE LINE (BMI) J. Cash Get Rhythm (BMI)—Sun 241	2	8
2.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	3	8
3.	SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	6
4.	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	1	12
5.	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	6	3
6.	YOU ARE THE ONE (BMI)—C. Smith Doorstep to Heaven (BMI)—Col 21522	5	7
7.	YOU GOTTA BE MY BABY (BMI)—G. Jones It's OK (BMI)—Starday 247	8	3
8.	ANY OLD TIME (BMI)—W. Pierce WE'LL FIND A WAY (BMI)—Dec 29974	7	3
9.	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	—	1
10.	I TAKE THE CHANCE (BMI)—J. E. & M. Brown Goo Goo Dada (BMI)—Vic 20-6480	—	2

A PURE COUNTRY SENSATION!



JIM REEVES

Mother of a Honky Tonk Girl

sung with Carol Johnson

Tannen Music Co.

According to My Heart

Cedarwood Publ. Co.

20/47-6620



CAROL JOHNSON

Reeves personal manager: HERBERT L. SHUCHER

613 Gibson Drive, Madison, Tenn.

Madison 7-2484



• Reviews of New C&W Records

RED SOVINE

Best Years of Your Life84
DECCA 30018—A strong weeper. Sovine sings the sad lyric in the traditional style with solid impact. Side will surely get strong exposure. (Cedarwood, BMI)

My Little Rat

A bright novelty, with an attractive folk-flavored lyric. Sovine's performance is excellent. (Leeds, ASCAP)

TABBY WEST

Oh! Mama
(If Only I'd Listened to You).....77
DECCA 30017—The thrush, one of the most promising c.&w. canaries around, sings in a most appealing

fashion on a plaintive weeper with interesting lyrics. (Old Charter, BMI)

Here's to Love.....75
The gal hands a smart reading to an okay blues with a strong pop flavor. However, flip is better showcase for her thrashing style. Copar, BMI)

THE COLLINS KIDS

They're Still in Love75

COLUMBIA 21543—The Kids, Larry and Lorrie, harmonize on a very cute and lively offering. Good talent and material here, fine for country jocks, and should move in stores. (Showcase, BMI)

I'm in My Tees

Kids again come across well on this tune that they penned but it doesn't quite measure up to flip. Talent to watch. (Blackwood, BMI)

GORDON TERRY

Keep Right on Talking74

COLUMBIA 21544—Here is a side that impresses, with Terry doing a fine job on his debut disk. Catchy material. (Driftwood, BMI)

Maybe

A weeper which is given effective treatment by artist. Should pull additional foot for the disk. (Cedarwood, BMI)

RITA ROBBINS

Teen-Age Crush74

VICTOR 6612—"They call it a teen-age crush," the gal protests. The tune is on a "Too Young" kick and the reading is warm and appealing. (Century, BMI)

Why Don't You Be Good?

71
Soulfully sincere, Miss Robbins dedicates herself to the cur with this series of promises. Material doesn't sound too strong, but the gal rates an "E" for effort. (Tannen, BMI)

LATTIE MOORE

Lonesome Man Blues73

KING 4955—Moore sells a sock blues weeper with plaintive sincerity and strong emotional impact. (Mar-Kay, BMI)

100,000 Women

Can't Be Wrong.....70

An amusing novelty with a deft, catchy tempo about a boastful gent who tells his gal she doesn't know what she's missing. Good vocal performance by Moore. (Mar-Kay, BMI)

DAVID HOUSTON

Jasta Luego72

VICTOR 6611—Sincere warbling by Houston on a leisurely-paced melodic ballad with an attractive Latin-American rhythm-flavor. (Trinity, BMI)

Sugar Sweet

71
A solid reading on a brisk rhythm and blues styled country ditty with a strong beat. (Arc, BMI)

DEL WOOD

Are You From Dixie?71

VICTOR 6613—The original "Down Yonder" gal licks her individually styled eighty-eighting to the solid old, old standard. Plenty of bright rickety-tick sound which is great for juke programming. (Wiltmark, ASCAP)

Intermission at the Opry

70
Same style, different tune, but overall effect is same—which is to advise country ops to get it on the boxes. (Tree, BMI)

THE HAYSEEDERS

Mr. Boozie70

CORONATION 102—Side starts with vocalist laughing and then goes into the lyrics which, because of the subject matter—liquor—makes deejay play doubtful. Could go in stores and in the boxes. (Stafford, BMI)

Empty Words and Broken Dreams

68
Fair side with instrumental solo that really jumps. Vocalist carries load on both sides. Flip preferred. (Stafford, BMI)

JIMMY COOK

On Our Honeymoon70

JOPZ 201—Cook sings a pleasant little hybrid of country and Hawaiian rhythms as he sings about that happy honeymoon. Tune has a very reminiscent quality and might pull some juke box coin. (Frederick, BMI)

Two Black Eyes

67
He doesn't know what happened but he has a couple of shiners to show for an evening with the lady. Humorous country fare but the flip has more appeal. (Frederick, BMI)

FLOYD CRAMER

Pretty Blue Jeans69

M-G-M 12306—Sprightly paced, happy instrumental wax with standout piano solo work by Cramer. Fine juke fodder. (Acuff-Rose, BMI)

Good Time Cake Walk

69
Same comment. (Milene, ASCAP)

WILEY BARKDULL

I've Got a Brand New Baby69

HICKORY 1052—This one has a tricky and somewhat complicated rhythm and Barkdull gets in an inspired mood as he sings the praises of a new lady friend. (Acuff-Rose, BMI)

Going Walking

68
Barkdull displays a solidly nasal style and an extremely deep vocal range in this pleader. Talent rates another look but this material isn't the strongest. (Acuff-Rose, BMI)

• C&W Territorial Best Sellers

For survey week ending August 8

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. My Lips Are Sealed, J. Reeves, Vic.
4. Hound Dog, E. Presley, Vic.
5. Searching, K. Wells, Dec.
6. Heartbreak Hotel, E. Presley, Vic.

Charlotte

1. I Walk the Line, J. Cash, Sun.
2. Crazy Arms, R. Price, Col.
3. I Want You, I Need You, I Love You, E. Presley, Vic.
4. I Take the Chance, J. E. & M. Brown, Vic.
5. Searching, K. Wells, Dec.
6. Doorstep to Heaven, C. Smith, Col.
7. Sweet Dreams, F. Yung, Cap.
8. Hound Dog, E. Presley, Vic.
9. Wayward Wind, T. Ritter, Cap.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Hound Dog, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun.
4. Don't Be Cruel, E. Presley, Vic.
5. Goby Dooby, R. Orblison, Sun.
6. Boppin' the Blues, C. Perkins, Sun.
7. I Want You, I Need You, I Love You, E. Presley, Vic.
8. Honky Tonk Man, J. Horton, Col.

Houston

1. Don't Be Cruel, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. You Gotta Be My Baby, G. Jones, Sdy.
4. Crazy Arms, R. Price, Col.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I Walk the Line, J. Cash, Sun.
7. You Are the One, C. Smith, Col.
8. Honky Tonk Man, J. Horton, Col.

Memphis

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun.
3. Searching, K. Wells, Dec.
4. Conscience, I'm GUILTY, H. Snow, Vic.
5. I Take the Chance, J. E. & M. Brown, Vic.
6. Any Old Time, W. Pierce, Dec.
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. Boppin' the Blues, C. Perkins, Sun.

Nashville

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun.
3. Don't Be Cruel, E. Presley, Vic.
4. I'm So in Love With You, Wilburn Brothers, Dec.
5. I Take the Chance, J. E. & M. Brown, Vic.
6. My Lips Are Sealed, J. Reeves, Vic.
7. Conscience, I'm GUILTY, H. Snow, Vic.
8. I Want You, I Need You, I Love You, E. Presley, Vic.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. Fool; S. Clark, Dot.

New Orleans

1. Searching, K. Wells, Dec.
2. I Walk the Line, J. Cash, Sun.
3. Any Old Time, W. Pierce, Dec.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Crazy Arms, R. Price, Col.

Richmond, Va.

1. I Walk the Line, J. Cash, Sun.
2. Hound Dog, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Searching, K. Wells, Dec.
6. Onie's Bop, O. Wheeler, Col.
7. Twenty Feet of Muddy Water, S. James, Cap.

St. Louis

1. Hound Dog, E. Presley, Vic.
2. I Want You, I Need You, I Love You, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. I Walk the Line, J. Cash, Sun.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. Searching, K. Wells, Dec.
7. Heartbreak Hotel, E. Presley, Vic.

CATHY ALLEN

I Got Your Number68
M-G-M 12310—Personable piping on an attractive rhythm-ballad with effective lyrics. (Trinity, BMI)

Come On and Kiss Me

67
A sexy reading of a sensuous ballad in exotic tango-tempo. (Trinity, BMI)

LEE GOLDEN

Fire in My Heart65

BALLAD 1011—Tricky rhythms from Trio Tres Bien backs the effort which tells about that gypsy love. Golden has touches of the Billy Eckstine quality. (Soll, BMI)

Salut Louis Bounce

63
Golden tells in the tune how they do this particular type of dance. Dreary listening. (Soll, BMI)

OWEN PRIESTER

Don't Put the Blame on Me60
CORBIN 734—Vocalist doesn't come up to par and side drags. A monotonous weeper.

If Kisses Could Talk

60
On this side we have a fair song with a too-long instrumental break. Doesn't impress.

• This Week's C&W Best Buys

TRYIN' TO FORGET THE BLUES (Showcase, BMI)—Porter Wagoner—RCA Victor 6598—One of this month's more impressive sellers, this Wagoner disk is now shaping up as another hit for the singer. Southern reports (Richmond, Durham, Atlanta, Nashville and Dallas) were excellent, and a number of important Northern markets also indicated above-average acceptance. Flip is "I've Known You From Somewhere" (Earl Barton, BMI).

• Review Spotlight on . . . RECORDS

MARTY ROBBINS

Singing the Blues (Acuff-Rose, BMI)

I Can't Quite (Acuff-Rose, BMI)—Columbia 21545—Robbins, comes up with two strong sides in which he returns to a near-traditional style of warbling. Material is effective, with "Singing the Blues" a shade over the flip. Should rack up the sales and grab its share of spins.

DISK JOCKEY PROGRAMMING

JIM REEVES AND CAROL JOHNSON

The Mother of a Honky Tonk Girl (Tannen, BMI)—RCA Victor 6620—Carl Johnson takes the part of the mother, with Reeves acting as the philosophical bartender, butting in with pertinent advice, in this melodramatic tear jerker. Reeves is on the charts with his "My Lips Are Sealed" and this side should be a strong follow-up. On the flip, "According to My Heart" (Cedarwood, BMI), Reeves takes it alone.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Ray Price, recent winner of

The Billboard's Triple-Crown Award (The Billboard, August 11) for his highly popular disk "Crazy Arms," on the Columbia label, was awarded the Triple-Crown plaque on the Prince Albert portion of "Grand Ole Opry" last Saturday (18) night. Show is aired over the NBC radio network via Station WSM, Nashville. This is Price's first Triple Crown. In the July 28 issue of The Billboard, Price's "Crazy Arms" hit the top position on all three country and western charts (Best Sellers in Stores, Most Played in Juke Boxes and Most Played by Jockeys.)

Ben A. Green, copy desk chief on The Nashville Banner, Nashville, continues with his bang-up series on "Grand Ole Opry" folk which runs each Saturday in the Banner. His intimate, accurate and detailed pieces on the folk who make up the "Opry" have been drawing nationwide attention, especially in the country field. His July 28 article was wrapped around the veteran "Opry" comic, Rod Brasfield, and the yarn in the issue of August 4 dealt with the happiness experienced by Martha Carson, "Opry" star, and her manager-husband, X. Cosse, on the recent birth of their son, Rene Paul. Green's pieces are the greatest single bit of publicity tendered the "Opry" in its 30-year history and are carded to continue indefinitely.

Sheriff Tex Davis has taken a leave of absence from Station WCMS, Norfolk, Va., to take over the personal management of Gene Vincent and the Blue Caps (Capitol) on a full-time basis. Vincent's "Be-Bop-a-Lula," published by Bill Lowery, Atlanta, is riding high on the pop charts these days. Davis' new mailing address is P. O. Box 533, Norfolk.

"Grand Ole Opry," for its August 18 telecast over the ABC-TV network, will feature such names as Hank Snow, Jimmy Dickens, June Carter, Johnny Cash, Flatt and Scruggs, Ray Price and the LaDell Sisters. Special guest will be Eddy Arnold, who will bring along the Collins Kids for a return visit. Also on deck will be the Kentucky Senior Briarhoppers, who will cut

their capers to the tunes of fiddlin' Tommy Jackson.

Hank Snow and his group hop down to Orlando, Fla., August 21, to gather with Happy Ison and the gang. On August 22, the Snow entourage visits with Cracker Jim Brooker in Miami, and August 23-24 mingles with the boys in Jacksonville, Fla. During their recent vacation jaunt in Canada, Hank, Min and Jimmy Snow were guests at a party hosted by members of the Canadian branch of RCA Victor. . . . Andy Williams was a recent guest on the "Tennessee Barn Dance" on WNOX and the Cas Walker show on WIVK, both in Knoxville.

Charlie Lamb Agency this week moves into new offices in the Vendome Building on Church Street, Nashville. . . . Tom Kelly, personnel manager of Hawkshaw Hawkins and Jean Shepard, is reported to have his charges booked solidly on personals thru October. Tom is the son of John Kelly, who has promoted country talent for many years and who is currently handling management for Judy Lynn and the "Grand Ole Opry's" Lonzo and Oscar.

Hal Smith has just signed Jimmy Newman to an artist-management contract and closed a deal to have Newman appear on "Grand Ole Opry" as a regular. Jimmy made his "Opry" debut August 4 together with George Jones. Smith will continue to handle the personal management on Carl Smith, but will run Newman thru his artist agency, Curtis Artist Productions. He plans to sign other talent in the near future. Newman, whose newest release on the Dot label is "Come Back to Me," is currently working on films in Nashville for Al Gannaway and is carded to hit the road within two weeks.

Smiley Burnette is set for next Sunday (19) at the fair at Culbertson, Neb., and follows with other fair dates for the remainder of August as follows: West Union, Ia., 21; Albion, Neb., 23; Monticello, Ia., 24; McCollensburg, Pa., 25, and Bloomfield, Neb., 28. . . . Bob Neal, of Stars, Inc., Memphis, reports that the original four-week tour scheduled for Johnny Cash, (Continued on page 70)

COLUMBIA RECORDS



everything for
complete
Listening
Pleasure

RECORDS • PHONOGRAPHS • NEEDLES
"Columbia," Trade Mark Reg.
U. S. Pat. Off. Marcas Registradas

The Best in Hits...
The Finest in
Fidelity



HANK SNOW
CONSCIENCE,
I'M GUILTY
VIC 6578
CENTRAL SONGS INC.
6308 Sunset Blvd., Hollywood 28, Calif.

A GREAT COUNTRY DUET
Wilma Lee & Stony Cooper
"CHEATED TOO"
HICKORY-1051

LEE JONES
is COOL in her latest
recording of
COOL, COOL DADDY
and TERRIFIC in
MY WANDERING
SWETHEART
Limited Distributorships Available.
FLAME RECORDS
906 Main St., Suite 415, Cincinnati, Ohio
Phone: DUbar 1-1234

R&B Best Sellers in Stores

For survey week ending August 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	14	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	
2.	3	6	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	
3.	1	8	RIP IT UP (BMI)—Little Richard READY TEDDY (BMI)—Specialty 579	
4.	11	2	FLYING SAUCER (PARTS I & II)— Buchanan & Goodman Luniverse 101	
5.	—	1	HONKY TONK (PARTS I & II) (BMI)—B. Doggett King 4950	
6.	7	3	LET THE GOOD TIMES ROLL (BMI)— Shirley & Lee Do You Mean to Hurt Me So? (BMI)—Aladdin 3325	
7.	5	7	IT'S TOO LATE (BMI)—C. Willis Kansas City Woman (BMI)—Atlantic 1098	
8.	8	3	SO-LONG (BMI)—F. Domino WHEN MY DREAMBOAT COMES HOME (ASCAP)—Imperial 5396	
9.	4	5	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	
10.	12	2	I PROMISE TO REMEMBER (BMI)—Teen-Agers WHO CAN EXPLAIN? (ASCAP)—Gee 1018	
11.	—	1	HOUND DOG (BMI)—E. Presley Don't Be Cruel (BMI)—Vic 20-6604	
12.	6	18	I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386	
13.	14	8	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)— E. Presley My Baby Left (BMI)—Vic 20-6540	
14.	9	13	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	
15.	10	9	CASUAL LOOK (BMI)—Six Teens Teen-Age Promise (BMI)—Flip 315	

Most Played R&B by Jockeys

For survey week ending August 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	14	FEVER—Little Willie John King 4935—BMI	
2.	3	6	MY PRAYER—Platters Mercury 70893—ASCAP	
3.	9	11	TREASURE OF LOVE—C. McPhatter Atlantic 1092—BMI	
4.	2	18	I'M IN LOVE AGAIN—F. Domino Imperial 5386—BMI	
5.	11	9	LOVE, LOVE, LOVE—Clovers Atlantic 1094	
6.	14	2	HOUND DOG—E. Presley Vic 20-6604—BMI	
7.	—	2	SO-LONG—F. Domino Imperial 5396—BMI	
8.	—	2	WHEN MY DREAMBOAT COMES HOME— F. Domino Imperial 5386—ASCAP	
9.	5	5	STRANDED IN THE JUNGLE—Cadets Modern 994—BMI	
10.	8	4	LET THE GOOD TIMES ROLL—Shirley & Lee Aladdin 3325—BMI	
11.	—	1	FLYING SAUCER—Buchanan & Goodman Luniverse 101	
12.	6	6	IT'S TOO LATE—C. Willis Atlantic 1098—BMI	
13.	4	7	RIP IT UP—Little Richard Specialty 579—BMI	
14.	13	14	MY BLUE HEAVEN—F. Domino Imperial 5386—ASCAP	
15.	—	1	TIME WILL TELL—B. Charles Chess 1628—BMI	

Most Played R&B in Juke Boxes

For survey week ending August 8

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	4	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	
2.	1	16	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	
3.	4	11	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	
4.	6	2	WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino SO-LONG (BMI)—Imperial 5396	
5.	7	4	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	
6.	5	11	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	
7.	3	7	RIP IT UP (BMI)—Little Richard Ready Teddy (BMI)—Specialty 579	
8.	8	10	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)— E. Presley My Baby Left Me (BMI)—Vic 20-6540	
9.	—	1	WHO CAN EXPLAIN? (ASCAP)—Teen-Agers I PROMISE TO REMEMBER (BMI)—Gee 1018	

Two sided smash!
SOLDIER OF FORTUNE I GOTTA GET MYSELF A WOMAN

The Drifters
Atlantic 1101

Off and winging!

MOM OH MOM I WANT TO BE LOVED

Ruth Brown
Atlantic 1102

LIPSTICK, POWDER AND PAINT ROCK-A-WHILE

Joe Turner
Atlantic 1100

ATLANTIC RECORDS

157 West 57th St., N. Y. C.

A SOLID HIT!
B. B. KING
SWEET LITTLE ANGEL
b/w
BAD LUCK
#468
RPM RECORDS
5317 W. Washington Blvd. - Culver City, Calif.

THE HAMPTONES

are now on the

RAMA label

Watch for their new release next week.

RAMA RECORDS

220 West 42nd St. N. Y. C.

"MR. GOGGLE EYES" AUGUST

New! Exciting! New!

"LEAD US ON"

b/w

"OH HO DOODLE LU"

Duke #156

DUKE RECORDS

2809 Erastus St. Houston 26, Texas

Watch These New Hot Releases

"SHEDDING TEARS"

VERNON GREEN

#400

"YOU ARE AN ANGEL"

THE PIPES

#401

DOOTONE RECORDS

9512 SOUTH CENTRAL AVE. LOS ANGELES 2, CALIF.

Rhythm & Blues Notes

By GARY KRAMER

The sensation of the week is the sudden show of strength of Bill Doggett's "Honky Tonk." This is the organist's first chart entry in a long time, tho he has always had as loyal a following as any artist in the business, and has been a particular favorite of the operators. In the not so distant past, Doggett almost continuously graced the charts, and it is to be hoped that this is the beginning of another series of hits for him. . . . Doggett's hit brings to mind a recent Billboard article which pointed to the favorable attitude of today's market to r.&b. instrumentals. A half dozen instrumental disks have made the charts this past year, which compares to the zero in the two years prior to that.

Herb Abrahamson, prexy of Atco and Atlantic, is excited about a Chicago artist, Walter Spriggs, who he has recently recorded. Midwest audiences are familiar with Spriggs' unique way of singing blues, accompanying himself on bongo drums. His sound is said to combine the flavor of Ray Charles and Little Willie John. . . . On the West Coast, Irma Records has made its first appearance on the manufacturing scene. Headquartered in Oakland, Calif., the diskery opens shop with a platter by Jimmy McCracklin, entitled "You're the One." Firm's head is Isaac Neal Jr. . . . Arnold Maxim, of Okeh, has signed an unusual blues "screamer" called "The Little Demon," so help me. . . . Over at Shaw Artists, Big Jay McNeely put his name on the dotted line.

A case of delayed action has enabled Billy Bland's "Chicken Hop" to take off this past week in Virginia, North Carolina and Florida, after being dormant several months. The action this time around appears to be pop, primarily, tho there are pockets of r.&b. customers that are also responding for the first time.

Fats Domino continues to make news in California. His scheduled appearance in Stockton on July 20 was canceled by the local police, who were playing it safe after the San Jose "incident." On four days' notice, a substitute appearance was arranged at Tracy, Calif., on a \$500 guarantee basis. Despite the short notice, the crowd was such that the guarantee was easily doubled.

Mickey Shorr, the Detroit deejay and promoter of r.&b. shows, is skedded to return to the airways beginning August 27. His station will be WXYZ, one of Detroit's largest, which has put him in the 7-8 slot, with the strong possibility that he will be getting three more hours daily as soon as certain network commitments are cleared. Mickey was a tremendous thing with the teen-agers when he was with WJBK, and it is going to be great for the kids to have him back in action.

THE SLEEPER OF THE YEAR!

THE FOOL

by

The GALLAHADS

Jubilee 5252

JUBILEE RECORDS

1650 Broadway New York City

NEW ON GROOVE

THE COLLEGIANS "GOING POP"
"BLUE SOLITUDE"
"PLEASE LET ME BE THE ONE"
—G/46-0163

MICKEY AND SYLVIA
"NO GOOD LOVER"
"WALKIN' IN THE RAIN"
—G/46-0164

STILL GOING STRONG

VARETTA DILLARD
"Got You On My Mind"
"Skinny Jimmy" —G/46-0159

THE NITECAPS
"Bamboo Rock and Roll"
"You May Not Know" —G/46-0158

GROOVE

A PRODUCT OF RADIO CORPORATION OF AMERICA
MADE IN U. S. A.
155 E. 24 ST., NEW YORK, N. Y.

A SMASH ALL OVER AGAIN!

"EARTH ANGEL"

The Penguins
#348

DOOTONE RECORDS

9512 SOUTH CENTRAL AVE. LOS ANGELES 2, CALIF.

Going BIG

I'M GOING CRAZY

The Tibbs Brothers
Atco 6074

ATCO RECORDS
157 West 57th Street, New York 19, New York

GOING POP!

SHIRLEY and LEE
"LET THE GOOD TIMES ROLL"
#3325

Aladdin RECORDS
Beverly Hills, Calif.

GOING UP FAST

Vee Jay #204

"JO JO"

b/w

"OH WHAT A NITE"

with

THE DELLS

Vee-Jay Records, Inc.

2129 S. Michigan Ave. Chicago, Ill.
Phone: Calumet 5-6141

HOLIDAY HITS

"CANDY"

BIG MAYBELLE—#1195

"TAIN'T WHATCHA SAY"

LITTLE ESTHER—#1193

"LOVE, BABY"

NAPPY BROWN—#1196

SAVOY RECORD CO
38 MARKET ST
NEWARK, N. J.

R&B Territorial Best Sellers

For survey week ending August 8

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

Atlanta

1. Rip It Up, Little Richard, Spa.
2. Fever, L. W. John, Kng.
3. Stranded in the Jungle, Cadets, Mod.
4. It's Too Late, C. Willis, Atl.
5. Let the Good Times Roll Shirley & Lee, Ala.
6. I Have You, Baby, J. Reed, VJ
7. Love, Love, Love, Clovers, Atl.
8. Diamonds at My Feet, M. Waters, Chs.
9. I Promise to Remember Teen-Agers, Gee
10. Bad Luck, B. B. King, RPM

Charlotte

1. Let the Good Times Roll Shirley & Lee, Ala.

2. Stranded in the Jungle, Cadets, Mod.
3. It's Too Late, C. Willis, Atl.
4. Flying Saucer Buchanan & Goodman, Lun.
5. Love, Love, Love, Clovers, Atl.
6. Don't Be Cruel, E. Presley, Vic.
7. Heaven on Earth, Platters, Mer.
8. Time Will Tell, B. Charles, Chs.
9. When My Dreamboat Comes Home F. Domino, Imp.
10. Up On a Mountain, Magnificents, VJ

Chicago

1. I'm in Love Again, F. Domino, Imp.
2. My Prayer, Platters, Mer.
3. Hound Dog, E. Presley, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Rip It Up, Little Richard, Spe.
6. I Promise to Remember Teen-Agers, Gee.

Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. I Promise to Remember Teen-Agers, Gee.
4. Rip It Up, Little Richard, Spe.
5. Fever, L. W. John, Kng.
6. Up on a Mountain, Magnificents, VJ.

Detroit

1. Honky Tonk, B. Doggett, Kng.
2. Pleadin' for Love, L. Birdsong, Exc.
3. Don't Let It End This Way E. Morris, Pca.
4. Flying Saucer Buchanan & Goodman, Lun.
5. Soft Summer Breeze, E. Heywood, Mer.
6. Don't Go No Further, M. Waters, Chs.
7. Sweet Little Angel, B. B. King, RPM.

Los Angeles

1. Flying Saucer Buchanan & Goodman, Lun.
2. Honky Tonk, B. Doggett, Kng.
3. Hum De Dum, Gassers, Cas.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. My Prayer, Platters, Mer.
6. I'm in Love Again, F. Domino, Imp.
7. Rip It Up, Little Richard, Spe.
8. Fever, L. W. John, Kng.
9. Bad Luck, B. B. King, RPM.
10. Heartbreak Hotel, E. Presley, Vic.

New Orleans

1. Let the Good Times Roll Shirley & Lee, Ala.

2. Rip It Up, Little Richard, Spa.
3. It's Too Late, C. Willis, Atl.
4. My Prayer, Platters, Mer.
5. So-Long, F. Domino, Imp.
6. When My Dreamboat Comes Home F. Domino, Imp.
7. Honky Tonk, B. Doggett, Kng.
8. Time Will Tell, B. Charles, Chs.
9. Casual Look, Six Teens, Flip.
10. Treasure of Love, C. McPhatter, Atl.

New York

1. Fever, L. W. John, Kng.
2. My Prayer, Platters, Mer.
3. I Promise to Remember Teen-Agers, Gee.
4. Flying Saucer Buchanan & Goodman, Lun.
5. In the Still of the Night Satins, Her.
6. Please, Please, Please J. Brown, Fed.
7. Candy, Big Maybelle, Sav.
8. Casual Look, Six Teens, Flip.
9. Rip It Up, Little Richard, Spe.

Philadelphia

1. Fever, L. W. John, Kng.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. It's Too Late, C. Willis, Atl.
5. My Prayer, Platters, Mer.
6. I Promise to Remember Teen-Agers, Gee.
7. Rip It Up, Little Richard, Spe.
8. Hallelujah, I Love Her So R. Charles, Atl.

St. Louis

1. Pleadin' for Love, L. Birdsong, Exc.
2. Bad Luck, B. B. King, RPM.
3. My Prayer, Platters, Mer.
4. Stranded in the Jungle, Cadets, Mod.
5. Rip It Up, Little Richard, Spe.
6. I'm Tore Up I. Turner & B. Gayles, Fed.
7. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
8. When My Dreamboat Comes Home F. Domino, Imp.
9. Fever, L. W. John, Kng.

Washington, D. C.

1. Let the Good Times Roll Shirley & Lee, Ala.
2. Flying Saucer Buchanan & Goodman, Lun.
3. My Prayer, Platters, Mer.
4. Hound Dog, E. Presley, Vic.
5. Rip It Up, Little Richard, Spe.
6. Fever, L. W. John, Kng.
7. Honky Tonk, B. Doggett, Kng.
8. So-Long, F. Domino, Imp.
9. Stranded in the Jungle, Jayhawks, Fsh.
10. Treasure of Love, C. McPhatter, Atl.

This Week's R&B Best Buys

BAD LUCK (Modern, BMI)—B. B. King—RPM 468—The artist has one of his fastest moving records in some time here. This week it is listed as one of the top 10 sellers in Atlanta, St. Louis and Los Angeles. "Bad Luck" is also doing well in Detroit, Cleveland, Baltimore and Philadelphia. Some cities indicated that the flip, "Sweet Little Angel" (Modern, BMI) was also stimulating action. A previous Billboard "Spotlight" pick.

SOLDIER OF FORTUNE (Wemar-Progressive, BMI)
I GOTTA GET MYSELF A WOMAN (Progressive, BMI)—The Drifters—Atlantic 1101—It never takes this group long to entrench itself. These past two weeks saw the Drifters' latest effort take off in New England, Philadelphia, Baltimore, Pittsburgh, Detroit, St. Louis and Durham. Preference for side is somewhat divided, with both accounting for a lot of sales. A previous Billboard "Spotlight" pick.

I LOVE YOU, BABY (Conrad, BMI)—Jimmy Reed—V-J 203—As usual, Reed's great Southern following is giving his new record an enthusiastic send-off. This week it appears on the Atlanta territorial chart, and is also rated a strong seller in Durham, Birmingham, New Orleans and Memphis. Other cities that are beginning to take to it include Chicago, Detroit and Baltimore. The flip, "My First Plea" (Conrad, BMI) is also a strong coin-grabber.

Review Spotlight on . . . R&B RECORDS

JAMES BROWN
Hold My Baby's Hand (Armo, BMI)—Federal 12277—Brown, who has been riding the charts for some time with "Please, Please, Please," has another good bet in this gospel-styled shout. The Ray Charles influence is strong here and the tune registers with Brown's sock vitality. Flip is "No, No, No, No," an ordinary blues side. (Armo, BMI)

DISK JOCKEY PROGRAMMING

ERNIE FREEMAN
Walking the Beat (Reeve, BMI)—Imperial 5403—R.&b. deejays should go for this side in a big way. Freeman really comes across in a relaxed fashion giving the tune a sort of hypnotic quality as did his previous disks, all of which met with high favor. The steady, persistent beat is irresistible. Flip is "Spring Fever" (Reeve, BMI).

IN LAST WEEK'S REVIEW OF THE TIBBS BROTHERS
I'm Going Crazy (Progressive, BMI)
(Wake Up) Miss Van Winkle (Progressive, BMI)—The label and number were omitted thru an error. It should have read Atco 6074.

MISCELLANY OF SHORTS

Continued from page 27

STERLING TELEVISION
205 East 43d St., New York

"Jungle Adventure" package
"Jungle," 44 quarter-hour films, 20 in color.
"Animal Adventures," 50 five-minute subjects, 30 in color.
Osa and Martin Johnson films, 26 half hours.
Frank Buck's "Jacare," feature film, 62 minutes.
"Animal Crackers," for 5-8-year-old viewers
60 films, 8 to 14 minutes.
"Playland," 60 films
Fairy tales, adventure stories; 7-12 minutes.

Miscellaneous Shorts
Children's, 255; Women's, 115; Holidays, 18; Adventures, 50; Music, 92; Travel (This World of Ours), 185; Travel (This Land of Ours), 54; Sports, 116; Documentaries, 60; United Nations, 50.

FOLK TALENT AND TUNES

Continued from page 68

Faron Young, Roy Orbison and the Teen Kings, Johnny Horton, Sonny James and Charlene Arthur has been extended to seven weeks.

Phyllis and Billy Holmes, featured with WLW's "Mid-western Hayride" the last two years, got their walking papers last Thursday (9), several days after Billy had had a verbal tiff with one of the "Hayride" unit managers. Holmes says he engaged in an argument with the manager after he thought his turn had been discriminated against during a certain performance. He says he apologized to the manager the following day and that his apology was accepted. Their dismissal came the following day. Holmes claims that under his contract the manager doesn't have the authority to fire them and he has laid the case before the Cincinnati musicians' union for decision. Meanwhile, Phyllis and Billy planned to report for work at last Saturday's (11) "Hayride" telecast.

'TRUE LOVE'
'TRUE LOVE'
'TRUE LOVE'
'TRUE LOVE'
JANE POWELL
2018 • 2018 x 45
VERVE RECORDS
451 No. Canon Dr.
Beverly Hills, Calif.

Reviews of New R&B Records

THE SENSATIONS
Cry, Baby, Cry81
ATCO 6075—The group sells solidly on an appealing tune with an infectious beat. Fine performance by lead singer. (Shapiro-Bernstein, ASCAP)

My Heart Cries for You80
Another excellent vocal job by the Sensations on a unique arrangement of the oldie. (Massey, ASCAP)

CO-EDS
Love You, Baby, All the Time80
OLD TOWN 1027—Another fine group enters this field with a classy side that rocks and moves. Should ring up sales and spins. (Maureen, BMI)

I Beg Your Forgiveness76
Group comes thru on good slow tempo number with solid backing. Should also pull coin. (Maureen, BMI)

EARL BOSTIC AND BILL DOGGETT
Bubbly Rock78
KING 4954—Two of the top instrumental names in the r.&b. field team in a mighty, swingin' effort here. Great program material for jocks in the field. (Armo, BMI)

Indiana75
Bostic swings with a gutty sound on both faces. This version of the standard will offer jocks a good variety bet. (Shapiro-Bernstein, ASCAP)

RED PRYSOCK
Rock and Roll Party77
MERCURY 70918—Here's a fine slice of jockey and juke wax for teen-age audiences, taken from Prysock's current LP. The instrumental rocks along with a bouncy, danceable beat and a humorous intro. Good for both r.&b. and pop markets. (Wadsworth, BMI)

Rock and Roll Mambo75
Another excellent jockey and juke side, spotlighting a rhythmic instrumental treatment of a swingy Latin-American item. (Studio, ASCAP)

MICKY AND SYLVIA
No Good Lover77
GROOVE 0164—There's a big argument going on here between the ex-

lovers as they work out on this sharp, fast-moving blues. Fancy guitar by Mickey Baker backs the pair, who were formerly on the Rainbow label. (Ben Ghazi, BMI)

Walkin' in the Rain70
This one moves very slowly as the couple exchanges affectionate words of love. Piano-and-drums backing is a little too thin to stir much excitement. (Ben Ghazi, BMI)

ROLLEE MCGILL
A Moment of Love76
MERCURY 70914—The warbler wraps up a tender blues with sincere feeling and strong emotional impact. (Studio, BMI)

Come On In75
McGill sings the blues with charm, earthy vitality and an insistent beat. (Hartsdale, BMI)

THE JIVERS
Little Mama75
ALADDIN 3329—There's a lot happening, in a rhythmic way, on this side. Lead man carries the mail but the group and the band are right behind him thruout. Good talent lineup. (Aladdin, BMI)

Cherie73
A very sweet-toned lead extols the praises of "Cherie" (not the standard) and those crazy highs are bound to have an effect on some buyers. Group sounds okay the few times it's heard. (Aladdin, BMI)

WILLIE MAE THORNTON
Hound Dog74
PEACOCK 1612—A re-issue of Miss Thornton's big hit, now enjoying new popularity in Elvis Presley's record. The Peacock disk will see a new round of activity, as a result. (Lion, BMI)

Rock-a-Bye, Baby73
A new coupling for "Hound Dog," this side is a swinging blues lullaby, not calculated to induce sleep. It's a good commercial performance worth juke attention. (Lion, BMI)

BUDDY ACE BAND
What Can I Do?72
DUKE 155—The warbler sings with feeling and warmth on a moving ballad with a solid beat. (Lion, BMI)

Back Home72
Same comment. (Lion, BMI)

JOHNNY ACE
Don't You Know?71
DUKE 154—Another blues job by the late great Johnny Ace comes out of the can, and tho the loyal fraternity may want the disk, it's not up to previous top efforts. (Lion, BMI)

Still Love You So70
Ace sings a very slow, melancholy, minor-key heartbreak-type blues. Impression is same as for the flip. (Lion, BMI)

New Net Shows

Continued from page 36

musical talents, there'll be a couple of songs in each half hour. The basic locale will be in New York, but the heroine will also travel to other cities. Allen Jenkins as a cab driver is the male lead. Series is produced by Charley Isaacs for Four Star Films.

WHEN IN CHICAGO

300 ROOMS
BATH or SHOWER
HOTEL
WACKER
\$3.00 UP
5 minutes to Loop.
Superior 7-1386
111 W. Huron St.
Chicago 10, Ill.

HOTEL
830 S. Michigan Wabash 2-8411
200 ROOMS
(Just south of the Conrad Hilton Hotel)

Unsurpassed in Quality at any Price

5 1/2" x 7" Glossy Photos
5¢ EACH
in 3,000 lots
4 1/2" x 6 1/2" in 1,000 lots
\$8.99 per 100

Copy Negs \$1.50
Postcards, \$24 per 1,000.
Mfd. Enlargements,
(20" x 30") \$3.45
(30" x 40") \$4.85
Negatives, 8x10, \$1.50. Postcards, 90¢.

3 & 24 HOUR SERVICE AVAILABLE

A Division of JAMES J. KRIBSMANN
PLaza 7-0233
148 West 46th St.
New York 19, N. Y.

Capars Photographers
WE DELIVER WHAT WE ADVERTISE

MINSTREL COSTUMES AND ACCESSORIES
Circulars Free

DANCE & CLOWN COSTUMES
For all other occasions
Get in touch with
THE COSTUMER
238 State St. Schenectady, N. Y.

YOUR PROFESSIONAL PUBLICITY
PHOTOS
DUPLICATED IN QUANTITY

Fan mail glossy publicity photos, post cards, blow-ups. Compare our prices and quality before ordering anywhere. Price list and free samples sent promptly on request. Write today. Satisfied customers from coast to coast since 1936. We are as close to you as your nearest mail-box.

MULSON STUDIO
BOX 1941 • BRIDGEPORT, CONN.

WHEN IN BOSTON
It's the
HOTEL AVERY
Avery & Washington Sts.
Radio in Every Room
The Home of Show Folk

ATTENTION!!
COMBOS—ACTS—SMALL UNITS
Do you want work?
Contact:
ASSOCIATED TALENT AGENCY
185 No. Wabash Chicago, Ill. Randolph 6-4896
847 East Colfax Denver 18, Colo. MAin 3-3277

IT'S OFFICIAL: PRESIDENT SIGNS 51-90c TAX RELIEF

NEW YORK—The vital tax cut measure, which meant a loss of \$60,000,000 annually to the Treasury Department but which was a life or death issue to many showbusiness people, was finally okayed on Monday (6).

With the signature of President Eisenhower, there was removed the 10 per cent federal excise tax on admissions costing 90 cents or less. In recent years the tax exemption was cut out on tickets of 50 cents or less; now the exemption was upped to 90 cents.

Altho the measure was designed primarily as an aid to 10,000 of the nation's 19,999 movie theaters, there are a great number of outdoor show efforts whose ticket prices range in the 51-90-cent area and who will save the bite of from a nickel to 9 cents on a ticket.

The exemption goes into effect September 1 and will immediately benefit many arena and outdoor grandstand shows, plus under-canvas transient business like circuses, which normally have a goodly percentage of their admissions priced in the effected range. Roller and ice rink operators, pool admissions and minstrel shows are also free of the 10 per cent yoke.

Dallas Fair Mulls Monorail Addition

DALLAS — Negotiations are under way between the State Fair of Texas and Monorail, Inc., of Houston for the installation of a Monorail transportation system at State Fair Park in time for the 1956 fair, October 6-21.

If it appears that engineering and other problems can be solved so that the line can be completed before the fair opens, then the final arrangements are expected to be made sometime in the next few days.

The installation would be the first operating commercial monorail line in this country. Monorail is a means of express transportation. It utilizes a 60-foot fiberglass coach suspended from an overhead rail supported by towers spaced approximately 100 feet apart.

A short pilot line built in Houston has been operated as a demonstrator since February of this year.

The Monorail system at the State Fair of Texas would serve both as an exhibit, showing the latest developments in modern express transportation, and also as a concession ride and means of transportation.

4,000-Foot Line

The line would be approximately 4,000 feet long, extending between a point at the front of the fairgrounds and the main parking lot on the rear of the park. In addition to the terminal points, one loading platform is tentatively planned near the main entrance to the Cotton Bowl Stadium. A nominal fare would be charged riders.

Plans for the installation have *(Continued on page 77)*

Driving Ranges Make Cash Registers Spin

• *Continued from page 1*

building desired. It's estimated that a 25-tee range, irrespective of land or buildings, can be constructed for somewhat under \$10,000.

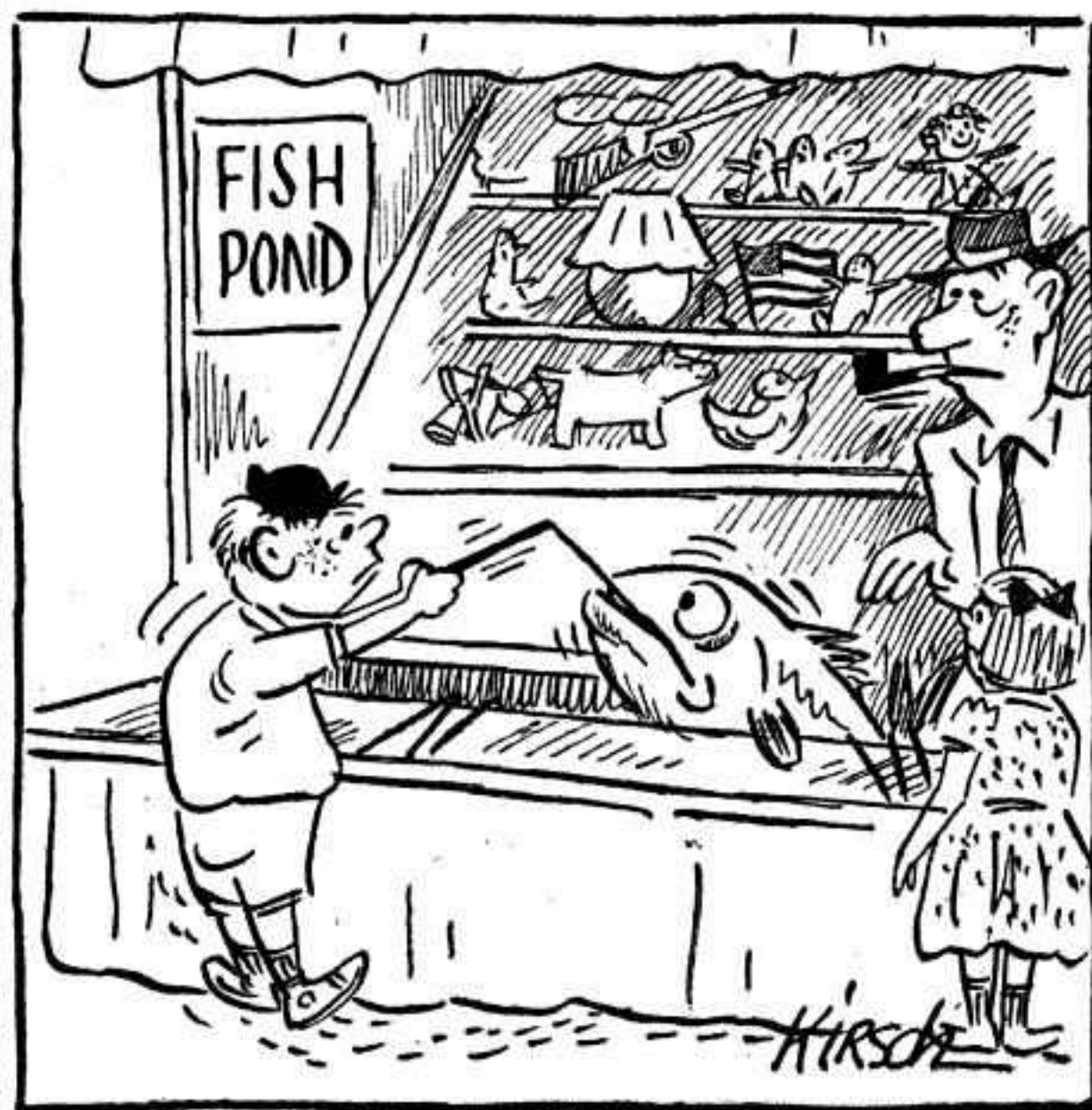
A range accommodating 35 patrons at one time should measure not less than 200 yards in width and 300 yards in depth, according to a study made by the National Golf Foundation. A smaller area could be used but would require additional fencing to deflect wild shots from straying beyond the boundaries of the property.

Since the first public range was opened over 30 years ago, mechanization has been introduced to the business. The modern range now retrieves its balls by machine and washes them in another device. At many locations the balls are teed up automatically or by means of a foot lever.

Another major improvement over the early ranges is the introduction of sheltered and enclosed tees that enable the operator to keep open during any kind of weather. Walled-off cubicles, where the neophyte golfer may practice without an audience, also have been helpful in drawing customers who also pay for lessons.

Today's range operator is becoming more promotion-minded, too. In addition to regular newspaper, radio and TV advertising, he's turning to gimmicks. Many

hold driving contests with prizes; others bring in name golf pros for exhibitions. Queen contests and golf clinics are another means of inducing more golfers to shell out for the privilege of smacking that little ball down the fairway.



EMPHASIS ON HERTER VISIT AT MARSHFIELD

MARSHFIELD, Mass. —

Political fortune smiled this week on the Marshfield Fair, which had slated a political rally some time ago for Tuesday night (7), with Gov. Christian A. Herter and other State officials programmed for five-minute speeches. With last week's furor over the suggestion that Herter be nominated for the Vice-Presidency, the development focused increased attention on his appearance at the fair.

Tennant Takes Exec Position At-Dallas Fair

DALLAS — Fred Tennant last week consented to take over supervision of midway concessions and shows at the State Fair of Texas following the death of S. Bowen Cox, veteran chief clerk of the big annual. Cox, who had been with the fair since 1927, died Friday (3) at the age of 76. (See Final Curtain.)

Auditorium Execs Convene at El Paso

EL PASO, Tex. — International Association of Auditorium Managers' convention session here Thursday thru Saturday (16-18) will feature a dozen topics for open discussions and 11 papers to be presented by members of the association.

Charles McElravy, executive secretary of the IAAM, detailed plans for the sessions. He also pointed out that district meetings will be held on Wednesday (15) and that convention activities may lap over into Sunday (19). He noted that the convention would be hard pressed to get all of its program into the scheduled time.

Program Speakers Named

Scheduled papers and the managers who will present them are: "Philosophy of Auditorium Functions" by Horace Strong of the Des Moines, Ia., auditorium; "The New York Coliseum" by its exposition manager, James Walsh;

Ionia, Mich., Gets Record Midway Biz

Cetlin & Wilson Eclipses 1955 High; Evening Grandstand Patronage Is Up

IONIA, Mich.—The Ionia Free Fair here closed its six-day run Saturday night (11) with a new all-time midway gross, according to Rose Sarlow, fair secretary. Final figures were lacking, but the increase was estimated at from 5 to 10 per cent.

The Cetlin & Wilson Shows eclipsed the previous high set last year in notching up the new peak total.

Except for rain closing day the fair was given generally good weather.

Patronage for the night grandstand show—the Barnes-Carruthers No. 1 Revue—was up substantially from last year. Several factors were credited. The fair booked in the Mariners to supplement the revue, hiked its advertising budget and gave emphasis in its advertising to the Mariners and also to the Harmonicats, who were features.

Entrance to the grandstand was cleared of concession stands and the ticket windows and the area

near it were used for the display of banners and cut-outs as well as pictures of the grandstand attractions. Fireworks by Hudson Fireworks Company, Hudson O., were an added nightly feature.

Except for Gene Holter's Animal Show, in opening day, and auto races, staged by Chet Mysilwiec the closing two days, other afternoon grandstand turnouts were light for harness horse races.

Holter accounted for a bigger opening day turnout than a thrill show presented on the opening day last year.

CONSOLIDATION

Low Grade Moves Into GAC-H Home

NEW YORK — Consolidation of the GAC-Hamid forces was consummated Monday (6) when personnel from the Lew & Leslie Grade Ltd. booking organization, newly merged with GAC-Hamid, moved into the new main office covering an entire floor at 640 Fifth Avenue.

Making the move were Eddie Elkort and Hans Lederer and their assistants. At the same time, Elkan Kaufman, West Coast representative of Grade, moved into the Beverly Hills office of GAC.

The Grade office in England, it was announced, will represent GAC-Hamid in Europe as part of the arrangement.

Package unit offerings for fairs have gotten off to an auspicious start, Joe Higgins reported, with the Rock and Roll, Midwestern Hayride and TV Discoveries all doing well. The country unit was offered free on five nights at the fair in Middletown, N. Y., and on the one pay night, Wednesday (8), two night shows were required to handle crowds for the TV Discoveries. Other successes were scored at fairs in Whitney Point and Canandaigua, N. Y.

List Talent For Ky. Fair Circus Show

HUNTINGTON, W. Va.—J. T. (Jimmy) Wetzer, head of the agency bearing his name, last week announced signing of acts for the Big Top Circus that will be one of the features of this year's Kentucky State Fair, Louisville.

Hetzer, in association with Leo Grunds, has signed Larry Ruhl and Sandy Winters, trapeze; Tom Packs' Elephants; Flying Deislors; Flying Malkos; Theron's Cyclorama, cyclists; Fortseitz-Mendez, high-wire; Noble Trio; Al and Lou Ross, and Les Bons.

The acts will be in addition to regulars from the CBS television circus, including Jack Sterling, ringmaster; Joe Basile, band leader, and Dan Lowrey, strong man.

Show will be offered in the fair's new 22,750-seat Stadium, with two-a-day September 7-8.

N. Y. State Posts 111G

SYRACUSE — The 1956 New York State Fair has posted a total premium list of over \$111,000, approximately \$8,000 over last year, William F. Baker, fair director, announced last week.

Top department is cattle, which has premiums of \$25,745; youth department, \$19,550, and poultry, \$11,766.50.

SHOW TENTS

by **Hoosier**

CONCESSION TENTS

BIG TOPS

Specializing in the creation of unique tents including the world's first multi-colored Nylon Big Top.

New Blue Nylon Tents! SEND TODAY for Hoosier Free 16-Page Tent Catalog.

HOOSIER TARPAULIN
AND CANVAS GOODS CO., INC.
1302 WEST WASHINGTON STREET
INDIANAPOLIS 6, INDIANA

It's ACE for TENTS

**Concessions • Cookhouse
Merry-Go-Round
Caterpillar Tops • Big Tops**

and all Canvas Products
All colors All sizes Flashy trimmings
Quick Service
Guaranteed Workmanship

ACE CANVAS CORP.
103 Greene St. Jersey City 2, N. J.
DEIaware 2-5893

WORLD'S FASTEST THRILL RIDE

THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens Michigan

MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details
MINIATURE TRAIN CO.
Rensselaer 1, Indiana

UNITED STATES TENT AND AWNING CO. Established 1870.

Over 85 Years of Specialized Experience.

"SID" I. JESSOP Chairman
GEO. W. JOHNSON President

Circus—Any Size—Concession
Carnival—Any Type—Exposition

Phone Brunswick 8-4340

2315-21 W. Huron St. Chicago 12, Ill.

POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivotex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

SEND US YOUR SIZES

ROGERS CONCESSION TOPS

Manufacturers since 1898 of quality Ride, Show, Concession, Dramatic and Roller Rink Tops, Ball Game Hoods, Sidewalls and Show Canvas of all kinds. Write for prices.

ROGERS TENT & AWNING CO.
234-250 E. FIRST ST. Phone: Park 1-1339 FREMONT, NEBR.

Spokane Rodeo Sets Records; Autry Acts In

SPOKANE — "Diamond Spur" rodeo at Spokane's Memorial Stadium August 2-4 drew a record 44,000 attendance in four performances.

The Wednesday opening night show was canceled because of rain and rescheduled as a Saturday matinee which attracted 12,000. The final Saturday performance drew a record single rodeo crowd of 13,000.

Gene Autry and Gail (Annie Oakley) Davis headlined special acts and visited children's hospitals. Specialty acts included the Cass County Boys; J. W. Stoker, black light trick roper, and rodeo clowns Wiley McCray and Billy Keen.

Bill Linderman, Walla Walla, Wash., president of the Rodeo Cowboys Association, won all-round champion honors by taking first in bareback bronk riding and steer wrestling and second in saddle bronk riding. He won a total of \$1,246 and three pairs of diamond-studded spurs. Spokane Rodeo, Inc., A. H. Bowles, president, was sponsor.

Ring Goes South

COAL CITY, Ill.—Ring Bros. Circus, fleeing poor business in resort areas of Wisconsin, played thru this territory last week. It was making a series of stands and jumps that soon would have it in Southern Indiana.

Herb Dotten Business People Speak Up

WHAT does a fair mean to a community? Consider the Northern Wisconsin District Fair and its home city, Chippewa Falls. The fair each year pulls about 125,000 persons, both free or paid, according to Archie Putnam, its able, likable secretary.

Yet, Chippewa's population is less than 12,000, that of its county 42,000 and of its 45-mile trading area some 100,000 people.



PUTNAM

"I'm all for the fair. That's why the hotel sponsors a \$600 purse of one of its trotting races."

Bob Roehrich, manager of the J. C. Penney Store in Chippewa Falls for 23 years, views the fair with the experience of those years.

Clear Out Merchandise

"Without it, we would have no major event to bring people to Chippewa Falls. It puts the city before the eyes of all Northern Wisconsin."

"At the store here we benefit. Because of the fair, we always hold off our 'Back to School' sale until it is over as we have come to regard fair week as a week for clearing our summer merchandise."

"Invariably, when fair week is over, we're practically cleaned out of short sleeve shirts, bathing suits, lightweight slacks, and such. Show people, as well as folks in from the outlying area, are the ones who clean us out."

"It never ceases to surprise me how far people come to see the fair. Why, only a short time ago a couple walked in from Winona, Minn., 110 miles away. They had heard of the fair over the radio and decided to come to it. And, we got business from them."

Howard Mason, one of the co-owners of the A. C. Mason Company, long-established hardware-furniture store, points to the beneficial aftermath of the fair.

"We have had an exhibit at the fair ever since the fair was started many years ago, and we have gotten much out of it. Not on the spot sales. We display furniture, and immediately after the fair our furniture sales rise because of the interest developed by our fair exhibit."

Exhibit Pays Way in Sales

"Before and during the fair, we sell much hardware to show people from our store. Without the fair, this normally would be one of our lightest periods of the year but as it is, it is one of our busiest."

Mrs. Hazel Nichols of the Skogmo Cafe echos this:

"It is the busiest week of the season for us, and a financial boon to many. I know—or hear of a lot of show people and others who come to the fair who buy trucks, trailers or cars or else have them overhauled while at the fair. Besides being a financial boon, I think it is something our city can well be proud of."

Fred Dinkel, manager of the Northern States Power Company and also president of the Chippewa Falls Chamber of Commerce, points to the fair as a big reason why people who otherwise would not come to the city do come.

"The fair gives us something to talk about. It is peculiar to our community. And, it gets people here. From there on in, we have a real opportunity to show what our stores, shops and business of various kinds have to offer."

This is what the business leaders of Chippewa Falls believe their fair means to the community.

In part it is a tribute to Archie Putnam. Under him the fair has progressed. It has plowed back surplus into new improvements, clean rest rooms, an attractive conservation building, a women's building, and other in recent years.

The testimonial by the Chippewa Falls business people, however, is also a great tribute to the fair field.

Sometimes fair people themselves lose sight of what a fair means to a community. And, more often, business men lose sight of this.

Perhaps it would be well if fair managers asked the question of themselves—and also of the business leaders in their town.

Memphis Fair Inks D. Day, Jaye P. Morgan

MEMPHIS—Dennis Day and recording artist Jaye P. Morgan will head up a two-day musical show at the Mid-South Fair here, G. W. (Bill) Wynne, manager, announced.

The show, to be called "Stars Over Dixie," was booked thru E. O. Stacy, Music Corporation of America, and will do two shows daily in the indoor arena September 28 and 29.

Other acts on the bill will be the Goofers, Professor Backards, Gene Sheldon, Francis Brunn, Hubert Castle, Hal Sands Manhattan Rockets (20), and the Skinnay Emis orchestra. The house will be scaled at \$2.50, \$2 and \$1.50 with 75-cent school children tickets for one matinee.

Cisco (Duncan Renaldo) Kid will head up the rodeo for two days and Smiley Burnette will work the exhibit buildings and streets as a roving comic. Monte Blue will again emcee the fair's sports show and also work in River Boat Follies, which will do three-a-day for the entire nine days of the run.

The line-up of attractions this year has been strengthened in observance of the annual's 100th birthday.

Wagner Notes Okay Turnouts

MARSHFIELD, Mass. — Very satisfying business is reported for the Buddy Wagner Tournament of Thrills and Stunt Capades units on their early fair dates, with two good houses attending here on Sunday (5).

Other Wagner dates have been at Boonville, N. Y., on July 31; Towanda, Pa., August 2-3. The second unit, handled by Ray Wagner, who also announces, scored well at Xenia, O., August 3-4, and at the Leanington (Ont.) Exposition on Monday (6).

Former speedway promoter Buster Keller and advance man John Purtil are handling the front, with Bob LaBay and Bill Ward as track managers.

Belle City Signed For Milw'kee Date

MILWAUKEE — Belle City Shows have been set for the August 17-19 46th annual St. Rocco's Italian Society Street Feast and Fiesta at Jackson and Detroit streets here. In addition, said President Joe Albanese, nightly fireworks, a 50-piece Italian band and a Sunday parade will be features. The society is to handle all Italian confection and delicacy stands.

SHOW TENTS

CENTRAL Canvas Company

516-518 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

ILLINOIS FIREWORKS

World's Largest Manufacturers and Exhibitors
"Known Everywhere"
Catalogue mailed upon request.
Write or Call
Box 792, Danville, Ill. Phone 1716

Brandon Inks Outdoor Dates

NEW YORK—A series of fairs, nine in all, have been booked for hypnotist Joan Brandon in Ohio, New York and Pennsylvania by Ward Beam.

The act's outdoor dates this year have included Eldrich Park in New York State, and Forest Park Highlands, St. Louis. Also contracted for this fall is the fair at Rocky Mount, N. C.

Frontier Days Means \$3 Million For Cheyenne

CHEYENNE, Wyo. — This year's Frontier Days, which wound up its week-long run July 31, brought an estimated \$3,000,000 to Cheyenne, Leo I. Herman, manager of the chamber of commerce, disclosed. The chamber, which sponsors the event, estimated that the event drew 125,000 people who spent upwards of \$20 each during the week. Not for the show is about \$150,000, Herman said.

HOME MARKET IGNORED

Sans \$\$, Federal Displays Dwindle

WASHINGTON — While a \$5,000,000 budget has been set up to tell the American trade story abroad, a virtual smidgin is allotted for local federally-sponsored displays at the nation's fairs.

The nearest thing to direct federal appropriation for fair displays is in the Agriculture Department's Extension Service, which arranges tie-ins with national 4-H clubs and organizes media advertising of all kinds to help promote fairs. But even in this department, where fair participation would be expected to have top priority, federal dollar participation is dropping off.

For example, exhibits formerly available to fairs now go only to State land-grant colleges for distribution.

Lack of Funds

The military establishments and Atomic Energy Commission would like to tell their stories on the fairgrounds, where countless commercial firms have discovered the success of a grass roots approach to the populace. But they can do this only on a small scale because of lack of funds for such special projects.

Military displays of equipment have always been good crowd-pullers, and hundreds of requests are received annually for such participation. Live action events such as mock landings and rescues are a natural for public interest, as are cutaway jet engines and the like. But because of limited appropriations, the services for the most part will have to sit back on their hands this year.

Typical of the services is the Air Force, which exhibited at 15 fairs in 1955. This year the list of fairs has dwindled to eight. Reason is the usual one: "We'd like to send more out to where big crowds can see them, but it costs too much to set up the exhibits and furnish transportation and staff."

The Army has a 2,100-square-foot walk-thru, "Army's Role in Peacetime," which reportedly has "only small funds" to tour the nation. It's "Army of the Future" exhibit features a scale model of the Nike defense rocket, and models of an atomic cannon, tanks, new weapons and other ordnance elements.

"Complex System"

Navy's situation is no better than that of the other services when it comes to putting exhibits into State, county and local fairs and celebrations. Funds are "chipped in from different departments," a Navy man states, "in a system so complicated no one really understands it." A handicap is that the nature of its "Supersonic, Atomic and Electronic Navy" theme, with models of airplanes, ships, satellites and rockets, is such that it is limited to indoor space.

The AEC has three "Atoms for Peace" exhibits which will go to a meager list of fairgrounds, reportedly eight at present, far less than the total which requested displays. A step in the right direction, however, is the policy of the AEC to book its exhibits free of transportation costs and rental charges.

What is boils down to is that America's fair-going public, numbering high into the millions annually, is receptive to any message the federal government wants to pass along. But the dollars just aren't being allocated for this purpose, even tho such displays would be beneficial to both the fairs and the sponsors.

Storm Skirts Butler, Pa.; Pay Gate Okay

BUTLER, Pa. — Weekend storms which drenched Ohio and Western Pennsylvania clobbered the fairgrounds here but the damage was repaired for the annual's opening on Monday (6). It was the first year for John Emerich as manager, returning to the show field in which, in 1933, he designed several buildings and other features for the Chicago Fair.

Innovations brought in this season met with instant success. The free gate was discarded in favor of a 50-cent admission for adults, with kiddies free every day. Return of the U. S. Trotting Association events drew well on Wednesday. In some agricultural departments the participation was very good.

Much rented canvas was downed by the storm on Saturday (4) prior to the fair, with some units being shredded, but replacements were secured before the opening.

A larger tent, 50 feet by 100, was brought in for the poultry show, biggest ever held here and the first once since 1928. What was reportedly the largest cattle breeders' show in Western Pennsylvania brought together Hereford, Guernsey and Angus for the first time here.

There was very little opposition to the 50-cent gate, Emerich reported.

Markets Sign Water Show

BOSTON — Danny White has booked his Aquarama with the First National Stores and will play a chain of supermarkets in the Greater Boston area for the next month under the name of the Cliquot Club Aquarama. The shows will be free and will be performed in the food stores' parking lots, using a 25-foot portable tank.

Aquarama will play two-day stands at each market, with the possibility that the food chain may take the show on a tour of the South if the present engagements prove successful. Stars of the show are Zoe Ann Olsen, wife of Red Sox ball player Jackie Jensen, and Hal Haig. Both are Olympic diving champions. Among other swimmers are the Six Aqua Models.

Race Crowds Up 10 Per Cent For Sweeney

MASON CITY, Ia. — Attendance at auto races operated by National Speedways have been up approximately 10 per cent this season thus far, Al Sweeney, head man of the organization, announces.

Record turnouts at several earlier still dates, along with two recent fair marks, have combined to register this increase Sweeney said. Additional promotional effort and more time spent on fewer scheduled dates is also helping, he added.

A program of stock car sprints drew a record 4,500 at the Donaldson, Ia., fair Friday night (3), with an estimated 1,000 of the speed fans forced to stand thruout the program. Sunday night (5) a program of big car sprints at the Faribault, Minn., fair was raced to a capacity turnout.

BUY 64 ACRES

Barn Raising For Manassas Aids New Site

MANASSAS, Va. — Widespread publicity has been given to work done on the new fairgrounds just outside town on Route 234. A full page of pictures in The Washington Post and Times Herald gave valuable notice to the public for the enterprise.

Hundreds of farmers and white collar people from Prince William County staged an old-fashioned barn raising last week on the 64-acre property, as a result of manager Joseph Johnson's appeal to residents for help. They turned out in big numbers and brought tools and equipment for the job.

Three days of work produced four new cattle barns, and the community effort kept the total expense below \$8,000, it is reported. Two of them, each 32 feet by 100, are for beef cattle, and the others, 48 by 108, are for dairy cattle.

Event will be held six days starting Monday (13) under sponsorship of the County Veterans' Farm Club, of which Kent Clemen is president. A \$1,700 loss was suffered by last year's fair, which was hit by two hurricanes which ruined much of the canvas. Sponsors got loans to buy the new site.

Response to the appeal, Johnson said, was "wonderful." Women provided picnic lunches and beverages for the workers.

Hoosier Erects 2,000-Seat Top

INDIANAPOLIS — Hoosier Tarpaulin and Canvas Goods Company, recently completed and erected one of the biggest nylon tents for the Brandywine Music Box Theater near Wilmington, Del., Stan Goldberg, vice-president of the tent firm, announced.

The top is a 2,000-seat, 120 by 160-foot structure.



The biggest profits come from the best rides



- MERRY-GO-ROUND • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • GASOLINE SPORTS CARS • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSCHELL CO., INC. • EST. 1880
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

NEW! KIDNORIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

TURN TO THESE RIDES FOR 1956

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

BUCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

CAROUSELS—ORGANS
KIDDIE RIDES—TRAINS
Complete line. Write for catalog and terms
H. E. Ewart Company
707 East Greenleaf Street
Compton, California

WANTED
MINIATURE LOCOMOTIVES
24 or 26-gauge.
Condition unimportant.
ALLEN F. PRICE MACHINE, INC.
3901 Lakeside Cleveland 14, Ohio
UTAH 1-5729

Joyce Adds to Fair Bookings

PHILADELPHIA — Three fair appearances have been reported signed by the Jolly Joyce Theatrical Agency. Listed are Bill Haley and the Comets at the McKean County Fair, Smethport, Pa., September 5; Hawkshaw Hawkins and Jean Sheppard at the same spot September 8; and the Hoosier Hot Shots at the Nebraska State Fair, Lincoln, Neb., September 2-7.

YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES
Rides built by National over 40 years ago are still in operation and considered too good to replace

National Is Famous for...

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Requires Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO.
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

The TLT-A-WHIRL Ride
Standard Equipment Features for 1956

- ★ FLUORESCENT LIGHTING
- ★ Fiberglas Car Tops
- ★ Enclosed Reduction Gears
- ★ Steel Fence Rails

P. O. Box 306 Phone: 4-6362 **SELLNER MFG. CO.** Faribault, Minnesota

DELUXE BOOMERANG RIDE
Formerly feature Ride at Coney Island, N. Y. Now located at Jefferson Beach Park, Detroit, and can be seen in operation thru Labor Day. Excellent condition, extra lighting, etc. Original cost \$30,000, our price \$10,000 with one-third down payment and two years on the balance. This is a deluxe park ride.

KING RIDING DEVICE CO., INC.
P. O. BOX 308 MT. CLEMENS, MICH.



SNOKONETTE

Soundest value in Snow Machines today. Rugged cast aluminum construction will stand the gaff year after year. A cup dispenser and fluorescent light included. At full capacity you can make \$45.00 an hour. Gasoline engine models available.

Price \$135.00

Write for circular and complete catalog of concession equipment and supplies.

GOLD MEDAL PRODUCTS CO.
315 E. Third St., Cincinnati 2, Ohio
Phone: DU 1-1313

NEW! ALL NEW THE TOLEDO 50 FLOSS MACHINE



\$199.50

The latest modern design compact. Guaranteed to outproduce and outperform any other machine on the market. Don't buy without getting complete information on the new "Toledo 50" Floss Machine. If You Haven't Received a 50th Anniversary Catalog, Write for It.

CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio

London Arena Installs New \$35,000 Floor

LONDON, Ont.—The London Arena here has let a \$35,000 contract for a new floor that will include 15,000 square feet of dancing and roller skating space. The project, announced by manager H. G. Law, is scheduled to be completed next week.

For spectator events, the revamped arena can be opened in sections to provide seats for 4,000 persons on three sides and a stage at the fourth.

The old floor consisted of a sectional maple surface, which could be removed for access to the skating rink. It was laid over the refrigeration pipes 16 years ago. As the building drifted away from ice events, the floor was made permanent by laying another maple surface over it.

The new floor has a four-inch concrete slab upon which two layers of insulating material are placed. Maple flooring is added to that, and the whole surface is sealed with sealer and plastic. Work was planned by Perry B. Giles, Michigan floor specialist.

Billposters' Meet Set for Milwaukee

MILWAUKEE—The International Alliance of Billposters and Billers will meet at Milwaukee Monday (20) at the Hotel Wisconsin.

About 75 delegates and 200 guests are expected. Michael Nooh, Detroit, is president.

ARENAS & AUDITORIUMS

Frain, Crowd Engineer, Handles Convention Throng

By TOM PARKINSON

"TOUGHEST thing about handling a political convention is that every one is a big shot. Ask a man for his ticket and he'll say he's a governor. But we treat them all alike."

Those are the words of Andy Frain, whose famous organization has the ushering and crowd handling chores at the International Amphitheater for the Democratic National Convention. Frain has been engineering big crowds for 36 years and this is his ninth national political convention.

His son, Andy Jr., is in direct command of the 750 college men and chiefs who will be working in Chicago for the convention. They will be at the Amphitheater, at all major hotel elevator lobbies and at key spots thru department stores and elsewhere for the week. His men will be at the publicized Perla Mesta party. The total doesn't include regular crews at ball parks, race tracks and other arenas.

FRAIN LAMENTS THAT the science of crowd handling has not gotten the attention it should. He has studied it for years but he says that other people who understand crowds are few and far between. Basic, he says, is the difference between a football crowd—it is tense and excited—and a music festival crowd—it is relaxed. The convention crowd is even worse than football, with the VIP's taking some of the blame. Therefore he will have about 300 men at the Amphitheater, altho 125 to 150 is adequate for most events in the same building.

For most Amphitheater events, there is a preponderance of Chicagoans. They have been in the building before, and many can find their own way. But the convention has mostly out-of-towners and more ushers are needed to get them in and seated.

THESE WILL BE 15-MINUTE days, in the words of Frain. On hot days, he says, people wait until the last minute to come inside. So more ushers are needed for the rush period. The Amphitheater's air-conditioning may alter this picture. But cold weather crowds always come early, he reveals.

Frain points out that if aisles are adequate, it is well to have one usher per 250 seats. There is a chief for every dozen ushers, and among his duties is that of handling obstinate gate crashers and other tangles.

He is bringing key men from Washington, New York, Cleveland, and others of the 22 cities where he operates to aid in the Chicago assignment. There will be Frain men from the Pan-Pacific Auditorium in Los Angeles and from the St. Louis Arena on hand in the Amphitheater.

They will be directing the hundreds of college men recruited from schools 150 miles around. These ushers are trained in sessions that include films of crowds in action at big ball parks, stadiums and arenas. The movies show how crowds pile up at entrances, and what Frain forces can do about this. Another phase of training is blackboard drill; it is like football practice with the public something of an opponent.

FOR SPECIAL EVENTS the Frain enterprise likes to get assignments before the tickets are printed. It starts action three months ahead of something like this convention. That allows time for conferences with the building management and with the producers of the event. Frain points out that it is desirable for him to organize the seating, determine aisle locations and widths, decide where turnstiles should be placed and work out which doors will be used and how tickets should be printed so as to guide patrons to the correct doors. The actual ushering comes as the execution of three months' preparation and planning.

Frain's trainees see films of famous gate-crashers in action—Jeff Dais, Benson and the late One-Eyed Connelly. They are primed this time for the antics of the "Billy Goat," a Chicago character who brought a live goat with him to a ball game. The situation at the gate was one for a Frain chief to handle, and altho Goat and goat got inside, it was decided later to remove them. Now Frain has a law suit on his hands and expects Bill Goat will be outside Amphitheater gates, too. The ushers will be ready.

Sonora, Calif., Tops '55 Paid Gate by 1,140

SONORA, Calif.—The annual Mother Lode Fair ended its four-day run here Sunday (5) with a total attendance of 19,728, which included an increase of 1,140 in paid admissions over last year.

According to C. B. Mathews, secretary-manager, opening day attendance which nearly doubled the same day in '55, was boosted by the appearance of movie actor Rory Calhoun, who crowned the fair's Maid of the Mother Lode.

The foothill country show featured a vaudeville show produced by Isabelle Whall's Fun Unlimited, San Francisco. On various programs thruout the fair were Benito Moreno; Kumar, Martez and Company, jugglers; the Chaudets, magic; the Sportsmen, singing group of the Jack Benny show; Nick Lucas, Stagg McMann, Paul Desmond, Mel Ody, and the Helen O'Neil Dancers. An RCA rodeo with Mack Barbour supplying the stock was featured Sunday afternoon in the arena.

Larry (Bozo the Clown) Valli directed daily kids' contests. Harry Richards with his monkey, Charlie, worked the independent midway.

New this year was a special "Ladies' Day" on Friday with the fair and community merchant-sponsored fashion show directed by Phil and Emerald Arden, Los Angeles. Arden presented daily organ concerts.

The fair used a one-pay gate, charging \$1 for adults and 50 cents for children.

Billposter Pacts Call for Raises, Paid Vacations

DETROIT—Eighty per cent of existing billposters' contracts nationally have been renewed with an average increase of 25 cents over the two-year periods which they cover, Michael Nooh, president of the International Alliance of Billposters, Billers and Distributors, announced.

Virtually all are two-step contracts, with typical raises of 15 cents the first year and 10 cents the second, or 12½ cents each year. Only about 20 per cent of contracts expire in odd years.

The Detroit contract is typical of the terms signed across the country, according to Nooh, who is also business agent of the Detroit local. This provides for 15 cents at once, retroactive to May 1, and a 10-cent increase next May 1. A further provision in the new Detroit contract is acceptance of a three-week vacation with pay clause for men employed 10 years or longer; this formerly included only 25-year employees.

There's something new for you
in money-making Equipment and Supplies

POPPERS SUPPLY CO. of Phila.

1211 N. 2nd St., PHILA. 22, PA., GARfield 6-1616



• POPCORN • FLOSS
• SNOWBALL • DRINKS
• CANDY APPLE • PEANUTS
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

COTTON CANDY • SNO KONES • POPCORN

Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.

The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

GOLD MEDAL PRODUCTS CO.

318 E. Third Street

Cincinnati 2, Ohio

AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

Make It A BANNER Season
With O. Henry Side Show Banners. Write for prices.

BERNIE MENDELSON

4862 N. CLARK ST. Phone: ARmore 1-1300 CHICAGO 40, ILL.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 1000 TICKETS \$15.00 - ADDITIONAL 1000'S SAME ORDER, \$2.80

Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS \$1.75
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number.

Bangor Okay Altho Cold Chills Nights

BANGOR, Me.—The Bangor Fair operated in clear weather for the week ending Saturday (4). While the days were pleasant, the nights turned unseasonably cold and the starr-studded night grandstand offerings may have been affected as a result.

The fair had a solid program with track events followed at night by GAC talent including a revue and headliners, June Valli, Pat Boone and Don Cherry.

The World of Mirth Shows on the midway reported business off slightly from last year's record handle as the run neared its end.

Special days included those for Boy Scouts and Shriners. Kids' day on Tuesday was big.

The fair features a unique slid-

Sunbrock in Auto Track Biz in Fla.

ORLANDO, Fla.—Off the road for the first time in 25 years, Larry Sunbrock, veteran rodeo and thrill show owner, is now operating two speedways in Florida, one here and one at Lakeland. Both establishments, said Sunbrock, are having an excellent season. Good support from newspapers and radio and TV have helped the Orlando track average 5,000 patrons nightly for stock car contests.

Sunbrock reported that he holds a contract to take his combined rodeo, circus and thrill show to Soldier Field, Chicago, for a September 1-3 showing, but at this time has not made up his mind whether to fulfill the contract. Pressure from his family to remain at home is the reason for his indecision.

ing admission scale. The fee is \$1 until 5 p.m.; 75 cents from 5 until 10 p.m. and 50 cents thereafter for adults. The night grandstand show sold for \$1, \$1.24 and \$1.50.



Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

No Better Way To Reach

THE BIGGEST DRAWING NAMES IN SHOW BUSINESS

than thru

THE BILLBOARD'S 1956 AUDITORIUM-ARENA REVIEW

DATED SEPTEMBER 22

The big annual Special Issue devoted primarily to the needs and interests of the entire Auditorium-Arena Field and those Acts, Attractions, Sports Shows, Conventions, Promoters, Concessioners, Equipment Manufacturers, Supplies and others affiliated with it.

The Review Will Feature:

- Several stories on Auds and Arenas around the country.
- Acts, Attractions, Package Shows, etc., planning to make an Aud-Arena circuit this year.
- News and developments, plans for new buildings, plants recently opened, etc.
- 1956 Arena-Auditorium Directory with many additions, changes, etc.

The important people of every Package Show, Ice Show, Circus, Rodeo, Home Show, Exposition, Convention and Special Events Committee will certainly keep this Big Special Issue crammed with such important information at their fingertips for many months.

But That's Not All . . .

HERE'S BIG REPRINT DISTRIBUTION!

All advertising and editorial that appears in the Auditorium-Arena Section of the September 22 issue will be re-run in a Special Reprint and sent to 5,000 key personnel in these groups: Aud-Arena list including AMA and IMMA, Canadian Arena Organizations, Colisgums, Auditoriums, Arenas at Fairs, etc.

All the big, important Promoters thru-out the country. Secretaries of Associations that hold Conventions and Trade Shows. Industrial Recreation Directors responsible for rentals, tickets, etc., for the entertainment of employees. Booking Offices and Attractions including Ice Shows, Indoor Circuses, Rodeos, etc.

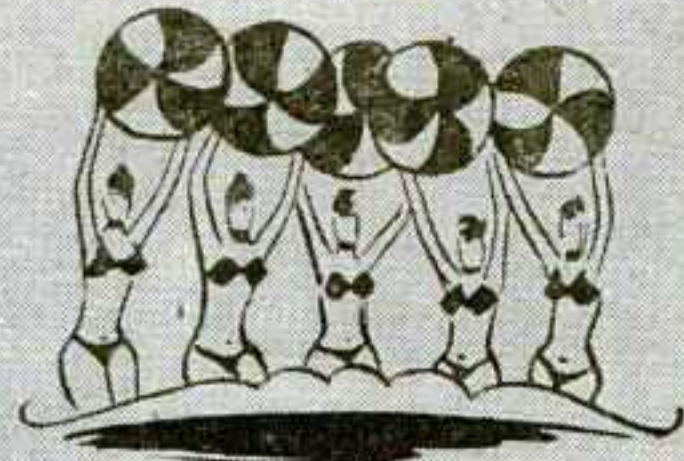
Pin-point distribution that ONLY The Billboard can give you.

YOUR ONCE-A-YEAR OPPORTUNITY TO EFFECTIVELY PROMOTE AND PUBLICIZE YOUR AUDITORIUM-ARENA AT LOW COST.

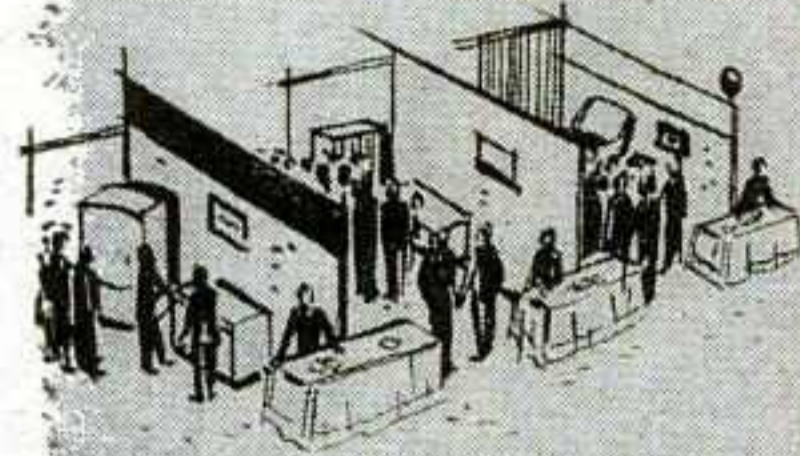
Write Today for Rates and Further Information!

RESERVE SPACE TODAY!

**Ad Deadline,
September 12**



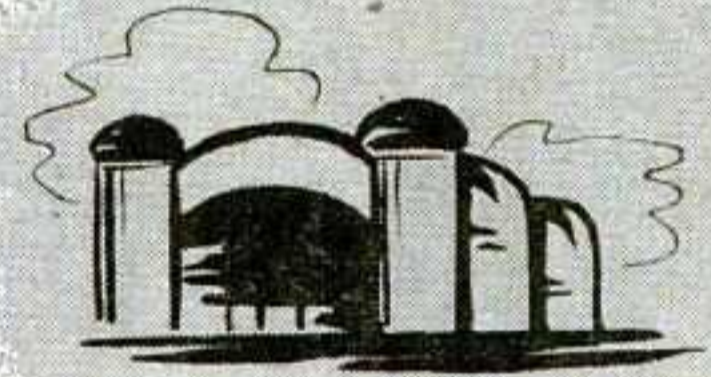
PACKAGE SHOWS



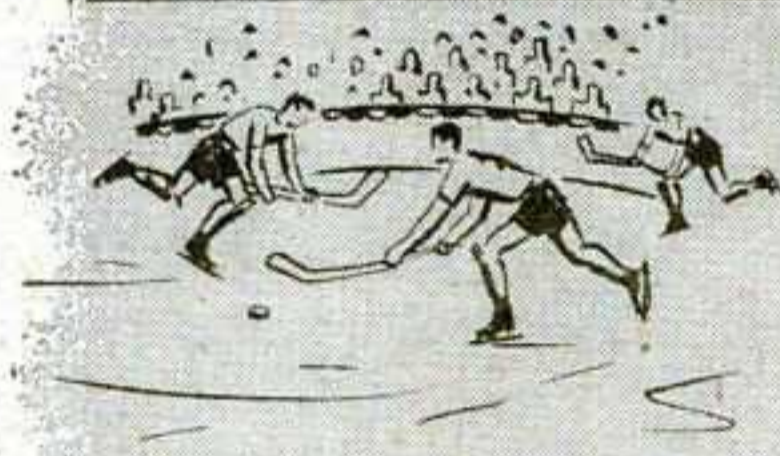
EXHIBITS



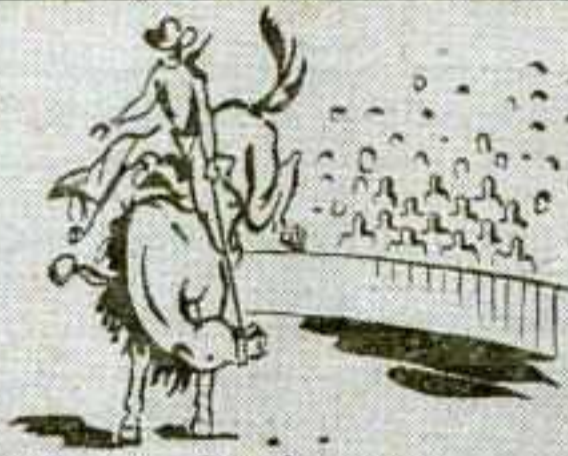
ICE SHOWS



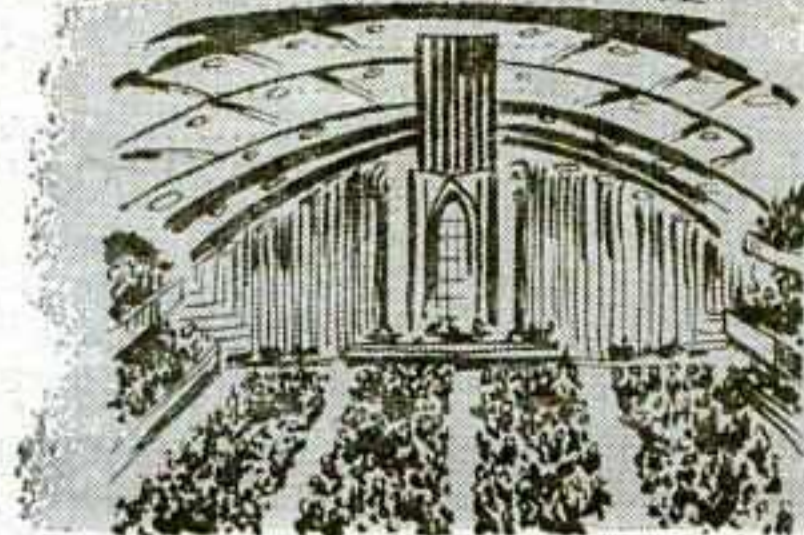
TRADE SHOWS



SPORTS



INDOOR CIRCUSES & RODEOS



CONVENTIONS

CINCINNATI 22, OHIO
2160 Patterson St.
Dunbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-8761

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

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED

White Woman who can wear size #7 uniforms, to assist Medical Doctor. Must be in position to travel. State age, weight. Not over 40 years of age.

JAMES CARSON, M. D.

Earle Hotel Cincinnati, Ohio

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

A-1 Amusements: Cissna Park, Ill., 15-18; Blismarck 20-25.
Alamo Expo.: Sidney, Ia.; (Fair) Columbus, Kan., 20-25.
All Valley: Rosenberg, Tex.
American Beauty: (Fair) Bloomfield, Ia., 14-17.
Amusements of America: (Fair) Huntingdon, Pa.; (Fair) Rochester, N. Y., 20-25.
Babcock United: (Fair) Santa Ana, Calif., 13-19.
Babcock United, No. 2: Petaluma, Calif., 16-19; Alameda 22-26.
Badger State: Brainerd, Minn.; Bird Island 20-22; Alexandria 23-25.

Baker United: Wabash, Ind.; (Fair) Boswell 20-23.
Barker, Al: Fairfield, Va.
Beam's Attrs.: (Fair) Bel Air, Md.; (Fair) Gaithersburg 19-25.
Becht, Lee, Amusements: (Fair) Owensville, O., 14-18; (Dayton & Freeman) Cincinnati 21-26.
Bee's Old Reliable: (Fair) Brodhead, Ky.; (Fair) Greensburg 20-25.
Belle City, No. 1: (Fair) Wausaukee, Wis., 15-19.
Belle City, No. 2: (Fair) Milwaukee, Wis., 16-19.
Bernard & Barry: Chicountimi, Que., Canada.
Big 4 Am.: (Fair) La Porte, Ind.
Blue Grass: La Porte, Ind.; Greenup, Ill., 20-25.
Blue Valley: Kingston, Mo., 15-18.
Bogle, F. C.: (Fair) Wakeeny, Kan.; (Fair) Stockton 19-24.
Breeze, Nelson, Rides: (Fair) Palmouth, Ky., 15-19; (Fair) Corydon, Ind., 20-25.
Brodbeck & Schrader: Casper, Wyo., 14-18.
Brown's Al., Tri-State: (Fair) Morris, Minn., 16-19; (Fair) Pipestone 20-22; (Fair) Webster, S. D., 23-25.
Buck, O. C.: (Fair) Elmira, N. Y.; (Fair) Malone 20-25.
Burke, Harry: (Fair) Delcambre, La., 13-19.
Burkhardt: Columbus Junction, Ia., 13-18; (Fair) Greenfield 17-19; (Fair) Beatrice, Neb., 20-23.
Byers Bros.: (Fair) Northwood, Ia., 13-15; (Fair) Osage 16-19.
Capital City: Liberty, Ky.; (Fair) Barbourville 20-25.
Caravella Amusements: New Castle, Pa.

Carl, A. J.: Ravenna, Mich., 16-18; (Fair) Wayland 20-25.
Carpenter Bros.: Elmore, O., 15-18.
Carr Am. Co.: Winchester, Mass.; Somerville 20-25.
Carroll's Greater: Kokato, Minn., 13-15; (Fair) Jackson 16-19; (Fair) Windom 20-23; (Fair) Homer, Neb., 23-25.
Casey, E. J.: Fort Francis, Ont., 13-15; (Fair) Rainy River 17-18; (Fair) Emo 20-22; Red Lake 24-25.
Cattlet Greater: Nortonville, Kan., 14-17; Omega 19-21.
Central States: (Fair) Norton, Kan., 13-17; (Fair) Ahlone 20-24.
Cetlin & Wilson: (Fair) Sedalia, Mo., 16-26.
Chanos, Jimmie: Kendallville, Ind.
Cherokee Am. Co.: Osawatomie, Kan.; Holton 20-22; Seneca 23-25.
Coleman Bros.: (Fair) Afton, N. Y.; (Fair) Alamo 20-25.
Collins, Wm. T.: Cedar Rapids, Ia.
Continental: (Fair) Westport, N. Y.
Cote Am. Co.: (Fair) Standish, Mich.; (Fair) Armada 22-26.

Benson Bros.: Somerset, Pa., 14; Blairsville 15; Indiana 16; Freeport 17; Butler 18.
Carson, Tex: Osakis, Minn., 14; Parkers Prairie 15; Clarissa 16; Hoffman 17; Graceville 18; Ortonville 19.
Cristian Bros.: Wilmington, Del., 14; Dover 15; Rehoboth Beach 16; Ocean City, Md., 17-18; Richmond, Va., 20.
Gould, Jay: Lake Mills, Ia., 14; Alcester, S. D., 15-16; Burke 17-18; Viborg 20-21; Peterson, Ia., 22-23; Denison 31-Sept. 3.
Hagen Bros.: Kalamazoo, Mich., 14; Holland 15; Grand Rapids 16; Spring Lake 17; Muskegon 18; Flint 20; Lapeer 21; Port Huron 22; Rochester 23; Mount Clemens 24; Plymouth 25.
Hunt Bros. Three-Ring: Matawan, N. J., 14; Highland 15; Middle Storey 16; Spring Lake 17; Long Branch 18; Neptune City 19; Farmingdale 21; Ocean City 22; Avalon 24; Camden 25; Hatboro, Pa., 27; Upper Dublin 28; Coatesville 29.
Kelly-Miller: Ypsilanti, Mich., 14; Perrysburg, O., 15; Fremont 16; Norwalk 17; Shelby 18.
Leonard Bros.: Eureka, Ill., 14; Forrest 15; Heyworth 16; Macon 17.
Merchant's Free Circus: Lewisburg, Ky., 14; Jamestown 15; Williamsburg 16; Huntsville, Tenn., 17; Whitley City, Ky., 18; Barboursville 20; Loyall 21; Jonesville, Va., 22; Appalachia 23; Norton 24-25; Jenkins, Ky., 27; Neon 28; Whitesburg 29; Cumberland 30.
Mills Bros.: Chambersburg, Pa., 14; Greensburg 15; Warren, O., 16; Barberton 17; Tallmadge 18; Chagrin Falls 20; Berea 21; Rocky River 22; Castalia 23; Bowling Green 24; Kenton 25.
Packs, Tom, Western: Los Alamos, N. M., 14-15; Hobbs 17-18; Port Arthur, Tex., 21; Tulsa, Okla., 25-26.
Polack Bros. Eastern: Lexington, Ky., 15-18.
Polack Bros. Western: Klamath Falls, Ore., 14; Eugene 16-18; Vancouver, B. C., 22-Sept. 3.
Royal Bros.: Mountrock, Ont., 14; Cochran 15; Smoothrock Falls 16; Capuskasing 17; Hearst 18; Geraldton 20.
Strong, John A. Jr.: (Fair) Ferndale, Calif., 14-19; (Fair) Merced 22-23; (Fair) Stockton 24-26; (Fair) Gridley 31-Sept. 3.
Von Bros.: Patchogue, N. Y., 14; Centereach 15; St. James 16-17; Elmont 18; Belford, N. J., 20.

(Continued on page 90)

CIRCUS ROUTES

Beers-Barnes: Chesapeake, W. Va., 14; Racine 15; Whitesville 16; Madison 17; Wharton 18; Chapmansville 20.

Coming in 1957

"WHIRLYBIRD"

A new adult ride.

B. A. Schiff & Associates, Inc.
901 S. W. 69th Avenue, Miami 44, Florida.

Sandy "Scampy" Dobritch

Famous Boy-Clown and
World's Youngest Ring-Master

- Formerly with Super Circus as SCAMPY, THE CLOWN . . .
- At present, Boy Ring-Master on Ed Sullivan Show . . .
- Booked into the CNE, Toronto, as Clown and Ring-Master, August 23 through September 8

AVAILABLE FOR BOOKINGS FROM SEPT. 9



AL DOBRITCH

ENTERPRISES

TELEVISION • International Artist Agency • CIRCUSES

The Best Acts in the Business, Under Exclusive Contract, and Available for Immediate Booking:

7 Bokaras.....Teeterboard act featuring triple somersault.
Cordons.....Artistry with lashing, snapping whips.
Dam Bros.....Tight wire act.
Alphonse De Jonghe.....Chimp act.
Pinito Del Oro.....Beautiful queen of High Trapeze.
Lola Dobritch.....Tight wire act.
5 Fredonias.....Risley act.
3 Goetschis.....Unicycle act.
6 Gulls.....Jungle Comedy.
Ivanko Quartet.....Casting acro.
The Ivanovs.....Horizontal bars.
Janos and Bogyo.....Aristocrats of Acrobats.

Jinx.....The super chimp.
Marilex Duo.....Plate Spinners Extraordinary.
Miss Mara.....Aerial act.
Nita and Peppi.....Knockabout.
Novellos.....Ladder balancing.
Rebertes.....Acrobatic frivolities.
Sciplini Chimps.....Sensational chimps (6).
Smahas.....Horse dressage with ballerina.
Dieter Tasso.....Unique Juggler.
Toni.....The Monkey Girl.
Tonito.....Wire act, forward somersault.
Takeo Usui.....Japanese daredevil—"Slide for Life"

In addition, we are also in a position to offer for bookings, over 230 other outstanding novelty and circus acts.

AL DOBRITCH ENTERPRISES
(Associated with Frank Sennes)

MAIN OFFICE
NEW YORK
200 W. 57th Street
Columbus 5-4682-3

CHICAGO OFFICE
Mgr.: Kurt Oranto
203 North Wabash
Financial 6-4239

EUROPEAN OFFICE
Mgr.: Franz Kotter
Arndtstrasse 17
Frankfort-Main, Germany
Phone 7-77778

NOTICE: Al Dobritch is no longer associated with George Hamid. Our purpose in publishing the above message is to announce our ability and willingness to supply top acts for all branches of the entertainment field.

Miscellaneous

Brunk's Comedians: Fruita, Colo., 14-18.
Burke's Wild Cargo: (Fair) Corunna, Mich., 14-18.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Corunna, Mich., 14-18.
O'Day, Marie, Palace Car: Ridgley, Tenn., 16; Ripley 17-18; Dover 20; Cairo, Ill., 29-30; Charleston, Mo., 31; East Prairie Sept. 1.
Schaffner Players: Perry, Mo., 14-19; Paris 20-26.

DON'T BE LIKE THE OSTRICH!

When in trouble it buries its head in the sand.

Buy Your Insurance with Confidence
Secure Sound Protection

INSURE WITH
CHAS. A. LENZ

"The Showman's
Insurance Man"

1492 Fourth St. N.
St. Petersburg, Fla.
Phone: 7-5914



FOR SALE BROOKS STOCK CO.

Received many replies to previous "adv." but desirous of selling if possible to parties interested in receiving benefit of patronage and friendship earned by Brooks Co. in 45 years of continuous operation—showing principally in Wisconsin. Mrs. Brooks wishes to retire, so price is reasonable. Glad to have Tent Outfit and Trucks inspected. Company now showing:
Darlington, Wis., Aug. 13 & week;
Monroe, Wis., Aug. 20 & week.

Want Boss Canvasman

For Musical Tent Theatre for balance of season. Prefer Man with trailer. References required.

FINGER LAKES LYRIC CIRCUS
Skaneateles, N. Y.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

INSURANCE

SAM SOLOMON

"The Showfolks' Insurance Man"
1000 Argyle St. Chicago 40, Illinois
Phone: Longbeach 1-5576
Write for new low rates

THE FINAL CURTAIN

ARAKI—Carrie, 73, former member of the Pan Araki Troupe, Risley and ladder act which was formed in 1910 and played on the Sun, Haig and other circuses early in the century, August 1 at her home in New York. Her husband, Pan Araki, died six years ago. Her father had owned Shower's Circus and her mother was a wire performer. Mrs. Araki retired in 1936 after suffering injury in a fall.

BURKE—Edward J., outdoor showman, August 7 in Detroit. He was a member of the Showmen's League of America. Services and burial August 10 in Detroit.

COX—S. Bowen, 76, secretary of the State Fair of Texas, Dallas, and an employee of that fair for 29 years, July 3 in Dallas. Cox joined the fair staff in 1927 as chief clerk to Roy Rupard who was then secretary. He was named assistant secretary in 1946 and two years later took over the secretary's post, the fair's No. 2 executive position. He was a veteran of the Spanish-American War. He was a charter member of Uncle Sam's 1-2-3 Boys, the Kids of 1898; a 32d degree Mason and a Shriner. Pallbearers were Fred Myers, Joe R. Ray, W. J. Fife, James H. Stewart, David Y. Robb, William C. Hiegert, James H. Bohannon, Charles Watson and Kenneth Palmer. Honorary pallbearers included members of the State Fair board of directors, his co-workers and fair concession operators. Survivors are a son, Willard J.; a daughter, Oakie; two sisters, a brother and three grandchildren.

DINAN—William, 67, former circus and theatrical agent, at Veterans' Hospital, Denver, recently after a short illness. He had been ahead of Sig Sautelle, Walter L. Main, Forepaugh-Sells, Barnum & Bailey, Al G. Barnes and Sells-

Floto circuses. In recent years he represented the Criterion Advertising Company, Denver. Survived by his widow, Dean, of Denver, and two sisters in California.

DOOLAN—Anna, 48, wife of Mike Doolan, owner-operator of Green Oaks Kiddieland, Oak Lawn, Ill., August 5 at her home in Oak Lawn. Active in the operation of the amusement park, Mrs. Doolan was a past president of the Ladies' Auxiliary of the Showmen's League of America and was a member of auxiliaries of the Pacific Coast Showmen's Association, the Hot Springs Showmen's Association and Caravans, Inc. In addition to her husband, she leaves two daughters, Kathleen and Margie, and two sisters. Services August 9 in Chicago.

GARDINER—Harry H., 86, said to be the original "human fly," July 28 in Washington. He had been ill eight years with a heart ailment. He was an acrobat and trapeze performer with Ringling Bros.' Circus and also worked the vaude circuits. In 1910 he began an act in which he climbed tall buildings and worked in that field until his retirement in 1930. Surviving are two sons, Charles and Vincent, Washington, and a sister, Mrs. Hettie M. Strawn, Jacksonville, Ill.

MacARTHUR—Jack E., 51, a director of the Manitoba Provincial Exhibition board for many years and at the time of his death an honorary member of the board, July 24 at Brandon, Man. Survived by his widow, two daughters, a son, two brothers and two sisters.

McDUFF—Robert B., 80, father of R. W. McDuff, long-range shooting gallery operator on Drago Shows No. 1, August 2 in Indianapolis. Death came after a heart attack. Also survived by his widow, Ida, and a twin sister, Mrs. J. Hand, Little Switzerland, N. C.

POTTER—Tom, 64, veteran outdoor showman and concessionaire, recently in Everett, Wash. Blindness forced him to quit the road, however he continued to operate a concession in the Everett Court House.

RILEY—R. T., 57, concessionaire formerly connected with the Johnny J. Jones, Dodson and Royal American shows and in later years associated with Riverview Park, Chicago, recently. Burial in St. Mary's Cemetery, Cincinnati.

SCHWIND—Doca (Melillo), one of the original Melillo Sisters, acro act formerly with the Ringling-Barnum show and a member of one of Europe's oldest circus families, recently. Burial August 9 in Louisville.

SEWELL—Thomas Wesley, 51, manager of Station WMGY, Montgomery, Ala., drowned in Lake Jordan at Wetumpka, Ala., recently. His body was found by a fisherman. Indications were that the drowning was accidental. Survivors include two brothers, Joe Sewell, a scout for the Cleveland Indians, and Luke Sewell, now manager of the Seattle team in the Pacific Coast.

SOWASH—Clifton I. (Si), 68, July 27 at his home in Osceola, Ia. He was a billposter with Cole Bros., Hagenbeck-Wallace, Seils-Sterling, Clyde Beatty and Dailey Bros. circuses and a member of the billposters'

local at Decatur, Ill. Survived by his mother and sister. Burial at Osceola.

VANDERBILT (Maretta)—Edna, 72, retired circus performer, at Warren, Pa., August 5. As Edna Maretta, she entered the business in 1893 and was part of a widely known sisters act. Later she married Gary Vanderbilt, clown and performer. She was with Lemen Bros., Gollmar Bros., Sells-Floto, Robinson and other shows prior to her retirement in 1914. Surviving are a daughter, Mrs. Oscar Holmberg, and a brother, Frank Southwick. Her husband died in 1947.

MARRIAGES

SHEETS-SPARTON—Frieda Sparton, member of the Sparton Family who bills herself as Miss Freichon, and H. C. (Billy) Sheets, contracting agent for Ring Bros.' Circus, at Dale, Ind., August 3. The bride is with the Ben Davenport Merchants' Free Circus.

STRATES-ROBINSON—Lt. E. James Strates, son of Mr. and Mrs. James E. Strates, owners-operators of the James E. Strates Shows, and Phyllis Ann Robinson, non-pro, recently in Las Vegas, Nev. (Details in Carnival section this issue.)

BIRTHS

BERNSTEL—A daughter, Brenda Sue, to Mr. and Mrs. Bernstel, July 19 in Lebanon, Pa. Father is veteran concessionaire and back-end show operator.

LANDRUS—A son to Mr. and Mrs. Fred C. Landrus, July 30 in St. Joseph's Hospital, Elmira, N. Y. Father is magician with Frames Greater Shows. Mother is Mexican dancer and singer.

MEHL—A daughter, Robyn Leah, to Mr. and Mrs. Bernie Mehl July 6 in Chicago.

Yuba City Gets 12,000 In Two Days

YUBA CITY, Calif.—The Yuba-Sutter Counties Fair, which ran only two instead of six days because of serious flood damage suffered last December, pulled an estimated attendance of 12,000, Roy Welch, secretary-manager, said here last week.

Plans to hold a token event were not definite until a few months ago. During the flood, which caused great damage in the area, the fairgrounds were under as much as 12 feet of water in some sections. Originally the fair was scheduled to run six days. The two-day event ended July 29.

The fair opened officially at 6 o'clock Saturday (28) evening and ran until midnight. Sunday's schedule opened the grounds from noon until 6 p.m.

No admission was charged to the grounds or any of its entertainment attractions, with stagshows produced by Isabelle Whall's Fun Unlimited, San Francisco. Featured were Harry (Woo Woo) Stevens, comedy instrumentalist; Paul Desmond, comic and emcee; Kumar, Indian plate spinner; Lunard and Lewis, comedy knockabout; Wayne Roland, ventriloquist; Stagg McMann, harmonica player; Lesselli's Puppets, and Phil Arden, electric (Continued on page 79)

ALL ELEMENTS OKAY FOR NEW MARSHFIELD MARK

MARSHFIELD, Mass.—A reported crowd of 17,003 gave the Marshfield Fair its biggest opening day gate since 1946 as it began its seven-day run Sunday (5). The weather smiled on the 89th version of the event sponsored by the Marshfield Agricultural and Horticultural Society. Conditions which hit last year's fair were not present this time and hopes were high for a new attendance mark. Altho off-sea rains dampened

the Tuesday turnout, the total held well to add up to better than 56,000 for the first three days. The mutuel handle for the six-day thoroughbred meet started out ahead of last year with \$64,641 for Monday and \$49,097 for the damp Tuesday. Monday's betting was more than \$12,000 over last year.

Credit for the big opening turnout was given in part to the Buddy Wagner thrill show, which booker Al Martin brought in for two Sunday shows to supplement six circus acts. The acts for the remainder of the week in the grandstand show were: Consuelo, aerialist; Roland Tiebor's Seals; Jody Gray, the melody girl; Acro-Nuts, knock-about act; Jimmy Lee, comedy emcee, and Dick Sullivan, "The Smiling Irishman," with his giveaway show, "Prizes-a-Poppin'."

Midway Does Well
Tab for the grandstand is 50 cents for adults, 25 cents for children and \$1 for box seats. General admission is 50 cents, with 25 cents (Continued on page 79)

Clear Skies Boost Gate At Clearfield

CLEARFIELD, Pa. —Balmy weather and clear skies sent attendance well ahead of last year at the Clearfield Fair. The nights, while cool, were pleasant enough to attract big crowds and attendance at the grandstand, where the principal GAC-Hamid revue was making its first appearance of the year, was reported very good.

On the midway the James E. Strates Shows reported business well ahead of last year. All units were reported making money and this, in turn, reflected the experience of all fair departments.

Utah State Inks Cisco

HOLLYWOOD—Duncan (Cisco Kid) Renaldo has been signed to appear September 17 at the Utah State Fair in Salt Lake City. The fair opens September 14 for 10 days.

Renaldo returned here last week from Eugene, Ore., where he presented his act with Rex Rossi at the Emerald Empire Rodeo. Stock for the event was furnished by Christensen Bros. of that place, Mel Lambert announced.

The rodeo pulled a crowd of over 5,000 for its Friday night (3) performance, but had turnaways both Saturday and Sunday afternoons. The attendance far exceeded that of 1955 as the grandstand for this event had been expanded to accommodate approximately 6,800.

The Cisco Kid television show starring Renaldo has been a regular feature in the section for the past two months under a creamery sponsorship.

Halves for Hunt

GREAT BARRINGTON, Mass.—Hunt Bros.' Circus played to a pair of half houses here Thursday (2). Weather was clear. Sponsor was the Junior Chamber of Commerce.

Dallas Fair Mulls

Continued from page 71

been approved by the State Fair board of directors and the Dallas Park Board and the Fair now is awaiting final word from the Monorail company. Under terms of the agreement, the line would be built by Monorail, Inc., which would pay all costs of installation. The line would be operated by a subsidiary of the company specially organized for the purpose.

Until the Houston venture, the only operating monorail line in existence has been in Wuppertal, Germany, where there has been a similar system in operation since 1901.

MAKE \$200 A DAY
On Candy Floss



Our NEW PERFECTION has EVERYTHING; write for literature.
ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

OARC... WHAT DOES IT MEAN FOR YOU?
Get the facts today on the trend to planned one-stop fun spots—Outdoor Amusement-Recreation Centers—to help fill the amusement needs of America... Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.
Send to:
The Billboard, OARC Reprint
2160 Patterson Street
Cincinnati 22, Ohio

The Most Beautiful MINIATURE GOLF Courses
Built in America are constructed by **ARLAND**
444 Brooklyn Ave.
New Hyde Park, N. Y.
In 43 States, the Caribbean and Overseas.

MIDGET RACING CARS




Patrons prefer a ride they can operate themselves. Let them satisfy this desire for thrills, speed and action in these streamlined, modern racing cars. Write today for full information.
KING AMUSEMENT CO.
Mt. Clemens, Mich.

FOR SALE
40x60 STAGE aluminum Scaffold—4'x8' floor sections, 3 ft. elevation.
34x68x3'—SHOWTANK—aluminum frame—runway all sides.
Price at 10% of original cost.
WRITE—WIRE
P. O. BOX 351 NEWARK, OHIO

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

IN LOVING MEMORY OF MY DEAR HUSBAND VINCE McCABE



Who Passed Away Aug. 14, 1954
RUTH McCABE

IN MEMORY Of Our Dearly Beloved
Lieut. Billee L. Hamilton BILLEE GARNEAU
Who was killed in action in Sicily, August 23, 1943.
Wife, Nancy; Brother, Tommy, and Mother.
MIMI GARNEAU
He either fears his fate too much or his desserts are small, who dare not put it to the touch to win or lose it all.

Jersey Situation Now Local Choice

Inland Parks Still Take Brunt of Anti-Game Law; Shore More Lenient

NEW YORK—The New Jersey games situation has relaxed somewhat lately, but only in certain ways and in certain locales. While amusement parks are still feeling the brunt of the State-wide shut-down, shore operators have succeeded in obtaining some dispensation.

Atlantic City's games are pretty nearly back to normal, with the exception of electrically controlled flashers which were the type specified by last month's anti-game ruling by the State Supreme Court. Flashers are out, but many ball games, dart games, pitches and other units are working, both along the boardwalk piers and at new Rendezvous Park.

The situation has reverted to one of local interpretation. Thusly, Olympic Park in Irvington, is still completely without any games in operation. Palisades has some modified operation. Shore locations have varied conditions from spot to spot.

Original objections were to games employing mechanical or electrical devices at which merchandise was won, whether or not skill is involved. Attorney General Richman's information to local prosecutors was such that every game in the State was shut down. The Atlantic City reopening came only recently, allowing operators to get at least a few weeks of business under their belts, altho the key July Fourth period has long been lost.

Fascination Okay

Fascination games won a favorable ruling recently in Asbury Park when the Superior Court judge upheld Abe Ruben's injunction which prevents the district attorney from closing his game. Ruben's attorney held the game is purely a skill unit, and in no way a "device." The judge cited the State's anti-gaming law which prohibits use of devices having numbers on them or employing wheels.

Recent reopenings in Atlantic City include Pokerino and bingo-type operations like Skilo, Playo and Thirilo. The Playo parlor run by S. and D. Corporation at 2420 Atlantic Avenue won a show cause order against the prosecutor and police chief, asking them to explain in Chancery Court on Tuesday

Eddie Allen Loses Balloon

CINCINNATI — Capt. Eddie Allen, veteran balloon ascensionist and parachute jumper, who began a two-week engagement at Coney Island here July 26, was forced to cut short his engagement following the August 2 performance when a huge balloon fell into the Ohio River and sank before Coney employees, in two boats, could retrieve it.

U. S. Coast Guard members, aided by Allen and Coney workers, dragged the river for two days but failed to come up with the big bag. Allen valued the balloon at \$700.

In his week's engagement at Coney Island, Allen created much interest with his daily ascensions and jumps and pulled more free space in the three local dailies than any act ever to play the local Coney Island.

LeSourdsville Sets WKRC Day

MIDDLETOWN, O. — WKRC (Cincinnati) Radio and Television Day, featuring appearances of station personalities, games, contests and prize giveaways, will be held August 15 at LeSourdsville Lake Park here.

Heading the list of giveaway prizes will be such items as an air conditioner, automatic washer, set of tubeless tires, chrome dinette set, watches, food mixers, perfumes, home permanent kits and toys for children. WKRC's Marti Kay, Roy Starkey and Shirley Jester, who is seen in the "Jelly Bean Acres" show, will appear in two shows, emceed by Ted McKay, and Paul Jones will emcee on-stage competitions by members of the audience in the evening. In the afternoon will be a boat race, the craft to be manned by WKRC personnel.

(14) in Trenton why they should not be restrained from exceeding their authority in interfering with the game.

The games have a gimmick: pay and free games. No prizes are awarded for pay games, but each alternate free game has a prize winner.

Wildwood, on the shore's southern end, had its first arrest under the anti-game situation. And operator and two agents of the "Jig-Shaw" roll-down were pulled in for "aiding and abetting in keeping a place to which persons might resort to gambling, and failing to report it."

Project Poses 120 Feet for Glen Echo

WASHINGTON — Glen Echo Park's compact 17 acres have been rudely treated by the elements this season. Results have been disappointing for the new Baker management, but prospects remain bright for the spot with ambitious improvement plans which should inject a healthy dose of new blood for the 1957 season.

Current hypo is the offering of a free portable TV set nightly for every operating day in August and September. Bulk purchase allows for favorable prices on the sets, tickets for which are available in profuse numbers at concession locations and booths throughout the park.

For this year Glen Echo boasts a new, attractive Holmes Cook miniature golf course, built on terraced property along the car tracks which skirt the park fence. In addition, the pavilion Kiddieland sports two new units from the Stacy Johnson firm of Miami, namely, the caged Ferris Wheel and a tank ride on an undulating track.

In addition to the nightly giveaway, patronage inducements are nickel and dime ride days on Tuesdays and Thursdays, and Friday-Saturday dancing in the ballroom. The ballroom operation, formerly offered on four days of the week, has been sliced to two and poses one of the problems the ownership and Gerald Price are tackling for 1957.

Building to Be Razed

Major project set for next year will run into the high thousands in expense but will yield vital operating space in the park proper. It consists of leveling the "big nothing" building built early this century as a stone Chautauqua amphitheater. In modern times its interior has become rubble and the building, 120 feet in diameter, has been boarded up. It was operated as a fun house for a stretch of years until it became considered unsafe for such an operation.

A fortunate saving in fill is expected to be yielded, since the parking lot adjoining the excavation is elevated, and leveling of the lot will allow some 100,000 cubic yards to be bulldozed into the hole. Price notes. Running thru the bottom of of the amphitheater, some 30 feet down into the hole, is a creek which will have to be covered before it can take the weight of the fill.

The 120 feet resulting from this

project, which might be completed before next season, will allow for addition of new units to the park's line-up, such as a major thrill ride and a fun house, at least.

The park also has this year a coin-operated basketball game where the balls pile up in a metal webbing beneath the basket rim. Pulling a Skee Ball-type mechanism releases the balls and returns them to the player. Only one attendant is required for the eight cubicles, to make change and award ride ticket prizes.

Generally speaking, Glen Echo business has paralleled that of virtually every other offering in the East. That is, turnouts and spending have been good when the weather hasn't interfered—but the interference has come too frequently for comfort.

OUTLOOK IS ROSY

Steady Improvement Proceeds at Nipmuc

MENDON, Mass.—In store for Lake Nipmuc Park on Route 16 is a Revere Beach-type steam locomotive train ride, to be operated by John Murray of Rehoboth. The addition is one in a long string of improvements, both completed and envisioned, by 79-year-old Joseph Carrolo, veteran park and Merry-Go-Round figure, who took over at Lake Nipmuc two years ago.

Carrolo's achievements here include the following, since April of 1954: Rebuilt the Merry-Go-Round, replaced roofs on two buildings, started rebuilding of other structures, and remodeled the front of the skating rink.

In store are: the train ride, modernization of the boathouse and bathhouse, addition of 20-passenger sight-seeing boats, installation of a gasoline filling station, creation of a new parking lot, and several new kiddie rides, including a small roller coaster. There will be heavy emphasis on children's attractions, in the improvement scheme.

The Merry-Go-Round job involved obtaining 63 old wooden horses, and three chariots. The ride has 48 jumpers now, and 15 stationary ones. While it is probably

WALLED LAKE HIT BY RAINY SEASON

Operation After Labor Day Set In Attempt to Recoup Business

DETROIT—The combination of adverse weather with the prevalent layoffs in automotive plants has hurt business considerably at Walled Lake Amusement Park, according to veteran park owner-manager Fred W. Pearce. Out of 14 weekends that the park has been operating, only one was without rain. The weather generally has been cool thruout the season, especially hurting the speedboat, rowboat and bathing business which are important at this park.

In an effort to balance up the season, present plans are to continue operation for weekends only after Labor Day as long as the weather permits. A year-round program of promotion for picnics and other park events is scheduled to start as soon as the park closes. Now in the planning stage are an unusual number of new attractions to be added at Walled Lake for the 1957 season.

Sullivan for Variety Show At Cincy Coney

CINCINNATI — Ed Sullivan will emcee a variety show at Coney Island here the afternoon of August 22. Patterned after his CBS-TV network show, the presentation will utilize acts coming here with him from New York and will be seen on a special stage to be constructed on the park's mall, said park President and General Manager Edward L. Schott.

Cincinnati's WKRC-TV will telecast the hour-long show. Sullivan will also make guest appearances on two station telecasts, "My Little Margie," at noon, and at 11:20 p.m. on "Home Theater."

During his park appearance Sullivan is scheduled to try out many of the park's attractions. The park show will be his first public appearance, other than his regular Sunday night program, since he was injured in an August 5 automobile accident in Seymour, Conn.

'Disappearing' Reds Attract Tivoli Crowds

COPENHAGEN — Records were broken here during the first weekend of August. In the Central Railway Station, where four vending machines of the "Automat Service" firm dispensed 65 plastic raincoats on Sunday (5)—a record one-day sale—Tivoli's turnstiles were clicking off all-time record attendances for weekends and for a Monday. Tivoli's gates were: Saturday (4), 62,000; Sunday, 60,000, and Monday (6), 50,000—a three-day total of 172,000 paid admissions. This was in addition to many of the 20,000 holders of season tickets also in the park on those days.

A major factor in the weekend turnouts was the visit of three Soviet navy ships, the crews of which appeared to be largely made up of musicians, singers, dancers, acrobats and comedians. On Friday, Saturday and Monday nights—plus a matinee on Saturday—90 of the Russians occupied the park's big open-air stage for non-stop shows running more than two hours.

On the same days that these shows were being given, a similar group of 90 musicians and entertainers were putting on similar shows in Liseberg amusement park (Continued on page 79)

Yonkers Park Gets Okay for Kiddie Rides

YONKERS, N. Y. — Wonderland Kiddie Village, located at the mammoth Cross-County Shopping Center, finally got its okay to operate riding devices this month and put into action a Pinto kiddie carousel, and five Standard Kiddie Rides units.

Spot features novel fairyland structures executed by Tracy Parade and Display Company, and a vast refreshment restaurant.

Added to the live amusement part of the park is Frankie Saluto, veteran Ringling midget clown, who appears daily until season's end.

Wonderland's rides are the first allowed in that section of Westchester County since construction of the shopping center displaced one of the Nunley Kiddielands a couple of seasons ago. No new permit was issued then and the Nunley rides were transplanted to Long Island.

ROLLER RUMBLINGS

**Fire Levels Deuback
Dallas Spot; Loss 80G**

DALLAS — Fire of undetermined origin roared thru Deuback Skating Rink here the night of July 30, trapping two families and seriously burning the operator, John Deuback. The loss, not covered by insurance, was estimated by Sheriff's Deputy Robert Neal at \$80,000.

The 34-year-old Deuback was burned while helping his wife, Jeanella, and nine-year-old son, John Jr., escape thru a second story window from their living quarters above the rink. They were admitted to Baylor Hospital, altho the woman and boy were not in serious condition.

Firemen from Dallas, Richardson and Garland battled the blaze as it burned the 70 by 200-foot frame and sheet metal structure to the ground. The 20-year-old rink had a two-story living quarters at one end, with an added apartment overlapping the top of the rink.

The major living quarters, brick veneered in front, was occupied by the John Deubacks. A brother, Victor, and his wife, Dorline, who are associated with the rink operation, lived in the apartment over the rink.

The Victor Deubacks, who had been asleep, discovered the blaze and awakened the other family. "I ran down and tried to get in the apartment, but didn't have a key," said Victor, who then broke in the kitchen door and was met by flames. "Then I got a home-made ladder and put it up to the second floor window," he said, "but it didn't quit reach." John and his wife then tossed down the youngster who missed the ladder and fell to the ground, but was apparently unhurt. His parents followed down the ladder. The John Deubacks' 13-year-old daughter, Caroline, was not at home at the time. She had suffered a broken toe a few days earlier and her foot was in a cast.

The rink had been built and was still owned by John H. Deuback, father of Victor and John. Firemen were hindered in fighting the blaze by the necessity of having to string hose from a hydrant a mile away. Victor said he believed the flames originated in a snack bar in one corner of the rink. The John Deuback family escaped with only the night clothes they were wearing.

Hartford's Richland Suffers Back Injury . . .

HARTFORD, Conn. — Irving Richland, of Hartford Skating Palace, who attended the annual Roller Skating Rink Operators' Association of America competitions at Richland, Va., with two entrants, Edgar Watrous and Anne Tiernan, sprained his back while unloading baggage from his convertible. The incident necessitated his bedding down in Richmond for several days before returning to Hartford.

Gay Blades Is Doomed; Last Manhattan Rollery . . .

NEW YORK — Any chance that Gay Blades Roller-drome here would reopen for any portion of the 1956-57 season was nixed this week by operator Lou Brecker. With the 75-year-old building that houses Brecker's famous Roseland Ballroom since 1919 coming down, work will begin soon to shift the dance hall operation into the rink building.

"We have to be out of the 1658 Broadway location and into the Blades by December 31," said Brecker. "It would have been unwise to attempt to run the rink for a short month or so. We need plenty of time to make the conversion."

"Naturally, my associates and I wanted to keep both businesses going indefinitely, but circumstances beyond our control now make this impossible. At that, we were fortunate. The Roseland building

would certainly have come down a great deal sooner if World War II and the Korean crisis had not postponed the inevitable." All leases in the Roseland building carried a "subject to demolition" clause.

Gay Blades, which shifted from ice to roller skating in 1943, was the scene of RSROA national championships in 1946 and the Northeastern regional meet in 1948. This year, under nationally known pros Clifford and Mildred Wilkins, the rink's Dance and Figure Club rang up more points than any other team in New York State competition.

Closing of the Blades, for several years the only rollery in Manhattan, brings to eight the number of Gotham skating spots that have shuttered in recent years. Columbus Circle went out of business to make way for the plush new Coliseum, Synnside was dropped so that the building might house another enterprise, the pint-sized Palace on Staten Island gave way to plush Staten Island Rolladium, the Rolladium closed to become a supermarket, Springfield Gardens (said to have cost over \$400,000) also switched to another business, Queens Rink came down so that the Long Island Expressway could go thru, and most recently, Brooklyn Ice Palace shuttered after almost 75 years of operation.

Midtown Roller Drome Closed in San Antonio . . .

SAN ANTONIO — The Midtown Roller Drome, operated here by Dick Landsman, has been closed. It was located several blocks from the heart of the main downtown shopping district.

'Disappearing' Reds

Continued from page 78

in Gothenburg, Sweden. With the naval unit in Copenhagen there were also football teams, which played against local teams.

The Danes received the Russians the same as they have received such American groups as the big U. S. Air Force bands—respectful attention and hearty applause wherever it was due. But the Russians seem to disappear immediately after the shows whereas the Americans, privates to colonels, made themselves right at home in Tivoli, mingling with patrons and employees of the park.

Elements Okay

Continued from page 77

for parking. Moppets were admitted free Tuesday, children's day, and, despite the rain, E. W. Burr, of Playtime Amusements, who is handling the midway, reported good business. He also said his gross was up 20 per cent in the first three days over last year.

The fair's budget had been boosted over last year by about \$8,000 for a total of \$90,000. This included \$25,000 for the horse racing purses. Premiums and prizes amounted to \$12,000, of which the State of Massachusetts donated \$4,000. Farm and handicraft exhibits drew more competitors this year than last and were drawing larger crowds. Poultry, sheep and dairy exhibits were at their biggest in years and interest ran high in the horse-pulling contest.

Door Prize Tried

Something new here was a door-prize giveaway promotion. Duplicate admission tickets could win the lucky number holders all types of electrical appliances.

The weather forecast was bright for the run thru Saturday (11) and fair president Edward M. Dwyer predicted the event could not help topping last year's, which was hard hit by polio epidemic, and rain which washed out the final day.

Yuba City, Calif.

Continued from page 77

organist. Arden also directed special events.

West Coast Exposition Shows provided the midway.

The fair board indicated that a full-scale exposition will be held next year with repair work on the damaged buildings to be speeded now that the fair is over.

WE BUY AND SELL USED ROLLER SKATES

- 1000 pr. Used Clamp Skates \$3.50 pr.
- Brownie Precision Wheels . . 1.50 Set
- Economy Precision Kif, Cottrell Wheels 9.50 Set

- Bonny's Hug-Me-Tights . . \$10.50 dz.
- Bonny's New "Princess" Line Skating Skirts . . 24.00 dz. up

Write for price list. 1/2 down, bal. C.O.D. Authorized Distributor for **"CHICAGO" ROLLER SKATE CO.**

JACK ADAMS & SON, INC.
723 MORRIS PARK AVENUE
BRONX 62, NEW YORK
SYcamore 2-1110, 1111

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP. GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE**. BETTER'N A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. PATENTED. GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, BEATING RINES, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write For Complete Free Details **HOLLYWOOD SPOTS-LITE Co.** Dept. B 3619 No. 16th St. Omaha 10, Nebraska

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

A GOOD DEAL for RINKMEN
"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
"PRECISIONETTE"—"IMPERIAL" and "DELUXE"
Three new, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display. Cash in on these SALES NOW!
CHICAGO ROLLER SKATE CO.
Manufacturers of all kinds of Roller Skates
4427 W. Lake Street ESTebrook 9-3800 Chicago 24, Illinois

ICE SKATING RINK

Situated in a community of more than two hundred thousand within 10-mile radius, not counting four Air Force bases, now growing at a rate unparalleled anywhere in the country. Ten acres, with a backdrop of orange groves; entrance on main highway. During the war was operated as an ice rink. There remains a concrete basin seven feet deep and approximately 100 feet wide by 200 feet long. Building for plant in good condition. In main building, cafe and bar now in operation. Abundant water with its own ten-inch well. Ideal for ice skating or combination with pool. No other outdoor rink within 75 miles. For information:

A. LAMBRINOS
Route #1, Box 92 Colton, Calif.

We BUY AND SELL NEW and USED RINK ROLLER SKATES
Lowest prices. Write for quotations—1-day service.
JOHNNY JONES, JR.
Representative for **CHICAGO ROLLER SKATE CO.**
31 CHATHAM ST., PITTSBURGH 19, PA.

PORTABLES ARE THE ANSWER
Write **Porto-Bilt**
TENT COVERED SKATING RINKS
Box 425, Smyrna, Ga. Phone 5-5978
Phone: 8-2183, Marietta, Ga.

CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

1500 pr. SHOE SKATES
550 pr. NEW CLAMP SKATES
300 CLAMP PLATES
Also hundreds of various parts.
ROSELAND
1458 Broadway New York

ORGANIST
For Roller Skating Rink. Must be experienced in all phases of rink music and must be dependable. Excellent equipment and pleasant, modern surroundings. Good opportunity for good musician. Please write, stating experience, age and salary desired. **BOX D-230, c/o The Billboard, Cincinnati 22, O.**

Over **67,000 ACTIVE BUYERS** read The Billboard classified columns each week

A FEW CHOICE DATES AVAILABLE
for **Parks--Fairs--Theaters--TV Drive-Ins--Auditoriums**
HAWKSHAW HAWKINS
with Jean Shepherd starting September 8 at **McKEAN COUNTY FAIR** Smethport, Pa.
ONLY FEW DATES AVAILABLE FOR THESE WESTERN ACES
September 4-6-7-9-30
HOOSIER HOT SHOTS
headlining September 2 to 7 at **NEBRASKA STATE FAIR** Lincoln, Nebr.
AVAILABLE SEPTEMBER 8 to 14 Before Returning to Hollywood
JIM WILSON & His Flying-W Ranch Hands
KENNY ROBERTS
and other Western stars
Write • Wire • Phone
JOLLY JOYCE THEATRICAL AGENCY
Philadelphia: 1001 Chestnut St. Phone: Walnut 2-4677
New York: 1619 Broadway (Rm. 716) Phone: PLaza 7-1786

FOR SALE SKEE BALL AND POKERINA ARCADE
—RIDES—
● THE THUNDER CHASE
● SILVER STREAK
● DODGE 'EM
● PRETZEL RIDE
● CATERPILLAR
● LINDY LOOP
EQUIPMENT NOW IN FULL OPERATION at Indian Point Park, Buchanan, N. Y.
Tar-Bo Amusement, Inc.
MGR. PATSY TARTAGLIONE
PEEKSKILL 7-9728

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. **M. K. FRANK**, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

Are you looking for Auto-Photos!
We have the following models available: 11's, 9's, 7's.
These machines have been refinished and are in A-1 working order, ready to set on location. For further information write: **BOX A184**
The Billboard
6000 Sunset Blvd. Hollywood 28, Calif.

FOR SALE KIDDIE TRAIN
Ideal for permanent location.
Lindsay Sash Co.
MANKATO, MINN.

FOR SALE OR LEASE
6 modern, late model Rides available after Labor Day. Will consider good location for 1957 season. Rides can be seen in operation now. Reply **BOX D233**
c/o Billboard, Cincinnati 22, Ohio

PARK RIDES FOR SALE
Moon Rocket, Caterpillar, Octopus Roll-O-Plane, #12 Ferris Wheel, 40-ft. M-G-R. Write for detailed information.
CAN BE SEEN IN OPERATION
P. O. Box 282, Baltimore, Maryland

High Quality KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

Beatty Staff Takes Shape; Dates Set

Opens at Las Cruces; Quarters Busy as Show Readies for Opening

DEMING, N. M.—Plans for opening the new Clyde Beatty Circus are going forward and a new opening date has been set. The show will get under way August 30 at Las Cruces, N. M. The earlier booking of Albuquerque for August 31 and September 1 still stands. All the Texas route is set.

Frank McClosky, general manager, has nearly completed lining up his staff and acts. Walter Kernan, assistant general manager, has returned to Sarasota for a few days. General Agent Floyd King has returned from a trip to Washington, D. C., and other Eastern spots.

Eddie Howe, press agent for

merly with Ringling, Cole and Beatty, has arrived to take charge of the Beatty press work. George Werner, boss canvasser, has arrived after a stop-over at his Millstadt, Ill., home after closing with Ringling.

Bob Reynolds, superintendent, has a crew at work in quarters. Otis Leslie, trainmaster, is readying his department, and Richard Shipley, boss elephant man, has arrived. Tommy Clarke will be boss property man and he has arrived from Sarasota.

Harry L. Jones will have the Side Show, on which Jimmy Hamiter will have the canvas and a ticket box. A new banner line has arrived.

Joe Sullivan and crew are working banners. Bob Allen, promotional manager, was in an auto accident and escaped injury.

Clyde Beatty and his family, Jane and Clyde Jr., spent several days in quarters. Mrs. Beatty will remain at their Hollywood home this fall, and their son will enter school.

Circo Union Expands; Wins Good Business

MATAMOROS, Mexico—Circo Union, second largest show in Mexico, opened a 10-day run here August 5 and gave a street parade on the first day. It came from Reynosa, where business was big and extra performances were required.

Show moves on eight new straight-bed trucks and eight four-wheel trailers. This type of equipment is used by all shows here and semi trailers are not used. The Union show also has some single trucks and a sound truck and bus. Equipment is in good shape and newly painted.

Animals now are carried in cage trailers rather than shifting cages, as was done last year. All tents, seats and chairs are new. The 20 animals in the Side Show include four elephants, two of them bought last year from Kelly-Miller.

Performance starts with a colorful spec backed by the eight-man band. Acts include Rose Marie Fuentes, elephants; Bobo Fuentes, chimps; Fuentes Brothers, trampoline; Rolin Kings, skating; Emma Valdez, trapeze; Los Hombres, flying act; Amando Esqueda; Dixon; Las Pilaricas; Los Astrales; Roberta Palmer, globe of death, and clowns. Tickets are 16 cents up to 80 cents.

Emma Valdez, who has top billing, is known in the U. S. as Emma Campos. She was with Dailey Bros. Circus several seasons.

Jesus Fuentes, owner, tells of plans to double size of the show by next season. For long jumps it now is moved by railroad.

With this show, as with others in Mexico, government tax men are assigned to see that each ticket buyer gets a seat. They close the ticket office when capacity is reached and extra shows are given to handle the turnaways.

Carson Business Spotty

ESTELLINE, S. D.—Tex Carson Circus had a three-quarter house for its matinee-only stand here Sunday (5), with very hot weather. Dawson, Minn. (3), had one-third houses in heavy rain.

At Sisseton, S. D., earlier, the show had a big afternoon house and gave near-full and half-full night houses in the midst of harvest activities.

Cristiani Wins Fair Business In N. Y. Towns

KINGSTON, N. Y.—Cristiani Bros. Circus played to half and three-quarter business here Monday (6). On Saturday (4) the show had been scheduled to play Cortland, N. Y., but the lot deal fell thru. Therefore the show booked Oneida on a one-week notice. Circus drew two two-third houses there.

Circus has been scoring strong publicity, especially after notices, in New York stands. Theme of several picture layouts, editorials and feature stories has been that the under-canvas show is a thriving aggregation.

At Elmira, N. Y. (30), the show had 2,600 in the afternoon and 3,300 at night.

The Eastern section of the CFA held a meeting in Kingston over the weekend and had a buffet lunch Sunday for 100 members and 40 people from the Cristiani circus. Among the guests was Charles T. Hunt, owner of Hunt's Three-Ring Circus. The party was on the eve of his 83d birthday. The fans stayed over to attend the Cristiani performance.

Hunt Totes Up 90 Sellouts, Counts on More Coming In

SAUGERTIES, N. Y.—Hunt Bros. Circus totaled up 90 sellouts for the season so far and for a couple of weeks hence, when the show gets back into its home State, New Jersey.

With considerable show time left, and all reports not yet in, there is the expectation that the

number may be added to and the magical round figure of 100 achieved.

Manager Harry Hunt made the report as the show arrived back in New York after a successful trek thru Connecticut. The show has prospered in good weather and bad, but the balmy recent days have demonstrated what a spell of excellent weather can mean.

In Resort Country

The show is in resort country now. After it leaves here it will play the Jersey shore, where additional thousands of vacationers will be exposed to a tented circus. By the end of the month it will have entered Pennsylvania for a series of dates before heading South on the last lap of its current tour.

The show helicopter, which had been leased to Paramount Pictures for several weeks, is back on the show and in full use for advertising and executive transportation.

Negotiations are under way for the appearance of the show on the CBS network feature, "Let's Take a Trip." The program is live, using some film only occasionally, and an effort will be made to coincide an upcoming show with the circus.

Packs Eastern Ends Big Year; Plan St. Louis Rodeo Annual

ST. LOUIS—Tom Packs Circus completed the tour of its Eastern unit with a highly successful score, according to Jack Leontini, Packs executive.

Almost every stand showed an increase over last season, he said. Exceptions were Toledo, O., where this year's business equaled last year's, and Fairmont, W. Va., where rain clobbered a day.

Wind-up of the tour came at Birmingham. Show this time used a new and larger location, Legion Field, and Leontini said that the show was able to accommodate the

Milwaukee Journal Buys Atwell Photos for Museum

MILWAUKEE — Purchase of the Harry Atwell files of circus photographic negatives by The Milwaukee Journal here was announced last week.

The negatives, estimated to number about 5,000, will be given by The Journal to the Wisconsin State Historical Society for use at the Circus World Museum being organized at Baraboo.

The photographs, dating from the turn of the century, were purchased from Harry Atwell, formerly of Chicago and now of Sarasota,

Fla. Atwell, one-time personal photographer to Theodore Roosevelt and official photographer of Ringling Bros. Circus for a while, operated a photo business in Chicago until three years ago.

Used By Shows, Books

His photographs have been used in numerous books and magazine articles about the circus. His files of pictures was the standard source of supply for circus press agents over many years, and some pictures still are in use by shows.

Included are hundreds of film and glass plate negatives taken of Ringling-Barnum, Hagenbeck-Wallace, Sells-Floto, John Robinson, 101 Ranch and several other well-known circuses. Included are views of all phases of circus operation. Most widely reproduced have been some of Atwell's pictures showing performers and animals. He has photographed all important circus features for decades.

Purchase of the collection was negotiated for the historical society by C. P. Fox, Wisconsin circus author and historian, who went with a Journal representative to complete the transaction with Atwell at Sarasota.

Groscurth Show Bid Wins King Steam Calliope

MACON, Ga.—C. C. (Speks) Groscurth, owner of the Blue Grass Shows, was successful bidder for the steam calliope of the bankrupt King Bros. Circus, court officials announced this week.

There were about a dozen bids, with Groscurth offering the high figure of \$3,000.

This amount is less than half that paid by Floyd King and Arnold Maley when they bought the steam calliope on acquisition of the Lucio Cristiani interest two and a half years ago. Cristiani and King had paid in excess of \$6,000, plus freight and other charges of about \$500, when they acquired it earlier from Dr. Karland S. Frischkorn.

Air Calliope Sold

J. E. Wilhauck, La Fayette, Ind., was successful bidder for the air calliope with his offer of \$1,385, the court officials also revealed.

Possession of the calliopes was to be delivered to the high bidders Thursday (9).

The proceeds will not be net to creditors, it was explained. Claims against the steam calliope in a damage action, including storage and attorney's fees, amount to more than \$1,100 in Steubenville, O.

In other circus developments here Mrs. Esma Maley, president and general manager of the Esma Maley Combined Circus Corporation, left Tuesday (7) to take charge of a new show being organized in Stroudsburg, Pa. The show will open August 18 with a delegation of Macon well-wishers and financial backers on hand.

Mrs. Maley negotiated a lease of some of the former King show equipment from Durward B. Mercer, trustee in bankruptcy, for a weekly rental of \$250. Most of the equipment with the new show will be acquired from other sources, Mrs. Maley said.

Dolly Jacobs In W. Canada With Carnival

DAUPHIN, Man.—Dolly Jacobs Circus is operating as an attraction on the Gayland Shows in Canada. Its season began in British Columbia in May and continues until October 3. Stands have included remote Flin Flon, Man., and Dawson Creek, B. C., each involving 600-mile jumps on gravel roads.

Dolly Jacobs show is using a 60 with one 40, which is set between two semi-trailers which are painted like banners. There are seats for 500. Animals are spotted in the top. Unit moves on four trucks.

Performance included Dolly Jacobs' dogs; clowns; Juanita Jacobs, ladder; clowns; Terrell Jacobs Jr., Dumbo baby elephant; Juanita Jacobs, web; clowns; Great Ricardo (Dudley Riggs), juggler; clowns; Dolly Jacobs' elephants.

Staff includes Dolly Jacobs, owner-manager; Terrell Jacobs Jr., superintendent of elephants; Charles Urquhart, announcer and press agent; George Price, props; Ed Martin, canvas; Dan Perria, sound; Doc Riggs, talker and announcer. Clowns are Doc and Alice Riggs and Dudley Riggs Jr.

Hagen Crowds Continue Big

BELVIDERE, Ill.—Good business goes on for Hagen Bros. Circus. The show is on a second swing into Illinois. Brookfield on Friday (3) had a good afternoon and full night. Barrington, Saturday (4), gave a full afternoon and was 50 people short of capacity at night. Belvidere, Monday (6), had near-full and capacity houses.

Earlier, Clintonville, Wis. (21), had a three-quarter afternoon. Oconomowoc (26) was full in the afternoon and three-quarters at night. Burlington, Wis. (28), had near-full and three-quarter crowds. Show did okay in Racine, Wis. (29), and Kenosha (30).

Yancey Museum Ends 1st Tour

NEWPORT NEWS, Va.—John P. Yancey Jr.'s National Circus Museum ended its first road season at Columbia, Tenn., on Thursday (9), and returned to its base here.

He said the first season was successful and that plans now are being set for a 20 or 22-week tour in 1957. Yancey also looked forward to 1958, when he said he expects to have the Museum show in Baraboo, Wis., for the Ringling anniversary observance.

This year the show played 12 States from Indiana eastward. Reviews were good in newspapers, he said. He said this tour was ended three weeks earlier than planned so as to allow some members of the staff and advance to join the Beatty show.

Mills Draws Turnaway

SALISBURY, Md.—Mills Bros. Circus played to a turnaway afternoon crowd and half house at night here Saturday (4), with Kiwanis .spices. Weather was cloudy. Newspaper coverage included an interview with promoter Bill Osborne and another with elephant boss Richard (Red) Vigo.

UNDER THE MARQUEE

Harry Chipman, Alhambra, Calif., had the miniature circus of Howard Greatrex, South Pasadena, in his yard for two days and drew about 1,000 persons. Recent visitors at the Chipman home included Joe Applegate, John T. Backman, Jake Posey, George Perkins; Pete Miller, who was chauffeur for Al G. Barnes, and Buster Cronin. They visited MaBelle Chipman, who recently underwent surgery.

Fan Hank Fraser, Ruston, La., caught the Rabbit Foot Minstrel Show recently and visited with Bob Shivers, contracting agent. . . . Elmer Jones, "king of the two-car shows," visited on Benson Bros.' Circus recently. With him was Pete Pepke. They visited with Bill Morris, Captain Engerer, Buddy Geiss and Jimmy Bagwell.

M. H. Busch, Moberly, Mo., visited in Chicago last week and expected to catch circuses in the area. . . . George L. Chindahl, CFA historian, has been visiting at Park Ridge, Ill., and was in Milwaukee for a circus talk given by Dr. H. H. Conley at a luncheon club.

Irene Dean Peters, formerly in the Ellet Girls' iron-jaw act, now lives in Rockford, Ill. . . . Mr. and Mrs. R. A. Lemieux, Menominee, Mich., caught Ring, George Cole and Hagen Bros. recently.

Dr. Hugh Grant Rowell, Madeline Park and Victor Anderson are among those who will display circus material and art August 20-25 at the Elephant Hotel, Somers, N. Y., as part of a fund-raising campaign for the circus museum planned there. Mrs. Mary Egan is heading the museum committee for the group which recently acquired a stuffed elephant.

Avery Tudor writes that Jessie Tudor, of the former act, Tudor Sisters and Avery, is at her Coconut Drive home in West Holly-

wood, Fla., after hospitalization and would like to hear from friends.

Jack and Ruby Landrus, midget clowns on Gil Gray Circus, celebrated their 27th wedding anniversary with a party for the show people. . . . Bill Green, of the Rare Bird and Animal Farm, Fairlee, Vt., had his elephant at the Allen A Resort, Wolfboro, N. H., recently. His daughter, Elisabeth, appeared with the elephant on a recent CBS telecast.

Attendance at the Ringling quarters on the show's first Sunday back was 3,800. The second Sunday brought 1,600. Weekdays bring about 250. Prices are \$1 and 50 cents. Sullivan's Hall of Fame is getting about 500 persons daily at \$1.25 during the off season.

The Bernardinos played the Heart of Illinois Fair, Peoria. . . . Drysdale Brannon, Marion, Ind., newspaperman and friend of show people, is at Robert Long Hospital, Indianapolis, for up to six weeks and would enjoy mail. . . . Wild animal trainer Pat Anthony worked Willow Grove Park in Pennsylvania recently. James M. Cole and Bob Atterbury's wire act also played there. . . . At Clementon Lake Park, New Jersey, acts have included Anthony, Willie Lamberti, Flying Lamars and Alcidos, with appearances by Aerial Ortos and Marcelli and Janice still to come.

CFA's had a picnic recently honoring Dr. William Mann, of the National Zoo, Washington. He is staying with the zoo thru October. . . . Raymond J. Ronquist, Crystal Falls, Mich., caught Ring, Hagen and Cole circuses. . . . Don Marcks visited Polack Western at Vallejo, Calif.

Jim Hoye, of West Hartford, Conn., visited Walter Hohenadel, Herm and Mary Linden and the Atwell Club while visiting in Illinois. . . . Clown Carl Marx is with the Barnes-Carruthers grandstand show, which opened in Ionia, Mich., and he'll make Orrin Davenport dates later.

Louis Grebs is the air-calliope player with the band on Al G. Kelly & Miller Bros.' Circus. His name was accidentally omitted from the roster published a week ago. . . . Mel Young is artist for Dick Scatterday on the Kelly-Miller show. Scatterday's son, John, and his family were visitors.

Red Sonnenberg was in Chicago this week on his way to Michigan, where he and his wife will vacation. Also passing thru Chicago were Mike Healy, Joe Troisi and Darby Hicks, chameleon merchants, en route to the Illinois State Fair.

Dusty Rhodes, now of Oshkosh, Wis., and formerly with John Robinson Circus, visited Little Bob Stevens and Bob Couls on Hagen Bros., and Franco Richards and the DeRiskie Family on Ring Bros. . . . L. C. Langhart and Ben Supowit will handle billing for the Kentucky State Fair. . . . Karl L. King, former circus bandmaster, led an all-circus program of the Fort Dodge (Ia.) Municipal Band as a salute to circus business.

Eddie Arvid has left Hunt Bros., where he was doing his aerial act, and is in Eatontown, N. J. . . . Alan Davidson reports Dr. J. Y. Henderson was able to save Evy Karoly's rosinback horse, altho it was injured in the train accident two days prior to closing of the Ringling show.

Kitty Kelly Ronstrom writes from Polack Eastern that Wallace Love, formerly of Ringling, visited. Henry Kyes, Gene Randow, Leo

(Continued on page 91)

Leonard Tabs Better Crowds

DOWNERS GROVE, Ill. — Leonard Bros.' Circus drew a straw house in this Chicago suburb Thursday (9). This highlighted somewhat improved business for the show.

At Harvey, Ill. (4), they had half and three-quarter houses. Oak Forest, also a suburb, came up with two half houses. Alsip gave a three-quarter night. Mattison was canceled and a lot between Lockport and Fairmount was substituted, for a pair of one-quarter houses. Then came a half house in the afternoon and the straw at night in Downers Grove, with Little League auspices.

Show laid off on Friday (10) and was set to play Aurora on Saturday (11). To follow was a swing thru Central Illinois, including Forest (15); Heyworth (16) and Macon (17).

At Aurora the paper was shipped to a church which was reported to be the auspices. However, the church denied any connection and also declined to allow the paper to be delivered or used because it included mention of the church.

Ind. Drags Feet For Kelly-Miller

HOWELL, Mich. — Business dipped for the Al G. Kelly & Miller Bros.' Circus this week. While some spots were good, others, particularly those in Indiana, were below the level turned out by other territory this season. The show has been enjoying a highly successful season.

Paulding, O., on Sunday (5) had a near-full house for the matinee-only schedule. Auburn, Ind., on Monday (6) had three-quarter and near-full houses. An earlier string of four Indiana towns has been off.

At Howell, Thursday (9) the afternoon was fair. At 7:30 p.m. only a few were in the big top. But by 8 p.m. the seats were packed with a full house. The day before, Durand, Mich., also was good. D. R. Miller, Frank Ellis and Ray Middleton flew to Chicago to see the All-Star football game Friday (11).

Vazquez Show In Mexico's Small Villages

ANAHUAC, Mexico—Vazquez Bros.' Circus played here two days recently and won good business from cotton farmers. Show moves on three trucks, three trailers and two cars. Big top is a used one, but the dressing top is new. Show carries four carnival rides.

Show management has said there are plans for expansion and for replacing present equipment.

Acts include Aida, balancing trapeze; Aurora, rope balance; Zamudio, wire; Yolanda, hand balancing; Mister Ling Troupe, acrobatic; Senor Raul, acrobatic; Chetigs, contortionists; Senor Vazquez Trained Animals; the Fuentes, perch; clowns and others.

Circus plays hard-to-reach small villages that some larger shows cannot make. Tickets are 32 cents down to 8 cents, and show is making money.

YEAR ROUND VETERAN DEAL
Nassau-Suffolk Counties, N. Y.; Bergen & Passaic Counties, N. J. Cards screened and ready. High commission.
SEABOARD ENTERPRISES, INC.
119 West Columbia St.
Hempstead, L. I., N. Y. IV 1-9377

THE ORIGINAL
"WISWELL'S FUNNY FORD"
WILL CONTINUE AS PER ERNIE'S WISHES!
Now Playing TOM PACKS EASTERN and HAMID-MORTON Fall Dates. Under the Personal Management and Direction of Frieda Wiswell
Perm. Address: Box 833, Erie, Pa.
HEARTFELT THANKS TO OUR MANY FRIENDS FOR THOUGHTFUL LETTERS, WIRES AND FLORAL OFFERINGS.

TERRELL'S AGENCY, INC.
P. O. BOX 1044, NASHVILLE, TENN.
Wants Phonemen—year-round work—starting Sept. 1, Nashville, etc. Also 4 Personal Contact Men with cars, one call, small towns.
Three new publications: (1) RED MENACE DIGEST. (2) ALLIED CHURCH REPORTER. (3) TENNESSEE POLICE NEWS & REPORTER.
WE ALSO OPERATE THE RED MENACE SHOW AND OTHER PROMOTIONAL PROJECTS.
NOTICE TO THE PROMOTION FIELD
For over 30 years we have operated a promotional outfit in America by the name of Terrell. We positively refuse to assume any contractual obligations or monetary responsibilities unless signed personally by either H. A. "Tom" Terrell or Mrs. Janette Terrell.

WANTED PLAYER FOR STEAM CALLIOPE
For immediate placement. Wire salary expected.
C. C. GROSCURTH, Blue Grass Shows
La Porte, Indiana, this week, then Greenup, Illinois.

PHONEMEN
Mills Bros.' Circus Date, pay every day.
No collect calls or wires.
GEORGE LAWRENCE
Hotel Oliver, South Bend, Ind.

Promotional Manager WANTED
Only top man considered. Must be capable of handling the best in auspices. If at liberty would like to hear from Herbert Knight, Dick Fremont, Ralph Brodwin. Also want several Phonemen. Joe Sullivan would like to hear from Banner Salesman. All others address:
CLYDE BEATTY CIRCUS
Deming, New Mexico

WANTED FOR TEX CARSON CIRCUS
"AMERICA'S FASTEST GROWING CIRCUS"
Midway Diner or Sit-Down Grab—no Cookhouse on this show. Will take privilege in workingmen's meal tickets. Wonderful opportunity for capable operator. Can place Bannerman, Joe Sullivan, contact. Need Ticket Sellers.
All Wire or Phone as Per Route.

CRISTIANI BROS.' CIRCUS
★ WANTS ★
Experienced Circus Bookkeeper, Stenographer and Timekeeper. Also Boss Canvasman. Must be sober. Good salary, meals and lodging. Wire
LUCIO CRISTIANI
As per route

6 PHONEMEN UPC
Banners, Shrine Circus. No collects. If you drink, don't answer. Call Alcazar Shrine Circus Office,
G. WADKINS
Montgomery, Alabama.

4 PHONEMEN
Underprivileged Children's Day promotion starting August 1. Block tickets and programs. This is sure deal. 20% commission daily and 5% weekly bonus. Only want good, clean-selling, sober men. Contact
LOU SHARP
Phone 4-9866 Knoxville, Tenn.

TELEPHONE SALESMEN
IDAHO—WASHINGTON—NEVADA
Collect pay daily. No drunks.
Stanley Edwards
Phone: HU 71186 Spokane, Washington

PHONEMEN
New Deal, cards and cut-offs made. Transportation paid after 500 collected. Cards issued as they come.
KEITH DUBOIS
Omaha, Nebraska, Phone Atlantic 2216
Bill Stover and Art Webb, call.

WANTED FOR KELLER, VIRGINIA, FAIR
Aug. 28 and 29 or Aug. 30 to 31. For Grandstand Show, afternoon and nights. Rodeo, Hillbilly Show or small Circus.
Write WM. C. (BILL) MURRAY
VIRGINIA GREATER SHOWS
As per route.

4 JAYCEE DEALS
Ready. UPC's, Banners. Pay daily. Walter Allen, Ted Race, Al Parker, Bill Osborne, Doc Leroy, contact or come in; others wire or write: AGENT, CLYDE BEATTY CIRCUS, Buccaneer Hotel, Galveston.

TELEPHONE SALESMEN
SHERIFF'S DEAL, JUST STARTING CALL:
DON MILLER
Vernon 2-2061 St. Louis, Mo.

2 PHONEMEN
BANNERS AND TICKETS JAYCEE SPONSORED
CLYDE BEATTY CIRCUS
(John Buckley, Gardner, Bill Stoner, call me after twelve noon.)
MR. GILIAN
Phone: Jackson 6-9641
Las Cruces, N. M.

DAN CASWELL
Phone collect or write
DAVID ROBERTS
Independent Art Gallery
4236 Prospect Ave., Kansas City 30, Mo.
We buy paintings, originals only!

WANTED
Banner Man to sell Elephant Advertising.
Buck Reager, Hoppy Chapman, Vera Hines, answer. Or capable Stand Men, including African Dip. Also General Agent.
Route: Aug. 15, Jamestown, Ky. 16, Williamsburg, Ky. 17, Huntsville, Tenn. 18, Whitley City, Ky.
MERCHANTS FREE CIRCUS
B. C. DAVENPORT

2 or 3 Phonemen
U.P.C.'s and Banners. No lay-offs—full season's work. Bill Mason and Lee Tanquay, answer. Day phone: Atlas 4-0917; night phone: Atlas 8-6651.
BILL OSBORNE
No collects, please.

PRINTING FOR PHONE PROMOTIONS
Spec. prtd. Tickets, any wording, numbered, \$3.50 per 1,000; fast service. Prog. Books, 8 1/2 x 11, \$10.00 page; 8 1/2 x 5 1/2, \$7.00 (1,000 copies), 50% dp. or send all and save C.O.D. **BILL GRIFFITH**, Progress Show Print, 1306 N. Appleton, Appleton, Wis.
Days, RE 3-0468—Nites, RE 4-7627
Vera. Get in touch; good deal.

WANT PARTNER
For power-packed patriotic promotion. Film, Radio, TV, Newspaper. Ready to go. Right man will have long and successful background in highest class organization—sponsored Deals. He will be financially responsible and able to hire and manage Phonemen, and arrange details in local areas. Write in confidence to **HAL CARRINGTON**, 69 Merrick Way, Coral Gables, Florida.

Wanted Immediately CIRCUS TRUMPET
Wire
BANDMASTER
Al G. Kelly and Miller Bros.' Circus
Ypsilanti, Mich., Aug. 14; Perryburg, 18.

NAMES, ADS HYPO LURE

Barnes-Carruthers No. 1 Revue Unveiled at Ionia, Mich., Fair

By HERB DOTTEN

IONIA, Mich. — The 1956 Barnes-Carruthers revue, unveiled at the Ionia Fair, is a superb show.

Equally important, the revue was given greater business than the '55 edition.

However, all of the credit for the increased patronage is not due to the revue.

Troubled because of the dip in receipts last year, Allan Williams, Ionia fair president, on his own booked in the Mariners to supplement the revue and give the night grandstand offering the value of added name power.

Moreover, here the Barnes-Carruthers revue embraced the Harmonicats, an act, of course, also in the name category. But the Harmonicats will not be with the revue over its full route.

Williams, in his efforts to halt the sagging grosses, did not stop with supplementing the revue with the Mariners. He pulled out a lot of stops not previously used to the same degree in the advance advertising and publicity.

Stress Names

For instance, he shifted emphasis to the headliners—the Mariners and the Harmonicats—from the "State Fair Revue." And he gave this emphasis a professional, effective touch.

Further, Williams upped the fair's advertising budget and concentrated his guns on the night show.

He also opened up the entrance to the grandstand. This he did by shifting the midway and moving some concessions which previously cluttered up the entrance. And he dolled up the ticket windows and the adjacent part of the grandstand.

Large banners tacked on the rear of the grandstand proclaimed the names of the featured headliners in king-sized type. Cut-outs were added to dress up the ticket-selling area, and these, together with many pictures of the headliners, acts and of the revue, added up to a far more effective pitch for patronage.

Sam J. Levy Sr., who heads the Barnes-Carruthers operation, also made some striking changes in presenting the revue itself. The orchestra, directed by Izzy Cervone,

Valparaiso, Ind., Gets Weather, Good Turnouts

VALPARAISO, Ind. — Given good weather during the week, the Porter County Fair, which closed its six-day run Saturday (11), drew sizable crowds.

The grandstand attractions, which featured wrestling on Monday evening and an Earl Newberry thrill show the next night, both played to fair turnouts. Other attractions included the Johnny Rivers Rodeo two evenings, a WLS show on Friday evening and horse pulling on Saturday night.

Thursday (9) was Kids' Day and the James H. Drew Shows chalked up good ride and show grosses. In fact, the Drew midway ran consistently ahead of '55 during the run.

Thursday evening the fair held a candidate night with State, county and district hopefuls of both parties as the featured attraction.

was spotted on stage, rather than in the pit.

In its scenic pieces, the revue departs, too. The pieces are modernistic in design, devoid of flitter-glitter and are pleasing and restful to the eye. Together, the pieces provide a fitting background for the four colorful production numbers.

The costumes are striking and certain to delight fair audiences. In the first number, currently titled Rock 'n' Roll, the line—some 20 girls and 4 boys—are arrayed in scarlet packets, tight-fitting black-and-white striped pants and green derby hats. In the second, a take-off on TV, the costumes—abbreviated ones—are of checks, yellow and brown. In the third, "Fantasy in Spring," the costumes are beautiful, flounced skirts in layers of white, topped by plumed hats, and the finale, as befits its title "Toyland," brings on the chorus in brilliantly colored soldier uniforms.

The Rock 'n' Roll number is highlighted by McKay and Charles, outstanding eccentric dancers, who garner much applause and no little laughter.

The TV number actually is a build-up for Nip Nelson, the versatile young man who wows them with his impersonations of TV and

radio headliners and his mimicking of video and radio fare.

Violinists Score

"Fantasy of Strings" features the excellent dancing, in this instance adagio dancing, of McKay and Charles and highlights Ving Merlin and his Violin Beauties, three eye-filling platinum blondes who register solidly.

The Toyland number highlights marching steps and maneuvers of the strikingly and brightly arrayed soldiers and is featured by unusual lighting effects climaxed when each of the drums carried by the 24-member line and four guard houses on stage light up. The novelty and beauty of this climax fired solid applause here.

Besides the Mariners and the Harmonicats in their respective vocal and harmonica selections—all of which scored heavily here—other acts are topnotchers. In order of their appearance here, they were Sciplini's chimps; the Great Galasso, one-fingered balancing act; the Wazzan Troupe, fast-moving nine-member tumbling and pyramid building act, and the Aerial Brunos, a thrilling sway-pole act that finishes with a sensational break-away.

Dorothy Hild produced and directed the show. Al Burns is company manager.

Middletown Rolls to First 100,000 Year

MIDDLETOWN, N. Y. — Chances were excellent this week for the Orange County Fair to hit the 100,000 paid attendance class for the first time, Manager Ken Germain stated Friday (10).

Thru that time virtually every condition was perfect for the annual, which wound up dimly last season when skirted by a hurricane which washed out the closing weekend. Fair runs two Saturdays and two Sundays and got started Saturday (4).

Sharing in the favorable weather and big gate was the I. T. Shows' midway and independent fun units, plus two paid attractions offered before the grandstand. These were the Ward Beam thrill show, which played to a full house, and the GAC-Hamid package, TV Discoveries, on Wednesday (8) night, which offered two performances to good turnouts.

'Hayride' a Success

Sharing the grandstand burden is the Midwestern Hayride unit which was offered free, two shows daily, Monday thru Friday. Sizable grandstand crowds have been a

2 Fairs Set NASCAR Races

DAYTONA BEACH, Fla. — National Association of Stock Car Races (NASCAR) headquarters here has announced the sanctioning of auto racing at two more fairs.

The Huntington, Pa., Fair will have midget racing for Friday night, August 17. Charlie Combs will promote a sportsman and hobby class stock car race program at the Rutherfordton, N. C., Fair on Saturday, September 15.

rarity at Middletown, and Germain attributed the boost in that department, plus the general upswing in attendance, to the increased caliber of live entertainment and free attractions offered this year.

In addition to the Midwestern Hayride, patrons are also enjoying the following free commercial attractions: The Budweiser Clydesdale Horses, Bond Bread aerial spotlight, Ballantine beer Three-Ring Girls in their sports cars, and Pepsi-Cola's Thunderbird Jr. and Korvette give-aways.

All Segments Top '55 At Great Falls, Mont.

GREAT FALLS, Mont. — Cut back from an experimental nine-day run in '55 to its usual six-day run, the North Montana State Fair romped away to excellent business in all segments of the operation thru Friday (10), its fifth day.

Indicative, the Siebrand Shows on the midway appeared headed to do as much and probably slightly more business in the six days than it did in nine last year. On a day-by-day basis, rides and shows turned in 22 per cent higher grosses for the first four days of the run than it did on the same days last year.

The return to six-day operation also brought a return to the traditional attraction. A Barnes-Carruthers revue, in after a lapse of a year, did excellent business the first four nights of its five-night show.

The rodeo, which last year was the night attraction, was presented as a co-feature with the running horse races, and both attendance and betting on the races were up

IT'S ASTRONOMICAL NOW AT KENTUCKY STATE FAIR

LOUISVILLE—Up to now, L. (Doc) Cassidy, press agent for the Kentucky State Fair, has been talking in terms of "colossal." Now Doc's word is "astronomical." The reason is that the opening of the new multi-million-dollar fair plant here September 7 will be tied in with the planet Mars. As Doc tells it, a ray of light from Mars will turn on the lights at the new plant.

The planet, he says, will be closer to the earth that night than it has for many years. It will be another generation before it will be as close again, Doc adds.

The business of using a ray, traveling at a speed of some 186,300 miles per second, to light the plant will be directed by Dr. Charles Strull, education director for the Louisville Astronomical Society and regional director for the observation of fireballs in Kentucky. The electronic hook-up will be engineered by Martin Sweets, Louisville electronic expert.

The opening-day attractions at the fair will also tie in with what Doc describes as the "Mars gimmick." "Ice-Capades International" will have a skater, dressed in an electric suit, whiz onto darkened ice and have the lights turned on by the rays, Doc says.

REGINA HITS TOP WITH 228,114 GATE

Beats 200,000 Mark for Second Year; Pari-Mutuels Set New \$840,278 Record

REGINA, Sask.—The 1956 Regina Provincial Exhibition, which wound up its six-day run Saturday (4), turned out to be the greatest ever.

A new attendance record was established, the pari-mutuels recorded new highs for the week, for a day and for a single race, and the betting and attendance figures were up every day.

Last year, with a gate of 203,340, the fair topped the 200,000 mark for the first time. This year the attendance was 228,114, a healthy increase of 24,774.

Turnout for the final day was 43,617, which was 5,281 ahead of last year's 38,336.

Biggest day in the fair's history was Wednesday (1) with 44,078 as against last year's 36,672. The second biggest day of the week was Saturday. On the whole, the weather for the six days was good, with some rain Tuesday and a threat of rain Thursday.

Wagering Soars

A new high betting mark was set, with \$840,278 going thru the

wickets for an increase of 13 per cent, or \$97,916 over last year. Daily average betting was about \$140,000. The pari-mutuel Saturday was the greatest the fair has ever had, totaling \$220,472, an increase of \$27,382 over Saturday of last year, which at that time was a record. A record for a single race, \$28,600, was also established.

Wednesday was the second best day for the pari-mutuels with a total of \$184,033, up \$16,701.

The races and Ernie Young's grandstand revue attracted 78,648 customers during the week, which was 4,606 below last year's 83,254. The grandstand was down on four days.

Saturday was the second biggest day for the grandstand with a total of 14,819, a drop of 157 from the same day in 1955. Largest grandstand attendance was on Monday, when 18,387 were on hand, including 11,200 children at a free morning show. Monday's total last year was 17,801. Another big day at the grandstand this year was Wednesday.

Business on the Royal American Shows midway was on a par with last year, with Monday reported to be the biggest opener yet.

Warm Weather Aids

Thursday's warm weather attracted 38,752 to the grounds, an increase of 5,017. The grandstand, at 11,750, was down 2,006, and pari-mutuel play, at \$113,608, was up \$5,589. Livestock judging was completed, the livestock was paraded before the grandstand at night and winners of farm boys' and girls' camp competitions were introduced.

The sky was overcast Friday morning but no rain fell to mar the annual Travelers' Day parade, which drew thousands to the downtown area in the morning. Gate for the day was 42,266, an increase of 1,708, and the grandstand, at 14,457, was down 436. Betting totaled \$148,848, an increase of \$33,446.

A brief rainfall near 8 p.m. Friday made some parts of the grounds messy but did not hamper fair activities.

Saturday's weather was ideal and every section of the fair was busy until closing time. Giveaways Saturday night included a Dream Home in a Shriners' draw and two cars in a Kinsmen club draw. The Kinsmen also had nightly giveaways.

San Mateo, Calif., Tops '55 Gate First Six Days

SAN MATEO, Calif.—The San Mateo County Fair and Floral Fiesta, which opened strong and has held its pace, seemed sure of beating '55 at both gate and grandstand. On Wednesday (8), sixth

Chippewa Falls Overcomes Rain; Gate Is Up 5%

Olson Shows Chalk Up Record; Night Grandstand Down

CHIPPEWA FALLS, Wis.—The Northern Wisconsin District Fair, which Sunday (5) closed its six-day run, overcame two days of bad weather to finish with a 5 per cent higher gate than last year and a new all-time record gross on the midway. The Olson Shows again provided the midway attractions.

Huge throngs poured out Saturday and Sunday (4-5) to offset the losses sustained Thursday (2), when rain washed out the afternoon harness horse races and the night grandstand revue, and Friday (3) when an early-morning rain, followed by threatening skies, first forced the postponement of the matinee horse races, then pruned back the turnout for the night grandstand revue.

The Trans-World Darcdevils, featuring the Cytrix troupe, four English motorcyclists, accounted for excellent grandstand crowds in their matinee shows the closing two days of the fair. The night grandstand revue, booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, did not fare well. Rain canceled one performance, bad weather drastically cut the turnout on another night and on the other nights, when the weather was good, patronage was down from last year.

Tenn. State Inks High Act

NASHVILLE — The Tennessee State Fair will feature the helicopter trapeze act of Larry Ruhl and Sandy Winters the first three days of the September 17-22 run, County Judge Beverly Briley announced last week.

The act, which will perform in front of the grandstand was booked thru J. T. (Jimmy) Hetzer, Huntington, W. Va.

Fair Dates

Copyright 1956
The Billboard Pub. Co.
The complete list of Fair Dates was published in the issue dated June 30. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

Florida

Blountstown—Calhoun Co. Agri. & Livestock Expo. Oct. 15-20. Thomas B. Jones.
Brooksville—Hernando Co. Fair. Nov. 14-17. Harry Brinkley.
Callahan—Northeast Fla. Fair. Oct. 16-19. H. O. Stratton.
Fannin Springs—Suwannee River Youth Fair. Oct. 5-6. L. C. Cobb, Trenton.
Inverness—Citrus Co. Fair. Oct. 22-27. A. L. Crosby Jr.
Marianna—Jackson Co. Fair & Livestock Expo. Oct. 8-13. W. W. Glenn.
Panama City—Bay Co. Fair. Oct. 29-Nov. 3. D. C. Suggs.
Quincy—Gadsden Co. Tobacco Festival & Fair. Oct. 18-20. Fred Brinkman.
Starke—Bradford Co. Fair. Oct. 22-27. A. L. Crosby Jr.
Webster—Sumter Breeder Show & County Fair. Nov. 7-10. T. Noble Brown.

Tennessee

Jamestown—Fentress Co. Fair Assn. Sept. 6-8. P. G. Crooks.

of the nine-day run, it was ahead of last year's gate with 59,083, an increase of 2,851, and William M. Wilson, secretary-manager, expected each of the remaining three days to add proportionately to the overage of patrons.

The fair used the theme of "San Mateo County, 1856-1956," with the presentation of the "Cavalcade of San Mateo County History" Tuesday night (7). The pageant was produced by Earle Caldwell and included Bob Day, KGO-TV, as narrator. Bud Moore, the Fiesta's special events director, was musical director. Scoring for the show was by Emil Breitenfeld.

Wilson used the one-pay gate to the fairgrounds and entertainment with the charge being 85 cents for adults and 25 cents for children, except on Kids' Day.

Continuous Shows

Continuous entertainment was offered in various parts of the fairgrounds. The Fiesta Western-Aires, strolling musical group, made regular appearances in the various buildings. Four clowns, Count Popo de Bathe, Larry (Bozo the Clown) Valli, Boo Boo, and stilt-walking Harold DeGarro were on hand each day.

The free stagershow, booked and produced by Isabelle Whall, of Fun Unlimited, San Francisco, for the first four days presented the Four King Sisters with Johnny Matson, musical comedian, and the Mason-Kahn Dancers. Opening Wednesday night (8) were the Sportsmen, singing group; Ked Card, comedy banjoist, and Bud Moore and his orchestra. In "The Little Tent," Miss Whall offered Klinker the Clown, and Lasellis Puppets for the first three days; Homer Snow and his seals, three days starting Monday (6). John A. Strongs Circus was scheduled for two days, Thursday and Friday (9-10), and Wayne Roland, ventriloquist, on Saturday (11), the closing day.

While no figures were available on the afternoon grandstand attendance and pari-mutuel betting for the horse-racing meet, a representative said that it exceeded last year's.

Crafts Exposition Shows, managed by Roger Warren, were featured on the midway.

DU QUOIN, ILL., GETS CLASSIC FOR TWO YEARS

GOSHEN, N. Y.—The Du Quoin (Ill.) State Fair Wednesday (7) was awarded the Hambletonian, trotting classic stake race, for two years by the Hambletonian Society here. The Du Quoin fair, which is operated by Don and Eugene Hayes, prominent in harness racing, will have the race for two years, probably 1958 and 1959. Vote of the society was unanimous.

Up Seat Total For Stadium At Orangeburg

ORANGEBURG, S. C.—Secretary W. A. Schiffler reports completion of additions to the permanent steel stands in both ends of the football stadium on the fair grounds, which will increase the seating capacity to approximately 8,500. General renovations and repairs have been going forward for some time so as to have the grounds in shape for fair week, October 15, one week ahead of the State Fair.

L. S. Wolfe handles publicity for the fair association, which is very football-minded. The field is kept carefully groomed for the annual classic in which Citadel College meets Wofford to provide one of the high points of the fair. Stadium is also the home grounds for the local high school games.

Waco, Tex., Inks Names

WACO, Tex.—The Heart O' Texas Fair will feature two name attractions at its rodeo this year, Eddie Dean and Preston Foster.

Dean, Western motion picture, radio and television actor, is also known for his recordings. Foster, a veteran Hollywood actor, is currently in a TV film series.

BALLYHOO PLUS BY LIONS

New Sponsors Loose Flood Of Petersburg Publicity

PETERSBURG, Va. — If fair weather shows up on fair week, committee members here don't see how they can miss surpassing anything ever experienced in these parts. The Lions Club, first-time sponsors, have a Southside Virginia Fair committee of nine men, seven of whom are associated with local newspapers, radio and TV outlets.

Plans this year are ambitious and clever on the publicity side, with the October 1-6 dates being circulated far and wide.

For example: The fair is using 30 boards of 24-sheet size, and will place cards on 78 trucks belonging to local businessmen. Space will also be used outside buses in Petersburg, Hopewell and Colonial Heights, beginning two weeks prior to the fair. A total of 3,300 sheets of paper, fiber banners and window cards is being distributed.

Novel Table Card

A novel, barn-shaped table card is being placed on tables in every restaurant within a 40-mile area, Manager Ralph Lockett notes.

Lockett was interviewed Saturday (4) by Loren Hiddleston on WXEX-TV for 15 minutes, during

which pictures were shown of last year's fairgrounds fire, this year's grandstand attractions, and the fair's new entrance gate. Two more WXEX-TV shows are scheduled prior to the opening, and there will be a remote camera on the grounds during the event. Hiddleston, station's farm director, is co-operating fully.

Radio announcements being framed will use "Come to the Fair" music from "Cinerama Holiday" worked into the commercial.

Members of the directors' board constitute a "speakers' bureau" which is offering short talks and distributing premium books at service club meetings and civic luncheons in the area.

Grandstand show will be plugged thru a tie-in with Safeway food stores for three weeks prior to the fair, and, in addition, a four-color mailing piece slanted toward grandstand acts is going out with bills and correspondence of the Lions Club and local telephone, electric and water companies.

While the sponsors realize nothing can be a sure thing, they are certain that if this year's event suffers at all, it won't be for lack of publicity or advertising.

OTTAWA GIVING AWAY \$25,000 HOME PRIZE

OTTAWA—Tremendous interest has been shown in the drawing award of a completely furnished, \$25,000 home at the Central Canada Exhibition. Being attempted for the first time here, and certainly far from a common enterprise for fairs, the scheme has met with instant public approval.

In addition to undertaking the huge giveaway—which will supplement the annual award of seven automobiles during the event—the directors have voted to honor the CCE's veteran official, H. H. McElroy, by naming a new, modern-style building after him.

A cost of some \$400,000 has been determined for the building, which will be 200 feet square and be located immediately east of the grandstand building.

"The 'H. H. McElroy Agricul-

tural and Industrial Exhibit Building" will look after the expanded requirements of the agricultural department, handicrafts, hobby show, women's institute, and other related exhibits. Construction will begin immediately after this year's August 18-25 exhibition, with the cost to be contributed in equal \$100,000 shares by the Federal Department of Agriculture, the Ontario Government, the Corporation of the City of Ottawa, and the CCE.

The new home giveaway tickets are selling for \$1. Called the "Exhibition Dream Home," it is a smartly designed bungalow located at the main entrance to the Lansdowne Park grounds. At the conclusion of the grandstand show the last night of the exhibition, the drawing will be held and the home, together with its contents, awarded.

Bill Horstman To Press Agent B-C Top Revue

IONIA, Mich.—Bill Horstman will handle press for the Barnes-Carruthers No. 1 revue, moving in advance of the show over its route of major fairs in the Midwest and South.

The Chicagoan, long identified with Arthur Wirth and the latter's ice shows operations, arrived here during the Ionia Free Fair to gather material on the Barnes-Carruthers unit, which preemed here.

Horstman is no newcomer to the outdoor field. For the past several seasons he operated a circus unit which played at fairs and also stilledated on fairgrounds. He continues as producer of the Shrine indoor circus at Cincinnati.

In his association with Wirtz, Horstman directed much of the promotional work on the ice shows, including the block sale of tickets.

The engagement of a press agent to work ahead of its revue marks a change in Barnes-Carruthers policy. Heretofore, the fairs handled all of the on-the-spot promotional work. The shift in policy stemmed from demands by some fairs because of declining grosses of recent years from their grandstand revues.

LEWISBURG, W. Va. — Most recent attraction set for the West Virginia State Fair is the 661st Air Force Band, Ross H. Tucker, fair president, announced.

The organization will be flown here from Dayton, O., for the final day of the fair, August 25.

THE THREE MILOS
America's Outstanding Aerial Act. Available for Fairs, Circuses, Parks, Celebrations, Carnivals.
Southern & Midwest Committees, contact:
CHARLES ZEMATER AGENCY
32 W. Randolph St. Chicago, Ill.
New England Committees, contact
AL MARTIN AGENCY
Bradford Hotel Boston, Mass.
THE MILODEES
Unique hand balancing by the Heavyweights also available with above act.

WANTED
SEPT. 11 TO 15
For 11th Annual Kiwanis Fair
Age and Scales, other Games, Rides and Concessions that don't conflict. Flat or P.C. basis. 35,000 attendance last year. Legitimate games and people only.
SWATARA PARK
MAIN 4-5141 MIDDLETOWN, PA.

For Your Fair...Park...Celebration Book
THE MALKO TROUPE
Flying Trapeze Artists
MIKE MALKO P. O. Box 332
Bloomington, Ill.

DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co.
R. R. 26 Jacksonville, Ill.
Phone R-4913 or 1351

West Alexander Fair
SEPTEMBER 12-15
Independent Midway. Contact
JOHN McMURRAY
Privilege Man
West Alexander, Penna.

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24)

928

Name

Address

City..... Zone.... State.....

Occupation

Added Kids' Day Boosts RAS Biz At Fort Williams

Ride, Show Receipts Climb 20% First Four Days; Sedlmayr Honored

FORT WILLIAMS, Ont.—An added kids' day at the Canadian Lakehead Exhibition here played a big part in upping the Royal American Shows' midway gross over last year.

The six-day event, which opened Monday (6), enjoyed two bumper kids' days, with Tuesday, the usual day for the youngsters, returning a sharply higher gross than last year and Thursday, the added kids' day, also yielding a substantially higher gross than the same day last year.

At the end of the first four days the Royal's ride and show receipts were up about 20 per cent over that for the same period of '55, and indications were that the show would hold to that pace thru the finish. The only bad weather during the first four days was encountered Wednesday, when rain fell during the afternoon. The skies cleared at night and the midway was given good business.

Watercade, featuring Lottie Mayer, topped the shows. Leon Claxton's Harlem in Havana was the second highest grosser, with

Dick Best's Side Show third.

The show train made a fast run on the trying move in here from Regina. It railed out of Regina early Sunday morning (5) and arrived here in time for all equipment to be up and ready to go late Monday afternoon.

(Continued on page 86)

Cetlin & Wilson Tops Own Record at Ionia

IONIA, Mich.—The Cetlin & Wilson Shows opened their fair season auspiciously here at the six-day Ionia Free Fair by shattering their previous record gross at the fair set last year.

Gains were reported each day of the fair, which closed Saturday (11). Rides showed the biggest rise in receipts. A revamped midway line-up, with attractions doubled up and with the units backed deeper into the far end of the grounds, was cited as one of the reasons for the upped business. Game concessions, more numerous than last year, benefited by the change.

Silk, Lewis Join Forces

MARTINSBURG, W. Va.—Angelo Longo, general manager of Silk City Shows, and Ted Lewis, owner of the show bearing his name, have combined their equipment for the fair season. Title is now Silk City Combined Shows.

Total line-up on the new organization will include 14 rides, 8 shows, 2 light plants and upward of 50 concessions. Longo announced. Staff lists Longo as general manager; Lewis as manager and secretary-treasurer; Jack J. Perry, general agent; Willie Lewis, concessions manager.

Front end personnel includes Charles Anderson, Abe Bonario, Dorothy Lewis, Pat and Dennis Little, Melvin Martin, Floyd Lewis, Dutch Whitesides, Slim Barry, Mickey Vagell, Sam Swain, George Miller, George Price and Augie Longo.

Sub Date Pans Out Nicely For Vivonas

NEVILLE ISLAND, Pa.—A replacement date here, booked practically overnight, proved surprisingly good for the Amusements of America last week. Ladies' night on Monday (30) drew well and attendance picked up nightly.

The Vivona operation, playing new territory not far from Coraopolis, managed to get out from under the rain for the first week in some time, except for the Saturday (4) matinee, which was washed out. Night business on that day, however, was very good from 6 p.m. until after midnight.

Committee here co-operated fully, and Danny Dell did his best job since becoming legal adjuster.

Floyd Motter joined here with four concessions. Tony Mason re-opens his Stars of Tomorrow revue at the opening fair date, Hunting-ton, Pa., with several new acts.

Coleman Maintains Okay Earnings at Norwich

NORWICH, N. Y.—The high level of earnings attained in recent weeks by the Coleman Bros. Shows was continued thru this week, with a very fine week which has been a-building on the Chenango County Fairgrounds here.

Weather has been excellent with the exception of a light rain on Wednesday (8) which did no harm at all. Attendance and spending have been exceptional, Coleman reported, and midway earnings toward week's end were nearly double what had been expected.

Tuesday, Kiddies' Day, was big, and the high spot for the week was hit on Thursday night, firemen's night. Some 20 companies took part in the festivities, and demand was such that two shows for the Gene Holter racing ostriches were held.

Norwich came r the heels of the fair in Boonville, which went along in so-so fashion until week's end, when a big Friday and Saturday (3-4) enabled the midway to close in good shape.

BEAM BEAMING AS RESULT OF FREE KID DAY

BUTLER, Pa.—Last weekend's Pennsylvania rains made Merle Beam the most popular man in town here during fair week. Routing from West Virginia, his show ran into the worst of the storm and the office truck blew a tire and didn't arrive until 11 p.m. Monday (6). Beam had no tickets as a result, so the Kiddieland was operated free all day Monday. Radio and newspapers gave the event wide coverage, and the publicity drew such crowds that he was really beaming by mid-week.

Strates Tabs Gain At Clearfield Fair

CLEARFIELD, Pa.—With perfect weather prevailing thru Friday (3) and promised thru closing Saturday (4) the James E. Strates Shows grossed increases over those of last year at the Clearfield Fair.

The weather could hardly have been better for fair activity. The days were warm and clear and rain never made its appearance. The nights were a little cool but described as pleasant for the most part.

Interest in the territory is in rides principally, but other units were reported doing very well, particularly Nate Eagle's Hollywood Midgets, and Jack Norman's Broadway to Hollywood Revue.

Good Fair Start

The good start at the season's first fair built the hope that the fall season will be a banner one. Despite considerable adverse weather, the show fared rather well at its early dates and can look to fairs for smooth sailing.

Next week the show heads for a 10-day stand, August 6-15, at Erie, Pa. The in-town stand—within eight blocks of downtown—is reported the first to be held by a similar organization in a number of years.

The lot, a new one, required considerable work under the direction of Allan Travers, general agent. Starr DeBelle, in from a reconnais-

sance trip, reported prospects excellent. The auspices is made up of combined veterans groups. The 18,000 workers at a General Electric plant all will pass the show grounds on their way to and from work, so that there is sure to be ample exposure to the populace.

At Erie the show will tear down on a Wednesday, move on Thursday and be ready for the Saturday opening of the Hamburg (N. Y.) Fair.

New England Money Loser For Playtime

MARSHFIELD, Mass.—Outlook for the carnival business at fairs seems better than in several years, according to Eugene W. Burr, operator of Playtime Amusement Company of Quincy, who has his unit at the 89th Marshfield Fair.

Burr cites a business rise of some 20 per cent. With him are his two sons, John R. and George W.

Despite starting his tour of New England in several inches of snow which was followed by many rainy days, Burr thinks the Yankee land money is flowing more freely this year. He attributed a couple of dull seasons to the lure of television, which he thinks is no longer holding people as it used to even a year ago. He thinks it has leveled off as an entertainment, and families are once more seeking the old-time amusements.

Some of the old-timers with him at this stand are John W. Todd, Ferris Wheel; Gerard Doucette, Octopus; Johnnie Legasse, Chair-plane, and Tony Allano, Merry-Go-Round.

Also here is Mrs. J. W. Todd with her Ezra's Farm. She and her husband, John, have also bought a monkey show which will be added this week. Also here is the West Brothers' side show.

Burr's fair dates include Topsfield; Wilmington, Vt.; Plymouth and Rochester, N. H.; and Cumberland, Monmouth and Freyburg, Me.

Cold Nights Nip WOM Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here. Last year the show turned in a record gross for the event.

On Friday (3) the prospects were that the cold nights would continue thru the finale Saturday (4). As a result there was little hope that the earnings of last year would be equaled.

The show had a big children's day on Tuesday (31), with the rides reported equaling the take of a year ago.

Owner Frank Bergen added strength to the show for this, the first fair. The girl show, Club 18, went into operation here for the first time. The Dixie Gordon unit

had new stage settings costing more than \$4,000.

The lights towers, under construction for several weeks, were painted and fluorescent lighting added. A four-piece Western band was added to the rodeo show.

Bergen reported that a new Twister and a Caterpillar had been purchased. Both rides are being shipped into Ottawa for the fair there.

In view of the weather, Bergen said he was pleased with the results at his first fair. He said all indications pointed to good business thru-out the remainder of the route.

The show had several visitors here, including Mrs. George A. Hamid Sr. and Carlton Larson, manager of Brockton, Mass., Fair

Hoard-Mullis Contract Seven Georgia Dates

INDIAN SPRINGS, Ga.—Hoard & Mullis Amusements will open for their string of fall fair dates on September 10 with the American Legion Festival at Gordon, Ga., in the heart of the chalk-mining territory. Seven more county-sponsored fairs will follow, all in Georgia.

Route will include these week-long fairs: Hart County Fair, Hartwell, September 17; Jackson County Fair, Jefferson, September 24; Butts County Fair, Jackson, October 1; Okmulgee Fair, McRae, October 8; Johnson County

(Continued on page 86)

Gouverneur Opens Strong For Buck; \$1,300 for MSA

GOVERNEUR, N. Y.—O. C. Buck got off to a good start here at the fair on Monday (6), and the following day's business was also satisfactory despite the kiddie matinee being rained out.

Rain fell at 5 p.m., but the storm cleared about 7:30. As a result of wet conditions the grandstand show had to be called off, permitting the midway to get a steady play thru-out the evening. Another kiddie day was set for Friday (10).

In previous weeks only fair business was registered at Newport, Vt., and Ticonderoga, N. Y., with the latter producing good spending but short attendance. The trip over the mountains to Potsdam was made with one mishap, when Bobby Costello's car and new trailer jack-knifed and nearly went over a bank between Saranac Lake and Tupper Lake. Costello was

helped out of trouble by Bill Bel-dock.

Jamboree a Success

A \$1,300 jamboree for the Miami Showmen's Association was put on at Keene, N. H., and another will be held next week at the fair in Elmira. Lunch boxes were auctioned off for as much as \$65 by Owner Buck, and entertainment was provided by Betty Hutton, Danny Dorso, Charley Hutton, Joe Marchanio and Bob McClure. A refreshment bar was provided for the ride boys by Sid Goodwalt, Jim Quinn, Curley Cowart, Bob McClure, Stach Grey and George Gordon. Event was in charge of Gordon, Marchanio, Hutton and Dorso.

Mr. and Mrs. Robert Rawlings have taken over the Motordrome and are doing well, it is reported.

MIDWAY CONFAB

Mr. and Mrs. Al Brown, new owners of Tri-State Shows, recently entertained concession personnel of the show at their Lake Madison, S. D., cottage. Count Hilderbrand was toastmaster and a buffet lunch was served on the patio. Guests included Dollie and Don Miller, Mr. and Mrs. William L. Slout, Billy Craig, Count and Mrs. Hilderbrand, Mr. and Mrs. Nick Fumara, Chief and Mrs. Moran and their daughter, Charles Briggs, Mr. and Mrs. Barney Gage, Robert L. Miller, Mr. and Mrs. G. J. Marshall, Mr. and Mrs. Ray Finley, Charles Pearson, Mary Amacher, Carol Clausen, Leo Hiemendinger, Mr. and Mrs. Ben Gayken and William Gayken.

Recent visitors to the James H. Drew Shows included Jack Kaplan, Mr. and Mrs. R. C. McCarter and Mr. and Mrs. Don Greco. . . Mrs. Alma Lea Murray and daughter, Caroline, recently drove from Bamberg, S. C., to visit E. A. (John) Murray on Denton's Gold Medal Shows. . . Lew (Blinky) Bernstein, Milwaukee liquor distributor, was a daily visitor on Olson Shows during its lake front stand there.

Jackie Lynn is up and around again after being confined to a hospital at Staunton, Va. . . Sahara Rose, of Golden State Shows, visited Sherrie Dean and

Jackie Lynn on Gold Medal at Bristol, Va. Jack Monroe, who has the Side Show on Gold Medal, reports he had the best week of the season at Bristol. Show used its new 120 by 40-foot top there for the first time. . . Mr. and Mrs. Buddy Bernstel recently announced the birth of a daughter, Brenda Sue, July 19 in Lebanon, Pa. Buddy plans to get back on the road now that the big event has occurred.

Major surgery involving amputation of a foot has been undergone by Harry Newfield, who is recuperating in Veterans Hospital, Coral Gables, Fla., where he would like to hear from friends. Newfield says he has hopes of returning to the road next season.

Ben Morrison, Detroit showman, recently left the Motor City in a new Packard to drive to Hot Springs and Los Angeles. He will then fly to Honolulu for two weeks and en route back will visit the California State Fair as well as other California and Nevada spots.

Spencer A. Stine was scheduled to have the novelties at the Vienna (Va.) Firemen's Fair, while H. Snyder was to provide the rides at the August 6-11 event. . . Billy Richards stopped off recently to catch the Page Greater Shows. . . Hayes Brown writes that he was recently a guest of Dollie Joyce at her New Jersey home.

Frenchy, veteran member of Wade Greater Shows, was guest of honor at a recent surprise birthday party. Guests and participants included Mr. and Mrs. Jimmie Zingo, Mr. and Mrs. Sam Burd, Mr. and Mrs. Doug Hanrahan, Mr. and Mrs. Jimmie Smith, Earl Kelly, Silent Brownie, Jack LaRue, Don Gibbs, Mr. and Mrs. Jean Kelly, Bill Sheridan, Mr. and Mrs. Mike O'Connor, Cameron Murray, Mr. and Mrs. Felton Yerxa, Ralph Skaff, Earl Wagner, Mary Bobby Davis, Toppy Everett, Richard Martin, Mr. and Mrs. Ott McGinnis and Nat Dardson.

Col. Lew Alter, whose Side Show is with W. G. Wade, reports his personnel includes DeWise Purdon, handless and No. 1 talker; George Surtes, second talker; Larry A. Martin, general manager; Helen Alter, treasurer and tickets; George Spears Jr., annex; Dolores Surtees, inside lecturer; P. Householder, cowboy songs; Lou and Louise Spears, annex; Mary La-Franck, snakes; LaBell Rose, iron tongue; Jack Rose, tattoo; Bill Mark, tickets; Rammy Samy, magic, and Schlitz, pinhead. Following the Detroit fair the show will head for Eastern and Southern fairs.

Howard Lawrendeau, formerly with Lauther's Side Show, closed recently to join Bentley's back-end unit on 20th Century. . . Jack Kellow, Morris Hannum concessionaire, is driving a new Oldsmobile. . . Mrs. Pancakes Whitey Hewitt visited Cetlin & Wilson at Ionia, Mich. . . Donald Cooper is managing Kellow's long and short-range galleries.

Visitors to the Vivona midway in Neville Island, Pa., included show operator Frank Caravella and Louis and Dave Rosenberg, of Triangle Poster Company. Lola Conklin, managing the Side Show, left briefly for Tacoma, Wash., for the settlement of her father's estate.

Mr. and Mrs. Carl Tyler have taken over the Girl Show operation on the O. C. Buck Shows, and Lana has the Posing Show, Roy Pugh advises. Happy Linguist has arrived from Florida to assist as drummer and stage manager. Jimmy Quinn has acquired a trailer for an office.



KUTZTOWN, PA., FAIR, AUG. 20-25; SOMERSET COUNTY FAIR, MEYERSDALE, PA., AUG. 27-SEPT. 1, AND THEN THE BIG ONE.

CAMBRIA COUNTY FAIR, EBENSBURG, PA., SEPT. 3-8
100,000 PEOPLE ON LABOR DAY, FOLLOWED BY OUR EQUALLY BIG KIDS' DAY ON TUESDAY
ALL FAIRS UNTIL OCTOBER 15.

- RIDES**
- SHOWS**
- CONCESSIONS**
- HELP**

Rock-a-Plane, Roll-a-Plane, Scrambler, Caterpillar.
Side Show Manager with Annex and other Acts and some inside equipment for brand-new office-owned outfit. No time to write, telephone and come on. This is a sure-fire proposition for capable operator. Wildlife, Mechanical, Arcade, Monkey, Snake & Illusion. Age & Weight, Hats, Pitch-Till-U-Win, Jewelry, Photos, Ball Games, Hoop-La and Hanky Panks of all kinds. Will sell exclusive on Bird and Glass Pitches at Ebensburg.
Capable Ride Help who drive semis.

WILL PLACE SET OF RIDES AT MANSFIELD, PA., FAIR, AUG. 27-SEPT. 1. WILL ALSO PLACE THESE RIDES AT EBENSBURG THE FOLLOWING WEEK.

All replies to MORRIS HANNUM, Yorktown Hotel, York, Pa., this week; then Kutztown, Pa., Fairgrounds, person to person, Aug. 20-25.



WANT FOR NORTH DAKOTA STATE FAIR, FARGO, N. DAK., AUG. 19-25, 7 DAYS—7 NIGHTS
FOLLOWED BY FORMAN, N. DAK., FAIR; HUTCHINSON, MINN., FAIR; PORTALES, N. M., FAIR; REEVES COUNTY FAIR, PECOS, TEXAS; THEN THE BIG ONE—EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. MEX.

- CONCESSIONS**
- SHOWS**
- RIDES**

Want Concessions of all kinds, no exclusive. Space limited \$10.00 a foot. Will sell "EX" on Long and Short Range Galleries. Have opening for Penny Arcade.
Can place Shows of all kinds, Fun House, Glass House, Mechanical, Freak, Wildlife, Monkey Drome and Motor Drome.
Will book Scrambler, Sky Fighter and Spitfire.

DEE WYRICK Wants Countermen, Caller and General Help for Bingo.
HEDY JO STAR Wants Talker and Girls for complete new Girl Show Frame-Up.
LISA DEL MAR Wants Freaks to feature in large Side Show.

Wire or phone: H. P. HILL, Mgr., Wadena County Fair, Wadena, Minn., Aug. 14-18

M. D. AMUSEMENT SHOWS

CLEANEST MIDWAY ON EARTH

Want—Concessions & Shows for Adams County Fair, Abbotstown, Pa., Aug. 20-25th

Now Booking for Cumberland County Fair, Bridgeton, N. J., Sept 3d-8th. Have openings for Ten-in-One, Motordrome, Fun House, Wildlife, Monkey Show and two more Girl Shows. Tony Bariss, answer.

We can always use GOOD RIDE MEN.

All Replies
MICHAEL DEMBROSKY
White Haven, Pa., this week or 302 E. Diamond Ave., Hazleton, Pa.

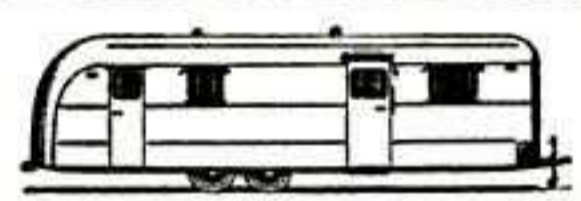
Sunset AMUSEMENT CO.

Great Jones Fair, Monticello, Iowa, 80,000 Attendance, Aug. 21 to 25; North Central Kansas Free Fair, 100,000 Attendance, Aug. 27 to 31; Northwest Missouri State Fair, 90,000 Attendance, Sept. 2 to 4.

- CONCESSIONS** Six Cats, Buckets, Parakeet, Glass, Lamp, China and Bear Pitches. Ball Games and Hanky Panks. Want Photos, Age and Weight, Long and Short Range, Custard or Ice Cream. Can use Cookhouse or Eating places at all three fairs.
- SHOWS** Side Show, Athletic or Independent Shows.
- RIDES** Can place extra Rides at all three fairs.
- HELP** Want Drivers for Caterpillar, Dodgem and Rockplane. Also Second Men on other Rides. All must drive.

DECORAH, IOWA, THIS WEEK; MONTICELLO, IOWA, NEXT.

Your American Red Cross Is Always There After Disaster Strikes



IMMEDIATE DELIVERY
57 Models, legal length for all States. Raymond Sellhorn will be at Palace Hotel, New York City, week of August 12th. Visit our display at the auditorium.
SELLHORN'S
For Showman's housing on the road. Sarasota, Box 1950—Tampa, Fla.—N. Lansing, Mich.
Note: Now is the time to start running ahead on your payments so you will have no winter payment to make.
T. (Slim) Kelley

IRVING (GHOST) ZAITSHIK
Wants for the greatest route of fairs in the East—Good Up and Down Help, Ball Game Workers and Bear Pitch Workers. Contact me
c/o James E. Strates Shows or Webster Motel, Hamburg, N. Y.

HELP WANTED
ICE CREAM WORKERS
IND. STATE FAIR
Experienced, no others need to answer. Five places open. Everything furnished, but if you have an attractive stand it can be used. No investment, per cent good, results every day.
GEO. GOLDING
2915 E. Riverside Dr., Indianapolis, Ind.

WANTED
FREE ACT
August 27 to September 1
High Wire, High Dive, etc.; also Clown Act, 2 Saturday afternoons, Aug. 25 and Sept. 1. Contact
John T. McCormack, Sec.
Newfoundland, N. J.

FOUR FACTORY BUILT RIDES FOR \$3,000
Jeep Car Ride, Aeroplane, Boat Ride (no tank included), Super Sonic. Want to buy Tubs of Fun Ride.
3115 Auburn St., Rockford, Ill.
Ph. 4-5508

CRAFTS 20 BIG SHOWS

Now Booking Shows and Concessions for the Following Fall Fairs:

San Mateo County Fair, Aug. 3-11; San Mateo; Placer County Fair, Aug. 8-12; Roseville; Yola County Fair, Aug. 16-19; Woodland; Merced County Fair, Aug. 22-26; Merced; Amador County Fair, Aug. 24-26; Plymouth; Kings County Fair, Sept. 13-16; Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23, Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California.
Phone: Poplar 50909 or Poplar 50320

WANTED FOR THE FOLLOWING SPOTS:

CONCESSIONS—Jewelry, Cook House, Pop Corn, Novelties, Age and Scales, Arcade, Glass Pitch, Mug Joint, Games of all kinds. SHOWS of all kinds.

Rifman, Ohio—Aug. 20 to 25

Moundsville, W. Va., Fair—Aug. 28 to Sept. 1

Pennsboro, W. Va., Fair—Aug. 28 to Sept. 1

POWELSON AMUSEMENTS

BOX 125, COSHOCTON, OHIO

PHONE 1088-M

JOE SCIORTINO WANTS

COLORED PERFORMERS AND MUSICIANS. Enlarging Show for Fairs. Can place Chorus Girls; must be young and attractive. Can also use Specialty and Novelty Acts. GIRLS for White Girl Show and Posing Show; state experience. Wardrobe furnished and top salaries paid. Transportation furnished after you join. MEN wanted with experience on canvas. Must drive semi. DRINKING NOT TOLERATED ON THESE SHOWS; if you drink, DON'T answer. Answer to

J. Sciortino, c/o Blue Grass Shows, La Porte, Ind., this week; c/o Thomas Joyland Shows, Crown Point, Ind., Aug. 20-25; Detroit follows.

WANTED AT ONCE

Shows of Merit for All Fairs to Follow

Have opening spot for Side Show Operator. We furnish top, banner line and transportation. Will book any legitimate Concession. Especially need Side Show of merit for all fairs, including Puyallup. Contact Douglas Greater Shows, Tillamook, Oregon, and Centralia Fairs to follow, then per route.

DOUGLAS GREATER SHOWS

P.S.: Don Dowis, contact if interested in booking Puyallup.

DEL FLORE AMUSEMENTS

WANT FOR SCIO, OHIO, STREET FAIR, AUG. 23-24-25
DELLROY, OHIO, ON THE STREETS TO FOLLOW

WANT CONCESSIONS

Can Place Candy Floss, Candy Apples, Coke Bottles

Custard, Photos, Jewelry, Lead Gallery, Scales and Age, French Fries, High Striker, Novelties, Hats, Balloon Darts and ALL legitimate Concessions.

Write or Wire AL DEL FLORE

CONNELLSVILLE, PA., THIS WEEK.

REWARD \$250.00 REWARD

FOR INFORMATION LEADING TO AND FINDING OF THE FOLLOWING LISTED EQUIPMENT:

1 #5 Elt Ferris Wheel, Serial #289. Loaded in 1 Kingham Van (closed), 30 ft., single axle. Serial #30874. 1000x20 Tires. Light Plant, Caterpillar Diesel, with one 100 kw Generator and one 30 kw Generator. Loaded on Kentucky Trailer, Serial #54162, Trailer #77. Contact

BOB K. PARKER, OWNER

(Phone: 801J)

DELAVAN, WIS.

P.S.: The above was formerly on Royal Crown Shows.

WANT WANT

Good Fair Promoter who knows the Fair Promotion Business, Advertising, etc. Contests, P.C. Sales, Immediate work. Want Second Man for Skooter, Ferris Wheel Foreman, Second Man for Merry-Go-Round, Dipper and Kiddie Ride Help. Concessions for our ten Fairs and all winter in Florida. Have Custard Truck for sale, ready to go. All answer:

Fun Fair Park, David B. Endy, Mgr.
ALEXANDRIA, VA.

WANT WANT WANT

For the following Fairs: Columbus Junction, Iowa, Aug. 13-16; Greenfield, Iowa, Aug. 17-19; Beatrice, Nebr., Aug. 20-23; Crete, Nebr., Aug. 24-26; Winfield, Kansas, Aug. 28-31. Oklahoma, Arkansas and Louisiana Fairs to follow. We have open midway except Floss, Sno-Cone and Popcorn. Concessions, come on. Contact me at Columbus Junction, Iowa, for location thru fairs. Will pay good Wheel Man \$60.00 week. Must be sober and reliable and can drive. Also Operator for Fun House. Per route:

KENNETH RITCHIE, Mgr., Burkhart Shows

Jim Drew Ahead of '55 Despite Rough Spring

VALPARAISO, Ind. — Despite spring weather that cut into grosses, the James H. Drew Shows were running well ahead of '55 profit-wise. Owner Drew pointed out that the bad weather was concentrated at a couple of still dates which were virtual washouts. The other stands, however, more than made up for this loss of business.

The show, which was here last week for the Porter County Fair, had played three annuals before trucking here, all of which came up with good spending. The Covington, Ind., fair, played for the seventh year, was close to 25 per cent ahead of last year while the Nappanee, Ind., event was sharply

ahead of 1953, when Drew last played the town. The Gibson City, Ill., fair, played by Drew this year for the first time, yielded a good gross, he said. And the rides and shows opened well here Monday (6) with total take showing a shopping increase over the same night last year.

In addition to Gibson City, the organization has added the Terre Haute, Ind., fair. From Terre Haute, it will play a still date in Ashland, Ky., long closed to carnivals, and then head for fairs in Virginia, Tennessee, North Carolina, South Carolina and Georgia. Last scheduled fair is another new one, Bay County Fair, Panama City, Fla., which will wind up the season November 10.

Line-up here included a total of 12 rides, major and kid, a Dark Ride, and six back-end shows. On the back end were an Illusion, Funhouse, Monkey Motordrome, snakes, gal show and Mechanical Village.

New to the line-up was an air calliope recently purchased from the Cozatt Organ Company, Danville, Ill., and mounted on a Chevrolet truck. The unit, which is being played by Bob Kelly, former circus musician, is being used for downtown ballies and concerts and regular concerts on the fairgrounds.

Drew disclosed that he recently purchased an additional six acres adjoining his winter quarters outside of Augusta, Ga., and planned to erect two concrete block buildings on the 12-acre plot this fall.

Staff here, in addition to Drew, included Mrs. Eula Drew, secretary-treasurer; Bill Hunter, assistant manager; Earl Shoemaker, billposter; Mel Akers, mechanic, and Cecil Brittain, electrician.

Tibbs, Keeler Form New Show

SAVANNAH, Ga.—Roy Tibbs and John Keeler, veteran outdoor showmen, have joined forces and will operate as Modernistic Shows, Tibbs announced last week.

The show is scheduled to carry 10 rides, three shows and several office concessions, Tibbs said. He will handle the office and front-end, while Keeler is scheduled to supervise the rides. Show plans to play Georgia and Florida fairs into the winter.

Hoard-Mullis

• Continued from page 84

Fair, Wrightsville, October 15; Bryan County Fair, Pembroke October 22; Liberty County Colored Fair, Hinesville, October 29.

Show expects to benefit from military payrolls at the Bryan County Fair, located five miles from Camp Stewart with its 50,000 military personal. Equally well located is the Liberty County Fair, operating this year on a free gate within a mile of the same base.

Hoard & Mullis is operated by brothers-in-law Dan Hoard, who is grounds superintendent, and Elbert Mullis, in charge of the office. Ten rides and a number of shows will be carried. Many of the concessions will be office-owned, others will be booked.

Ride foreman are: Ferris Wheels, George Treadwell; Merry-Go-Round, Happy Dawley; Spitfire, T. J. (Teeter) Coleman. Danny Hoard and Elbert Mullis Jr., will assist their fathers in the general operation of the show.

During the summer, the partners operate the Hoard & Mullis Amusement Park, located halfway between Atlanta and Macon at Indian Springs, said to be the oldest State Park in America.

Added Kid Day

• Continued from page 84

Credit for the fast move went to Wally Cobb and Ray Milton, trainmaster and assistant trainmaster respectively. A quick tear-down at Regina and a fast set-up here were credited to Tom Adams, chief electrician, and Johnny Brooks, lot superintendent.

The exhibition board honored Carl Sedlmayr Sr., RAS owner, and his wife, Laura, at a dinner Tuesday in the Royal Edward Hotel here in observation of Sedlmayr's 50th year in outdoor show business. During the dinner it was pointed out that Sedlmayr first brought the Royal American Shows to Fort Williams 30 years ago.

W. R. Coslett, exhibition president, presented Sedlmayr with a mounted piece of quartz from the old Silver Islet Mine here. D. A. Clark, the exhibition's vice-president, and Mrs. E. Holliday, its ladies' director, presented Mrs. Sedlmayr with a vase of yellow roses and an anniversary cake.



"She's my wife, used to lay around the trailer all day, so I put her to good use."

—Mike C. Piccolo, 3440 Louisa St., Pittsburgh 13, winner, August 18 issue GAGSTER Cartoon Contest.

PARAKEETS CAGES

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE
Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

WANTED

GIRLS

- Dancers
- Waitresses
- Exotics
- Show Girls
- Novelty
- Musicians

Good pay—Steady work

TOMMY THOMAS

Club Mardi Gras, 92 Duval St.
Key West, Florida
Phone 6-9147 after 9 P.M.

REID'S GOLDEN STAR SHOWS WANTS

For Greene Co. Fair, Aug. 20 to 25; Maynardville, Tenn., Aug. 27 to Sept. 1; Wartsburg, Sept. 3 to 8.

Concessions of all kinds—Fishpond, Pitch-Till-U-Win, Glass Pitch, Popcorn, Snow Ball, Cotton Candy, Legal Adjuster with own Concessions, Shows—Girl Show, Geek Show, Snake Show, Monkey Show, Ride Help—Foreman for Merry-Go-Round, Second Men on all Rides, and Electrician.

All replies to ELMER REID
Western Union, Greeneville, Tenn.

RIDE MEN WANTED

Foremen for No. 5 Ferris Wheel, Octopus, Rolloplane, Smith & Smith Chairplane and Allan Herschell Merry-Go-Round. Also Second Men for all Rides. All replies TROY E. WILLIAMS

Williams Amusement Co.
Rural Retreat, Va.

MIDGET PERFORMERS

Male or Female.

Those doing Specialty preferred. State salary and give full details in first letter.

MRS. I. ROSE

c/o Gooding Amusement Co.
1300 Norton Road
Columbus 8, Ohio

TILT WANTED

Will buy Tilt-a-Whirl now or at end of season. Write

W. E. MORGAN

P. O. Box 670 Anniston, Alabama

CATERPILLAR FOREMAN

Want experienced sober Man. Will pay top salary. Must be able to handle tunnel. Write or wire

HOWARD G. SERVICE
ABERDEEN, MD.

THANK YOU

JOE & AGGIE ROSS

Amusements of America

For your pick-up truck purchase.

"Save Money With Johnny"

JOHNNY CANOLE

3000 Third Ave. Altoona, Pa.
Phones 9347 or 3-0003

Space Available

In Toledo Gift, Music & Home Festival, Nov. 3-11, for suitable Displays. Write

Successful Enterprises

5115 Lewis Ave. Toledo, O.

STANDARD SHOWS

Want for Jackson Fair, Aug. 22-25; Thermopolis Rodeo, Aug. 29-Sept. 3. Both in Wyoming.

WANT SHOWS AND CONCESSIONS. HAVE ENOUGH RIDES. Bob Cumberland can use Ride Help. Must drive. Contact

V. C. JOHNS

Big Piney, Wyoming, Aug. 15-18.

CARNIVAL WANTED

8 Rides, Concessions No "Girly" Shows or direct gambling.

SEPT. 2 and 3, 1956—

HOMECOMING RECREATION PARK, CHESANING

Established Event, 5,000 People Fireworks, boat races, cash prize contests.

Wire or phone **W. RICHNER C. of C., Chesaning, Mich.**

BINGO HELP WANTED

Experienced Bingo Caller and Counter Man.

GUS TUCKER

c/o Don Franklin Shows, Blue Earth, Minn., Aug. 13-15; New Ulm, Minn., Aug. 16-19.

WANTED

Experienced Tip Man for Auctioneer. Good prospects for right Man. Contact:

ALFRED ALTER

PRELL SHOWS, CARLISLE, PA. FOR SALE: Complete High-Dive with Ladders and Tank; also Hi-de-ho. Contact: PRELL SHOWS

WANTED—CARNIVAL

August 31 to September 3 inclusive. Hamilton Fall Festival, Hamilton, Mo. Night Shows only in front of Grandstand. Opening with Minnie Pearl and Co. and closing with Roy Acuff and Co. Contact

M. U. (Scott) McCrary
Hamilton, Missouri

Hartssock Bros.' Shows

Want for good line-up of Celebrations

Short Range, Balloon Darts, Coke Bottles, Milk Bottles, Scales, Heart Pitch, Bumper, Fish Pond, Cork Gallery, Slum Spindle, Snocone, Candy Floss, Novelty, High-Striker.

Paris, Missouri, week Aug. 13 to 18.

WANT RIDE MEN

On Rolloplane and Merry-Go-Round. No automobiles, no drunks.

Campbell, Nebr., Aug. 13-14; Culbertson, 15 to 19; Russell, Kans., 20 to 22. **MOORE'S MODERN SHOWS**

WANTED

Experienced Foreman for Merry-Go-Round, Rock-o-Plane and Tilt-a-Whirl. Top salary.

Delgarian Amusement
1759 N. Newland Chicago 35, Illinois

HURRY ON THIS ONE!

3 Hot Rides, made by King Amuse. Co., with Fence, Bumper Rails, Lights and Ticket Box, \$1,800 complete. Can be seen in operation at Bay City, Mich., Aug. 13-18; Coldwater, Mich., Aug. 20-25; Alpena, Mich., Aug. 27-Sept. 1. Can remain on Show for these spots and Southern Fairs. Contact

FRED J. LA FONTAINE

Home Address 19265 Berg Road Detroit 19, Mich.

AGENTS WANTED

For Six Cats and Buckets. Can also place Agents for office-owned Hanky Panks. Contact

MIKE WOLD

Cissna Park, Ill., Aug. 15-18; then as per route.

WANTED

Capable Hanky Pank Agents

GEORGE BEARDSLEY

Care Western Union, Newton, N. C.

SHOWMEN'S DAY

Pomona Fair To Host PCSA On Big Day

POMONA, Calif.—Members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary will be guests of the Los Angeles County Fair here on Showmen's Day to be held during the 17-day run, C. B. (Jack) Afflerbaugh, president and general manager, said here last week.

Phil D. Shepherd, the fair's assistant manager, advised Al Flint, PCSA executive secretary, that Harry A. Illions, operator of the event's World's Fair Midway, will be issued adequate admission tickets for the day. The date is to be set by Tevis Paine, director of public relations.

Showmen's Day will be listed in the daily program and on other information sent to various community newspapers, Shepherd added.

NSA Building Negotiations Hit New Snag

NEW YORK—Negotiations for the new home of the National Showmen's Association—the Friars' Club building on West 56th Street—have hit a snag in recent weeks, altho it seemed the structure's purchase was a shoo-in during the spring.

George A. Hamid, president emeritus of the club, said this week that while an agreeable price had been set between both clubs, a new figure was mentioned at the closing, and NSA Attorney Sidney Levine has been instructed by the club trustees to remain firm at the originally agreed price.

Chances for the purchase still look good, it was reported, but a couple of other acceptable locations have been offered since the snag developed. In the event the current negotiation fails to go thru, serious thought will be given to the other buildings.

The Friars have a two-story building, each with a large assembly room. There are also a kitchen, bar, stage, governor's room, entrance foyer, and several office and cloak rooms. One of the other proposed buildings has four floors, the lowest of which is rentable.

E. James Strates Marries in Elmira

ELMIRA, N. Y.—Trinity Episcopal Church here was the scene of the August 12 marriage of Phyllis Ann Robinson and Lieut. E. James Strates, son of Mr. and Mrs. James E. Strates of the James E. Strates Shows.

This was the solemnizing of a previous civil ceremony performed May 26 in Las Vegas, Nev.

Before entering the military service, Strates was active in the management of the Strates Shows.

FOR SALE USED RUBBER MOLDS

For molding Carnival Novelty and all kinds of molds for Bird Baths, Flower Pots, Benches, Picnic Tables; molded of concrete. Will also make new molds over any article you wish to reproduce. 500 Carnival Novelty Molds on hand priced from \$1 up to \$5 each, F.O.B. Little Rock, Ark. Write **C. CRAIG**, Rt. 1, Box 312, Little Rock, Ark.

VICTORY EXPOSITION SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS

LOS ALAMOS ATOMIC FAIR, LOS ALAMOS, NEW MEXICO; EL PASO COUNTY FAIR, EL PASO, TEXAS; SOUTHERN OKLAHOMA FAIR, ARDMORE, OKLAHOMA; TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS; FORT HOOD FALL CELEBRATION (ON THE BASE) KILLEEN, TEXAS.

SHOWS:

Need Snake, Motor Drome, Side Show, Monkey and Girl Show.

CONCESSIONS:

Can place a few more Hanky Panks.

HELP:

Want Roll-o-Plane and Scooter Foremen. Also Help on other rides.

Contact: **ALVIN VAN DIKE**, Mgr., Alamogordo (Holloman Air Base), N. M., this week.



JAMES E. STRATES SHOWS

Wants for our outstanding Fair Dates

Erie County, Hamburg, N. Y., Aug. 18-25; N. Y. State Fair, Syracuse, Sept. 1-8; Interstate Fair, York, Pa., Sept. 11-15; Cleveland County, Shelby, N. C., Sept. 18-22; Greenville, S. C., Sept. 24-29; Southern States, Charlotte, N. C., Oct. 1-6; The Great Danville Fair, Danville, Va., Oct. 8-13; North Carolina State Fair, Raleigh, Oct. 15-20; Florence, S. C., Oct. 22-27; Charleston, S. C., Oct. 29-Nov. 3. Winter Fairs, Florida Citrus Exposition, Winter Haven, Fla., Feb. 11-16; Central Florida Fair, Orlando, Fla., Feb. 18-23.

WANTS MONKEY OR ANY SHOWS OR RIDES NOT CONFLICTING. All replies to

James E. Strates Shows, Inc., Per Route CHARLES AND ANNE OSBOURNE, CONTACT L. HARVEY CANN, MGR.

GRIGGS BROTHERS SHOWS

Seven Kentucky Fairs. Bowling Green, Ky., Aug. 20-25; Second only to Kentucky State Fair. 75,000 attendance last year. Day and night. The Flying Valentines Free Act on my midway, two shows daily. The Grand Ole Opry Thursday. Beauty Contest, Crowning of Miss Kentucky, Auto given away. Kids' Day all day Friday.

CONCESSIONS—Bingo, Popcorn, Apples, Pronto Pups, Eats and Drinks, Diggers, Bear Pitch, Glass Pitch, any legitimate Merchandise Concessions. No flats.

SHOWS—Would like Minstrel Show with own equipment. Doc Thomas, contact me. Any Grind or Bally Shows. Would like Girl Revue, must have four or five Girls and nice equipment.

RIDES—Will book nice set of factory-made Kiddie Rides. Octopus or any money-getting Ride that doesn't conflict.

CHARLIE GRIGGS, Owner

Wire Western Union, Lebanon, Ky., this week.

V. L. HALL, Concession Mgr.

V. L. COLLIER, Gen. Agt.

PENN PREMIER SHOWS
worlds * cleanest * midway

Indiana County Fair, Indiana, Pa., August 20-25

We hold exclusive rights for this great fair. 118,000 paid admissions last year. Space is limited, contact at once. Followed by Granger Free Fair, Mechanicsburg, Va. (Williams Grove Park), Aug. 27-Sept. 1. Show sets in front of grandstand. Attractions day and night. This will be the surprise date of 1956.

CONCESSIONS: Novelty, Age & Scale, Grab, Hats, French Fries and all Hankies. **SHOWS:** Can use outstanding Minstrel Show, Monkey Circus, War Show, Mechanical City and Dillinger Car. **RIDES:** Can place Fly-o-Plane, Rock-o-Planes, Twister and Caterpillar. **HELP:** FRITZ, COME ON. Roll-o-Plane Foreman; also use Help on Coaster, Octopus and Kiddie Rides who drive semis. Good pay plus bonus. (Red, I wired you. Write or call us.) Williams Cookhouse wants Griddle Man. Good pay and treatment. **AL BOXALL'S BINGO CAN PLACE 3 CLERKS** (prefer 1 semi driver) and Second Collier. Best of treatment and pay. Address all mail, wires and phone calls to

Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.
PHONE 1620, WAYNESBURG, PA.

BILL KEMP WANTS

DROME RIDERS ROYAL AMERICAN SHOWS

Lady and Man who can do race, top salaries. Sure each week. Superior, Wis., Aug. 13-19; St. Paul, Minn., Aug. 20-Sept. 3. No collect wires or calls.

DRAGO SHOWS #2

New booking for Grundy County Fair and Labor Day at Mazon, Ill., Aug. 29-Sept. 3. Especially need large Cookhouse. Want Hanky Panks of all kinds such as Bumper, String, Pitch-To-Win, Mug, Fishbowl, African Dip, etc. Will book one more Major Ride not conflicting, such as Roundup, Scrambler, Looper, Twister or Dark Ride. Need Shows of all kinds. Want Girl Show with at least two girls. Torchy Lee, please contact. Those joining now given preference on locations. All contact

CHET PIERCE

Moreland, Ind., Free Fair this week; Royal Center, Ind., Aug. 21-25. P.S.: J. R. Green, call me.

Finnie's Gift Shop

14th Street Pier
VIRGINIA BEACH, VA.

Mr. Showman
of the North American Continent: Aug. 4, 1956
Dear Brother Showman:

Do you belong to the Greater Tampa Showmen's Assn.? IF NOT, WHY? The finest showman's club of the NORTH AMERICAN CONTINENT. Composed of the finest showmen. The GREATER TAMPA SHOWMEN'S ASSN. is located in Tampa, Fla., walking distance of downtown Tampa. We have the finest.

- DANCE EVERY SATURDAY NITE FOR MEMBERS & THEIR GUESTS, WITH FINE FLOORSHOW TALENT
- VARIOUS BARBECUES & FISH FRIES FOR MEMBERS
- OUR COCKTAIL LOUNGE IS THE FINEST
- FINE CARD ROOM
- THE SHOWMAN'S REST, THE FINEST CEMETERY IN THE CITY OF TAMPA

If you are not a member of THE GREATER TAMPA SHOWMEN'S ASSN., JOIN NOW. For information contact any of the following membership committee:

- LESTER B. DE MAY ROYAL AMERICAN SHOWS
- JOE FONTANA c/o THE BILLBOARD
- ROBERT HASSON RINGLING BROS.' & BARNUM & BAILEY
- C. C. GROSCURTH BLUE GRASS SHOWS
- HALE HALL ROYAL AMERICAN SHOWS
- BILL STOPHEL c/o THE BILLBOARD
- WM. ABRAHAM JOHN MARKS SHOW
- HARRY (IRISH) GAUGHN BUFF HOTTLE SHOWS
- MAURY BROAD c/o THE BILLBOARD
- JOE SCORTINO c/o THE BILLBOARD
- JAMES CYR MAJESTIC GREATER SHOWS
- JACK WRIGHT JR. c/o THE BILLBOARD
- HOWARD PIERCY PAGE BROS.' SHOWS
- EARL PURTLE CETLIN & WILSON SHOWS
- HARRY RUBIN PENN PREMIER SHOWS
- JACK NORMAN JAMES STRATES SHOWS
- "DOC" H. D. HARTWICK WORLD OF MIRTH SHOWS
- HARRY WILSON AMUSEMENTS OF AMERICA
- W. B. CRITZER BEE'S OLD RELIABLE SHOWS
- ANTHONY BARESS KING REID SHOWS
- DICK BEST ROYAL AMERICAN SHOWS

Very truly yours,
Bob Buffington

Bob Buffington
Chairman Membership Committee
14th Street Pier,
Virginia Beach, Va.

Royal Ends Even With '55 At Regina Ex

REGINA, Sask.—Royal American Shows wound up its six-day date at the Regina Provincial Exhibition Saturday (4) with a money figure reported to be almost even with last year.

The final day was particularly close, with the fair's midway office showing an increase of only \$21.92 over the same day in 1955.

Altho the weather was for the most part good, a little rain tended to keep some dollars out of the RAS ticket boxes. A one-hour shower at noon and another at 5 p.m. on Tuesday (31) gave the biggest letdown of the week.

Threatening weather Friday and a brief but heavy rain in the evening also kept the midway play below that for the same day last year. Friday, the fair's Travelers' Day, can usually be a good day, with hundreds of travelers converging on the grounds and everybody filled with the carnival spirit.

Watercade, with Lottie Mayer's Disappearing Water Ballet, topped the midway, with Leon Claxton's Harlem in Havana, Dick Best's Side Show and Alberta Slim's Circus fighting it out for second place. The Dodgem continued to rack up good money.

Monday was the biggest Children's Day Royal American ever had in Regina, owner Carl J. Sedlmayr reported. Wednesday was the second biggest day of the week, being a payday and a civic half-holiday and with excellent weather.

A fatal accident marred the carnival's stay in the city. A visiting airman from Moose Jaw, Sask., fell from the Fly-o-Plane on Friday night and, altho his injuries were not believed to be serious, he died the next night.

In an effort to speed up its run to Fort William, Ont., RAS passed up the railway spur on the fairgrounds for its getaway. Instead, wagons were hauled several blocks away where loading facilities were found to be better.

Wm. T. Collins Repacts Minot & Jamestown

LA CROSSE, Wis.—North Dakota State Fair has re-contracted the William T. Collins Shows for 1957. Signing gives the show the contract for the third successive year. The Collins show also has been re-linked to return to Stutsman County Fair, Jamestown, N. D., next year for its third year at that fair. At both Minot and Jamestown the Collins aggregation recently turned in higher grosses than they registered in 1955.

The Collins show made a 700-mile jump from Minot here to play the Inter-State fair, and was up in time for the opening day Wednesday (8). First day's business here was good.

JAMES H. DREW SHOWS

Fall Festival, Ashland, Ky., Aug. 21 to 25 Incl; Clintwood Fair, Clintwood, Va., Aug. 27 to Sept. 1 Incl; with long and complete circuit of Southern Fairs to follow.

Will place all kinds of Merchandise, Hanky Panks and outright sale Concessions. Ex open on Custard, Novelties, Photos and others. Help—Can use experienced Second Men on rides that are licensed drivers. Wanted—Foreman for new Eli Scrambler, same to be delivered shortly.

All replies via Western Union, or phone Fairgrounds.

JAMES H. DREW SHOWS

Terre Haute, Indiana, until August 19.

Note: Fair Managers & Committees—Visit the Great Wabash Valley Fair at Terre Haute, Ind., this week and see one of the finest and most modern truck shows in the country in operation. Show is big, clean and a definite asset to any Fair or Celebration.

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience.

NEW NYLON Tent Fabric
Red—Yellow—Blue—White

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

ROHR'S MODERN MIDWAY

Ballgames, Pitch-Till-You-Win, Novelties, String Game, Hanky Panks of all kinds. Can use a couple more Grind Shows.

Ride Help wanted. Must drive. No cars.

Gladiola Festival, Momence, Ill., August 16-17-18

D. J. ROHR

MAJESTIC GREATER SHOWS

Georgetown, Ky., Fair, Aug. 16-18; London, Ky., Fair, Aug. 20-25; Oneida, Tenn., Fair, Aug. 27-Sept. 1; Jasper, Ala., and 6 other Fairs

CONCESSIONS: Grab, Pronto Pup, Foot Long, Custard, Diggers, 6 Cat, Buckets, Swingers, Long and Short Range, Hanky Panks of all kinds.
RIDES: Will book late model Merry-Go-Round for balance of Fair season. Also Ponies, Trains, Octopus, Scooter, Coaster or Rides not conflicting.
SHOWS: Panel Front Girl Show, Snake, Funhouse, Shows with own equipment. Ride Help who drive semis.

Contact: SAM GOLDSTEIN or LEONARD GOULD
Georgetown, Ky., this week.

FOR SALE

One 3-abreast Herschell-Spillman Merry-Go-Round, 30 ft., Continental Power Unit, Wurlitzer Band Organ, new Canvas. One #5 Eli Wheel in good condition, rebuilt Drive, LeRoi Power Unit. One Deluxe Rolloplane, 7 1/2 horse drive Motor, practically new; five horse Lift Motor, good condition; Tubs need a little repair. One Kiddie Airplane and one Kiddie Rocket Ride. Approximately 2,000 feet of super-service, rubber-covered Ground Cable. Two Fruehauf Trailers, one highway and two Chevrolet Tractors. 10x12 Tops and Frames complete. Will sell all or any part cheap for quick sale. Must be sold due to bad health.

ROSCOE T. WADE

2694 S. Main St., Adrian, Michigan

Phone: CO 5-8698

SIDE SHOW AT LIBERTY

ALSO MAMBO AND GIRL SHOW

Would like to join first rate Carnival with proven Fair Dates. Have outstanding Side Show Attractions with tremendous box office possibilities.

DAVID ROSEN

4016 Atlantic Ave., Seagate, Brooklyn 24, N. Y.

Phone: ESplanade 2-2178

PALMETTO EXPO SHOWS

WANT RIDE HELP—Want Foremen for Rolloplane and Chairplane. Jesse Thomas, answered your wire, come on in. Hal Hamrick, contact me. Can use any Ride Help who can drive. All replies

MILTON McNEACE

Washington Ave., Kinston, N. C., this week.

SOUTH WILLIAMSPORT COMMUNITY FAIR

Day & Night

Sept. 17 to 22

Want legitimate Concessions (no Camps or Girl Shows), Exhibits, Straight Sales, Shows and Rides non-conflicting. Also Pitchmen. (Ten Free Acts.) Send lowest prices. All replies to

MICKEY PERCELL, Gen. Chairman, South Williamsport, Pa.

AMUSEMENTS OF AMERICA

A STAR SPANGLED MIDWAY

FAIRS FAIRS FAIRS

Monroe County Fair
Rochester, N. Y.
Aug. 20-25

Otsego Co. Fair
Morris, N. Y.
Aug. 27-Sept. 1

Lehighon Fair
Lehighon, Pa.
Sept. 3-8

AND ALL FAIRS—CLOSING CHARLESTON, S. C., NOV. 10
Can place CONCESSIONS—Hankies of all kinds, Striker, Basketball, Hats, Eats and Drinks, Short Range, Buckets, Photos, Bear Pitch, Rat and Pan Game. RIDES—Scrambler, Roundup, Scooter, Rock-o-Plane, Kid Rides. SHOWS—Grind Shows, Motordrome, Fat, Monkey Drome or Speedway, Funhouse Operator, Dancing Girls, Acts for Revue, Sideshow Acts. HELP—Foreman for Chair-o-Plane, Foreman for Roll-o-Plane, Second Men on all Rides; Wives as Ticket Sellers. Want Piano Player for Revue. Irving Kay, contact.

Address: JOHN VIVONA—Huntingdon, Pa., this week

RIDE HELP WANTED

CAN PLACE FOR BALANCE OF SEASON

EXPERIENCED, CAPABLE HELP ON TILT, OCTOPUS, WHEEL, MERRY-GO-ROUND, COMET, FOREMEN AND SECOND MEN. ALSO GENERAL HELP THAT DRIVE. If you drink, don't bother; that's the reason for this ad. JOE, WHAT HAPPENED? Slim French, get in touch. WANT TRUCK MECHANIC WITH TOOLS. This Show plays a long season South. Top pay to top Men.

All Reply: JIMMIE HENSON,
GREATER DIXIELAND EXPOSITION

Nashua, Iowa, now; Cresco, Iowa, next.

GREATER DIXIELAND EXPOSITION

WANT FOR BIG-4 FAIR, NASHUA, IOWA, AUG. 16-19; FOLLOWED BY CRESCO, IA., FAIR, AUG. 21-26; THEN A CHOICE ROUTE OF SOUTHERN FAIRS TO FOLLOW.

CONCESSIONS: Can place Photos, Glass Pitch, Bird Pitch, Coke, Scales and Age, Novelties, Roman Targets, Ice Cream, Watch-La, Hats, any legitimate Stock Concessions. No flats or gypsies.
SHOW: Want any clean Show with own equipment, such as Side Show, Girl, Snake, Animal, Illusion, Mechanical, Drome, Monkey, etc. Low percentage and a good route.
HELP: Can place Help on all Rides, must drive. Want Truck Mechanic with tools.

Address: JIMMIE HENSON, Mgr., Nashua, Iowa, Now.

START YOUR OWN TRAV. SHOW

or ad to Mobile Unit; money-making.

IRON LUNG

DOBLER

447 MAXWELL, W., HEMPSTEAD, N. Y.

STOCK TICKETS	
1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
ROLLS 2,000 EACH	
Double Coupons	
Double Prices	
No C.O.D. Orders	
Size: Single Tkt., 1x2	

TICKETS

of every description

Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED		Double coupon—double price
Cash With Order Price		
Roll or Machine	2,000 \$ 6.90
	4,000 7.80
	6,000 8.70
	8,000 9.60
	10,000 10.50
	30,000 15.20
	100,000 32.00
	500,000 132.00
	1,000,000 250.00

BILL CHALKIAS WANTS SIDE SHOW ACTS

Free to feature. Sword Swallower, Tattoo Man, Inside Lecturer (George Dunn, wire), Talker (Frank King, answer), Bally Girls, Giant (Ray Johnson, contact), Harold Smith, Musical Glasses, wire. Store Shows all winter, New Orleans, La. (Joe Lewis, return money.)

BILL CHALKIAS

c/o Wm. T. Collins Shows
Cedar Rapids, Iowa, this week.

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



Lajoie Quits Lagasse; to Book Own Unit

NEW YORK—A new amusement operation headed by Norman Lajoie, formerly associated with the Lagasse Amusement Company, has been put together in New Bedford, Mass. Lajoie, for seven years with Lagasse, stated he is no longer connected with that firm.

Lajoie has acquired a Ferris Wheel, wire and cable from the Merit Shows of Lowell, Mass., and also has a kiddie auto and kiddie airplane ride, which he and his wife will book independently for the remainder of this season, winding up on Southern fair dates.

Next year the Lajoie Amusement Company will be enlarged with a Merry-Go-Round and other rides, and will play dates under its own banner, sporting new royal blue canvas, it was reported.

Lajoie had toured with rides on such midways as Coleman Bros., World of Mirth, Prell's Broadway, Vivona Bros., James E. Strates, and Blue Grass, prior to joining Lagasse. He was manager and booking agent for the Lagasse No. 2 unit, and, together with his wife, usually operated concessions ranging in number from two to 10.

Lajoie's most recent operation with Lagasse had to do with the Feast of the Blessed Sacrament in New Bedford, which drew a reported 100,000 persons. He will maintain his office in New Bedford over the winter.

Continental's Breaks Go Bad

OGDENSBURG, N. Y.—Continental Shows looked for a better week here than it enjoyed the previous week in South Burlington, Vt., which saw the outfit take a double smacking from bad business and equipment mishaps.

En route here, one show truck was involved in a major accident, another burned out a motor, and a third made the mistake of going under a 10-foot bridge, which resulted in the top of the van being ripped up.

South Burlington followed a pretty good week in Tupper Lake, N. Y., but the routing into Vermont coincided with the showing of other attractions in the town. Taking the play away from Roland Champagne's units were a downtown church bazaar, the Duke Ellington band on a one-nighter, a waterama with street dances and fireworks, and a big construction project on the road leading to the midway.

Ohio Club Wins \$\$ At Benefit

SIDNEY, O. — The Greater Ohio Showmen's Association treasury was enriched by proceeds from a benefit show held at the Shelby County Fair here Wednesday (1).

Tickets for the event were provided by the fair board and F. E. Gooding and Bob Purvis made the "Dancing Waters" top available. Fred Cox and James Maddox handled the ticket sales. Ride, show and concession personnel also all pitched in to put the event over the top.

Featured entertainment was a special showing of "Dancing Waters."

CLUB ACTIVITIES

Showmen's League of America

Ladies' Auxiliary

The summer activities program is well under way with Frieda Rosen and Phoebe Carsky serving as chairmen of the award books for the Cancer Fund. First giveaway in the program will be a portable television set with fruit from Florida as the second award. Nan Rankine will donate the latter. Phoebe Carsky is receiving the award books at 426 West Belmont, Apartment 205, Chicago.

Ann Belden, chairman of the fall bazaar, reports a number of articles have already been received for the event. She is being assisted by Dorothy Kennedy.

Carmelita Horan has her parents here for a visit from Florida. Alice Hennies recently returned to her home after a Mexican trip. Nan Rankine is out with Happyland Shows. Minnie Simmonds and Grace Goss are playing fairs. Mae Taylor visits her Burlington, Wis., summer home where her parents are vacationing. Lee Gluskin is back from a Minneapolis visit. Phoebe Carsky and her daughter, Lynn, recently visited shows in Indiana.

Letters received from Goldie Fisher, Miriam Farris, Dollie C. Rowland, Minnie Simmonds, Rose H. Page, Bess Hamid, Nan Rankine, Pearl Weydt and Viola Parker. The latter was in Las Vegas.

The open house convention and installation dinner will take place November 23-27 at the Hotel Sherman. All maid, information, etc., should be addressed to Secretary Elsie Miller, 3852 West Irving Park Road, Chicago 18.

Caravans, Inc.

CHICAGO—First meeting of the fall season is scheduled for September 25 at 8 p.m. in the Hotel Sherman.

A large number of members turned out for the wake of Ann Doolan, who died Sunday (5) following a heart attack.

Mae (Dolly) Muscarello, 14-year-old club mascot, is recuperating at home after surgery. Mabel Davis is back in Michael Reese Hospital here. Jeanette Wall is summering at her Delavan Lake, Wis., home. Mary Stutzke is vacationing in Lake Geneva, Wis. Pearl McGlynn back from a Charleston, W. Va., trip.

Mollie Raymond is in charge of the summer activity books, with proceeds to go to the Multiple Sclerosis Society in memory of Edna Stenson. Winner will get a portable television set.

Cook Set to Rejoin WOM

NEW YORK — Phil Cook visited New York briefly this week, en route to Ottawa to rejoin the World of Mirth Shows. Former executive secretary of the Miami Showmen's Association and the Variety Club of Miami, Cook said compelling reasons forced the latter organization to eliminate its executive secretary's position.

Cook said reports of his having been in Cincinnati recently resulted from a misunderstanding, since his brother and sister visited that city after borrowing his station wagon. He remained in Miami until Tuesday (7). On Thursday (9) he paid a visit to the Orange County Fair in Middletown, N. Y.

when answering ads . . .
Say You Saw It in The Billboard



WANT FOR MONTEVIDEO, MINN.; FERGUS FALLS, MINN.; ABERDEEN, S. DAK.; HURON, S. DAK.; SPENCER, IOWA, AND 7 ARKANSAS FAIRS

RIDES

Want Dark Ride, Scrambler and Rock-O-Plane.

SHOWS

Want Snake, Animal, Illusion or any well framed Show not conflicting.

HELP

Can always use reliable Concession and Ride Help.

Rocco Jr. wants Talkers and Acts for Side Show, also Talkers and Girls for Girl Show immediately. Fair route includes Huron, S. Dak., State Fair and Spencer, Iowa. Contact: Rocco Jr.

All Answer: BERNARD THOMAS, Mgr., Per Route

JIMMY CYR

WANTS AGENTS WANTS

One Bucket and Six Cat, two Count Stores, two Pin Stores, one Skillo, Dealer and Pea Pool Agent, Larry, answer for Buckets. Georgetown, Ky., now; London next; all Fairs till November. Dick Palmer, contact, have good route.

EDWARD (Kid Ride) YAWGER

Contact me at once. Minneapolis, Kansas. T. J. Tidwell, T. J. TIDWELL SHOWS

WANT RIDE HELP

On Tilt-a-Whirl and Rolloplane. Come on at once, will place you.

FRANK JOSEPH—CARR'S BEACH
Annapolis, Maryland

FOR SALE

SIX CAT CONCESSIONS

3 complete Double Six Cat Concessions—Canvas, Frames, etc. Contact

MRS. HATTIE WAGNER
109 Eslava St. Mobile, Ala.
(Phone: Hemlock 3-4118)

WANTED

FOR BIG ST. CHARLES, MO., FAIR, SEPT. 5-4-7-8-9. CAN PLACE SHOWS AND CONCESSIONS. All Concessions will operate except money games

MOUND CITY SHOWS
Louisiana, Mo., this week; Pleasant Hill, Ill., next; then Granite City, Ill.

DYER'S GREATER SHOWS

Want Ride Men, Second Men, Helpers. Concessions, reserve space now for Mineral Point, Wis., Aug. 31-Sept. 3; Lancaster, Wis., Sept. 6 thru 9; then south—Boone, Ia., Sept. 13-16; Chelsea, Wis., Sept. 18-20; Bloomington, Wis., follows. Concession Agents, contact JIM WHITE; others, WM. R. DYER

Carnival Wanted For

WARREN COUNTY COLORED FREE FAIR

On School Campus Sept. 24-27-28-29. A good contract and good location. Contact: Chr. S. M. STAMPS
McMinnville, Tenn., Phone No. 2439—Call

FOR SALE—RIDES

1 used 7-Car Sellner Tilt-A-Whirl, \$2,000.00.
1 No. 5 Ell Wheel, 1946 Model, new condition, \$4,750.00
WEST COAST NOVELTY CO.
7283 Belaire, North Hollywood, Calif.
Telephone: POplar 5-0320

FOREMAN

FOR MERRY-GO-ROUND AT ONCE

Also Hanky Panks. IDEAL RIDES
Fairgrounds, Greensburg, Ind.



WANT—CONCESSIONS—WANT FOR INDEPENDENT MIDWAY

AT HEART O' TEXAS FAIR, Waco, Tex. SEPT. 29 THRU OCT. 5

Can place legitimate Concessions of all kinds. Get on the bandwagon early and tell me what you have. Those booked at Waco will be given preference at Buccaneer Days Celebration at Corpus Christi, Texas.

Maple Williams and Carl Pearson, contact me immediately.

JACK RAY LINDSEY

c/o Iowa State Fairgrounds, Des Moines, Iowa, August 20 thru September 3.

RUMBLE GREATER

Want to book a complete Midway for Zeigler, Ill., Big Tri-County Labor Day Celebration, September 3-8.

SHOWS — STOCK CONCESSIONS — STRAIGHT SALES — BINGO

Can use a few Concessions for Evansville, Ind., Colored Section, on the Streets, August 20-25.

I furnish Rides only for Madisonville, Ky., Fair. Can place a non-conflicting Major and Kid Ride, August 27-September 1.

All replies to Providence, Ky., this week; then as per route.

D. P. RUMBLE



NOW BOOKING FOR THE BIG ROCK ISLAND COUNTY FAIR, EAST MOLINE, ILL., NEXT WEEK; AND THE BIGGEST LABOR DAY SPOT IN ILLINOIS—ROCK FALLS, ON THE STREETS—6 DAYS.

CONCESSIONS: Can place a few more Stock Concessions. HELP: Want Foreman and Second Men for Coaster, Fly-o-Plane and Kid Rides. Also want Electrician for transformers.

Address: E. L. WINROD, Mgr., Warren, Ill. (Fair), this week; East Moline, Ill., next.

FOR SALE ONLY! SAVE THOUSANDS! 1955 ALLAN HERSCHELL TWISTER RIDE

Used two short seasons on same location. Just in time for the Fairs. Immediate delivery, principals only.

Call or write Revere 8-0126
J. VICTOR SHAYEB

258 BOULEVARD

REVERE 51, MASS.

THE GREAT FRANKFORD, N. Y., FAIR

AUGUST 22-23-24-25

Have small amount of space left at \$2.50 per ft. for clean legit. Hanky Panks, 10-ft. minimum; also Long and Short Range, Arcade, Waffles, French Fries, Photos. Eats and Drinks sold; no racket or Girl Shows. Will also book or buy Adult Rides for Summit Park for balance of season.

FRED ALLEN

1400 BREWERTON ROAD Call 543000 Mondays or Tuesdays SYRACUSE 11, N. Y.

COMPLETE CARNIVAL FOR SALE

Six Rides, four Major and two Kiddie. All factory built. Twelve Concessions, transformer Truck with 75 K.V.A. All cable and junction boxes. This Show is now operating; can be seen anytime. Possession after September 3. Will sell Rides separately. This equipment is in new condition—not junk. Terms to responsible parties.

BOX D-232, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

O. C. BUCK

Wants Shows. Wants Operator for well-framed Snake Show, also will book any Grind Show or Single Attraction not conflicting.

ELMIRA, N. Y., THIS WEEK

SIDE SHOW ACTS

Fire, Tattooer, Sword Swallow, Impalement Act, Runts for Bally, Girls for Bally, Bluepoe the Illuminum Man, Yes, Novelty Acts of all kinds. A first class Front Man Talker for Front. Ticket Sellers that can grind, Boss Canvasman, two Working Men. New Ulm, Minnesota, Fair; Fairs till the middle of November. Ben Thomas, Al Allen, get in touch. Route as per Billboard.

FRANCIS DORAN, Don Franklin Shows
Blue Earth, Minn., Aug. 13-15; New Ulm, Minn., 16-19.

W.G. WADE SHOWS

FOR SALE

to settle an estate

RIDES, TRUCKS AND MISCELLANEOUS SHOW EQUIPMENT.

Equipment may be seen at the Michigan State Fair, Detroit, Aug. 30 thru Sept. 9.

Interested parties inquire at show office wagon on midway.

GOLD MEDAL SHOWS

WANT for the GREAT WEST VIRGINIA STATE FAIR AT RONCEVERTE, AUG. 20-25.

RIDES: Spinaroo, Scrambler, Round-Up, Roto Whirl or any Ride not conflicting.

SHOWS: Will place any good worth-while Attractions for this date.

CONCESSIONS: Parakeet Pitch, Bird Pitch, Bear Pitch, Pottery Pitch, Ball Games, Hanky Panks of all kinds.

Bill Cowan can place 2 good experienced Counter Men for Bingo.

Call, write or wire

JOHN J. DENTON, Gold Medal Shows
Tazewell, Virginia

6 DAYS

6 NITES

WANTED FOR ISABELLA COUNTY FAIR

Mt. Pleasant, Mich., August 20 thru 25, 1956

Legitimate Concessions of all kinds. Demonstration & Pitch Men. Can place Ride Men for 10 office-owned Rides

Write or Wire

C. D. MURRAY, Mgr.

W. G. WADE GREATER SHOWS

Lowell, Mich., all this week . . .

LAKE COUNTY FAIR

PAINESVILLE, OHIO, AUG. 22-26

WANT SHOWS

Motordrome, Snake, Funhouse, Glass House, Monkey Drome, Mechanical, etc.

RIDE HELP—Wheel Foreman and Help on all Rides.

NOLAN AMUSEMENT CO.

c/o Western Union, Niles, Ohio

AL WILLIAMSON WANTS For MINNESOTA STATE FAIR

3 Women Six-Cat Agents for Gunner Outfits. Must be experienced (choice locations), 10 days of solid action.

Agents for Buckets and One-Ball Milk Bottles.

People with nicely flashed Concessions interested in playing Oklahoma State Fair contact: **AL WILLIAMSON**

Dyckman Hotel, Minneapolis, Minn., now; or will be at Fairgrounds, Minnesota State Fair, duration of fair.

UNITED EXPOSITION SHOWS

WANT FOR 6 FAIRS AND 2 STREET CELEBRATIONS

Six-Cat Agents (Paul Atkinson, contact Doc Adams), Bucket and Hanky Pank Agents; Skillo, Pin and Count Store Agents. Athletic Show Outside Help. Ride Men that drive (positively no drunks).

Address: **C. A. VERNON, Mgr.**

Salem, Ind. (Fair), this week; Benton, Ky. (Fair), to follow; then the Big Labor Day Celebration.

CARNIVAL ROUTES

Continued from page 76

County Am. Co.: (Fair) Norwalk, Conn. County Fair: Wayne, Neb., 13-15; Geneva 16-18.
 Crafts Expo.: Woodland, Calif., 15-19.
 Crafts 20 Big: Vallejo, Calif., 15-19; (Fair) Plymouth 22-26.
 Cross Road Am. Co.: Zeeland, Mich., 14-15.
 Cumberland Valley: (Fair) Tracy City, Tenn.: (Fair) Cookeville 20-25.
 Davis Am. Co.: Newport, Ore., 15-18; Roseburg 22-26.
 Del Flore Am.: Connellsville, Pa.: (Fair) Selo, O., 23-25.
 Dickson United: Waurika, Okla., 16-18; (Fair) Apache 22-25.
 Dixie Amusements: (Fair) Mount Ayr, Ia., 14-18; (Fair) Corning 19-24.
 Dobson's United: Spooner, Wis., 13-15; Ellsworth 17-19; Hayward 20-22.
 Douglas Greater: Tillamook, Ore.; Cheshams, Wash., 20-25.
 Down River Am. Co.: (Fair) Belleville, Mich., 14-19; (Fair) Eagle Twp. 22-25.
 Drago, No. 1: (Fair) Rensselaer, Ind.; (Fair) Spencer 20-25.
 Drago, No. 2: Mooreland, Ind.; (Fair) Royal Center 21-25.
 Drew, James H.: (Fair) Terre Haute, Ind., 13-19; Ashland, Ky., 21-25.
 Dudley, D. S.: (Fair) Colby, Kan.; (Fair) Garden City 20-25.
 Dumont: Jasper, Tenn.
 Dyer's Greater: (Fair) Boone, Ia., 13-17; Chelsea 18-20.
 Eddie's Expo.: (Fair) Dayton, Pa.; (Fair) Washington 21-25.
 Empire State: Fredericksburg, Tex.
 Emshoff: Pecatonica, Ill., 16-19; Rockton 23-26.
 Evans Uplifted: La Crosse, Kan., 13-15; Goodland 20-24.
 Fair Time: Escondido, Calif., 15-19; (Fair) Hemet 22-26.
 Foley & Burk: Stockton, Calif., 16-26.
 Frame's Greater: (Fair) Palmyra, N. Y.; (Fair) Brookfield 20-25.
 Franklin, Don: (Fair) Blue Earth, Minn., 13-15; (Fair) New Ulm 16-19.
 Frontier: Logan, Utah, 14-18; Tremont 21-25.
 Fun Fair: Wauseon, O., 15-16; Weidman, Mich., 18-19.
 Funland: (Fair) Trenton, Mo.
 G. & B.: Rivesville, W. Va.; (Fair) Parsons 20-25.
 Gem City: (Fair) Davenport, Ia.
 Gentsch, J. A.: Pascagoula, Miss.
 Georgia Am. Co.: Moultrie, Ga., 13-25.
 Glades Am. Co.: Matthews, Va.; Standardsville 20-25.
 Gladstone Expo.: Russellville, Ky.; Gallatin, Tenn., 20-25.
 Gold Bond: Rhinelander, Wis., 14-19.
 Gold Medal: Tazewell, Va.; (Fair) Ronceverte 20-25.
 Gooding Am. Co., No. 1: Troy, O.
 Gooding Am. Co., No. 2: Connersville, Ind.
 Gooding Am. Co., No. 3: Corunna, Mich.
 Gooding Am. Co., No. 4: Celina, O.
 Gooding Am. Co., No. 5: Zanesville, O.
 Gooding Am. Co., No. 6: Springfield, O.
 Gooding Am. Co., No. 7: Rockville, Ind.
 Gooding Am. Co., No. 8: Berea, O.
 Gooding Am. Co., No. 9: Napoleon, O.
 Gooding Am. Co., No. 10: Goshen, Ind.
 Grand American: (Fair) Atlantic, Ia., 14-16; (Fair) Marshalltown 18-21; (Fair) Elkader 23-26.
 Greater Dixieland Expo.: (Fair) Nashua, Ia., 16-19; (Fair) Cresco 21-26.
 Great Western Am.: (Fair) Rapid City, S. D., 13-19.
 Griggs Bros.: (Fair) Lebanon, Ky.; (Fair) Bowling Green 20-25.
 Hale's Shows of Tomorrow: (Fair) Auburn, Neb., 14-17; (Fair) Weeping Water 21-24.
 Hames, Bill: Sherman, Tex.
 Hammond, Bob: Anadarko, Okla.; (Fair) Perryton, Tex., 20-25.
 Hannah's Amusements: Hopwood, Pa.
 Hannum, Morris: (Fair) Dallastown, Pa.; (Fair) Kutztown 20-25.
 Happy Attrs.: Kent, O.; Rittman 20-25.
 Happyland: (Fair) Midland, Mich.
 Hartsock: Paris, Mo.; Shelbyville 20-25.
 Heth, L. J.: (Fair) Mayfield, Ky.; (Fair) Dickson, Tenn., 20-25.
 Hill's Greater: Wadena, Minn., 14-17.
 Holiday Am. Co.: Burden, Kan., 14-18; (Fair) Osage City 21-25.
 Holly Bros.: (Fair) Hiwassee, Ga.; (Fair) Blue Ridge 20-25.
 Hottle, Buff, No. 1: (Fair) Springfield, Mo.; (Fair) Anna, Ill., 20-25.
 Hottle, Buff, No. 2: (Fair) Princeton, Ind.; (Fair) Freeport, Ill., 20-25.
 Howard Bros.: (Fair) Hilliards, Pa.; Marion 18-23.
 Hugo's Novelty Expo.: (Fair) Oskaloosa, Kan., 15-18; (Fair) Effingham 22-25.
 Ideal Rides: (Fair) Greensburg, Ind., 14-18; (Fair) Petersburg, Ill., 20-24.
 Imperial: Rockford, Ill., 13-19; (Fair) Fairbury 21-25.
 Inland Empire: Hillyard, Wash., 16-18; (Fair) Spokane 22-26.
 Jack's United: (Fair) Cairo, Ill.
 Johnny's United: (Fair) Carmi, Ill.; (Fair) Bridgeport 20-24.
 Kellogg, Robt. D.: (Fair) Warrensburg, N. Y.; (Fair) Hudson Falls 20-25.
 Ken-Penn Am.: North Sewickley, Pa.
 Key City: Marion, Ind.
 Kile, Floyd O.: (Fair) Eldora, Ia.
 King Bros.: Burlington, Neb., 16-18; North Platte 19-22; Sidney 22-26.
 Klein Am. Co.: Garden City, Minn., 13-15; Slayton 16-18; Le Mars, Ia., 20-22; St. Peter, Minn., 23-26.
 Lagasse Am. Co., No. 1: E. Blackstone, Mass.; Canaan, N. H., 20-25.
 Lagasse Am. Co., No. 2: Weymouth, Mass.; Rehoboth 20-25.
 Lagasse Am. Co., No. 3: Wilmington, Mass.; Somersworth, N. H., 20-25.
 Lane, Leo: Weirwood, Va.
 Lee United: (Fair) Ewart, Mich., 15-18; (Fair) Greenville 22-25.
 Lindle Am. Co.: Clayton, Ill., 16-17; Beardstown 20-21; (Fair) Virginia 22-25.
 Mac's Am. Rides: Tolstoy, S. D., 14-15; Lebanon 17-18; Timber Lake 25-26.
 McKenna's Rides: (Fair) Clintonville, Wis., 14-20; (Fair) Phillips 21-27.
 Majestic Greater: (Fair) Georgetown, Ky.; (Fair) London 20-25.
 Manning, Ross: (Fair) Hendersonville, N. C.

Marks, John H.: (Fair) Covington, Va.; Charlottesville 20-25.
 Marvel: Farmington, Ill., 15-18.
 Meekers: Hermliston, Ore., 14-18.
 Merriam's Midway: Titonka, Ia., 13; Algona 14-17; Sac City 19-23; Stanton, Neb., 24-26.
 M. D. Am.: White Haven, Pa.
 Midway of Mirth: (Fair) Nashville, Ill.; Stonefort 20-25.
 Midwest: (Fair) Emmett, Idaho, 15-18.
 Mighty Hoosier State: (Fair) Martinsville, Ind.; (Fair) Frankfort 20-25.
 Mighty Interstate: Hazard, Ky.; (Fair) Church Hill, Tenn., 20-25.
 Monarch Expo.: (Fair) Warren, Ill.; East Moline 20-25.
 Moore's Modern: (Fair) Campbell, Neb., 13-14; (Fair) Culbertson 15-19; Russell, Kan., 20-25.
 Motor State: (Fair) Harrison, Mich.; (Fair) Hicksville, O., 20-25.
 Motor State, No. 2: (Fair) Sandusky, O.
 Mound City: Bevier, Mo.; Pleasant Hill, Ill., 20-25.
 Mullins Royal Pine: Ellsworth, Me.
 Myers, Sonny: (Fair) Denison, Ia., 13-16; (Fair) Wall Lake 17-18; (Fair) Onawa 19-22; Little Sioux 25.
 Nelson, Geo. W.: (Fair) Emmetsburg, Ia., 13-15; (Fair) Elk Point, S. D., 16-18; (Fair) Madison, Neb., 20-22; (Fair) Leigh 23-26.
 Nolan Am. Co.: Niles, O.; (Fair) Painesville 22-26.
 Northern Expo.: Havre, Mont., 16-18.
 Norton's Rides: (Fair) Terry, Mont., 15-18.
 Oklahoma Expo.: Tontitown, Ark.
 Olson: (Fair) Springfield, Ill., 13-19.
 Page Bros.: (Fair) Burkesville, Ky.
 Page Combined: (Fair) Batavia, N. Y.; (Fair) Sandy Creek 20-25.
 Palmetto Expo.: Kingston, N. C.
 Pan American: (Fair) Mammoth Springs, Ark., 13-17.
 Penn Premier: (Fair) Waynesburg, Pa.; (Fair) Indiana 20-25.
 Playtime: Plymouth, N. H., 16-19; Gloucester, Mass., 21-26.
 Port City Rides: New Windsor, Ill., 15-18; New Boston 25-26.
 Powelson Greater: Mount Gilead, O.; Chillicothe 20-25.
 Prell's Broadway: Carlisle, Pa.; Cumberland, Md., 20-25.
 Priddy: Port Lavaca, Tex., 14-28.
 Raines Amusements: (Fair) Ottawa, Kan.; (Fair) Richmond 20-25.
 Rainier: St. Helens, Ore.; Vancouver, Wash., 20-25.
 Raley Bros. Expo.: (Fair) Roanoke Rapids, N. C.; (Fair) Rocky Mount, Va., 20-25.
 Reid's Golden Star: Greenville, Tenn.; (Fair) Maynardville 20-25.
 Reid, King: (Fair) Skowhegan, Me.; (Fair) Union 21-25.
 Reithoffer Blue: Lowville, N. Y.
 Robinson's Greater: (Fair) Fullerton, Neb., 13-16; (Fair) Hartington 18-20; (Fair) Randolph 21; (Fair) Wahoo 23-25.
 Rocky Mountain Empire: Akron, Colo., 16-18.
 Rogers Bros.: (Fair) Mora, Minn., 13-15; (Fair) Grand Rapids 16-19; (Fair) Pine River 20-22; (Fair) Detroit Lakes 23-25.
 Rohr's Modern Midway: Momence, Ill., 16-18; Toulon 22-25.
 Rose City Rides: Puxico, Mo.
 Royal American: (Fair) Superior, Wis., 13-19; St. Paul, Minn., 20-Sept. 3.

Royal, Jack: Clio, S. C.; Minturn 20-25.
 Royal United: Wyoming, Ia., 13-14; Manning 16-18; Britt 20-21; (Fair) Harlan 22-25.
 Rumble Greater: (Fair) Providence, Ky.; Evansville, Ind., 20-25.
 Schafer's Just for Fun: (53d & Cicero) Chicago 13-19; (California & Peterson) Chicago 20-26.
 Shop-O-Rama: Meade, Kan., 13-15; Hugoton 17-18.
 Siebrand: Billings, Mont.
 Silk City Combined: (Fair) Manassas, Va.
 Sitten, Curtis: Denison, Tex., 16-18; Mesquite 23-25.
 Skerbeck: (Fair) Ludington, Mich., 15-18.
 Smith, Geo. Clyde: (Fair) Berkeley Springs, W. Va.; Winchester 20-25.
 Snapp Greater: De Pere, Wis., 13-19.
 Standard: Big Piney, Wyo.; (Fair) Thermopolis 22-25.
 Star Am. Co.: Helena, Ark., 15-25.
 Starlight: (Fair) Holdrege, Neb., 13-16; (Fair) Valentine 17-19.
 Stephens, C. A.: Rogersville, Tenn.; Maryville 20-25.
 Stephen's, Otto: Prairie City, Ia., 13-14; Monroe 16-18.
 Stipe's: (Fair) Elk River, Minn., 13-15; (Fair) Webster, Wis., 16-18; (Fair) Grantsburg 23-25.
 Strates, James E.: (Fair) Hamburg, N. Y., 18-25.
 Strong's Amusements: (Fair) Loup City, Neb., 13-14; Elwood 15-17.
 Sunset Am. Co.: (Fair) Decora, Ia.; (Fair) Monticello 20-25.
 Sylvester, Ernie: Hookerton, N. C.
 Tatham Bros.: Chandlerville, Ill.; Illiopolis 20-25.
 Tennessee Valley Am.: (Fair) Clarksville, Tenn.; (Fair) Gallatin 20-25.
 Thomas, Art B., No. 1: Springfield, Minn., 13-15; (Fair) Montevideo 16-19; (Fair) Fergus Falls 22-25.
 Thomas, Art B., No. 2: Cherokee, Ia., 13-15; Gladbrook 16-18; Worthington, Minn., 20-22; Vermillion, S. D., 23-24.
 Thomas Joyland: Crown Point, Ind., 17-25.
 Thomas, W. A.: (Fair) Spalding, Neb., 13-15; (Fair) Central City 16-18; (Fair) Minden 20-22.
 Thompson Bros.: Ridgway, Pa.
 Tidwell, T. J.: (Fair) Minneapolis, Kan., Emporia 20-25.
 Tinsley, Johnny T.: Spruce Pine, N. C.; Burnsville 20-25.

Tropical Midway Shows

The Show that straightens the curves.

Lester McGee and Sammy Lewis, get in touch. Merry-Go-Round Foreman wanted. Want Hanky Panks of all kinds. Open Midway. Want Skillo Help, inside and out. All replies this week Oak City, N.C.

COOK HOUSE HELP WANTED

"Humpty" Kenneth, join at Sedalia Fair. Mike Stell, what happened?

PAUL "PINETREE" BOZMAN
CETLIN & WILSON SHOWS
Sedalia, Mo.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Age & Scale, Hoop-La, Glass Pitch, Swinger, Six Cats, Pitch-Till-You-Win, Photos, Bear Pitch, Hi-Striker, Custard, Bingo, Basket Ball, Darts, Penny Arcade. WANTED—Tilt, Octopus, Pony Ride, General Ride Help, Truck and Tractor Drivers. Agents for office Hanky Panks. WANTED—Side Show, Girl Show, Wildlife and Monkey Show.

All replies George Clyde Smith Shows

Berkeley Springs, West Virginia, this week; Winchester, Virginia, next week.
 P.S.: B. Yancey wants Skillo Agent and Outside Man. Also Razzle Agent and Man to up and down stores.

WANTED FOR TEN WEEKS

Starting Aug. 27, Boykins, Va.; Victoria, Va., follows.

Hanky Panks of all kinds, Cook House, Bingo, Corn Apples, Custard. Want one each of the following—prefer one reliable Operator for all: 6 Cats, Buckets, Pin Store and Razzle. P.C. open with Hankys. Want Shows of all kinds with own equipment. Ride Foreman and Second Men for Wheel, 32-ft. Jenny, Fly-o-Plane, Chairplane and Kid Rides. Help, come to Weirwood, Va., this week; Tasley, Va., next.

All Others answer:

LEO LANE SHOWS
P. O. BOX 339, VIRGINIA BEACH, VA.

WANTED CARNIVAL

With five or more Rides and three or more Shows to play two Fairs—one Sept. 17-22, South Carolina, the other Oct. 6-12, North Carolina, or will book any Rides, Shows and Concessions. Do not want to take any of my 10 Rides from Bonnie's Lake Park unless very necessary. Help and health condition reason for this ad. All address:

HARRY HELLER
Bonnie's Lake Park, Lynchburg, Va., or Phone Lynchburg 2-9701.

WANT-WANT

FOR GRAND ISLAND FAIR, AUG. 21-24; LEXINGTON FAIR, AUG. 26-30. 50,000 attendance each last year—Central Nebraska's 2 Biggest Fairs.

RIDES — SHOWS — CONCESSIONS

No gypsies or flats. Also want capable Help on Wheel, Spiffire and Merry-Go-Round who drive. Want Fun House Operator who can drive. Will sell Fun House and book on show. **STARLIGHT SHOWS**, Holdrege, Nebraska, Fair, Aug. 13-16; Valentine, Nebraska, Fair, Aug. 17-19.

BIG CITY SHOWS

LAPAZ, IND., AUG. 21-25, OLD SETTLERS' REUNION AND FAIR.

Can place Hanky Panks of all kinds, Age and Scale, Watch-La, Basket Ball, Coke Bottles, Darts, small Grab, Popcorn, Snowball, Floss, etc. **POSITIVELY NO FLATS.** Can place Shows, 10-in-1, Illusion, or what have you? Can place for balance of season one or two major Rides not conflicting. Ride Help: Can always place a good Ride Man. Top salary. All mail and wires to

J. R. McSPADDEN, Lapaz, Ind., until Aug. 25; then as per route.

MIGHTY INTERSTATE SHOWS

Want for Eastern Hawkins County Free Fair, Church Hill, Tenn., Aug. 20-25; Washington County Free Fair, Gray Station, Tenn., Aug. 27-Sept. 1; Randolph County Fair, Roanoke, Ala., Sept. 3-8; followed by continuous route of choice Southern Fairs through Nov. 7.

SHOWS: Any Bally or Family-Type Shows, Girl Shows with own equipment. Jimmy Beach wants Talker and Acts for Sideshow. CONCESSIONS: All legitimate Merchandise Concessions open. Also opening for Long Range Gallery, Jewelry, Novelties, Hats, Gadgets, Bear Pitch, Glass Pitch, Parakeet Pitch, Age and Weight, Ice Cream, Frozen Custard. RIDE HELP: Foremen for Merry-Go-Round, Wheel, Tilt, Chairplane. Also Second Men on all Rides. Licensed tractor-trailer drivers preferred. Top wages. RIDES: Will book any Flat Ride or Kiddie Rides not conflicting with what we have. HELP: Want Electrician who knows C. M. Diesel Plant to join on wire. Must drive tractor. Want experienced Mechanic with tools to join on wire. Will book Bingo for balance of season.

All replies to H. B. ROSEN
CARE WESTERN UNION, HAZARD, KY.



"HONESTY IS OUR POLICY"

Want for large County Fair at Bridgeport, Illinois, followed by Carroll County Fair at Huntington, Tennessee.

CONCESSIONS—Photo, Custard, Cook House, Long Range and Short Range or any Hanky Panks not conflicting.

RIDE HELP—Wheel Foreman, must be sober and reliable Truck Driver.

SHOWS—Snake, Minstrel, Monkey and any clean Grind Show not conflicting. Want Operator for office owned Girl Show.

All replies JOHN PORTEMONT
Carmi, Illinois.

TIVOLI EXPOSITION SHOWS

We have 10 more big weeks of Fairs including 4 in Louisiana: Bastrop, Leesville, Eunice and Winnsboro. Showing large army camp week following Greenville, Illinois, Fair.

SHOWS: Want two first-class Girl Shows; Mr. Williams, contact us at once. Want 10-in-1 Side Show and any other worth-while attractions.

CONCESSIONS: Can place Hanky Panks of all kinds.

HELP: Can place Ride Men on all Rides—must drive semis.

Contact H. V. Petersen

Dubuque, Iowa, Fairgrounds this week; Greenville, Illinois, Fair to follow.



Wanted for Greenup, Illinois, Fair week of August 20.

CONCESSIONS: Hanky Pank and Prize-Every-Time Games of all kinds.

HELP: Rock-O-Plane Foreman, Help on all major Rides.

All Wire:

C. C. GROSCURTH, Blue Grass Shows

La Porte, Indiana, all this week; then Greenup, Illinois.

SILK CITY COMBINED SHOWS

WANT FOR PAGE COUNTY FAIR, LURAY, VIRGINIA, AND ALL FAIRS TO FOLLOW.

CONCESSIONS: Bingo, Novelties, French Fries, Hi-Striker, Bear Pitch and other Concessions. SHOWS: Wildlife, Side Show, Monkey Show and other Grind Shows.

RIDES: Will book Octopus, Tilt, Coaster and other Rides not conflicting.

RIDE HELP: Foremen for all Rides that drive semis and Second Men.

All replies to A. LONGO or TED LEWIS

This week, Manassas, Virginia, Fairgrounds.

KING BROS.' SHOWS

WANT

Wheel Foreman, top pay. Will book or buy Octopus. Also can use other reliable Ride Help. Can use Wives in Ticket Boxes. Want legitimate Concessions of all kinds. There are only four here.

All replies to JOE KING, MGR.

Burlington, Nebr., Aug. 16-18; North Platte, Nebr., 19-22; Sidney, Nebr., 22-26; Chadron, Nebr., 27-29; Lodgepole, Nebr., Labor Day, and 10 others to follow.

G. & B. SHOWS

Tucker County Fair & Centennial, Parsons, West Va., Aug. 20-25; Preston County Fair, Terra Alta, follows.

Want Scales, Ball Games, Coke Bottles, Buckets, Balloon Dart, Water Game, Lead Gallery, Pitch-Till-You-Win, Bumper or any Concessions working for stock. No ex on Hanky Panks. Will book Shows with own outfits for committee money.

All replies to

GEO. BROAS, Fairgrounds, Rivesville, West Virginia

A. R. BRIGGS SHOWS

Want for Miamisburg, Ohio, V.F.W. Celebration Aug. 20-25.

Rides, Shows, Concessions, Floss, Snow, Apple, Pop Corn, Fish Pond, Darts, Six Cats, Buckets, Pitch-Till-You-Win, Coke Bottles, Help on Wheels, Merry-Go-Round, Chairplane, Kid Rides. Will book any non-conflicting Rides. No phone calls. All wires: c/o WESTERN UNION, CINCINNATI, OHIO.

Tip Top: Baraboo, Wis., 16-19; Caledonia, Minn., 22-25.
Tivoli Expo.: (Fair) Dubuque, Ia.; (Fair) Greenville, Ill.; 20-25.
Tropical Midway: Oak City, N. C.
20th Century: Owatonna, Minn.
Uncle Joe's Am.: Wheeler, Tex.
United Expo.: (Fair) Salem, Ind.; (Fair) Benton, Ky., 20-25.
United States: (Fair) Matewan, W. Va.; (Fair) Clay 20-25.
Victor Am. Service: (Fair) Barton, Vt., 16-19; Keene, N. H., 23-26.
Victory Expo.: Alamogordo, N. M., 17-20.
Virginia Greater: Cambridge, Md.; Pocomoke City 20-25.
Wade Greater: (Fair) Lowell, Mich., 13-19; (Fair) Mount Pleasant 20-25.
Wade, W. G.: (Fair) Mason, Mich.; (Fair) Escanaba 21-25.
Wallace Bros.: Wausau, Wis.
W. B. J.: (Fair) Gaston, Ind., 14-18; Summitville 21-25.
West Coast, No. 1: Yreka, Calif., 16-19; (Fair) Anderson 23-26.
West Coast, No. 2: (Fair) Paso Robles, Calif., 13-19; (Fair) Monterey 20-26.
Western: Lynden, Wash., 15-18.
Weydt Amusements: Gillett, Wis., 16-19.
Wilbers' Woiterine: Grayling, Mich., 13-19.
Wileox, Dick: Houlton, Me.; (Fair) Dover 20-25.
Williams Am. Co.: Rural Retreat, Va.
Wilson Famous: Sheffield, Ill., 15-17; (Fair) Princeton 20-25.
Wolfe Am. Co.: (Fair) Weirwood, Va.; (Fair) Tazley 20-25.
World's Finest: (Fair) Three Rivers, Que., 16-23; (Fair) Skerbrooke 24-30.
World of Pleasure: (Fair) Bay City, Mich.; Coldwater 20-25.
Young, Monty: Gooding, Idaho; Burley 20-25.

UNDER THE MARQUEE

Continued from page 81

Krezmer and the George Hanneford Family visited Kelly-Miller at Freeport, Ill., while Rex and Kitty-Ronstrom and Larry Benner saw it at Princeton. . . . Annie Deryung, of the Symphonettes celebrated a birthday. . . . Valerie Antalek Krinkle joined her husband, Kris, at Clinton, Ia., after closing with Clyde Bros. . . . Harry Polack, son of Sam Polack, visited. . . . Bob and Mildred Lee painted their globe of death a forest green. . . . Prop boys painted equipment red and silver at Clinton, Ia. The Ronstroms visited Walter Adler, brother of Felix, at Clinton, Ia. . . . C. A. Sonnenberg and Stanley Collins visited Polack Eastern.

Visiting Kelly-Miller at Naperville, Ill., were Orrin Davenport, Doc Schlack, Edna Dee Curtis, Ray Oelich, Harry Bert, Nat Green, Dwight Pepple, Alex Irwin, Jack LaPearl, George Johnson, Bill Carsky, the Carl Marxes, Alan Davidson, John Harrop, Sam Johnson, Howard Gusler, Don Sexton and Ken Fishleigh.

Benny the Bum and Johnny Walker have the suo-cones on Kelly-Miller. . . . Bill Atterbury is playing fairs and recently passed thru Chicago between dates.

A. F. (Red) Davis caught Beers-Barnes Circus in West Virginia. . . . Don and Martha Smith visited Kelly-Miller at Indiana towns, where other visitors included Fred and Rickey Pfening, George Piercy and Ken Whipple.

Hank Carlile is ahead of the Clyde Beatty Circus and has contracted Amarillo, Tex., for September 4. . . . Laurence Cross is with the Pan-American Amusement Corporation operated by Jimmy Woods. . . . The Melvin Olsens visited R. A. Miller's Miller Bros. Circus at Great Lakes, Ill.

Popo DeBathe, Emmett Kelly, Jack McAfee, Fay Avalon and Huey the Clown worked four days in Los Angeles making a pilot film for a possible TV feature. . . . Clarence Canary, trick rider and sharpshooter, and the Poodles Hannefords are at Frontier Town, North Hudson, N. Y., for the season. . . . Newly admitted members of the Association of Theatrical Press Agents and Managers are Mae S. Hong and Norman Carroll.

K. Y. Sagraves, Mills Bros.' bull man for several seasons, is home in Kentucky. . . . Leo Francis clowned fairs at three Ohio spots. He will make the Kentucky State Fair and follow up with Indiana dates.



UPPER PENINSULA STATE FAIR
AUG. 21 THRU 26, ESCANABA, MICH.

—CAN PLACE—

Outright Sales Privileges of all kinds.

All concessions must be neat and well operated.

Fair privilege rates.

Have location available for one more Major Ride only, such as Octopus or Caterpillar.

All replies via Western Union.

D. WADE, W. G. WADE SHOWS

Fairgrounds, Mason, Mich., all this week.

LAST CALL! LAST CALL!
GREAT BARRINGTON FAIR

GREAT BARRINGTON, MASS.

SEPTEMBER 9-15 7—BIG DAYS AND NIGHTS—7

New England's Best Fair playing to the Best People!

WANT SHOWS: First class Attractions only, including a Motordrome. No Girl Shows. RIDES: Flat Rides of all kinds. Cooper, please contact regarding Roundup. CONCESSIONS: All kinds of Hanky Panks and legitimate Concessions, Scales and Age. No Shooting Galleries. Flat outfits, save postage, will not book under any circumstances.

CONTACT IMMEDIATELY SINCE MIDWAY AREA IS SMALLEST IN THE EAST AND SPACE IS LIMITED

JEFF HARRIS

BOX 88 or 103 WALNUT AVE. REVERE, MASS.
Phone: (until 11 p.m. only) Revere 83525

WANTED FOR

BLOUNT COUNTY FAIR, MARYSVILLE, TENN.

FREE ACT for this spot. CONCESSIONS, come on, will place you. No Ex. on Eats, Drinks, Photos, Custard, Ball Games, Ponds, Bumper, High-Striker, Novelties, Hat Bands. RIDES—Place Octopus, Cat, Scrambler. SHOWS—Place any worth-while Shows, Big Snake, Side Show with own equipment, Baby Show Illusion. Wheel Man, wire.

C. A. STEPHENS SHOWS

This week, Rogersville, Tenn.

MID-SOUTH FAIR
MEMPHIS
SEPT. 21-29

THE TWO LATE
BIG FAIRS

THE STATE FAIR
OF TEXAS, DALLAS
OCT. 5-21

STILL HAVE SOME CHOICE LOCATIONS
RIDES—UNUSUAL BIG FEATURE SHOWS—PAY GRIND SHOWS

Will visit Springfield, Ill.; Milwaukee, St. Paul, Toronto, Detroit, Indianapolis, Louisville and other Fairs.

Can be contacted—ALMS HOTEL, CINCINNATI, OHIO, until Aug. 17; then Angus Hotel, St. Paul, Minn., until Sept. 1; then Western Union, Louisville, Ky., Sept. 6-7-8; then Memphis Fairgrounds.

All contracted, please contact
CLIF WILSON

D. S. DUDLEY SHOWS

WANT TO JOIN AT ONCE FOR THE FOLLOWING FAIRS: COLBY, GARDEN CITY, DODGE CITY, LIBERAL, ALL IN KANSAS; THEN BEAVER, OKLA.; LAMESA, TEXAS; CLOVIS, NEW MEXICO; PORTALES, NEW MEXICO, AND PLAINVIEW, TEXAS.

Foreman for Tilt-A-Whirl, Hanky Pank Agents, Age and Scale, Balloon Darts, Coke Bottles. Will sell exclusive on non-conflicting Hanky Panks. Contact

D. S. DUDLEY, Colby, Kans., Aug. 13-18; then as per route

ALMA 4-H FAIR

Alma, Mich., Aug. 21-24

Want Concessions of all kinds. Want to buy major Rides. Need Foreman for new Allan Herschell Helicopter Ride. No flats or gypsies. Wauseon, Ohio, Aug. 13-16; Weidman, Mich., Aug. 18-19.

FUN FAIR SHOWS

Contact CHAS. G. OR M. ROBERT STAPLETON.

O. C. BUCK SHOWS

Can place Custard and Hanky Panks for all Fairs until November 1.

ELMIRA, N. Y., THIS WEEK

MOTOR STATE SHOWS

Want for Erie County Fair, Sandusky, Ohio, Aug. 15-16-17; Kalida, Ohio, on the streets, and all Fairs following, including Fairs in Mississippi and Louisiana. Want Cookhouse, Popcorn, Floss and legitimate Concessions, such as Ball Games, Darts, Basket Ball, Pitch Till You Win, etc. Can place Fun House, also Grind Shows. Can place reliable, sober Ride Help, must drive.

All replies JOE FREDERICK

Fairgrounds, Harrison, Mich., Aug. 14-18; Hicksville, Ohio, Fair, Aug. 20-25; then as per route.

BEAM'S ATTRACTIONS

Outstanding Fairs for the balance of the season:
MONTGOMERY CO. FAIR, GAITHERSBURG, MD.
 Next week—Aug. 21-25—Day and night

The enlarged Amusement Midway offers all Shows
 and Concessions frontage on paved walks.

- BRUNSWICK, MD., FIREMEN'S FAIR, Aug. 27-Sept. 1.
- GOOCHLAND-POWHATAN-LOUISA TRI-CO. FAIR, Sept. 3-8, GOOCHLAND, VIRGINIA
- NOTTAWAY CO. FAIR & FARMERS' WEEK, BLACKSTONE, VIRGINIA, Sept. 10-15.
- TRI-CO. FAIR, ROANOKE RAPIDS, N. C., Sept. 17-22, Day and Night.
- ZEBULON FIVE-CO. FAIR, Sept. 24-29, Zebulon, N. C.
- VANCE CO. COLORED FAIR, Oct. 1-6, Henderson, N. C.
- CASWELL CO. FAIR, Oct. 8-13, Yanceyville, N. C.
- ATLANTIC DISTRICT FAIR, Oct. 15-20, Ahoskie, N. C.
- TIDE WATER DISTRICT FAIR, Oct. 22-27, Suffolk, Virginia.

Booking all types of legitimate Concessions and Shows for these outstanding fairs. ALL REPLIES TO

BEAM'S ATTRACTIONS, FAIR GROUNDS
 BEL AIR, MD., this week—then as per route.

CAPITAL CITY SHOWS

Want for Barbourville, Kentucky, Fair, Aug. 20-25, followed by 12 bona fide Fairs until Nov. 12. Best in the South.

CONCESSIONS—Legitimate Stock Concessions of all kinds, good opening for Long or Short Range, Parakeet and Bear Pitch, Bingo; American Camp, no gypsies; Arcade.

SHOWS—Side Show, Monkey, Mechanical or any non-conflicting Grind Show.

C. E. Ross wants Agents for Cigarette Block and Blower. Charlie Lehman, Bill Moore and Jack Martin, contact Ross.

All reply **J. L. KEEF**
 CAPITAL CITY SHOWS, Liberty, Kentucky.

RALEY BROS.' EXPO.

CLEANEST SHOW ON EARTH

ROANOKE RAPIDS, N. C., THIS WEEK; ROCKYMOUNT, VA., NEXT.
 WITH 11 MORE FAIRS TO GO.

Opening for Custard and Bingo. Stock Concessions and Family-Type Shows always welcome at low rates. No grift at any time. Two major Rides not conflicting. Whittie Lathman wants Talker and Driver for What is It Show. Can always place useful people that drive. Wire only, no phone calls answered.

Harold Raley, Mgr.; Ethel Raley, Sec.; Frank Dickerson, Gen. Agent.

COLEMAN BROS. SHOWS

Want for Altamont Tri-County Fair, Aug. 20-25

Fun House, Mechanical Show, Five-in-One, 10-in-One and any other worthy show-type Attraction.

Also want Penny Arcade and Glass Pitch or Bear Pitch.

Reply to: **DICK COLEMAN**
 Afton, N. Y., Fairgrounds



CONCESSIONS **IMPERIAL SHOWS** RIDE HELP

CONCESSIONS WANTED: Novelties, Shake, Ice Cream, Custard, Penny Pitch, Short Range Gallery, Foot Longs, Devil's Bowling Alley, Watch-La. RIDE MEN, come on. Must drive. Good salary, treatment, etc.

Address: **BILL GULLETTE, Mgr.**

Rockford, Ill. (St. Ambrogio lot), this week; Fairbury (Fair), Aug. 21-25; Mendota Tri-County Fair, Aug. 30-Sept. 3; Monmouth Fair, Sept. 5-8; De Kalb Merchants' Fair, Sept. 13-16. ALL ILLINOIS.

COMING EVENTS

- Arizona**
 Buckeye—Halloween Carnival, Oct. 31.
 Eloy—Mexican Independence Day, Sept. 15-18.
 Globe—Gila Co. Diamond Jubilee, Aug. 29-Sept. 3. Jim Mace, Dominion Hotel.
 Nogales—Mexican Independence Day Celebration, Sept. 15-16.
 Prescott—Quarter Horse Show, Sept. 22-23.
 Tucson—Mexican Independence Day Celebration, Sept. 15-16.
 Tombstone—Hellorado Celebration, Oct. 28-29.
 Williams—Labor Day Rodeo, Sept. 15-16.
 Winslow—Jayces Rodeo, Sept. 15-16.
- Arkansas**
 Camden—Quaschite Co. Livestock Show, Sept. 10-15. M. C. Reynolds.
 DeQueen—Servier Co. Livestock Show, Sept. 10-12. Victor Ivy.
 DeWitt—Ark. Co. Livestock Show, Oct. 10-13. Harold Kendall.
 El Dorado—Kendall Co. Livestock & Poultry Show, Sept. 24-29. G. O. Dunn.
 Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29. H. B. Correll.
 Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.
 Hope—Third Dist. Livestock Show, Sept. 24-29. R. C. Daniels.
 Little Rock—Ark. Livestock Expo., Oct. 1-6.
 Mammoth Spring—Soldiers, Sailors and Marines Reunion, Aug. 13-18. E. E. Sterling.
 Monticello—Dre Co. Livestock Show, Sept. 12-15. Jack Shelton.
 Pine Bluff—S. Ark. Livestock Show, Sept. 15-19. George Heestand.
 Rogers—Diamond Jubilee, Aug. 27-Sept. 2. O. B. Porter.
- California**
 Fort Bragg—Paul Bunyan Days, Aug. 27-Sept. 3.
 Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. S. Jackson.
 Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14. Ray Stone, 5501 Hazel Ave., Fair Oaks.
 Los Angeles—Allied Gift & Jewelry Show, Sept. 2-6.
 Oakland—California Garden Show, Sept. 20-30. E. E. Schreiber, 920 Fallon St.
 San Diego—Sports and Outdoor Living Show, Aug. 15-19.
 San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2059 28th Ave.
- Colorado**
 Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Stolle.
 Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.
 Kit Carson—Kit Carson Day, Sept. 22. Paul Beck.
 Littleton—Westward Ho Days, Sept. 31-32. Wayne E. Michel.
 Manitou—Zebulon Days, Sept. 1-3. Jayces.
 Trinidad—Trinidad Round-Up, Sept. 1-3.
- Connecticut**
 Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14. John W. Daly.
 Waterbury—National Home Show, Sept. 22-29. John W. Daly.
- Florida**
 Bonifay—Holmes Co. Livestock Show, Oct. 13. D. P. Grant.
 Daytona Beach—Labor Day Celebration, Aug. 31-Sept. 3. Paul R. Baker, Central Labor Union.
 Ocala—Jr. Livestock & Poultry Show, Oct. 15-18. Louis Gilbreath.
- Georgia**
 Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18. W. G. Bishop, Room 219, Ogleshorpe Hotel.
 Gainesville—VFW Celebration, Oct. 1-6. Dr. F. D. McCoy.
- Illinois**
 Ashburn—Centennial and Labor Day Celebration, Sept. 1-3.
 Forreston—Sauerkraut Day, Sept. 13. LeRoy M. Grande, American Legion.
 Illinois—Centennial, Aug. 22-26.
 Maywood—Italian Festival of Chicagoland, July 25-Aug. 25. Joseph De Seerto, 1615 N. 18th Ave., Melrose Park.
 Moline—Glad Festival, Aug. 18-18.
 Peoria—National Home Show, Oct. 3-7. E. J. Smith.
 Strasburg—Homecoming and Street Celebration, Sept. 5-8. L. R. Hamm.
 Streator—Labor Day Celebration, Sept. 1-3. Fred J. Saluati, 1110 East Elm St.
 Stonefort—Old Sailors & Soldiers' Reunion, Aug. 21-25.
 Windsor—Centennial, Aug. 27-Sept. 1.
- Indiana**
 Chesterton—Jubilee, Aug. 23-26.
 Ellettsville—Monroe Co. Festival, Sept. 13-15.
 Lagrange—Lagrange Co. Corn School, Sept. 12-15. Walter Emmert.
 Odon—Old Settlers' Meeting, Aug. 15-18. C. J. Stoots.
- Iowa**
 Charlton—Lucas Co. 4-H Achievement Show, Aug. 14-16. Mrs. Lee Cottingham, Russell.
 Cherokee—Pilot Rock Plowing Match, Aug. 13-15. Albert R. Griffith.
 Fairfield—Jefferson Co. Jr. Agrl. Show, Aug. 13-16. Henry McCleary, Packwood.
 Red Oak—Firemen's Convention, Sept. 17-19.
 Sidney—Rodeo, Aug. 14-18.
 Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander.
 Thompson—Winnebago Co. Jr. Show, Aug. 13-15. Dean Nerdig, Forest City.
 Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6. E. S. Estel.
- Kansas**
 Baxter Springs—Celebration, Sept. 13-15.
 Chapman—Labor Day Celebration, Sept. 3.
 Wichita—Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5. Conlee Smith.
- Louisiana**
 Crowley—Intl Rice Festival, Oct. 17-18. A. L. Stoessell.
 Lake Charles—Home Show, Sept. 4-9. Lloyd A. Goodin.
 Marksville—La. Livestock Festival, Oct. 5-7. Kermit Ducote.
 Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3. Mrs. Richard L. Davis.
 Natchitoches—La. Broiler Festival, Sept. 25. L. J. Pleasant.
 New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 6449 Vicksburg St.
 Opelousas—La. Yambilee Festival, Oct. 2-4. Billy M. Smith.
 Ville Platte—La. Cotton Festival, Sept. 28-30. Dallas Deville.
- Maryland**
 Baltimore—National Home Week Exposition, Sept. 18-23. Patrick J. O'Toole, 1010 St. Paul St.
 Princess Anne—Princess Anne Livestock Show, Sept. 28-29. Howard H. Anderson.
- Massachusetts**
 Boston—National Home Show, Oct. 14-21. John D. Daly.
 New Bedford—National Home Show, Sept. 11-16. Dorothy H. Godfrey.
 Worcester—National Home Show, Sept. 2-9. Arthur Gilbert.
- Michigan**
 Charlotte—Mich. Swine Breeder Show, Oct. 8. H. G. Moxley.
 Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving R. Wyeth.
 Jackson—Jersey Cattle Show, Aug. 18.
 Midland—Jersey Cattle Show, Aug. 16.
 Romeo—Romeo Peach Festival, Aug. 30-Sept. 3.
 Romeo—Romeo Peach Festival & Labor Celebration, Aug. 31-Sept. 3.
- Minnesota**
 Duluth—National Home Show, Sept. 15-23. Dorothy H. Godfrey.
- Mississippi**
 Cleveland—Bollivar Co. Rodeo, Oct. 11-13. Leroy Finley.
 Newton—Newton State Dairy Show, Sept. 17-22. W. P. McMillan Jr.
 Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.
- Missouri**
 Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt.
 Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard.
 Maryville—4-H Baby Beef & Pig Club Show, Sept. 24. Kenneth Waikup.
 Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Sagar, Chamber of Commerce.
 Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McCluskey.
 St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.
- Nevada**
 Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688.
- New Jersey**
 Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.
- New York**
 Elmira—Antique Show, Sept. 17-20.
 Fredonia—Annual Gala Week, Aug. 21-26. Fire Dept.
 Gowanda—Southwestern Firemen's Convention, July 30-Aug. 4.
 New York—International Antiques Exhibition and Sale, Oct. 17-23.
 New York—Mobile Homes Show, Aug. 15-18.
 New York—National Home Furnishings Show, Aug. 23-29.
 North Tonawanda—Wurlitzer Anniversary Celebration, Aug. 22-25.
- North Carolina**
 Raleigh—National Home Show, Sept. 2-9. E. J. Smith.
- Ohio**
 Cincinnati—Zoo Food and Home Show, Aug. 13-23. Jack Huesser.
 Kent—Centennial, Aug. 13-18.
 Lancaster—Central Rural Electric Co-Op Picnic, Aug. 16.
 Laurelville—Street Fair, Sept. 17-22.
 Miamisburg—VFW Free Fair, Aug. 20-25.
 Millersport—Sweet Corn Festival, Aug. 30.
 Nelsonville—Street Fair, Aug. 27-Sept. 1.
 New London—Labor Day Celebration, Sept. 1-3.
 Seaman—Street Fair, Sept. 19-22.
 St. Paris—Fall Festival, Sept. 22.
 Selo—Street Fair, Aug. 23-25.
 Ulrichsville—Clay Week Celebration, Aug. 27-Sept. 1.
 Utica—Homecoming, Oct. 6.
- Oklahoma**
 Anadarko—Indian Exposition, Aug. 11-16.
- Oregon**
 Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25.
 Portland—Pacific Intl. Livestock Expo., Oct. 20-27. Walter A. Holt.

(Continued on page 96)



NEW ALUMINUM MILK BOTTLES
 Reinforced Ribs Cast Inside THEY STAND UP
\$4.50 EACH
 Specific weighted or empty.
CONCESSION SUPPLY CO.
 3916 Secor Rd., Toledo 13, O.

JOHN C. POLLIE CONCESSION UNITS
 30th Season
 Can place Caller and Countermen.
 • Bingos and Bear Pitch •
 Fairs in Michigan, Indiana, Tennessee and Mississippi. Would like to rent a complete Bingo for week of Sept. 17-22. All mail and prepaid wires to 633 Fairview Ave., NE, Grand Rapids 3, Mich.

AL EVERT ALLEN
 Call Whitney 55456,
 Scottsdale, Ariz.
CIMARRON SHOW

CONCESSIONS WANTED
 Manning, Iowa, Centennial, Aug. 16-17-18; Britt Hobo Day, 20-21.
 Contact **JOHN DORLAND**
ROYAL UNITED SHOWS
 as per route

PARAKEETS
70c
CHROME CAGES, 50c ea.
 Shipped Daily. F.O.B. Los Angeles.
 Minimum Order, 48 Birds.
 —Call or Wire—
 24-Hour Service.
Durkee's Bird Farm
 8967 E. Callatin Rd., Pico, California
 Phone: OXford 9-5210

WANT FOR
 Annual Wernersville, Pa., Fair, August 28 thru Sept. 3; Quakertown, Pa., Centennial Celebration, Sept. 5 thru 8
 Hanky Panks, all legitimate Concessions and Shows. Want Ferris Wheel Foreman and Agents. Contact Home Office, Phone: Valley Forge 9-4561.
D. J. VAN BILLIARD

WANTED
 Hanky Panks of all kinds for Ford City, Pa.
 LOW PRIVILEGE
 Absolutely no flats or gypsies.
JOHN R. LEWIS
 BOX 144 ZELIENOPLE, PA.

WANTED
 Novelty Agents and Guess Your Weight and Age Agents. The West Virginia State Fair, Lewisburg, W. Va., August 18 to 25. Also Mineola Fair, Long Island, September 8. Six more fairs to follow.
A. HYMES
 c/o Western Union or Greenbrier Hotel, Roncoverte, W. Va.

AGENTS WANTED
 For Buckets, Bear Pitch, Balloons, Slum Blower and other Stock Stores. Also Cat Boys for Six Cats. All kinds of useful Help. All Fairs, including Amarillo and Lubbock.
JACK LITTLEFIELD
 c/o Bill Hames Shows Sherman, Texas, this week.

DIXIE AMUSEMENTS
 Wants for Mt. Ayr, Iowa, Fair, Aug. 14-18; Corning, Iowa, Fair, Aug. 19-24; Sheldon, Mo., Old Settlers' Picnic, Aug. 29-Sept. 1.
 Ride Help on Wheel, Merry-Go-Round and Mix-Up. Can place Bumper, String Game, Ball Games, Coke Bottles and others that do not conflict. Contact:
CLIFFORD DAVIS, Mgr.
 As per route, or come on.

CONCESSIONS WANTED FOR WAUKESHA LABOR CELEBRATION SEPT. 1-2-3 FOR SALE BIG PARKER FERRIS WHEEL BONK AMUSEMENTS
 1117 So. 20th St. Manitowoc, Wis.

FOR SALE
 Fun House, 45' panel front, mounted on 30' semi. complete, ready to go including tractor; 60' panel front Walk-Around Show mounted on 32' Low Boy trailer, can be used for Pit Show, Monkey Land, Whale Exhibit, etc. The above equipment is first class. Send 6¢ in stamps for photos on either one. Illness is definite reason for selling.
M. R. SNOWBALL
 Route #1, Box 292 Naples, Fla.

CORRECTION
 LAST WEEK'S AD
A. R. (Dutch) WHITESIDE
 This week Hendersonville, N. C., Agents wanted.
 Care Ross Manning Shows.

No. 5 Wheel, 7 Tub Tilt FOR LEASE
 Can be had starting week of Aug. 28th.
 Address: RIDES
 c/o American Beauty Shows, Bloomfield, Iowa

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS



OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street —

EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR

The OAK RUBBER CO.
RAVENNA, OHIO

MERCHANDISE TOPICS

Show your customers how to get an electric brush-off with the battery-operated Vac Brush of Abco Industries, 2404 North Charles Street, Baltimore 18. This is a small brush affixed to a handle and looking much like a flashlight. It has an electrically operated revolving unit which collects dust in an attached bag as the brush is applied to clothing and upholstery. It effectively removes dust and lint, the firm says. Weight is only 10 ounces. A sample is \$2.50 post-paid; \$1.80 each in lots of 12, plus postage. The firm guarantees Vac Brush and invites jobbers to write for quantity prices.

An unusual imported fishing and hunting knife may be had from Pearl Sales Company, P. O. Box 675, El Paso. This bowie knife with tooled cowhide leather sheath is made by Mexican craftsmen. It has an eagle head which is hand engraved. The handle has genuine horn inserts. Each knife has a different Mexican design and is over a foot long and nearly two inches wide. Pearl Sales says that the low price of \$24 per dozen will prove this item to be a fast seller and big profit maker.

Plastic towels have always enjoyed wide acceptance. Because the item is genuinely useful, small in size, easy to store and handle, and shows a strong mark-up, workers give it first place in many locations. The Palmer Company, 10307 East Warren, Detroit, offers a \$1 package for 25 cents in lots of 100 or more and includes 10 free workers with each 100 ordered. The firm offers overnight service anywhere in the country.

Pitchmen, demonstrators and workers who use unbreakable combs would do well to write Amberine, 2020 F Street, South Belmar, N. J. This firm has ready for immediate delivery the original Amberine Unbreakable Comb which is registered in U. S. and Canadian patent offices, and will send a price list on request. Orders are shipped the same day received. \$1 will get you a sample set of the sizes on hand.

What is called its Spot Light value is being introduced by Cel Max, Inc., 582 South Main Street, Memphis. This Cel Max ensemble is said to be packed with appeal and priced for profit. It consists of key chain, jeweled watch, expansion band and cuff links and tie bar, making a complete jewelry ensemble. It is shipped in assorted sets, attractively boxed and is priced at \$4.89 in lots of six. The price drops to \$4.79 each in lots of 12. A sample is \$6.45.

Users of novelty hats are urged to contact Harris Novelty Company, 1102 Arch Street, Philadelphia 7. The following are some of their specials: Large Mexican sombreros, \$3.75 a dozen or \$42 a gross; Top Banana hats, \$5 a dozen or \$53 a gross; full size black felt derbies, \$5 a dozen or \$52 a gross; motorcycle cap with two bands, \$6.25 a dozen or \$72 a gross; captain's cap, \$6.25 a dozen or \$72 a gross; checkered and plaid be-bop hat with pompon, \$4 a dozen or \$45 a gross, and French beret, \$5 a dozen or \$54 a gross. Write the firm for complete listing of hats and other items.

PIPES FOR PITCHMEN

By BILL BAKER

"DEAR BILL" pens Madaline Ragan from Kutztown, Pa. "Here is a letter brother Tom Kennedy sent me. I think you should put this in Pipes and see what the boys and girls think of it." We're glad to pass the info on to the trade so here goes with Tom's letter to sister Ragan. "Dear Madaline. At the suggestion of several members of the pitch fraternity in this vicinity, this writer has been delegated to write you on what we believe is an important matter concerning all members engaged in the noble profession of pitching or demonstrating. The fact that quite a number of the brothers and sisters engaged in this field are residing in Reading, Pa., and adjacent territory, it is felt that some sort of lodge of fraternal organization be established here for the mutual advantage of all. A hall or meeting place could be rented at a nominal sum each month where the members could congregate to discuss views and exchange ideas for the advancement and welfare of all. Only those handling, selling or demonstrating legitimate items to the public would be admitted to membership. Fakers would not be admitted under any circumstances. At the meetings, members would be requested to go thru their 'pitch' or demonstration, while the others would offer suggestions or constructive criticism whereby he or she could better their ends, thus increasing their sales. After each meeting, votes would be taken in order to decide who made the best pitch; who offered the best suggestion for its improvement, and so on. Prizes would be awarded to the various members for their suggestions. These would come, or rather,

be donated by each brother handling a particular item. The first prize would be a vegetable grater, second prize a screen or coil for a car, third prize a box of foot salve, a box of herbs or maybe a bottle of flukum or a handful of horn-nuts. The grand prize would be three pairs of nylon hose and a six months' subscription to The Billboard. Refreshments would be served, such as lemonade or iced tea with cookies during the summer months, while during the winter months, birch beer spiked with rum (2%) would be served to the members. Cards would be printed with the member's name, age and permanent address, at-testing to the fact that he was a member of the organization and was out to do the public good. Upon confronting a Mayor or Police Chief in any town or community with the card, we feel confident that the bearer would be accorded every courtesy, which means a lot, once those barriers are down. He or she would experience little or no trouble in working any town, community or city. As we pointed out before, fakers would be absolutely barred from joining the organization as we feel that there are too many fakers among pitch people right now. May we have your views on this subject?" (Editor's note: We feel sure that there are many members of the trips and kiester who would welcome the opportunity to join such an organization as Tom proposes if for no other reason than to get in on the suggested delectable refreshments. Any and all interested parties can contact Tom at P. O. Box 493, Reading, Pa.)

HOT-WEATHER SPECIAL! PARKER-COOLER

PORTABLE — take it anywhere.
PRACTICAL — plugs in any outlet!
PERFECT — gives air conditioned cool comfort day and night!



How PARKER-COOLER Works: Conditions the air in any room because hot, stale air is forced over two special coolants which you simply freeze in your own refrigerator.

- Precision-Engineered
- UL Approved
- Factory Warranty for Full Year
- Packed 1 to Shipping Carton, complete with coolant

List \$69.95 Your Cost Only **\$20.00** each

THIS IS HOT! The REDI-WET HANDY-SHAMMY Always Wet... Always Ready to Use. Perfect Demonstrator Item.

\$6.00 per dozen. Send for FREE Sample
25% deposit, balance C.O.D., F.O.B. Chicago.

DIVISION SALES

3341 W. Roosevelt Road
Chicago 24, Illinois
Phone: LAwndale 2-7377

FREE WHOLESALE CATALOG—SEND FOR YOUR COPY TODAY

HEART & DISC PENDANTS

RINGS—PEARLS
PINS—ANKLETS

CUFF LINK SETS
MONEY CLIPS

Deposit Required on All C.O.D. Orders

NECKLACES

Round, Heart, Clover-leaf or Octagon Necklaces on a 24-inch chain. Nickel or Gold Plated.



Illustration 1/2 Actual Size

NO. 2309-A PER GROSS **\$27.00**

EXPANSION & PHOTO IDENT'S

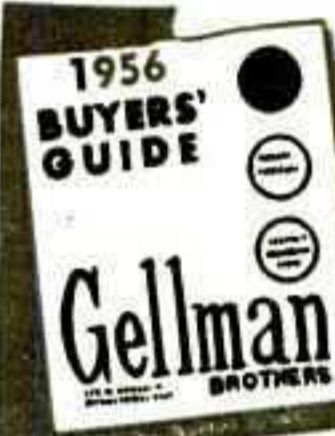
EXPANSION & PHOTO RINGS

CLOSEOUTS

PLEASE STATE YOUR BUSINESS

FRISCO PETE

226 S. WELLS STREET, CHICAGO 6, ILLINOIS
Phone: Franklin 2-2567. 24-Hour Service.



SEND TODAY FOR YOUR FREE COPY OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

KIPP'S HAVE OAK'S NEW Colored Ball Balloons
\$7.50 per gross
This price includes worker.
Write for new catalog.
Include postage with order.
25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

COIL WORKERS New, Improved 2-Color Coil
I do not give men that buy my coils competition.
BEST IN SERVICE—QUALITY—PRICE.
New Low Price \$40.00 Gross
Wire, Write, Phone
HAROLD NEWMAN
Universal Ignition Co.
4754 N. Clark St. Chicago 40, Ill.
Shop Phone: LOnsbeach 1-3499
Home Phone: LOnsbeach 1-4983

Pitchmen • Wagonmen Demonstrators . . .
NEW ACTION TOY!
Fine demonstrator. Send 50¢ for sample and complete information. \$1.00 retail item.
R. M. SHOFF
Box 1166, Clearwater, Florida

HOTTEST ITEMS IN AMERICA
LOWEST PRICES IN THE WORLD

- Snap-It 12 mm Necklaces . . . \$1.65 a doz.
- Gold-Plated Snap-It Necklaces . . . 4.50 a doz.
- Pearl Snap-It Necklaces . . . 3.75 a doz.
- Finger-Nail and Button Earrings to match Snap-Its . . . 1.00 a doz.
- Five-in-One Earrings—Fancy With Gold Rim . . . 1.75 a doz.
- Five-in-One Earrings—Plain With Gold Rim . . . 2.00 a doz.
- Bubbling Boys . . . 1.75 a doz.
- Assorted Gold Pearl Drop Earrings . . . 3.00 a doz.
- Rhinestone Earrings . . . 2.00 a doz.
- Large Spray Flower Earrings . . . 3.00 a doz.

BARBARA DELMARS
C.O.D. NOVELTY CO.
19 W. 34th St. N.Y.C., WI 7-7527
All orders must be accompanied with 25% deposit.

PARAKEET CAGES
No. 7163—Completely assembled.
6 3/4" x 4 3/4" x 5 1/4" high.
Packed 60 to carton.
1 Carton (60 cages) . \$.50 ea.
In quantity lots of 5 cartons (300 cages) . . .48 ea.
We carry a complete line of Concession & Premium Merchandise.
Write for Catalog. State Business in First Letter.
1900-12 N. 3d Street Milwaukee 12, Wisconsin

9 1/2 FAMOUS Geneva 7 PC. MENS JEWELRY SET
ADVERTISED IN LIFE
AT THE NEW LOW PRICE \$5.95 6 or more
Sample \$6.95
1 Tr. Written Guarantee 25% deposit with order, balance C.O.D.
Also available in 17-1, \$9.95

- Jeweled Water Watch, Heavy Gold
- Matching Expansion Band
- Spring Clip Tie Bar, matching Cuff Links
- Retractable Ball Point Pen
- Precious Metal Lead Pencil
- Beautiful soft, Road Bag with Life tag and \$71.50 price tag

NATIONAL DISTRIBUTING CO.
PHONE 82-6473
1751 W. FLAGLER
MIAMI, FLORIDA

DART BALLOON SPECIAL—60c per gross
In case lots of 50 gross. 75¢ per gross less than case lots.

- 12" Feather Dolls w/hat and cane . . . \$30.00 per gr. 2.75 dz.
- 7" Feather Dolls w/hat and cane . . . 13.50 per gr.
- In case lots of 5 gross . . . 62.50
- Bamboo Pennants Cans . . . 1.50 per 100
- Per case of 5,000 Cans . . . 62.50

We carry a complete line of Novelties, Whips, Cans, Batons, Balloons, Slum and Plush Bears.
All orders shipped same day received. 25% deposit required on C.O.D. orders.
M-G NOVELTY CO.
17 50. WALKER STREET OKLAHOMA CITY, OKLAHOMA
SEE OUR OTHER AD IN THIS ISSUE

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

"COMICCOLLECTION"—THE ENTERTAINER'S private gagfile. Gags, parodies, ad lib, bits, etc. \$2. Show-Biz Comedy Service, Dept. B-78, 1613 East 29th St., Brooklyn 29, New York.

MAMMOTH COMEDY COLLECTION! AMAZING low price! Over 1,000 "Clever Remarks," \$1. Introductory Offer! Edmund Orrin, 5854 San Vicente Blvd., Los Angeles, California. au25

AGENTS & DISTRIBUTORS

ASSORTED FILIGREE, PEARL, TAILORED and stoned Earrings, gross, \$18; 3 dozen different samples, \$6 postpaid. Jacobi Manufacturers, 1715 E. Mercer, Seattle 2, Wash.

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ersco, Bronx 72, New York. ch-np

CLIP COMBS—ASSORTED COLORS. 24 Cards, 12's, \$4.80. Free price list. Combs, novelties, sundries, etc. Carleton House (BB), La Marque, Tex. au25

FAMOUS MFR. CLOSEOUTS

Assorted Brooches \$1.75 dz.
Summer Earrings, asst. 1.50 dz.
Stoned or tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.50 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklace, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Shorty Tie Slides, carded 1.00 dz.
Giveaways asst. \$4.10 ea.
Cufflinks, carded 1.25 dz.
Cameo Sets, boxed 7.20 dz.
Anklets, G.F., carded 3.50 dz.
Tie Slide Sets, asst. 4.00 dz.
Charm Bracelets, asst. 1.00 dz.
Summer Earrings, asst. 7.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Summer Sets, boxed \$4.50 & 9.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FREE BOOKLET! MAKE BIG MONEY!
Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. au25

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. au25

JUMPING BEANS, NEW CROP, FOR immediate shipment, selected one by one. Guaranteed all alive, \$3 hundred; \$10 thousand. Larger quantities, lower prices. Ask for price list. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. sel

MAKE 3 DAYS' PAY IN DAY! AMAZING Name-In-Silver Christmas Cards pay \$65 on 65 boxes! No experience needed! Sample book free. Assortments on approval. "Southern Belle" Doll free for promptness! Southern, 478 N. Hollywood, Dept. L-48, Memphis 12, Tenn.

MEXICAN JUMPING BEANS, 1,000, \$6.50; 100 packs of 6 (retail 25¢), \$8.50 postpaid. Posters and games free. Dix Dock (Importers), Kent, Ohio.

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 938, New York 3. ch-au25

NEW ELECTRIC BINGO BLOWERS, \$49.50! Latest hit the Electric Dart Board, \$9.50. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y.

NEW FLASHY 7"x11" SIGNS; LIGHT reflecting. Illustrated, color blended, 2,000 varieties. Sample 10¢; 12, \$1; 100 best sellers \$8 postpaid U.S. only. Koehler, 333 Goetz St. Louis 23, Mo. au25

PACKAGE AND SELL HOUSEHOLD Cleaner, dry or liquid. Money back guarantee; distributors bonanza. Ralph Kelley, 113 1/2 S. Centerville, Sturgis, Mich.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home Show friend samples of our new 1956 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

SENSATIONALLY NEW, EASY SELLING. Gas stations, taverns, restaurants, other business. Immediate, substantial earnings. Samples and details, experienced salesman's letters only; no postcards or general deliveries answered. Hayden-Fritch, Box 75774, Los Angeles 5, Calif.

TREMENDOUS PROFIT

Ingenious imported Needle Threader. Sells on sight. Send 50¢ for sample and money making details.

ATLANTIC IMPORT

Dept. 8M
1262 Cadillac Tower Detroit 24, Mich.

925 DAY EASY-SELLING REL-ONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mecho Manufacturing Co., Spiro 7, Oklahoma. ch-tfn

ANIMALS, BIRDS, PETS

ALLIGATORS, 2 FT., \$5; GREAT HORN Owls, \$9.50; Prairie Dogs, \$4.75; Spider Monkeys, \$25; Snake Dens, two boxes, \$25; Ground Squirrels, \$2; baby lame (fixed Skunks, \$15; Boas, Pythons, Vipers, Rattlers, Cobras on hand now. Phone 5411. Laplace, Louisiana.

BABY MYNAH BIRDS—FINE TALKERS, \$30; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$20; Spiders, \$30; Rhesus, \$35; Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. sel

CHINCHILLA, PAIR, \$50; SKUNKS, RACCOONS, FOXES, MINK, FERRETS; Spider, Squirrel, Ringtail, Monkeys, Agoutis, Pacas, Sloths, Tegu Lizards, Iguanas, Boas, Birds, White Mice, 100, \$15. Zoo Farm, New Milford, N. Y.

EDUCATED PONY ACT SUITABLE FOR stage, circus or schools. Any body can work. Props and portable ring, four hundred dollars. Also complete Concession Trailer. McIntosh, Bellevue, Mich.

PARAKEETS—\$1 EACH, MINIMUM ORDER, 48 birds, cages, \$4.80 doz.; Canaries, Flash Cases, \$15; Mice, Immediate shipment. Terms: Part cash, balance, c.o.d. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. sel

PLENTY SNAKES, ALL KINDS BOAS, Horned Toads, Terrapins, Badgers, Ocelot, Pigeons, Peafowl, Raccoons, Coatumundis, Prairie Dogs, Guinea Pigs, Rats, Armadillos, Monkeys, Coyote, Pups, Timber Wolf Pups, Bantams, White Doves, Deodorized Skunks, Ground Squirrels; female African Lion Cub, nine months. Shipping to shows for over 40 years. Otto Martin Locke, Phone 141, New Braunfels, Tex. sel

Showmen Specials

REPTILES, INC.

(Ross Allen's)

- 1 Cobra fixed or hot
 - 1 Anaconda over 6 feet
 - 1 Boa Constrictor over 5 feet
 - 2 Cooks Tree Boas 5 feet
 - 3 North American Snakes over 4 feet
 - 2 Large Lizards, Tegu or Iguana
- WRITE, WIRE, PHONE
2625 N. W. 16th Street Road
Miami, Florida, Newton 4-7888

SPECIAL — ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All below 5'.

We compete as usual on price and quality. Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
39 Broadway, New York

BUSINESS OPPORTUNITIES

AM RETIRED SHOW MAN, HAVE MODERN home, will share with person in the same category; sociable and agreeable companion. Must have sufficient funds to share living expenses. Also have for sale or lease Diner and small Fourteen Room Hotel. Plenty ground to build motel. Excellent location. Ace Stuckey, McConnellsburg, Pa.

BOOK, 137 CHOICE PLANS IN DETAIL how to build a successful business. Details write Wilson, 1099 First Ave., N. Y. sel

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. sel

EASY WAY TO EXTRA CHRISTMAS money. Show sparkling beautiful Elmira Greeting Cards—distinctive gift wrappings—personalized note paper—smart gift items—to friends and neighbors. Elmira's low priced, high-value assortments sell themselves... bring you fast cash... \$50 and more easily, with no selling experience needed. Just show them and take orders. Make extra Christmas money and build a high-profit, year-round business. Send today for free personalized samples on approval, and money-making plan. Elmira Greeting Card Co., Elmira CN-194, N. Y. ch

MORE BUYERS

Will Stop and Read

YOUR AD

if you use

DISPLAY CLASSIFIED

RATE only \$14 per inch

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAIN, GOLD SATIN, black velvet silver spray (11 1/2 x 24), \$65; flashy Curtain (8 1/2 x 36), \$40; six smaller, \$8 each; Clown Suits, new, \$10; Wigs, Strip-tease, Minstrel, Orchestra Coats, Trunks, Wallace, 2453 N. Halsted, Chicago.

PANEL AND BRA SETS, SEQUINED, \$7.50; Bikinis, \$3; Pasties, 75¢; G-Strings, \$3; flashy Clown Suits, \$15; Clown Wigs, Derbies, Top Hats, White Tuxedo Coats, \$4; Girl Show, Bally, Strip, Minstrel Costumes and Accessories. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au25

7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.

Attn: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 46
Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat offer.
Also send me FREE SAMPLE full-size demonstrator, order book and complete information. I am enclosing \$1 to cover postage and handling.

MONEY-BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name
Address
City Zone State

SLUM GREATEST DEAL ON THE LOT!
ASSORTED NOVELTIES, GIFTS, TOYS, ETC. \$6.75 LOT
1,000 PIECES
19 E. 16 St.
New York 3, N. Y.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Want to Buy

3 Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.
- DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22 Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name

Address

City State.....



Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/4" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame lasts an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved at the factory.

Retail at \$2.95 each
Dealer's cost \$21.60 doz.

Minimum order or shipment: 15 doz to carton. Master carton of 72 stoves, freight prepaid.
Order shipped on first-in, first-out basis.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

FROM MEXICO DIRECT IMPORTERS

- NON-TARNISHABLE MEXICAN RINGS
- MEXICAN EARRINGS
- MEXICAN PURSES
- WALLETS
- LEATHER NOVELTIES
- HAND-PAINTED SHIRTS
- WOOL JACKETS
- ZARAPES
- FEATHER (BIRD) PICTURES
- MARACAS
- STRAW HATS
- TOOLED BELTS
- MEXICAN KNIVES
- COIN PURSES
- CARVED CANES and BASEBALL BATS
- TIN MASKS and ASH TRAYS
- OTHER NOVELTIES.

Write for catalog
Special Set-Up for Jobbers and Wholesalers.
FLEISCHER & KASNER IMPORT CO.
P. O. Box 3603 El Paso, Texas

Levin's Catalog Ready 32-PAGE FLYER OF CARNIVAL AND BINGO PRIZES

- MIN. SQUIRT GUNS—
 - 2 DOZ. \$1.40
 - FRICTION AUTOS—3 DOZ. 2.40
 - 10 GROSS GOOD NEW SLUM (NO LARRYS) FOR 8.50
- F.O.B. Terre Haute—Postage Extra. Send 25¢ Dep With C.O.D. Orders.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
 - E-2—Stone earrings, asst. gr. ... 21.00
 - B-1—Bracelets, asst. gr. ... 24.00
 - T-1—Tailored Tie Sets, bxd., dz. ... 3.50
 - T-2—Stone Tie Slide Sets, bxd., dz. 4.50
 - R-1—Ropes, all-bead, asst. dz. 3.00
 - R-3—Men's stone rings, asst. dz. 2.75
 - 2160—Stone neck & ears, bxd., dz. 7.50
 - 2164—Stone, neck & ears, bxd., dz. 9.00
 - 2256—3-piece pearl set, bxd., dz. 13.50
 - 1292—3-pc Rhinestone Set, dz. 15.00
 - W-1—3-piece Watch Set, each 5.95 (Ladies' 30¢ more)
 - C-1—Cufflinks, carded, 1.25
 - T-4—Tie Slides, carded, dz. ... 1.25
 - P-9—Pearl necks, A.M. made, gr 13.00
- Try samples of any items listed above at reg prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturers at Very, Very Reasonable Prices.
—Columbia Sales Co.—
302 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

ENGRAVERS Send \$5.00 for List Samples & Price
Nickel Silver Necklaces - Rings Bracelets - Anklets
Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

5' GLASS BAIT CASTING ROD
Separate Plastic Handle With Nylon Chuck, Stainless Steel Guides and Tip. Nylon Rainbow Windings. These rods have never been offered at so low a price.

75¢ IN 1 DOZEN LOTS ONLY

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

C&G SALES
1080 Milwaukee Ave. Chicago, Ill.

FOR SALE — SECOND-HAND SHOW PROPERTY

COMPLETE SHOW OR PART. SUDDEN illness necessitates sacrifice. First \$75 gets good used 17x32 Tent, 7 foot side wall, sacks for each, \$75 extra for extra large live iguana attractively caged; two new Pictorial Banners depicting Indians capturing closest kin to dinosaur alive; folding Ticket Box with new beach umbrella. Doc Howell, 429 Wallace, Louisville, Ky.

CONCESSION PLANS — SHALLOW JOINT (23 games), \$5; Ball Rack (13), \$5; 4-Way (11), \$5; African Dip, \$5; 37 newer Games, \$10. Free catalog. Brill, Box 875, Peoria, Ill.

CORN, SNO, MUG, TRUCK, TRAILER—Corn, Sno, complete joint, \$250; Mug, 3x4, 2x2, complete, \$250; Carney Truck, good body, \$150; M System 47 Electric Brakes, \$450. All A-1 shape, see in operation. Frank Foster, Westville, Okla.

CUSTARD — DIRECT DRAW SWEDEN Freezer, 7 cones per minute. Large Refrigeration, Hamburg Grille, Chemical Toilet, Gas Tank, Refrigerator, Living Quarters in front end. Installed in ton-1/4 '46 Chev. concession truck. Wired for 110-220 V. Cream Cans, Cone Disp. Storage insulated. Box for Cream Truck. Has 2" glass insulation throughout, complete and ready to roll. A steal at \$1,500. A chance to own your own business. Joseph L. Adams, 2710 N. Palethorp St., Philadelphia 33, Pa.

FORD AXLES, TENT STAKES, 1500 STOCK. \$100 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. se22

FOR SALE—REASONABLY PRICED COMPLETE established Kiddieland in permanent park, city of 100,000 population. Good long lease available. Only Kiddieland in area. Merry-Go-Round, Allan Herschell Roller Coaster, Boat Ride, Train Ride, Airplane, Chairplane, Pony Ride, Kiddie Auto Ride, Rocket and Ferris Wheel. Also for sale one complete African Dip at bargain price and five Skee Ball and twenty Pokerino machines. Box C-474, c/o Billboard, Cincinnati 22, Ohio

FOR SALE—30 BY 50 GABLE END TENT complete, excellent condition, \$250; Seats with backs for 200, \$75; Star table model Popcorn machine, \$100; Star Sno Ball Machine and Case, \$75; Star Hot Dog Machine, \$35. All in excellent condition. Film Exchange, Box 134, Langley, S. C.

GARBRICK FERRIS WHEEL, 1654 USED two seasons, good condition, \$4,000 with transportation. Write Robert Smith, c/o Free Press, Minersville, Pa. au25

GIRL SHOW—45 FT. FRONT, BUILT ON large truck. This show is operating every week. Bill Shoemaker, Box 252, Espy, Pa.

Sherman MASTER PAINTERS PRODUCTS
Formula with titanium.



Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30 per gallon.

Richard's Chrome Finish,
Ready mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon.

Sherman Master Painters Products.
Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$2.30 per gallon.

3-Piece Paint Brush Set.
Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose. Individually boxed. Packed 12 boxed sets to master carton. \$1.00 per set.

25% deposit, money order or bank check with order; balance C.O.D., F.O.B. Chicago.

COOK BROS. Chicago, Illinois
916 S. Halsted St.

PRINTING

ALWAYS SPEEDIEST SERVICE, LOWEST prices. Flashy 3-color 14x22 Window Cards, \$8 hundred, 17x26 size, \$12.50; address backed Bumperettes, 4x14, day-glo colors, \$13 hundred; Bumper Cards, 5 1/2x26, \$6 hundred. Tribune Press, Dept. JA, Earl Park, Ind. au25

NEARGRAVURE EMBOSSED LETTERHEAD! Sparkling! Dynamic! Special engravings, golds and colors for midways, circuses, magicians. Samples, dime, be surprised! Soliday's Colorprint, Knox, Ind. au18

3 LINE SELF-INKING RUBBER STAMP IN plastic box, \$1 postpaid. Normandle Service, 254 S. Broadway, Los Angeles 12, Calif.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. se8

FREE GIFT Offer!
4-Pc. Pearl Set included
Limited Time Only.
3-Strand Necklace, Bracelet and Earrings FREE with every order of \$25.00 or more!

It's our gift to you, beautifully boxed, to PROVE you always GET a better deal at Weinman's!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

SENSATIONAL PROFITS !! EVERY DAY !!

No. 509 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross Gold finish



White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker \$2.50 Doz. \$27.00 Gr.



Rated wholesalers, write for samples

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

LIST YOUR RIDES, EQUIPMENT, ANYTHING YOU WISH TO SELL NOW.

We supply for Parks, all indoor, outdoor amusements. For \$25,000 we offer "The S. S. Spellbound," the only mobile museum in the world beneath the sea. Has grossed \$104,000 in four short seasons. We offer several parks, southern New England, sacrificed by aged owner, part down, very easy terms. These genuine bargains will pay for themselves and return a profit for years to come. "Only Young, the New England Horsestrader," can introduce such great buys to the show world as we are "Nationwide," catering to large and small everywhere. For 1957, plan to buy or sell thru

YOUNGS CARNIVAL SALES
5218 WADENA, DULUTH 7, MINN.

MECHANICAL FARM ON TRAILER. Color, action, \$300 or trade; Mechanical Circus on table, \$150. Lewiston, 2405 E. 21st, Des Moines, Iowa.

SIX SHETLAND PONIES BROKE ON RING. All three year olds, 42 in and under. New saddles, ring and ponies, \$800. Clarence Jensen, Pacific Junction, Iowa.

BIRTHSTONE RING WITH HEART SHAPED "STONES"



THE NEWEST SENSATION IN BIRTHSTONES. AVAILABLE IN ALL COLORS FOR ALL MONTHS. BEAUTIFUL HEART SHAPED SIM. "STONES" SET IN HEART SHAPED MOUNTING SURROUNDED BY 7 EMBOSSED HEARTS. TARNISH PROOF.

BULK PRICE—\$9.00 PER GROSS (PLUS POSTAGE), OR 6 DISPLAY EASELS, EACH HOLDING 2 DOZ. ASST. RINGS AT \$10.00 PER GROSS. 144 RINGS. MIN. ORDER 6 DOZ. ASST. SHIPPED POSTPAID FOR \$6.00 COMPLETE.

ALSO BOYS' IM. CAMEO RINGS, SNAKE, SKULL, BELT & BIRTHSTONE RINGS. YOUR CHOICE \$9.00 GR. IN MIN. GR. LOTS OF A STYLE, PLUS POSTAGE.

STERLING JEWELERS, INC.
1975 E. Main St. Columbus, Ohio

SEND FOR NEW CATALOG

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-122, Chicago 32, Ill. au25

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now. real future equipment free. Hoover, Dept. H-109, New York 11, N. Y. au25-np

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan. Chicago 1. ch-1in

ASSORTMENT OF 10 FOR \$69.50
Sample \$2.95. Complete with expansion band.

6 for \$49.00 CHOICE LOT Famous Watches. Complete with Expansion Bands. Reconditioned & Guaranteed like new!

\$6.45 SPECIAL LOT—Men's Elgin, Waltham Watches. Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

HAWAIIAN 'TI' PLANT LOG

Shipped Day Order Received

LOWEST PRICES ANYWHERE

Buy for 7c, sell for 49c to 69c each! Ideal for demonstration.

"Ti" logs grow — by themselves—into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

SHERREY'S LTD.
2126 BOYER SEATTLE, WASH.

YOUR ADVERTISEMENT

Displayed in a Space This Size Will Cost Only \$14 an insertion

FORMULAS & PLANS

WHY PAY \$25? RELIABLE HAIR AND scalp treatment formula only \$3. Satisfaction guaranteed or instant refund. R. Plumb, Herkimer N. Y.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. np

NEW-152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophones for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. se8

HEART DISC CLOVER NECKLACES



\$16.50 Gross and up

Miller Creations
Original designers of the All Aluminum Identity
7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS
Phone: Waterfall 8-8855

DAY AND NIGHT SERVICE

WANTED TO BUY

LORD'S PRAYER ENGRAVED ON A penny. Will pay \$40 per thousand; no slugs. Jim Sylvester, 4631 N. Racine, Chicago, Ill.

NICKELS, ONE WITH TWO HEADS, ONE with two tails. Jim Sylvester, 4631 N. Racine, Chicago, Ill.

OLD MERRY-GO-ROUND WOOD HORSES, Kiddie Merry-Go-Rounds, no packing, we pick up. National, 4241 Sansom, Philadelphia, Pa.

POPCORN WARMERS—VICTOR HOT POP new or used Houston Popcorn, 3719 Polk, Houston 3, Tex. au25

FAIR SPECIALS

Hit Camera w/Pliskin Case, Dz. ... \$12.75
Hit Camera Film, 6 Rolls to Box, Dz. Bx. ... 4.75
3-Pc. Pen & Pencil Sets, Gold Caps, Dz. St. ... 4.40
Ronson-Type Automatic Lighter, Chrome, Dz. ... 4.85
Jap Hunting Knife, White Plastic Handle w/ Red Stripes, Plastic Sheath, Dz. ... 2.75
Men's Photo Ident Bracelet, Chrome, Dz. ... 4.75
Aluminum Pendant, Dog Tag Type, 3 Assorted Styles, Gr. ... 9.75
Single Strand Pearls, Gr. ... 9.50
Ident Bracelet, Imported, Small Size, Gr. ... 3.60
Dice Earrings, Dz. ... 3.50
Morse Earrings, Dz. ... 3.50
12-inch Embossed Crucifix, Dz. ... 2.95
8-inch Embossed Crucifix, Dz. ... 2.08
Lucky Lady Matching Coins, Per 100 6,000 Pieces of Slum—SPECIAL, Per 1,000 ... 6.50
1 1/2-inch Comic Buttons, Per 10090
1 3/4-inch Comic Buttons, Per 100 ... 1.35
5-inch Celluloid Mula Dolls, Gr. ... 7.50
5-inch Fur Monkey, Celluloid Head Gr. ... 4.00
Boxed Character Dolls, Dz. ... 5.20
14-inch Plush Bears, Dz. ... 10.20
18-inch Plush Bears, Dz. ... 13.50
30-inch Plush Bears, Dz. ... 27.00
Mambo Monkeys, Dz. ... 35.00
14-inch Sitting Pooodle, Dz. ... 13.40
17-inch Sitting Pooodle, Dz. ... 17.40
Write for copy of complete catalog. 25% deposit with order, balance C.O.D.

EXCEL Mds. & Novelty Company
1001-11 S. 24th St., Omaha, Nebraska

Get Your Sales Curve Spinning With Crisloid's WHEEL OF FORTUNE

pocket roulette key chain charm and other novelty profit makers. The Crisloid line is priced low for volume sales and is attractively carded on colorful point of sales displays.

Cash in on quantity sales with Crisloid's dice, dominoes and plastic novelties. Where your sales curve stops, nobody knows. Order now. Write for Free catalog.

Crisloid plastics inc.

THE SILVERLOID CO.
A SUBSIDIARY
55 Porter St. Providence 5, R. I.
Successor to The Silverloid and Ideal Dice Companies.

M. P. FILMS & ACCESSORIES

16MM, 3,000 SOUND REELS—SELL DIRT cheap. Big, new lists Features Musical Shorts, War Films. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MISCELLANEOUS

KEY CHECKS, NAME PLATES. PRICES reduced. Samples 25c. Used Stamping Outfits at one-half price. L. C. Ivey, Danville, Va.

PERSONAL

L. D. HARRIS—WOULD LIKE TO HEAR from you, everything is o.k. Ruth.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. au18

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1in

DIRECT FROM MANUFACTURER EARRINGS—

The Year's HOTTEST Earring Promotion!

Hollywood Styled Creations. Hundreds of handsome modern designs! Completely NEW SPRING AND SUMMER STYLES! Large and small Dangles, button and clip type, tailored and for pierced ears. Pearl, Flower, Rhinestone combinations. Many \$2.00 Retailers, UNBELIEVABLY LOW PRICED at \$36.00 gross. Sample dozen \$3.50. Also beautiful assortments at \$18.00 gross. Sample dozen, \$1.75. IMMEDIATE DELIVERY. Sold one dozen styles (assorted) to package. 144 different styles!

SEND FOR ILLUSTRATED CATALOG! 150 OTHER JEWELRY ITEMS. Guaranteed lowest prices. 25% deposit on all C.O.D.'s.

PACKARD JEWELRY CO.
48 West 25th Street, New York City Ch 2-0843

PDQ - World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1544 W Cortez Chicago 22, Ill.

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP.
145 B West 15th Street, New York 11, N. Y.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPs—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1114 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOndroe 6-9520
In Business in Chicago for 37 Years

ALL-WEATHER Plastic Pennants



Durable—Tough—Brilliant
48 assorted color — 18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

Make a FORTUNE Selling TOWELS

We've sold MILLIONS of Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	\$ 4.50
500 Towels	20.00
1000 Towels	35.00
2000 Towels	65.00
5000 Towels	150.00

Sample pks. 20 Towels, only \$1.00 plus 10c postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels as you can sell TEN for \$1.00 and make 300% PROFIT! Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 807, 510 St. Charles, St. Louis, Mo.

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORMARK SALES CO., Dept B
129 West 46th St., New York 36, N. Y.

\$27.00 A GR.

Heart, Sq., Rd., Hex, and Clover Neckts 24 in. Other Engraving Items & Religioust Jewelry. Closeout Jewelry for giveaways. Send for catalog.

SAMUEL B. POCKAR CO.
819 Charles St. Providence 4, R. I.

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST
Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

- Hand set Sparkling Stones
- High style Earrings Bracelet & Necklace



brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW — cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

Cel-Max, INC.

582 SO. MAIN ST. • MEMPHIS, TENN.

\$12.00 DOZ.

Order today! 25% with order, Bal. C.O.D.

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 20c a word—Minimum \$4. CASH WITH COPY.**

Forms Close Thursdays for the Following Week's Issue

ASSISTANT TO HYPNOTIST—ATTRACTIVE female under 30. Free to travel; one year's contract starting Sept. 8. Experience not necessary; rush details, salary requirements and photo first letter. Jay Stewart, Box 3251, Sarasota, Fla.

CAN PLACE AT ONCE FOR BALANCE OF season People in all lines for Medicine Show, Musicians, Singers, Dancers, Hillbillies, etc. Jadex Players, Crestview, Fla.

CARD READER-PALMIST WANTED FOR tea room. Male or female, excellent pay. Rita's Tea Room, 102-20 Rockaway Beach Blvd. (Near Playland), Rockaway, N. Y.

LEAD AND END TRUMPET OPENING ON four beat orchestra. Steady work, guaranteed salary, cut or no notice. Other write Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

LONG-RANGE GALLERY HELP WANTED. Jesse Norwood, Royal American Shows, as per route.

NEED SAXES AND TROMBONE. OTHERS write; guaranteed fifty weeks per year. Box C-478, c/o Billboard, Cincinnati 22, O.

WANTED—TRUMPET MAN FOR MIDWEST Polka Band. Steady. Write Viking A-cordion Band, Albert Lea, Minn.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1
Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

AGENT WANTS MAGICIAN WITH SPOOK or Horror Show for immediate bookings; playing best theaters all territories, coast to coast. Rush airmail full details, publicity material, give perm. address and route. Address Agent, 831 S. Alma Ave., Los Angeles 23, Calif. au25

CIRCUS & CARNIVAL

FLAGEOLET PLAYER, LOUD AND TUNEFUL. Nichola, General Delivery, Springfield, Mass.

MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neise E. Diehl Post Office Box 2002, Seattle, Wash. mh30'57

DANCER, ACTRESS AVAILABLE FOR TV, clubs or theatres. Prefer TV. Have photos. Contact Maurine Jennings, General Delivery, Quincy, Ill. au25

RADIO EMPLOYED MALE SINGER WANTS work with band, night club, recording, TV. Accept good offer immediately. P. O. Box 3071, El Paso, Tex. au25

WELL-SEASONED BROADCASTER IN ALL phases of radio, some television. Free particulars on inquiry. Box C-476, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 12 years' experience; good beat to good music; locate anywhere. Address Box C-471, c/o Billboard, Cincinnati 22, Ohio.

ALTO SAX, CLARINET, FLUTE, TENOR, Baritone. Locations only. Working name band at present. Box C-475, c/o Billboard, Cincinnati 22, Ohio. se8

ALTO, TENOR, CLARINET, READ, FAKE, Jazz, commercial, R&R; play most requests; plenty experience. Musician, 1906 Ave. "N", Galveston, Tex. 5-9120.

AT LIBERTY AFTER LABOR DAY. TINA Hoff Trio. P. O. Box 334, Greene, N. Y.

DRUMMER, AGE TWENTY-NINE, EXPERIENCED, available immediately; read well, play shows, all styles and Latin; prefer locations. Dick Gierum, 1941 West McNichols Road, Detroit 3, Mich. Telephone University 4-4237. au18

DRUMMER, READ, FAKE, CUT SHOWS, good habits, prefer location but will travel. Jay Layole, 51 Clement St., Nashua, N. H. Tu 3-5909.

TENOR, ALTO CLARINET, EXPERIENCED, read or fake. Prefer section work, will travel. Write Box C-472, c/o Billboard, Cincinnati 22, Ohio. au25

TRUMPET PLAYER, READ, FAKE, CUT SHOWS, Latin, commercial, jazz, vocalist. Will travel; desire permanent location. Box C-477, c/o Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. sel

ONLY A MUFFLED COUGH OR THE sound of a sharply indrawn breath breaks the silence of the great crowd far below as Capt. McDonald, the high-diving sensationist, is about to demonstrate and bring to a climax one of the world's most dangerous stunts, a feat that has crippled and maimed the few who have attempted it. The impact on nerves and emotions is terrific and this Talent Award Winner is in the process of delivering a devastating load of thrill entertainment. This is not a movie but the real thing, as featured by Fox Movietone and the New York Press. Sharp, ugly spears. A blazing inferno of fire. The smartest diving in the world. No body protectors or safety devices. Free large colored posters that really do an advertising job. Capt. McDonald, 456 Lamphier Place, Warren, Ohio. Tel. 45337. au25

THE RAYS CIRCUS REVUE HAVE SOME open time in 1957 with dog, monkeys, birds, clown and pony. Box #351, Fairlee, Vermont. se29

COMING EVENTS

Continued from page 92

Portland—Washington Park Summer Festival, Aug. 11-35.

Pennsylvania

Connellsville—Sesquicentennial, Aug. 9-18. Ray Booth.
Connellsville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh.
New Castle—St. Vitus Church Italian Festival, Aug. 13-18.
Pittsburgh—National Home Show, Sept. 2-9. Irving Wayne.

Rhode Island

Newport—National Home Show, Aug. 14-19. A. E. French.

South Carolina

Greer—Centennial, Oct. 15-20.
Minturn—Picnic, Aug. 20-25.

South Dakota

Gorsica—Dutch Festival, Aug. 31-Sept. 1.
Elk Point—Elk Point Carnival, Aug. 16-18.
Grotton—Harvest Festival, Aug. 21.
Huron—Pow Wow Day, Sept. 29.
Kadoka—Labor Day Celebration, Sept. 2-3.
Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.
Lemmon—Jr. Livestock Show, Sept. 24.
Miller—Central S. D. Calf Show, Oct. 8.
Mitchell—4-H Stock Show and Sale, Sept. 11-12.

Mitchell—Corn Palace Festival, Sept. 23-29.
Mitchell—S. D. Market Hog Show, Sept. 25.
Moberly—50th Anniversary Celebration, Aug. 24-26.

Newell—Labor Day Celebration, Sept. 3.
Rapid City—Range Days, Aug. 16-19.
Sisseton—Kiwanis Club Horse Show, Sept. 3.

Sioux Falls—Tepee Days, Oct. 5-7.
Vermillion—Old Settlers' Picnic, Aug. 19.
Vermillion—Days of '59, Aug. 23-24.
Wagoner—Labor Day Celebration, Sept. 2-3.
White Lake—Labor Day Celebration, Sept. 3.

Winner—Labor Day Celebration, Sept. 3.
Yankton—Pancake Days, Oct. 12-13.

Tennessee

Athens—McMinn Co. Dairy Show, Sept. 6.
Marvin Lowry.
Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6. Robert Childress.
Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6. W. M. Hale.

Greenback—Loudon Co. Dairy Show, Sept. 5.
Roy M. Brooks.
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 24-25. Emerson Burnet.
McKenzie—Carroll-Weakley Pat Cattle Show, Oct. 23-24. Bob Powell.

Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8. Felix E. Knight.
Nolensville—Nolensville Jr. Dairy Show, Sept. 1. Robert S. Mosley.
Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty.

Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8. Gene Chilcull.
Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kuykendall.

Texas

Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
Corsicana—Corsicana Livestock Show, Sept. 24-29. R. W. Knight.

Dallas—Dallas Gift Show, Sept. 2-3. E. Paul Jones, Southland Life Annex.
Dublin—Dublin Rodeo, Aug. 29-Sept. 1. C. E. Leatherwood.

Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21.
Gorman—Peanut Festival, Sept. 5-9.
Houston—Gift & Housewares Trade Shows, Aug. 19-21.

Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1. Wm. D. Percy.
Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.

San Antonio—Exposition Americas, Oct. 2-7. Ralph W. Stevens.
Tyler—Tex. Rose Festival, Oct. 19-21. Frank Bronugh, Chamber of Commerce.

Utah

Brigham—Peach Days, Sept. 7-8.
Cedar City—Southern Utah Livestock Show, Sept. 8-9.

Nephi—Suffolk Sheep Show, Sept. 8-8.
Ogden—National Home Show, Sept. 23-29.
Richfield—Jr. Livestock Show, Aug. 23-25.

Washington

Hillyard—Hillyard Hi-Jenks, Aug. 16-18.
Kamiah—Barbecue, Aug. 31-Sept. 3.
Seattle—Wash. Jr. Poultry Show, Oct. 2-3. John G. Wilson, 814 2d Ave. Bldg.

West Virginia

Elkins—Mountain State Forest Festival, Oct. 4-6. James A. Hartman, U. S. Forestry Bldg.
Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29. Mary Stemple.

Wisconsin

Baraboo—Harvest Festival, Oct. 3-7.
Beaver Dam—Labor Day Celebration, Sept. 2-3. Ralph Percifield, Box 34.

Clintonville—Harvest Festival, Aug. 22-28.
Milwaukee—Wis. Sports Show at State Fair, Aug. 18-26. Willard Masterson.
Montello—Harvest Festival, Sept. 19-23.
Reedsburg—Dairy Days Festival, Sept. 13-15. Lions Club.
Reedsburg—Lions Club Dairy Days, Sept. 13-15. James Garn.

Reeseville—Centennial, Aug. 15-19. A. W. Stehlow, P. O. Box 1, Waukegan.
Waukegan—Labor Celebration, Aug. 31-Sept. 3. A. W. Stehlow, P. O. Box 1.

Wyoming

Casper—Labor Day Celebration, Sept. 3.
Devils Tower—30th Anniversary Celebration, Sept. 23-24.
Riverton—30th Anniversary Celebration, Aug. 15-18.

CANADA

Alberta

Calgary—National Home Show, Sept. 2-9. Arthur Gilbert.

British Columbia

Penticton—Penticton Peach Festival, Aug. 16-18.
Victoria—National Home Show, Sept. 22-29. Arthur Gilbert.

New Brunswick

Charlottetown—Old Home Week, Aug. 13-18.

Prince Edward Island

Shediac—Shediac Lobster Festival, Aug. 14-18.

Ontario

Brooklin—Intl. Ploving Match, Oct. 9-12.
Leamington—Tomato Festival, Sept. 7-8.
St. Catharines—Niagara Grapes & Vintage Festival, Sept. 29.

Saskatchewan

Estevan—Old-Timers' Picnic, Aug. 28.
Saskatoon—Dairy Cattle and Swine Show and Sale, Oct. 11-12.

FLASH! FLASH! FLASH!



ANOTHER OUTSTANDING VALUE!

Sheffield Stalk Knives and Carving Set
9 PIECES—Matched Brazilian horn handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.

\$3.60 ea. in lots of 12. Sample \$5.00 ea. prepaid.

WESTINGHOUSE THER. AUTOMATIC SKILLET

Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

In lots of 6. **\$7.25**
Sample \$8.25 each.

G. E. EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST!

Large jumbo-size capacity featuring colander "and see-thru" heat-resistant cover.

• Fries • Steaks • Roasts • Cooks • Steams • Blanches • Bakes • Serves.

Nationally advertised at \$39.95. Now only

In lots of 4. **\$6.50**
Sample \$7.50 each.

25% dep., bal. C.O.D., F.O.B. Chicago.

ARCADE SALES CO.

610 No. Cicero Ave., Chicago 44, Ill.

28" CUDDLY BEAR



Of Taffeta & Rayon Cloth.

• Cotton Stuffed • Plastic Face • Full Body, w/bag

12 Dozen \$13.50
6 Dozen \$7.50
lots

28" PLUSH BEAR
Hi-Grade Plush Cotton Stuffed in Pile Film Bags. dz.

GIANT 32" PLUSH BEAR
\$19.50 dozen \$18.00 dz.
In 4 dozen lots

\$6 DZ. SPECIALS! Minimum Order 24" Taffeta Clown/Doll, 10" Plush Scotty. **IN GROSS LOTS. . . \$5.75 dz.**

Send for FREE Catalog and closeout lists F.O.B., N. Y. C. 25% dep., balance C.O.D. if not rated.

ACE TOY MFG. COMPANY

536 Broadway, N. Y. C. WA 5-3234

\$149.00 VALUE Only \$47.50



6 Assorted Men's Watches with Expansion Bands. Gruen, Waltham, Benrus, Bulova, Elgin. Reconditioned, Guaranteed Like New. **6 for \$47.50**

Choice Lot of Ladies' Yellow Gold Watches Complete with Cord Band. Reconditioned and Guaranteed Like New! **3 for \$21.50**

Three New Style Rhinestone Ladies' Watches. Reconditioned and Guaranteed Like New! **3 for \$27.50**
Sample Watches with Bands, \$8.95. Display Gift Boxes, 50¢ each.

FREE GIFT! 4-Piece Simulated Pearl Set. 3-Strand Necklace, Bracelet and Earrings with every purchase of \$21.50 or more. A \$12.00 Value FREE!

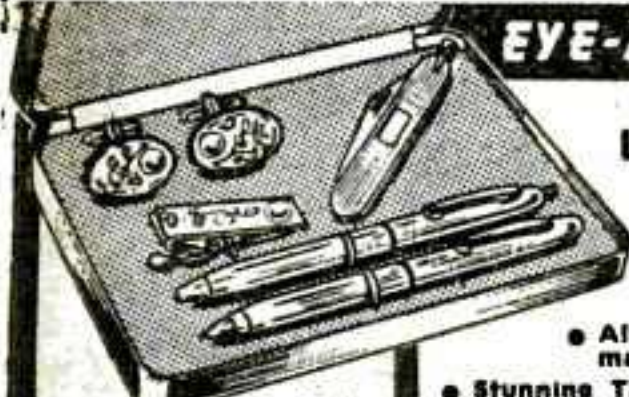
Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check.

Write for FREE 1956 Catalog "M"

MIDWEST WATCH CO.

5 S. WABASH AVE., CHICAGO 3, ILL.

EYE-APPEAL! BUY-APPEAL!



Luxurious **6 Pc. Set** Priced for ACTION

Includes: • All metal, top action pen • All metal automatic pencil • Stunning Tie Bar • Smartly styled Cuff Links • Handy Pocket Knife

25% with order balance C.O.D.

MODERN PEN Mfg. Co., Inc.

384 B'way, N.Y. 13, N.Y.

IT'S PACKED WITH POWERFUL PROFITS



FREE 1956 WHOLESALE 292 pg. CATALOG

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares. Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.

GEM SALES CO. 533 Woodward Detroit 26 Mich.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ALMCO PREMIUM SUPPLY CORP.

1111 South 12th St. Louis 1, Mo.

MEXICAN

- Hand Tooled Leather Coin Purses, dz. \$ 3.25
 - Hand Tooled Leather Billfolds, dz. 12.50
 - Heavy Rings, Assorted Designs, dz. 3.00
 - Miniature Leather Texan Boots, gr. 24.00
 - Feather Bird Post Cards, gr. 7.50
 - Hand Made Plastic Earrings, dz. 2.00
 - Hand Carved Convention Walking Canes, dz. 10.00
- All in stock—Pottery, Jewelry, Miniatures, Tula Chairs, Pottery. 25% with order, request catalog.

FRANCISCO L. DE ARKOS LAREDO, TEXAS

BUY DIRECT FROM MFR.



32" PLUSH BEAR
COTTON FILL
\$20.00 per dozen

30" ALL PLUSH BEAR
Standing Cotton Fill
F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.
FREE CATALOG ON REQUEST
TEE JAY TOYS, INC.
48 West 20th St., NYC 11 WA 9-6865

RECORDS

78 RPM Rock & Roll only. New and used. Assorted titles and well-known artists. No lists available. Minimum quantity 200. All orders F.O.B. Baltimore.

6¢

Send deposit—balance C.O.D.
JALEN AMUSEMENT CO., INC.
14 E. 21st St. Baltimore 18, Md.

The Best Sales Boards and Jar Games

Write for information and prices
GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd South Bend 17, Indiana

ATTENTION, PITCHMEN AND WAGON MEN!

LADIES' NYLONS—\$2.00 PER DOZEN

Style #200 attractively packed damaged goods. \$2.00 per dozen. One wagon man sold 8,000 dozen in 5 months hitting towns around the country. Better style #350 consists of beautiful seconds and better goods only \$3.50 per dozen. Both styles packed individual in pretty cellophane bags. We pay postage and freight on all orders with remittance enclosed with order. ALL SHEER HOSIERY MILLS, 1249-B Griswold, Detroit, Mich. au25

All the news of your industry every week in The Billboard...

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Bluestein, Morris
(Hat), 302 Lee, Tona, 204
Cooper, Jerry
(Magazine), 104

Adams Jr., Paul H.
Adams, Peggy
Aldrich, Sid
Alcott, Chas.
Allen, Roy Frank
Allen, Will
Anderson, Richard
(Aerialist)
Andronoski, John
Anderews, Loula M.
(Andrews)
Assell, Albert W.
Armann, Roy Smokey
Astin, Arthur
(Bad Eye)
Bacon, Earl
Badley, Bill
Badley, Chas.
Bain, Johnny
Balsewice, Esther
Balsewice, Peter

Borden, Ernie
Littlefield, Jack
(Russian)
Boring, Geo. E.
Boswell, Mrs. Nora
Boutell, Wm.
Bradley, Henry
Brady, Pat & Billy
(Electricians)
Broad, Mrs. Frances
Brockman, Thad L.
Broeffie, R. J.
Bryand, Chuck
Burns, Wm. E.
Burridge, Jean
Byrd, Elmer S.
Caldwell, J. E. & Mrs.
Calyer, Mrs. Andrew
Canter, Kenneth
Carlier, H. & Mrs.
Carnahan Jr., Louis
Carnellson, Mrs. Wm.
Carr, Jeanie
Carter, Miss Jay
Cattlet, Cecil E.
Cheminant, Lee
Childers, J. M.
Ciccierielli, Jack
Clawson, Mrs. Rose
Cobbs, Paul
Cochran, Geo.
Collins, Herman
Colorite, John & Mrs.
Condrick, Richard
Cook, Jack
Cooke, Dano & Nerm
Cooke, Reno M.
Crimmins, Harry
Cube, Mrs. Francis
Cutsinger, Thos.
(Curley)

Dale, William
Dameron, Albert
Dausco, Jerome A.
Davis, Don
Davis, Earl & Mrs.
Davis, Earl C. & Mrs.
Davis, Less
Day, Andy
DeArmo, Billy
(performer)
DeLap, Robt.
DeMarco, Jerry
DeWald, Frieda
Decker, Joe K.
Decker, Joyce
Deffendoll, Glenn
DelRio, Carmen
Demster, Frank
Derrico, John
Dierck, Billy
Dinges, Lester A.
Ditto, Alfred
Dooley, Danny
Dunning, Don, Mgr.
(Brown-Skin Models)

Eagle, Okie
Eddy, Mrs. Marion
Egan, R. M.
Elliott, Mrs. Maggie
Ellis, B. E.
Ellis, Wm.
Erwin, L. O.
Evans, Mrs. Albert
Evans, Frank
Evans, James
Evans, Joe S.
Farlen, Harry Ernest
Felton, Bonnie
Fisher, Frank
(Jockey)
Fisher, Geo.
Flanagan, Paul
Flower, Mrs. Mildred
Fontana, Joe
Fox, H. J.
Franklin, Chick
Frazer Sr., Harold
Frazier, Mrs. Jean
Friedrich, R.
Fritchmen, Mrs. Dora

Gallagher Amusements
Gallagher, M. & Mrs.
Gallagher, John Jos.
Gallagher, Rose
Gann, Frank
Gates, Mrs. Mary
Gentry, Ryland
Gibson, Bennie A.
Gilpin, Richard
Girouard, Alva
Givins, Mrs. Viola
Glasgow, W. R.
Gold, Harry
Goorch, Bill
Gordon, Miss Pat
Gorman, Juanita
Gray, Jimmy
Greer, Eddie
Grennan, Al
Groeninger, Harry
Griff, Helen
Gsell, Thos. C.
Guthrie, Clay
Hackett, E. J. & Mrs.
Hall, Boyd
Hall, L. E.
Hall, Lou Jerry
Hall, Mrs. Martha
Hall, Wm. James
Hallstrom, D.
Hamilton, Truman
Hanson, John
Hanson, Mrs. J. O.
Hardin, Mrs. L. H.
Harper, Curtis
Harris, Bill (Roxie)
Harris, Jasper Show
Harris, William Earl
Hartzog, Harry W.
Hasbrouck, Ray
Henderson, A. G.
Hendrix, Cecil W.
Hixon, Kenneth
Hollywood, Sandra
Hooy, Homer & Mrs.
Hortz, Ed
Howell, Richard
Hunter, Chas.
Hyland, Richard C.
Isom, J. T.

James, Harry
James, Joseph Leland
James, Miss Terry
Jerome, Paul
Johnson, Frank & Mrs.
Johnson, Johnny J.
Johnson, Lynn B.
Johnson, O. D.
Johnson, Rodney & Mrs.
Jones, Mrs. Jeanette
Jordine, Harry
Kacafirk, Frank
Karr, Mrs. Kay
Kibbey, J. D.
Kimble, Lee
King, James Ronald
Kipp, Stuart W.
Kiser, G. B.
Knapp, James F.
Knight, Paul
Knisk, Mrs. Mary
Kridello, Mrs. Lillian
Kuball, August
Lance, Tod & Mary
Elizabeth Morgan
Lane, Veronica
Lankford, Ellen
Layton, Willie C.
Ledell, Mrs. Pearl
Lemesh, Mendel
Linton, Alex

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Zimmer, Florence
Burns, William E.
Burns, Larry R.
Carell, Bud & Rose
Diana
Diablo, Marguerite
Dyer, William R.
Foley, Rita
Frazier, Johnny
Gardner, Sal
Goldstein, J.
Grey, A. J.
Grossmann, Marie
Johnson, Edward A.
Karp, Vincent
Keeler, Bob
King, Mary Jane
Larkin, Red
Lorraine, Blanche
Long, Leon
Lyons, Michael
Lynch, Jerry

Malo, Salvatore F.
Miller, Bob
Minirok, John
(PeeWee)
Newman, Joe
O'Brien, Wilmer J.
Pelloni, Ermino
Poccaro, Tony
Roscatt, Joseph F.
Roosman, Richard
Schafer, Jack
Sensation, Mr.
Stevens, Louis
Snyder, Ed High
Sutton, Vivian Van
R.
Weddle, Henry
West, Sailor
Wintersole, D. J.
Zane, Horace S.

McGill, Johnny
McGill, Leo
McGinley, George
McGovern, Roy Dale
McIntosh, Neil
McLaughlin, W. A.
or Marie J.
McTeague, E. & Mrs.
M-D Amuse. Shows
Marsh, J. B.
Marsh, J. R.
Martin, Earl
Martin, Sam
Mayer, William
Meyers, Morris
Milan, Alan & Mrs.
Miller, Frank
Miller, Looman C.
Miller, Mrs. Ruby
Michele, Steve
Mohr, G. E.
Mohr, Donna
Montello, James & Mrs.
Moore, Chas. (Chuck)
Moore, Dean Wesley
Moore, Harry Z.
Morey, Henry A.
Morey, Maxine
Morris, Barbara
Mort, George
Morton, Robert B. A.
Murray, Edward & Norma

Neill, Leonard K.
Nells, Mr.
Newcomer, L. E.
Nolan, Mrs. Eileen
Noite, Irwin E.
O'Neal, Larry
Oberdahl, Boobie
Oberman, Harry
Osborne, Charles T.
Owens, Maudine
Palmer, Mrs. Kitty
Parise, Joe
Parks, Carl M.
Parmenter, Arthur
Patty, Paul
Perez, Frankie & Mrs.
Peyton, Earl
Phipps, Beecher
Phillips, Goody
Pike, W. D.
Plas, Stanley
Pleven, Mrs. Opal
Plett, Jack
Podsobinski, Juggy
(A.M.P. Shows)
Pope, Douglas
Price, Arthur
Prokop, Edward
Randall, Frank
Reynolds, James (The
Bullman turned
Fishater)
Reynolds, Paul
Robert, A. Jack
Rochman, Al
Roderick, J. Carey
Rogers, Steve
(Whitey)Rosenfeld, Jimmie
Lou
Rosenfeld, Sol
Ross, C. H.
Ross, Jack
Russell, Robert
Ruster, Harry (Clown)
Ryan, Ralph
Salter, H. E. & Mrs.
Salter, Mrs. Mildred
Sands, James R.
Saylor, Arthur J.
Schnell, Carlisle
Shaffer, Mr. Billie
Shaffer, C. F.
Shaffer, James
Sharp, Dennis
Sheets, H. C.
Shrew-Road Show
Siegrist, Billy & Roselee
(Flying Act)
Siegrist, Mrs. Helen
(The Flying
Siegrist)

Simmons, Mildred
Simpson, Bennie
Sinson, Francine
Smith, Harold C.
Snyder, Adelaide M.
Sodders, Orvin
Sorenson, Paul W.
Soret, Joe & Mrs.
Sparton, Ernie L.
Stacy, Woodrow & J.
Stanley, Dinah
Steel, Eddie
Steele, James E.
Stephens, A. L.
Stevens, Bob
Stewart, Mike
Swank, Ruth
Sword, Buford L.
Sylvester, Ernest
Taylor, Jimmie Lee
Taylor, Joe & Hazel
Taylor, John W.
Teahan, John
Teedon, Irvin
Theodore, Maek
Thompson, Johnny
(c/o Mike
Thompson)
Thorpe, Floyd
(Blackie)
Treadwell, J. C.
Trotman, Ross
Tuttle, Bob
Uchnlat, Mrs. Joe
Mae Greer
Uhl, August
Vallay, Max S.
Valler, Bud
Vowell, Bennie
Wagner, Craig A.
Walker, Chuck
Warren, C. R. & Mrs.
Warren, John C.
Weber, Frank
West, Curtis E.
White, W.
White, Jack L.
White, Wally
Whitehouse, Willie
Whitaker, Elmer L.
Williams, Capt. John
Williams, Mrs.
Dorothy Bishop
Williams, F. H. & Mrs.
Wilson, Alta
Wilson, Dime
(Table Rocker)
Wilson, Warren
(Agent)
Windon, Ezekiel
Woodson, Delbert L.
Wozniak, Frank & Mrs.
Wright, Joe
Yancey, Robert Joe
Young, M. B.
Zarlington, H. E.

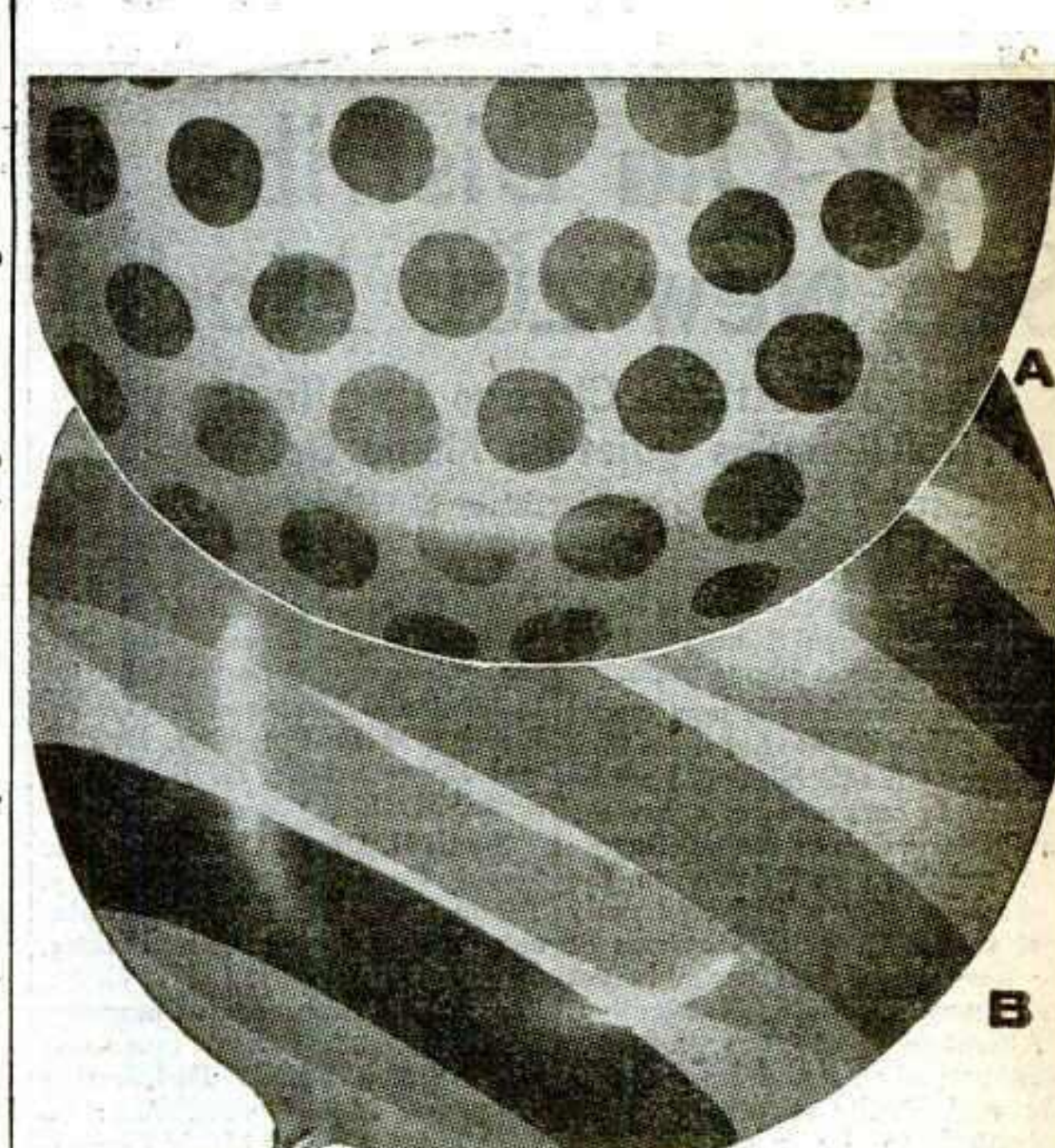
Leonard, Robert L.
Little, Curley
Long, Kenneth Eddy
McArthur, Daniel
McCaslan, B. M.
McHenry, Myron F.
McMillan, R. J.
McTeague, Edmund
& Della
Madison, Harry
Mallinger, Claude
Matthews, Sport & Alice
"ibye, Viggo
"ddleton, Mrs. Ann
"chee, Pat
"bill & Bedwick
"ngomery, Monty
"ore, Fred
"orehead, Mr. C. L.
"orehead, Mrs. C. L.
"Mrs. Hoppy or Speed
"oreno, Geraldine
"oreno, T. M.
"orton, J. M.
"ighbors, Howard
"ghden
"chols, L. S.
"nson, H. E.
"agus, L. H.
"en, Clarence
"ters, Mrs. Mary Webb
"ty Sr., L. E.
"elps, Fred
"ord, Dave
"ore, Mrs. Carl
"orkley, Viola
"itza, John Gorman
"ey, B. D.
"ice, Bob
"aley, James D.
"agan, James
"e, Willburn
"ardson, Joseph G.
"dings, Chas.
"deley, Chin
"obinson, N. R.
"ochman, Al
"ose, Louis
"owe, James
"owal, W. H.
"chantz, Ed.
"chnell, Carlisle
"chnepel, Emil
"Scott, Toni
"Silverst, Antonio
"Simon, Charles
"Smart, W. E.
"Smith, Alice J.
"Smith, E. L.
"Smith, Frank
"Stacy, Julia
"Starnes, L. M.
"Stern, Mrs. Maxine
"Striegel, Mr. & Mrs.
"Charles
"Sue, Sandra
"Sutton, Charles
"Thurber, Howard
"Lawrence
"Tracy, Dale
"Walker, Mr. & Mrs.
"James
"Wallace, Bill
"Welde, John
"West, Evelyn
"Wetherbee, Harold H.
"White, Worth
"Williams, Eddie
"Williams, Walter
"Wineburg, Donald
"Woods, James L.
"Wuetherick, Johnny
"Jen

Allen, H. S.
Allison, Jimmie
Ames Sr., Jack
Anderson, Robert
Anthony, Milo
Armstrong, Matthe
Baake, Fred
Bachelor, Mary
Baker, R. T.
Barker, Albert
Barrickman, Floyd
Bartels, Carl O.
Bellows, Allan
Brashuer, D. C. D
Brown, Sonny Fra
Brown, Emms
Brown, Leroy
Brown, R. W.
Brumblow, Mar
Buckner, J. J.
Burto, Leon Hub
Butler, Bill
Caldwell, Sammy
Calton, Loraine
Camp, Mrs. Mary
Camp, Robert Job
Carpenter, Cliff
Carroll, Jim (Pop)
Carter, Zino
Chambers, Louise
Chunas, Mrs. Mae
Clark, Jack
Cook, Mr. & Mrs.
Cooke, James
Crow, W. J.
Dean, Mr. & Mrs.
Dugan, John
Dunn, D. B.
Edman, Arthur G
Edson, Dr. Brad J
Egan, Thomas
Fetta, L. Tex
Foss, John D.
Fraker, Richard
Fuller, Peg
Gamble, Earl O.
Gibson, Mr. & Mrs.
Cliffor
Gill, Jack
Gloth, Louis
Gloyd, George
Golden, Helen C.
Good, Buvi
Good, Ruth
Graves, F. A.
Greenlee, Anger
Greenlee, Betty
Gruel, Jack
Guthrie, L. E.
Hall, Ward
Harris, Edward R.
Harvey, John
Henry, Harold
Henson, William
Hockett, Mrs. Dorothy
Hollenbeck, Harold & Virginia
Hostetter, Vergne
Hurdie, Bill
Hyman, Harry J.
Jackson, Harry H.
Johnson, Bertie A.
Johnson, Edw. D.
Johnson, Ray
Jones, Mrs. Constance
Kaler, Carroll
Keenan, Harry
Kernea, James Alvin
Knight, Herbert M.
Krazer, Walter
Lanther, William
Lee, Jack
Legan, Mrs. Eldon

LOOKING FOR
SLUM
ASS'T MAJOR
LABELS AND LATE
TITLES
45 RPM \$12.00 per 100
Greatest walking ad on the lots.
F.O.B. BEACON RECORD DIST., INC.
821 No. Main St. Providence, R. I.
Union 1-7500
25% deposit, balance C.O.D.

FAST MONEY MAKER
RAINHATS. Magic beauty bonnets in plastic pouch. Retail to \$1.00. Tremendous sales permits this bargain price.
GROSS COMPLETE\$12.00
Send Payment F.O.B. New York

Prize Boxes, 25c Sellers
5¢ each. 5 gross sample lots, \$7.20 gross. One gross, \$8.50.
Merchandise Distributing Co.
19 East 16th St., New York 3, N. Y.



New
Quick Pitch... Qualatex® Balloons

A 4 Color Polka Dots ... on 9" and 11" white or transparent balloons.

B 4 Color Stripes ... on 9" and 11" white or transparent balloons.

C 2 Color Patriotics ... on 9" and 11" white or transparent balloons.

D White Snowflakes ... on 9" and 11" assorted color and transparent balloons.

E 2 Color Stars ... on 9" and 11" white balloons. Also white stars on assorted color balloons.



LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAP!

ACTUAL SIZE

Dealer's \$12.00
Cost ... \$1.95 ea.
List ... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

NEW LOW PRICES POLISHED ALUMINUM IDENT

No. C-34—CHILD'S ASST.
Gross—\$3.00

No. C-31—ADULT—SPECIAL
Gross—\$3.60

No. C-32—LADIES' DOUBLE HEART
Gross \$6.95

No. C-33—MEN'S IDENT.
Gross—\$6.95

Send for Free '56 Carnival Catalog
25% Deposit With Order—Balance C.O.D.

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

METAL BIRD CAGES
Complete with feeders and perch. Assorted colors, knocked down. Size 6 1/4" x 5 1/4" x 5 1/4".

Special Price While They Last

42 1/2c ea. in case lots of 200. F.O.B. Houston, Texas.

45c ea. less than case lots. F.O.B. Oklahoma City, Okla.

Send all orders to:
M-G NOVELTY CO.
17 So. Walker St., Oklahoma City, Okla.
All shipments made same day received. 25% deposit required on C.O.D.'s.
See our other ad in this issue.

Rock-Ola Distributors See New 200 Model

Over 100 Attend Chicago Unveiling; Firm Remains Quiet on Phono Details

CHICAGO — Rock-Ola Manufacturing Corporation played host to its entire distributor organization here last week at the Beldon Stratford Hotel where it unveiled its new 200-selection phonograph.

A description of the new model had not been released at press time and Rock-Ola officials could not be reached to comment on either the new phonograph or the meeting.

A complete run down on the firm's new 200 is expected early next week. Operator showings of the new model will probably get under way sometime in September.

Attendance at the four-day meeting (8-11), including distributors and Rock-Ola officials, was estimated to be near the 100 mark. Besides U.S. distributors, representatives from Canada, Mexico, Cuba and Newfoundland also attended.

Distrib Roster

Among those attending the event were Harry Snodgrass, Border Sun-

shine Novelty Company, Albuquerque, N. M.; G. M. Wilkins and Romine Hogard, Automatic Music Company, Tulsa, Okla.; Hy Branson, H. M. Branson Distributing Company, Louisville; Joe Brilliant and Raymond G. Taylor, Brilliant Music Company, Detroit, and Harry Brinck, H. B. Brinck, Butte, Mont.

South H. Dixon, Coin Automatic Music Company, Johnson City, Tenn.; Vernon Spellman, Coin Machine Service, Inc., Santa Rosa, Calif.; Joseph and Louis Grillo, Flower City Amusement Company, Rochester, N.Y.; David Franco and Morris Piha, Franco Distributing Company, Montgomery, Ala.; E. W. Gilbert, Gilbert Music Company, Bloomington, Ill., and Hymie and Edward Zorinsky and Joe Bland, H. Z. Vending & Sales Company, Omaha.

Samuel Gally, Herman Distributing Company, Brooklyn; Vince Marcello and Henry Bougon, Huey Distributing Company, New Orleans; Joseph Abraham, J. M. Novelty Company, Youngstown, O.; B. D. and J. D. Lazar and Edward Goldvarg, B. D. Lazar Company, Pittsburgh; L. F. LeSturgeon, LeSturgeon Distributing Company, Charlotte, N.C.; Harold Ajax, Puget Sound Novelty Company, Seattle, and Howard Robinson,

(Continued on page 99)

PREP 3d AMI P-R FILM IN 5 LANGUAGES

GRAND RAPIDS, Mich.—Bill FitzGerald, advertising and sales promotion manager of AMI, announced Friday (10) that a third and final version of AMI's public relations film will be ready for distribution among operators on or around September 1.

FitzGerald said that the movie would, in its completed form, be available in five languages — English, Spanish, French, German and Italian.

The movie, a 19mm. film in color and in sound, was first shown to operators during the Music Operators of America convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. The second version was also made available in Spanish and was shown to AMI distributors in Mexico last month.

The film was produced by AMI with local community showings in mind—the scenes and background music are suitable for civic gathering as well as private club meetings. In the final version, the products of all four juke box manufacturers will be shown.

The film is being loaned to operators without charge. AMI has asked operators to give at least two weeks' advance notice when requesting the film.

UMO Action Prompts Hearing on New Fee

Wyandotte Council Grants Association Chance to Review Regulatory License

DETROIT—The city council of suburban Wyandotte has granted United Music Operators of Michigan a special hearing Monday (13) to review arguments against a new juke box regulatory ordinance fee which becomes effective August 18.

Roy Small, UMO conciliator who will represent operators at the hearing, said that the association feels that "the music business should be regulated on an equal, competitive basis, and that the new ordinance is discriminatory against small operators."

The new Wyandotte ordinance calls for annual fee per location of \$15, plus a graduated fee on operators according to the following scale: 1-5 machines, \$25; 5-10 machines, \$50; 10-15, \$75; 15-25, \$100; 25-35, \$150, and over 35 machines, \$200.

Court Action Seen

According to Small, the association will, should the proposed ordinance remain as it is, file a case in the Circuit Court to prove it discriminatory.

Small said the Michigan law requires all local licensing fees to be levied for regulatory purposes only, and not for the purpose of deriving income. The proposed ordinance in Wyandotte, Small said, is obviously for the purpose

of deriving income rather than for any regulatory measures.

UMO, faced with similar ordinances and regulations in other suburbs surrounding Detroit (The Billboard, August 11), has indicated that it will fight every proposed juke box fee that operators feel unfair.

New Ark. Dime Push Eyed as State Kick-Off

MEMPHIS—Juke box operators at nearby Trumann, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all of Arkansas and sections of Missouri.

The change-over was led by J. W. Singleton, owner of Singleton Music Company at Marked Tree, Ark., near Trumann. All operators in the area, however, had discussed the change-over at a meeting four months ago.

Singleton termed the results of dime play "unbelievable." Previous takes on the same locations were far less, he said.

His collections, he reported, were more than doubled. As a result,

(Continued on page 102)

AMI Introduces Ad Mat Folder For Op P-R Use

GRAND RAPIDS, Mich.—A folder containing 15 different newspaper advertising mats designed to help promote local juke box public relations has been introduced by AMI, Inc., and is available to all music operators without charge.

Samples of the ads were first shown at the Music Operators of America convention in Chicago in March. Bill FitzGerald, advertising and sales promotion manager of the firm, said that the samples pulled such favorable comment at that time that AMI decided to furnish the material to all operators as a free service.

The mats provide space for the operator's name and address to be inserted to personalize the message. The mats can be used by firms operating all types of juke box equipment, as no manufacturer's product is singled out for mention in the copy or illustrations.

Copies of the ad mat folder are available at AMI distributors or at the AMI plant here.

Spotlight 3 Artists at UMO 3d Teen Hop

DETROIT—The United Music Operators of Michigan presented a trio of recording artists at its Concert and Record Hop for teen-agers at Veterans' Memorial Park in suburban Hamtramck Thursday (9). The dance was the third teen party given by UMO this season.

Headliners on the program were Carmen McRae, Bunny Paul and Lenny Dee. Disk jockey Buck Mathews, a new-comer on WJR, introduced most of the acts and spun disks. Night club entertainer Adele Storm introduced a few amateur acts.

UMO was represented by Roy Small, conciliator, and Tony Syracuse, of Circle Music Company, who furnished the records used.

WHY PUT IT IN WRITING?

Written Location Contracts: What They Do and Don't Do

(Editor's Note: Samples of location contracts will be mailed to music operators upon request. Address your request to the Coin Machine Editor, 188 W. Randolph Street, Chicago.)

CHICAGO—Why should music operators use written contracts?

What should they know about them? What are the factors that influence some operators to use written contracts while others are content to ignore them?

These and other questions are continually raised by operators when discussing the pro and con of the written agreement. Follow-

ing are questions most often asked, and the answers operators should know:

Q. What is a written contract?

A. A written contract is a mutual agreement between two or more parties set forth in writing.

Q. Why should an operator use a contract?

Why Written

A. Basically, a written contract offers protection—both for the operator and the location owner. A contract spells out the terms of an agreement, thus avoiding ill will between operator and owner over a misunderstanding concerning commission or service arrangements at a later date; it establishes ownership in the event of bankruptcy or new owner claims; it discourages unfair competition, and it is enforceable by law. A written contract is a businessman's way of doing business.

Q. Is a receipt as good as a contract?

A. No. The receipt simply establishes ownership in the event ownership is ever challenged. However, a receipt is better than nothing. It will stand up in court should a new location owner challenge an operator's ownership and it provides the necessary evidence to collect insurance in the event of fire or other damage.

Q. Will a written contract actually stop competition from moving into a location?

Competition

A. No. If the location owner can show that an operator has not fulfilled the terms of a contract, the

FILITTI PACKAGE

Sells Music First, Last and All Ways

CHICAGO — Joe Filitti, head of Blackstone Music here, is a juke box operator, a businessman and a good example of a real music salesman.

Filitti, who is also an officer of Recorded Music Service Association, carries two business calling cards in his wallet when he's out calling on prospective customers. One card carries the firm name Blackstone Music, his juke box operating company. The other, a brand new addition, reads Hi-Fi, Inc., and represents one of the newest fidelity stores in the Chicago area.

The new store carries everything from component high fidelity parts to commercial background music tape recorders. From this store Filitti now runs both his juke box business and music business. His other location is still used by his

juke box servicemen and collectors because of its central location.

The front portion of the new store is the display room. On tables around the room are phonographs, radios, speakers, amplifiers and other various pieces for off-the-street customers to inspect.

Between the display room and the service department, which occupies the rear third of the store, a special listening room has been set up. The listening room, dressed up to resemble a modern living room, features a wide variety of console high fidelity speakers, all operated from a panel located alongside of a record and tape unit at one end of the room.

In the service department, mechanics might be working on a speaker, an intercommunication system or a juke box.

(Continued on page 102)

Vault Platters Are Turned Into Gleaming Gold

Continued from page 39

cash in. Decca recently sought to turn vault properties of Nat (King) Cole, Stan Kenton and Ted Lewis to profit via album releases.

Another classic example of multi-exposure came earlier this year with the release of the pic, "The Benny Goodman Story." In the frantic rush to cash in on the flick, there were Goodman packages from all quarters. RCA Victor and Columbia added gravy to their coffers with re-issues of material that had long since paid its way, while Capitol and Decca worked on new Goodman fare, the latter label pushing the actual sound track of the film. Everybody cashed in heavily that time.

Dime Play Gains In North Jersey

NEWARK, N. J.—The drive of the Music Guild of New Jersey to convert to dime play on juke boxes built within the last three years is near the three-quarter mark.

The organization has set September 3 as its target date. At that time it hopes to have 2,000 newer machines converted to dime play. As of Monday (6), some 1,472 conversions had been reported.

The drive got under way at the end of June. At that time an estimated 500 machines in the North Jersey area were on dime play.

Resort Routes Suffer as Cool, Wet Weather Keeps Gothamites at Home

But Manhattan Operators Pick Up Extra Play; Neighborhood Locations Fare Best

NEW YORK—What's one operator's meat is another operator's poison. Juke box and amusement routes in Manhattan are holding up fairly well this summer, and they are certainly ahead of last year at this time.

But operators with routes in the Catskills and at the Long Island and New Jersey beach resorts are singing the blues. For them, this has been one of the worst summers in the last decade.

The villain or hero of the piece—depending on where you operate—is the weather. This summer has

seen some unseasonably cool days and a lot of rain.

Resort Play

A combination like this hits hard at the resort business, and when people spend less time at the mountains or the seaside, they spend less time in resort taverns and restaurants. Naturally, it follows that they spend less nickels and dimes in games and juke boxes.

Fortunately for New York operators, Manhattan locations are reaping some benefits from the resort slump. When people cut short their out-of-town weekends,

or when they cancel them, the money they didn't spend at the resorts is often spent in town—dining out and visiting the neighborhood pubs.

Sullivan County operators, in the heart of the Catskills, report that Sunday nights this year have been dead. In previous years, the weekend started out strong on Friday night and maintained a profitable pace thru Sunday night.

Early Departures

This year, the New York tourists are packing up early on Sunday (Continued on page 108)

WHY PUT IT IN WRITING?

Continued from page 98

contract is void. In most cases, however, a location owner who has signed a contract will think twice before he changes operators.

Q. Should the service to be provided by the operator be spelled out?

A. Unless the service terms are spelled out, the operator is vulnerable to the whims of a location owner. If the service to be provided is in black and white and the operator lives up to the terms, the contract is non-breakable.

Q. Should the commission arrangements be detailed in the contract?

A. Yes. In the event that a location owner breaks a contract, an operator has no recourse unless he can prove to the court to what extent he has been damaged. The agreed commission arrangement enables the court to award an operator an amount equal to the average weekly collection earned prior to the breach of contract multiplied by the number of weeks remaining in the unexpired term of the agreement.

Q. What about minimum commission arrangements?

A. Several court cases in California in favor of operators came about because minimum commission arrangements were included in the contract. George A. Miller, president of Music Operators of America, refers to minimum arrangements as "the most important phase of the written contract."

Q. Should an operator sue a location for breach of contract?

A. It depends upon the operator and the circumstances involved. If an operator has made an expensive installation and he knows that he has lost the location, then he should be compensated for his time and expense. Often an operator will purchase a new piece of equipment for a location only because he has a contract. When this happens, and he then loses the location before the contract expires, he should be compensated. However, where the money to be collected is insignificant or there is some possibility of getting the location back, the operator would be wise to postpone le-

gal action. Each case is different, only the operator himself can decide what to do.

Q. Isn't a location owner likely to object to a contract?

A. Not if the operator has properly presented the subject.

Selling Points

Q. What are the selling points of a written contract?

A. In selling a location owner on the value of a written contract, an operator should do two things: He should stress the fact that a contract is good business and point out that it helps the location owner as well as the operator. Selling a contract is like selling anything else, you must convince the buyer that the transaction is to his advantage.

Q. What are some of these selling points?

A. The most often used selling angle is service. Operators point out that a location owner is more apt to agree to a contract when he knows it means top-notch service for his spot. Record changes are often included in the contract for the same reason. Still another method used is for the operator to point out that he will not be given credit on his phonograph purchase unless he has a contract.

Q. When is the best time to sell a location owner on the idea of a contract?

A. Generally the best time is either when you first sell a location on your service or when you install a new piece of equipment. The new equipment doesn't have to be brand new, a change in the number of selections or in the model year is often enough.

Q. Should auxiliary equipment be listed in the contract?

A. Yes. Proof of ownership is as important on auxiliary equipment as it is on the phonograph itself.

How Complex?

Q. Does a contract need to be complicated?

A. A contract does not need to be complicated. Many contracts consist of little more than a signed receipt for the equipment. Often an exchange of letters between operators and location owners constitute a contract. Of course, the more detailed a contract is in commissions and service agreements, the more effective it is.

Q. Does a contract help establish credit for an operator?

A. Banks and finance houses honor contracts when extending credit. A verbal agreement between operator and location owner, on the other hand, represents no collateral whatsoever.

Q. How long a period should a contract cover?

A. The ideal length of a contract between operators and location owners is three years, altho one

and two-year agreements are used among operators and not infrequently. Three years is sought because it provides ample time for operators to receive a fair return on their investments. One and two-year contracts are usually easier to sell.

Q. How do you renew a contract?

Renewals

A. Many contracts are self-renewable. The contracts specify that the agreements will renew automatically at the termination date of the contract unless notice be given by either party 30 days prior to the expiration date. Other methods include a change of equipment and any of the other methods used when first selling the location.

Q. Should new location owners be notified of a contract with the former owner?

A. Yes. Most contracts specify that a location owner must notify the new buyer of the contract. This, however, becomes difficult to prove in court. For that reason, the operator should take it upon himself to tell the new owner as soon as possible.

Q. Should an operator have a different contract on each piece of equipment in a location?

A. Since different commission arrangements and servicing techniques are used on different types of equipment, operators should have a contract for each type. For example, a contract covering a juke box installation differs considerably from one covering a cigarette machine.

Rock-Ola's 200

Continued from page 98

Robinson Distributing Company, Atlanta.

Jack Rosenfeld, Jack Gorelick and Kal Langer, J. Rosenfeld Company, St. Louis; Sam Taran, Ross Distributing Company Miami; Earl Montgomery, S & M Distributing Company, Memphis; Harry Sanders, Sanders Distributing Company, Nashville; Dave Stern, Seacoast Distributors, Inc., Elizabeth, N. J.; Dan Stewart, Dan Stewart Company, Salt Lake City; Carl Hozel and Irwin Weiler, Uni-Con Distributing Company, Kansas City, Mo., and K. K. McKee, Capitol Music Company, Jackson, Miss.

Distributors and representatives from out of the country included Jose Sastre, Musical Sastre, Havana; W. M. Pound, William Pound Agencies, St. Johns, Newfoundland, Frank Kirke, Frank Kirke Novelty, Toronto; Lawrence and Leonard Drapkin, Lawrence Novelty Company, Montreal, and W. Van Dusen, Van Dusen Bros., Edmonton, Canada.

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. au25

Help Wanted

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo. au25

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-au25

Routes for Sale

ROUTES FOR SALE—MUSIC, AMUSEMENT, Pins, S.A. Pools: 32 locations. S. E. Penna, Box M-176, c/o Billboard, Cincinnati 22, Ohio. au25

SMALL SLOT MACHINE ROUTE WITH Bingos and some amusement games. Long established. Will pay out in less than ten months. \$16,000 cash. Write to Ruth Garrison, 325 South Second St., Las Vegas, Nev. au25

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel 2952 Milwaukee Ave., Chicago 18, Ill. au25

CIGARETTE-CANDY-COFFEE-CIGAROMAT

FACTORY DISTRIBUTORS—

U-Select-It, Candy & Coffee, Royal "17" & Mercury Cigarette Machines, Watling Scales, Hav-A-Bag Sandwich & Potato Chip Machines. Write for complete information & prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22 Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues Next 4 Issues Next 3 Issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

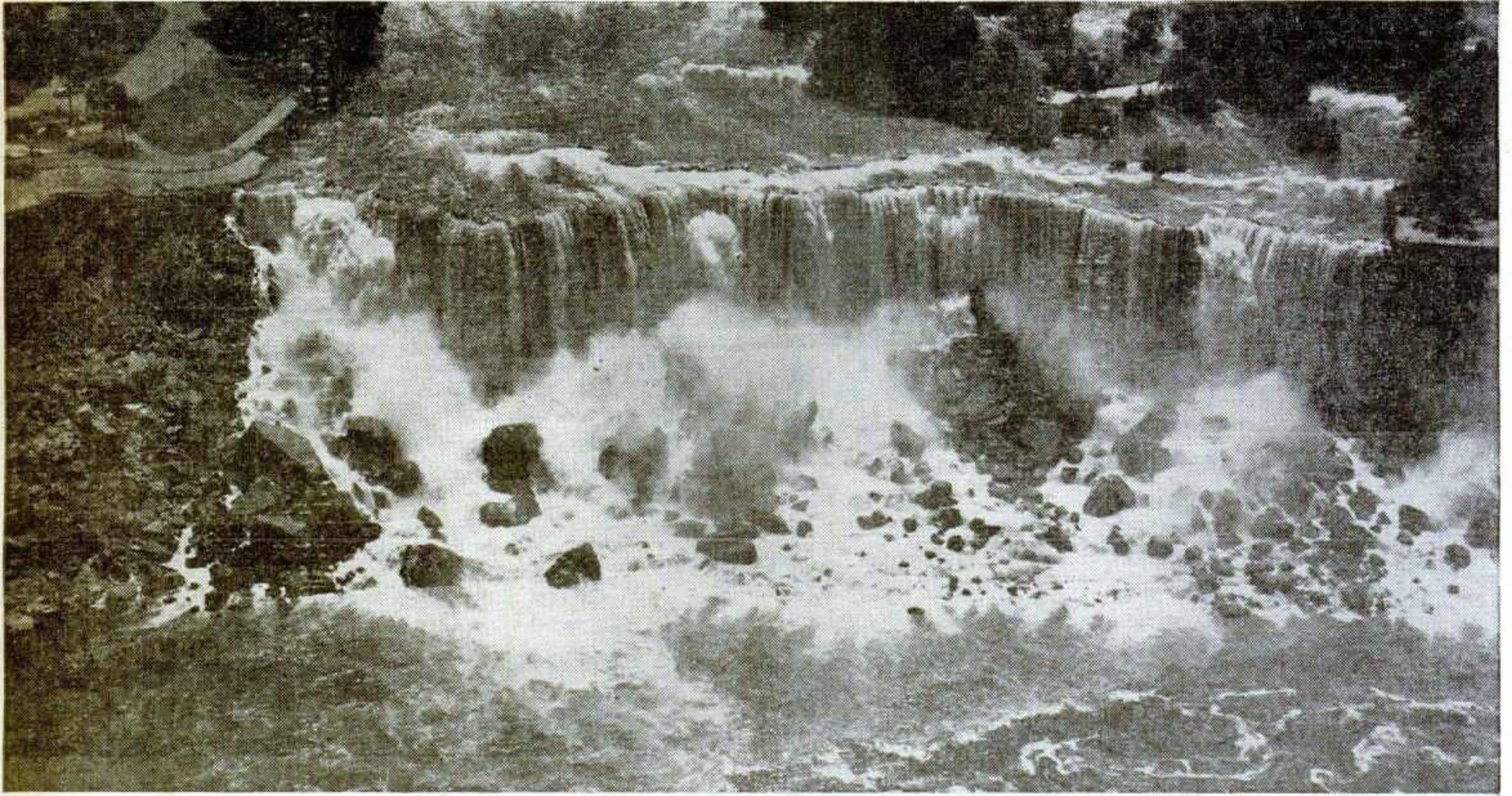
GIVE TO DAMON RUNYON CANCER FUND

ROCK-OLA
Hi-Fidelity Music

Model 1454
Designed for your pampered locations

FLY WITH AMERICAN AIRLINES

OVER NIAGARA FALLS



PLUS ENTERTAINMENT GALORE AT THE BIG WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

**ALL FOR FUN
ALL FOR YOU**



Best accommodations at Buffalo's finest hotel — The Statler.



Top stage entertainment by recording artists, name bands and variety acts.



Guided factory tours. See the fabulous 2000 made right before your eyes.



Giant carnival with circus performers and midway right on the Wurlitzer grounds.

**PLUS PRIZES
BY THE HUNDREDS**

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.

So join the Wurlitzer Centennial Club now. See

your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.



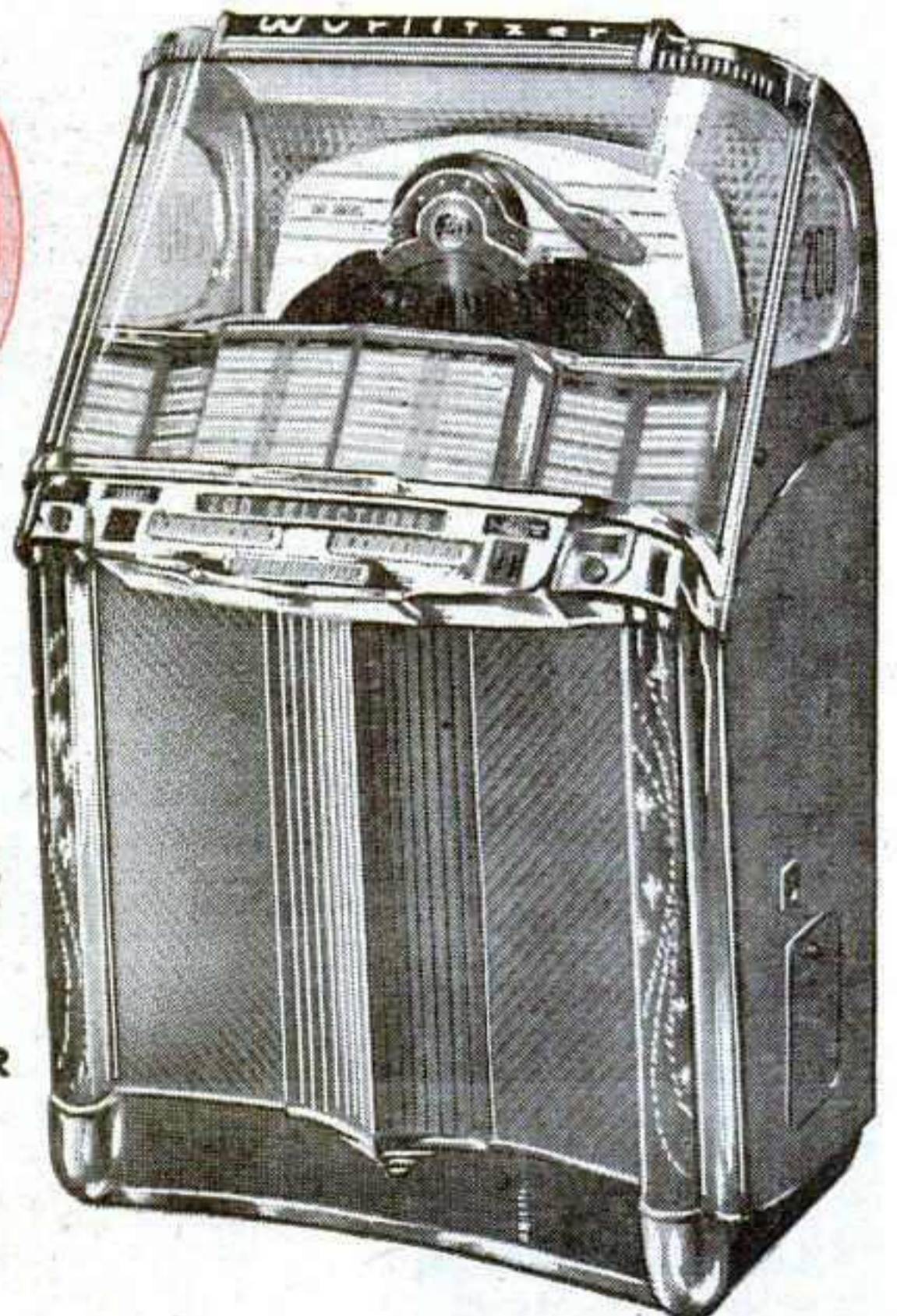
WURLITZER
Centennial

MODEL 2000

**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**

**SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK**



COINMEN YOU KNOW

Chicago

FUTURE GLIMPSE. Amusement game manufacturers in the Windy City gave Rock-Ola distributors, in Chicago for the unveiling of the firm's new 200-selection phonograph, a peak at future games. Many of the music men also handle games. (For names of Rock-Ola distributors here see story in Music Machines.)

Out at D. Gottlieb & Company the entire Gottlieb clan—Dave, Nate, Sol and Alvin—were on hand, a rare event, to welcome visitors. . . . Greeting the distributors at Williams Manufacturing and Sales Company were Harry Williams, president; Sam Stern, executive v.p., and Art Weinand, sales manager. . . . Art and some of the boys adjourned from the plant to Soldier Field to watch the All-Star Football battle.

With Sam Lewis, president, on the West Coast, Chet Gore and Ed Hall assisted Frank Mencuri, v.p., in showing visitors Exhibit Supply Company's new items. . . . Bill DeSelm, sales manager, headed the greetings committee out at United. . . . Incidentally, Ray Riehl, rarely seen around the home office, was in at United.

Missing Chi's heat wave last week was Ralph Sheffield of Genco, making a sales tour thru Western Canada. . . . And Paul Huebsch, J. H. Keeney's general sales manager, is due back this week from Northern Wisconsin. . . . He's been vacationing with his wife and children for the past two weeks. . . . Bulk operator Ray C. Thompson with his wife is taking their eight-year-old daughter, Nancy, on a tour of Chicago historic sites and buildings.

Jack Mitnick working hard and long at his office in United headquarters. . . . Bill De Selm, United sales manager, in and out all week. . . . Ed Ratajack, AMI sales director, last Friday night looking forward happily to spending a night out for the first time in a long, long while with the Mrs. (Jean). . . . Gertie, Exhibit's lovely receptionist, looking better than ever. . . . Al Scheslinger, managing director of the National Coin Machine Distributors' Association, hard at work on association plans.

New York

By AARON STERNFIELD

George Ponser, Newark, N. J., jobber, has come out with a jumbo-size slate table top with big bumpers and a center hole for an option shot. He said the slate top conversion business is still holding up.

Dave Stern, Seacoast Distributors, enjoyed the hospitality of the boys at Young Distributing Company of Long Island at Freeport recently. Hank Walton, Sandy Moore and Gabe (Dr. Belvidere) Foreman acted as hosts.

Gene Brody, Atlantic-New York, is on a golfing vacation in New England. . . . Phil Raisen, Banner Music, is taking long weekends to visit his wife and family in the Orange Mountains of New Jersey.

Nash Gordon, Music Operators of New York, is back from his vacation in the Thousand Islands. . . . Red Zirpoli, A&Z Vending, is in the hospital. . . . Jack Hearn, Lasalle Music, is about to become a father for the third time.

Larry Dentico is out of the hospital. . . . Jack Small, J&S Amusement, has bought a route from J. D. & H. Amusement. . . . Gershon Sadowsky and Israel Bilus have bought Seymour Howard's game route.

Al Koondell, Empire Automatic, is vacationing in Canada. He will attend the Wurlitzer Centennial in North Tonawanda, N. Y. . . . Walter Conrad Jr., Conrad Music, Suffern, N. Y., recently became the father of twin girls. This makes five youngsters in the Conrad household, all girls.

Mrs. Anne Koenig, Kingston, N. Y., operator, is in the Benedictine Hospital in Kingston. . . . Irv Kempner is off the road and filling in for Morris Rood at Runyon Sales while Morris takes his long weekends. Barney Sugerman, Runyon president, was in Chicago on business last week.

Ted Parker, new Wurlitzer district manager, was in town to visit Joe Young, Irv Holzman and Abe Lipsky. . . . Claire Morano, office manager of the Associated Amusement Machine Operators of New York, returned last week from a Cuban vacation.

Miami

By RAOUL SHAPIRO

JUKE BUSINESS CONTINUES GOOD. Tho many operators claim business has slowed down a bit in the past couple of weeks, every operator questioned admits collections are much better than they were a year ago at this time. And as Morris Marder, of M&M Service, says, "thank God for dime play." . . . Art Zuker, who was connected with Budisco, and learned the record business the hard way, is now in the business office of Station WINZ. Art still calls Budisco every couple of weeks to find out what the boys are using on the boxes.

Morris and Evelyn Diamond, of Diamond Amusement Company, visited their son Alan recently. Alan is away at camp for the summer, and when the Diamonds visited him they found that he was carrying a torch for a girl up thataway. And at nine years of age yet. . . . Eddie Weber, routeman for Music Makers, back from his vacation. Eddie spent almost a week of his time laid up. Another guy away for his vacation is Dave Friedman, of American Operating Company. Dave and his lovely wife, Evelyn, are spending their vacation in the mountains of Hendersonville, N. C.

Willie Blatt, of Music Makers, and his wife, Sydelle, who have been motoring across the country, have headed east and have now arrived at Hendersonville. With Dave Friedman and Willie Blatt there, the gin games will be going constantly.

Marty Olson, of Mars Amusement Company; Buster Bailey, of Deale Automatic Company, and Larry Finn, of Mellow Amusement (Continued on page 102)

MUSIC OPERATOR FORUM

Op Diversification Touches All Fields



(Editor's Note: This is the third in a series of Music Operator Forums covering juke box diversification. The first two articles highlighted diversification via other types of coin-operated equipment, pointed out how widespread the trend was and why operators thought it was necessary. This week's Forum, however, deals with diversification via non-coin-operated equipment.)

Music operators are diversified businessmen. Last week's Music Operator Forum pointed out that five out of six operators, or 83 per cent, had diversified coin machine routes. Operators participating in this week's Forum, however, show that this trend to diversification does not limit itself to coin-operated equipment.

Nearly one-third of the MOF operators said that they had a second business—other than operating. And while some of the second businesses were closely associated with the coin machine industry, others were as different as night and day.

Quite naturally, the bulk of the side-line businesses were outgrowths of experience and music know-how acquired in the juke box business.

As the accompanying chart shows, 29 per cent of the operators who have a second business are in record retailing, 17 per cent furnish background music and another 18 per cent are evenly divided between one-stops and distributorships.

The "other" category included everything from gas stations and restaurants to finance companies and real estate firms. Radio-television retail and repair shops, tho not listed on the chart, also polled a heavy return.

The reasons for moving into other businesses were the same as those given by operators who diversified their juke box routes with other types of coin machine equipment: To increase revenue and check costs.

The bulk of the operators who turned to record retailing did so because it gave them the opportunity of selling used phonograph records and at the same time provided them with a larger library of records which could be used on their routes.

A few, seeing the potentials of one-stops, began stepping up their volume and were soon selling disks to other operators and retail stores.

Background music was also a natural step for operators to take. The thinking here usually got its start when operators found good locations refusing juke box service, but at the same time not adverse to non-coin-operated music. Since operators were well equipped to handle service,

and had a know-how in the record buying field, they soon found that selling locations on background music was no harder than selling them on juke boxes.

When television first began cutting juke box collections, a number of operators turned to coin-operated television to offset the loss in revenue. These operators, when TV became more common and priced for the home market, discarded their television routes and turned to television service and repair.

With the introduction of high fidelity, operators again found their experience made to order for a side-line business. In some areas operators built special Hi-Fi listening rooms and began distributing or retailing the high-cost equipment necessary for high-fidelity sets.

And in a number of cases the juke box business was the side-line to begin with. For example, restaurant owners, believing that there was a big potential in juke boxes, began operating a string of phonograph stops. Many times the juke box routes quickly overshadowed the former businesses.

Part-time music operators also have other businesses. The greater percentage of these operators, however, have hopes of becoming full-time juke box men in the future—dropping their other interests gradually.

Summer slumps and location loans also play a part in setting up an operator in another business. To check collection fall-offs in poor seasons, operators often buy interest in other types of firms. Still other operators are forced to assume part ownership in locations which are unable to pay back loans.

What do operators think of this non-coin-operated diversification? They think it's healthy, but they regard it strictly as a "side line." "Primarily, we're music operators," the overwhelming majority asserted.

How They Voted

- In addition to coin machines, do you have any other type business?
 - 30.8% Yes
 - 69.2% No
 - 100.0%
- If you do have another business in addition to your juke box and/or coin machine route, what is the nature of your second business?
 - 29% Retail record store
 - 17% Background music
 - 9% Operator one-stop
 - 9% Distributorship
 - 36% Other
 - 100%

Non-Coin Diversification . . .

CHARLES R. EAGAN, Kansas City, Mo.: "In my opinion, the only profitable salvation for all coin machine operators is diversification. To help check costs, etc., we operate background music in addition to juke boxes, games and vendors."

WILLIAM M. ZAJO, Milwaukee: "Tho we are concentrating on juke boxes, we are adding background music and games where we can."

L. F. STONE, Erin, Tenn.: "I believe music operators will have to diversify their operations to keep up with rising costs. In addition to juke boxes, I operate pinballs, shuffle alleys and pool tables. I also operate a printing shop on the side. Stone is also the mayor of Erin, Tenn. When I entered the juke box business in 1921, juke box play was a nickel and new equipment cost about \$225. Today, play is still a nickel, but new equipment is priced over \$1,000. Something has to be added to offset the increased equipment, labor and transportation costs."



STONE

A. K. MORSE, Medford, Ore.: "Greater diversification is needed to offset rising costs. Collections are holding about level, but operating costs are climbing steadily. Something must be added to a route to increase revenue. We have some background music installations and pinballs and shuffle games."

PLACERVILLE MUSIC COMPANY, Placerville, Calif.: "We believe greater diversification is necessary. Even dime play is unable to carry the increasing operating cost load. We operate all kinds of coin machine equipment—jukeboxes, games and vendors—and run a TV sales and service store also."

BOB YOUNG, Osceola, Wis.: "To hold costs down, we are concentrating on juke boxes and background music installations."

ED BIXLER, Brentwood, Mo.: "We rent phonographs without coin chutes for parties and dances. We keep the machines stocked with current tunes and supply standards and rhythm and blues when requested."

WIN SOUND ENGINEERS, Chicago: "We specialize in music for undertakers, Merry-Go-Rounds and Kiddielands. We are able to supply them with music they have trouble obtaining. At present these three fields are all we hit, but we may go into restaurant background music later."

PAUL BROWN, Chicago: "We operate a record store in addition to our juke box route. People were always stopping in and asking if we had records for sale, so we set up a counter and began accommodating them."

FLORIDA MUSIC COMPANY, West Palm Beach, Fla.: "Music operators are going to have to be greater specialists in music programming to survive. We operate background music in addition to our juke box route and it fits in fine."

JOE FILITTI, Chicago: "We operate a high-fidelity phonograph and tape recorder retail store in addition to our music route. We are now able to sell music from A to Z. Locations wanting background music or special high-fidelity speakers can be served as well as those wanting juke box installations."

E. STOCKHAM, Bloomingdale, Mich.: "We operate other coin machine equipment besides juke boxes and also have a background music service. We think the trend will be to greater diversification because of rising costs."

ELITE NOVELTY SHOP, Bozeman, Mont.: "We operate a retail record shop and other types of coin machine equipment in addition to our juke box route."

A. ANDREWS, La Grange, Ga.: "We operate another business and have a background music service in addition to juke boxes. Equipment costs are so high that operators must diversify to make a profit."

(Next Week: Highlights of Diversification)

L. A. Distrib Skeds Big Op Delegation At Wurlitzer Fete

LOS ANGELES — Approximately 30 local operators along with Sierra Distributors personnel plan to attend the Wurlitzer Centennial Club Celebration to be held in Buffalo for three days starting Thursday (23), a Sierra spokes-

man said last week.

Among those who will represent Sierra, local Wurlitzer distributor, are Mr. and Mrs. Wayne Copeland, co-partners of the company; Mr. and Mrs. Ed Wisler, sales department, and Mr. and Mrs. Frank Davis, sales and advertising.

The group will leave Monday (20) and spend two days in New York City before going to Buffalo. The Sierra representatives will return to their desks on August 27.



RISE COSTS AND JUKE OPERATORS. To meet continual rising costs, competition and to hold onto locations, phono operators are expanding operations with other coin-operated equipment to match competition, lower service cost, increase net income. (Page 91, The Billboard, August 11.)

CONFUSE PINBALL PICTURE. Interpretation of laws—municipal, State and federal—is hampering current growth of pinballs, a mainstay of the coin-operated amusement games. Industry leaders cite need for universal clarification of laws. (Page 100, The Billboard, August 11.)

DIVERSIFICATION. Participants in The Billboard's Music Operator Forum lean to specialization, but reports disclose that five out of six currently operate some other coin machine equipment because of location requests. (Page 92, The Billboard, August 11.)

PRODUCTION STARTS. With assembly lines completed, Fed-am began production on small, hot food vender with 50-can capacity. Shipments slated for September. Firm also developed steel cabinet stand for unit with storage space. (Page 94, The Billboard, August 11.)

DISCRIMINATORY MUSIC FEES. United Music Operators of Michigan prepare to fight unfair juke box licensing ordinances and regulations in Detroit suburbs. Will cite Detroit ordinance as model. (Page 90, The Billboard, August 11.)

RIFLE GAME PRICES HOLD. Further expansion of the gun game field is being mulled by game manufacturers because of the fact that rifle games introduced in 1954-'55 are still bringing good prices on the market. (Page 100, The Billboard, August 11.)

Filitti Package

Continued from page 98

Do the Hi-Fi and juke box business mix? Filitti says they do. In fact, he said, one is always helping the other.

"When I'm out calling on a prospective customer," Filitti said, "I never know if I'm going to end up selling him juke box service or background music. If he wants background music, I invite him out to the shop to have a look at some of the various set-ups available. Once he sees the store, he's convinced that we know what we're doing."

Filitti will either sell the tape unit and speakers to a background music customer or rent them. So far, he said, the customers have purchased the equipment and contracted for service. At present, Filitti is using Presto tape recording units which play eight hours of continuous music without repetition.

"By having background music," Filitti said, "we even get new juke box locations. In one location, the location owner wanted background music only. He emphatically declared that he did not want a juke box on the premises. However, after the background music installation had been made, he admitted that a juke box might be a good idea in the recreation room. The juke box was installed and is doing great."

Hi-Fi, Inc., carries some records, but only 33's at present. Tho a larger inventory is planned in the future, popular records will not be handled.

In praising the advantages of handling background music and fidelity equipment, Filitti said: "By having all kinds of music, we are now able to call on banks, factories, office buildings and just about anywhere else that music is desirable. The new line also adds the element of prestige to our juke box business—from any angle, combining the two lines sure helps our business."

Ark. Dime Push

Continued from page 98

most operators in the area all decided to change to dime play. They were:

Robert Brunner Jr., partner in John-Frank, Inc., Marked Tree; C. E. Tolliver, owner of Tolliver Amusement Co., Lepanto, Ark.; Elmer Womack, owner of Womack Music Co., Jonesboro, Ark.; and R. R. Huddleston, owner of Huddleston Amusement Co., Marked Tree. Singleton said the move was "the most progressive one we have ever made. We hope to convert Jonesboro next."

The operators all reported at a recent meeting that increased costs during the past few years had forced them to make the conversions.

Singleton said he decided, with the aid of new machines, to "give dime play a whirl whether his competitors went for it or not."

But, operators did go along, pointing out that all that was needed was a start.

The Arkansas-Missouri Operators Association was formed eight months ago and covers the East Arkansas-South Missouri territory, which is within the Memphis trade territory. All shop and buy equipment from Memphis distributors.

Memphis operators effected a successful change-over more than a year ago, directed by the Memphis Music Association.

Officers of the Arkansas-Missouri group are Henry Hitchcock, owner of Jonesboro Music Co., president; John Brunner Jr., partner of John-Frank, Inc., Marked Tree, vice-president; and Robert L. Eblin, owner of Paragould Music Co., Paragould, Ark., secretary-treasurer.

COINMEN YOU KNOW

Continued from page 101

Company, are making their routes dressed in Bermuda shorts. Guess you have to be as big as those guys are to get away with it.

Mel Schwartz, of Mellow Music Company, back from his vacation trip across country, while his partner, Willie Levy, off to South America with his wife, Pearl, for a well-earned rest. Down from New York way to discover that Miami is wonderful in the summer, too, was Mr. and Mrs. Harry Koepf, of Koepf Distributing Company. Also down from thataway is Ruth and Murray Michaelson. Ruth operates Atlas Vending in Brooklyn, and besides being one of the few women in the business, is also one of the real veterans in the juke box industry. Happy vacationing to you nice people. Jo Hiller, of Binkley Distributing Company, celebrated her eighth wedding anniversary this past week. May there be many, many more of them for a wonderful gal and her swell husband, George.

Milwaukee

By BENN OLLMAN

HASTINGS' SUMMER RECEIPTS OK. Sam Hastings reports that his firm's route receipts have been holding up fairly strong this summer. Sales of premium merchandise have fallen, however, he adds. Stopping in this week at the Hastings Distributors in search of good used equipment were Tony Hirt, Sheboygan; Art Bartz, Mount Horeb, and Greg Schafer, Whitewater.

George Gerken, Capitol Record's district sales manager, spent a few days in the Beer City calling on accounts with local sales manager Bob Thompson. . . . Carl Millman, Automatic Merchandising Corporation, was elected an associate member of the American Institute of Management. . . . Dick Wall, Holloway Candy sales representative, reports that the vending trade is finding his firm's newest item, Yip-Yaps, a good seller at a nickel.

Edgar Whitely, routeman for C. & W. Novelty Company of South Milwaukee, is vacationing this week. . . . Harry Jacobs Jr. is sporting a beard. The only bearded coinman in the territory, he is nurturing the adornment in recognition of the Centennial celebration of the Wurlitzer Company. He and at least 10 operators and their wives are scheduled to attend the Wurlitzer Centennial doings in Buffalo in August. Incidentally, he denies all reports that he is bleaching or dyeing his Burl Ives-style beard. . . . Gabe Nelson has just returned from his honeymoon trip to Canada and the Great Lakes states. . . . Otto Hadrian has purchased a new station wagon, a four-door Ford.



MILLMAN

Los Angeles

By SAM ABBOTT

WEYMOUTH PLANS HAWAII JAUNT. Al Weymouth, of Weymouth Distributing Company here, left with his family this week for the mountains. When they return in a couple of weeks Weymouth will leave for Hawaii on business. He reports that the Smokeshoppe cigarette venders are selling well in his territory, which includes the 11 Western States, Hawaii and Alaska. . . . Marshall Ames, Badger Sales representative in the Bakersfield, San Bernardino and Fresno areas, has been pulled into the local headquarters to help out while Fred Gaunt, who is in charge of coin machine sales, is ill. The Ames are expecting an addition to the family in February. Both Elsie and Marshall predict that it will be a girl. It has to be, they say, for they already have two sons.

Charles A. Robinson, of the C. A. Robinson Company, is holding down the fort while Dave Wallach, salesman, and Al Bettelman, manager, are on vacation. Wallach handles out-of-town sales. . . . Clarence Burrows, of Las Vegas, made a fast trip into town for parts and supplies for his music and game routes there. . . . Bernie Knott, of El Monte, was also in town and stopped off at Badger Sales. . . . Buyers from Central California last week included Clyde Love, buying for the Model Vending Service in Visalia, and Ray Paden for his operation in Hanford. . . . Sid Snyder dropped in from San Bernardino. . . . Johnny Nelsen, Inglewood operator, is looking forward to the opening of the hunting season. He reports that the best duck and goose hunting in the world is right in California in the Tulalake area. . . . Joseph F. Hrdlicka, service manager phonograph department of the Wurlitzer Company in North Tonawanda, stopped off here at the Sierra Distributors as he was winding up a vacation spent in Vancouver, B. C. Also at Sierra was Walter Peteet, West Coast service manager, who makes his headquarters in San Francisco. . . . C. A. (Shorty) Culp, co-partner in Sierra, is spending a few days here with Wayne Copeland. The Culp recently returned from a trip to Hawaii and will soon leave for Oklahoma City. . . . R. E. Smith has opened the Vending Machine Mart on South Western Avenue. He is handling the Vari-Vend in addition to offering used machines.

R. E. Smith Jr. is officiating as manager of National Rejectors here during the absence of H. O. Heddergott, who is now in Germany where the company is manufacturing. Local office handles National Rejectors in the 11 Western States. . . . Mrs. Walt Schinkal, who handles the records for her husband in San Diego, made her first airplane flight last week when she flew to Washington State for a vacation.

Salt Lake City

INCOME UP FROM DIME PLAY. A number of music box operators in Salt Lake City area are reporting increased income from the change-over to dime play. And, they say, the changeover is going smoothly, for the most part. . . . Otto Stevens, Alton, Wyo., operator was in Salt Lake City. . . . He said business has dropped for him because the new high-way going thru town has caused tourists to detour around Afton. . . . Milo Nechaniky, of Canteen Service of Utah, is pleased with his first Brewmatic fresh coffee dispenser. . . . Harold McGinnis, factory rep from San Francisco, was in town to set the new machine up. . . . Jack Masterson, music operator from Panguitch, Utah, stopped in town.

(Continued on page 107)

IF YOU MISSED READING THE AUGUST 11 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

SHAFFER PHONOGRAPHS

BETTER BUYS—SERVICE WISE

SEEBURG		WURLITZER	
M100-C	\$545.00	1800	\$650.00
M100-B	425.00	1500	199.50
M100-A	225.00	1250	129.50
3W1 WALLBOX		5207 WALLBOX ..	62.50
(Chrome)	69.50		
ROCK-OLA		AMI	
1436	\$149.50	F-120	\$645.00
1428	59.50	E-120	425.00
		D-80	299.00

SEND FOR ILLUSTRATED CATALOG

'Bama Group Meet 18-19

SELMA, Ala. — The Alabama Amusement Association will hold its first annual outing August 18 and 19 at Gulf Shores, J. Leonard Barnes, secretary of the group, announced last week.

Barnes, head of Leonard Barnes Music Company, said that all operators are invited to this social event whether or not they are members.

Gulf Shores, a resort area on the gulf, offers fishing, swimming, boating and deep sea fishing. Among planned activities for the meet is a dinner dance Saturday (19) night.

Morris Piha, of Montgomery, president of AAA, supervised preparations for the event; Irving Kamper, of Gulf Shores, is chairman of the meet. Alabama phonograph distributors will finance the gathering.

Rifle Games

• Continued from page 108

"Good used games bring a good price on the market, and are hard to secure. There is always a demand for used shooting gallery items."

However, Kitt expressed the opinion that gun games have been priced too high, and that a lower priced game would permit operator to expand operations more, and add variety to established locations.

State Fair is going strongest in Los Angeles with Miami second, Warren reported. "There are big demands for it in New York, Pittsburgh, Philadelphia and Chicago areas," he disclosed. "It is also showing increasing action in the South, especially in New Orleans and Texas.

Bearing out Kitt's report on the high value and demand for rifle games was Joe Kline, co-owner of First Coin Machine Exchange, distributor of Exhibit Supply Company's games.

Big Demand

"There is still a big demand for good used shooting galleries put out by Exhibit, United and Genco during the past few years," Kline stated. "The rifle games move well the year around, have a high trade-in value."

Good used gun units are scarce, he said. They are all-round good earners, and the operator demand for these pieces has been holding a pretty steady level. "However, I believe there is a demand for new guns, as none have been introduced for some time," he added.

Operators, Kline said, report the guns are good earners in resorts, amusement parks, bowling alleys, taverns and especially in bus, railroad and airport terminals.

"Rifle games very definitely are showing new signs of life on the used market," Herb Perkins, owner of Purveyor Distributing Company, stated.

He, too, expressed the belief that there is a need for a lower priced gun game with moving targets and a definite new feature.

As to the used games, Perkins reported they stand high on the list of games preferred on the foreign market, and that he has exported a number of them recently.

Five-Ball Play

• Continued from page 108

ported the game is "coming back strong." Continuing, he stated:

"There is a big demand for the five balls on the foreign market as well as the domestic because the game is of simple design, has lot of play appeal and is easy to maintain."

Distributors in the Midwest report the five-ball game sales are steady and that prices on used pieces are holding up as well as sales.

Joe Ash says...

When you compare quality with price, Active is never undersold!



Joe Ash says...

CHICAGO COIN
Automatic Pool...\$125
Clover Pool..... 135
(new)

WILLIAMS

Score Pool Table..\$125

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

Exclusive Distributors for
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

NOW DELIVERING

GOTTLIEB
Classy Bowler

WILLIAMS
Surf Rider
Crane

MUTOSCOPE
Lord's Prayer

CLOSE OUTS—FLOOR SAMPLES

Gottlieb Scoreboard
Genco Hi-Fly Baseball

GENCO
State Fair
(Rifle Gallery)

CHICAGO COIN
Twin Hockey
Steam Shovel

Williams Piccadilly
Pool Tables
Bert Lane Dead Zero

LARGE STOCK OF USED PHONOGRAPHS AND 5-BALLS



WRITE—WIRE—PHONE
for the Best Deal

Miller-Newmark distributing company

42 Fairbanks, N. W.
Grand Rapids, Michigan
GL 6-6807

5743 Grand River Avenue
Detroit, Michigan
TYler 82230 — 82231

BINGO SPECIALS!

CLEAN GAMES READY FOR LOCATION

Variety	\$135	Beach Club	\$55
Gaiety	115	Dude Ranch	55
Ice Frolics	95	Palm Beach	50
Hi-Fi	90	Yacht Club	45
Surf Club	70	New Bally Pin Pool, Long....	Write
Bally Beauty	60	New Keeney Flicker Pool....	Write
New Pool Sticks	\$1.50 each		

Immediate delivery
1/2 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

WORLD WIDE S-A-L-E!

Only Operators Who Know Value Invited!

11 SPECIAL SENIOR 11

POOL TABLES

LIKE NEW!
Cue Sticks and Balls

ONLY \$92.50

9 DE LUXE BANK 9

POOLS

A-1 CONDITION
HINGED TOPS

LIKE NEW Cue Sticks
and Balls

ONLY \$72.50

16 SENIOR POOL 16

TABLES

- Hole-In-Middle
- Lite-Up Bumpers
- LIKE NEW Cue Sticks
and Balls

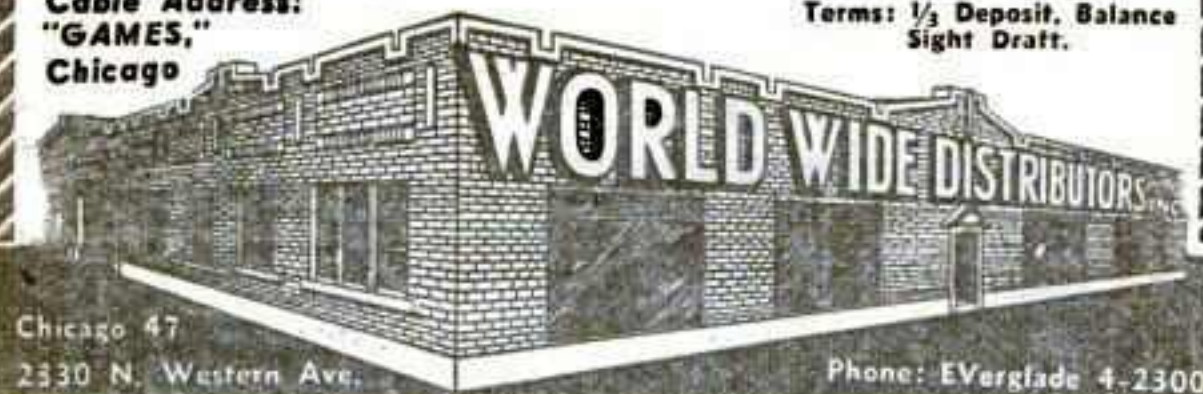
ONLY \$99.50

BINGO GAMES

NITE CLUB	WRITE
BROADWAY	\$395
BEACH BEAUTY	360
MIAMI BEACH	275
GAYTIME	195
GAYETY	125
BIG TIME	265
VARIETY	175
STARBUST	375
STARLET	285
PIXIES	275
TRIPLE PLAY	195
NEVADA	75
SURF CLUB	95
PALM SPRINGS	85
BEACH CLUB	85

Cable Address:
"GAMES,"
Chicago

Terms: 1/2 Deposit, Balance
Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

ELECTRIC SCOREBOARDS

SLIM JIM Model

Maple Cabinet	Natural Finish
✓ Two-Faced	✓ Coin-operated —
✓ Fits any Shuffleboard	10¢ 1 Player or 10¢
✓ 2 Models	2 Player by simple
15-21 pts.	plug switchover.
15-21 and/or 50 pts.	✓ Aluminum Button
✓ Large metal ABT	Blocks.
Coin Rejector Box	✓ Chrome Tube Sup-
	ports.

Also Available
WALL MODELS
Horseshollar
(15-21-50 pts.)
Marvel Score
(15-21 pts.)
\$95.00 each

IMMEDIATE DELIVERY..... \$139.50

Terms: 1/2 deposit, bal. C.O.D. or S.D.

POOL SUPPLIES

Set of 10 2 1/2" Balls ...\$12.00
48" Cues

RECONDITIONED OVERHEAD SCOREBOARDS

5 Monarch 15/21, each

MID-STATE CO. 2369 Milwaukee Ave.
Chicago 47, Ill.
Tel.: Dickens 2-3444

Are you looking for Auto-Photost?
We have the following models available:
11's, 9's, 7's.
These machines have been refinished and are in A-1 working order, ready to set on location. For further information write: **BOX A184**
The Billboard
4000 Sunset Blvd. Hollywood 28, Calif.

SOMEWHERE IN THE WORLD . . .
There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

COINMEN YOU KNOW

married recently. . . Tommy Kirspe, son of Robert Kirspe, is home for the summer from Columbia Military Academy. He helped run his dad's music route while the latter was politicking.

C. W. Holmes, owner of Western Sales Company, Little Rock, has been fishing at Lake Ouachita. . . Jeep Thomas, owner of Thomas Amusement Company, Little Rock, is building a new home on the outskirts of town. . . Bob Franklin, owner of Southern Amusement Company, Little Rock, is trying to trade for a new airplane. . . Charlie Craig, owner of Arcade Amusement Company, Little Rock, has been ill in bed the past week. O. A. Allen has been running the business for him. . . Mrs. John Lima, owner of Lima Music Company, North Little Rock, has been doing a good job of running the business since her husband died last year

Put NEW LIFE Into Your POOL GAMES

BALLS 2 1/4" size Phenolic Resin for All Pool Table Games. Rotation Balls, Nos. 1 to 5 Red & Nos. 1 to 5 White, Per Set . . . \$18.00 5-oz. Balls, Red & White, 10 to Set . . . 16.00 4 oz. Balls, Red & White, 10 to Set . . . 11.00 New Rotation Balls, Nos. 1 to 10, Per Set . . . 18.50	TOPS Rejuvenate your pool games with new playfields. Lite-Up Bumper Table Top, wired complete. Reg. Size \$39.95 New Bumperless Playfield, complete with Rack & Cue Ball, Reg. Size . . . 24.95 Best Grade Rubber-Backed Billiard Cloth, Per Yard 8.95
--	---

2 1/4" Size Cue Balls, Each . . . \$2.00
Tally Balls, Nos. 1-10, Red or Black or 1-5 Red and 1-5 Black, Set . . . 65

FREE Instructions on how to play Bumper Rotation Pool, Regular Rotation Pool, Kelly Pool, etc. Send for FREE copies today. Also free price list. Order Now—Prompt Shipment and Satisfaction Guaranteed.

Champion Distributing Co. 3833 W. Division St. Phone: Chicago 51, Ill. Albany 2-3272

Coca-Cola Bottler Of New York Has Best 6 Mos. Sales

NEW YORK — The Coca-Cola Bottling Company of New York, Inc., recorded the high six months sales in its history for the period ended June 30, 1956, Edward P. Lewis, president, announced Thursday (9).

Gross profit for the six months totaled \$8,504,000, an increase of 36 per cent over the \$6,243,000 in the first half of 1955.

Net income after federal taxes was \$1,371,000 equal to \$1.40 a share on the 980,000 shares of common stock outstanding as compared with net income after taxes of \$906,000 equal to \$0.92 a share on the 245,000 outstanding shares of common stock on June 30, 1955. The common stock was split four for one in August, 1955.

The company recently introduced a pre-mix vending machine for the first time in its area. It also operates approximately 40,000 bottle vending machines and open cooler dispensers.

The firm services an area representing 10 per cent of the country's population. It has 22 bottling and/or distributing plants in the New York area.

We will pay **CASH**

for the following equipment:

SEEBURG M100A's, B's, BL's, C's, G's, & W's.

GOTTLIEB AND WILLIAMS PIN GAMES

GENCO, UNITED, WILLIAMS GUNS

WE NEED OVER 1000 PIECES TO COMPLETE EXPORT ORDERS. SEND IN COMPLETE LISTS

DISTRIBUTORS:

WE ARE INTERESTED IN BUYING COMPLETE STOCKS



Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

Remember IN NEW ENGLAND IT'S TRIMOUNT



40 WALTHAM STREET BOSTON 16 MASS

ATTENTION — ALL OPERATORS!

Here's the surprise of your life! You can restore your pool table operating to original big play and takes!

NEW RACK POOL TOPS

FOR ALL TABLES

BRAND-NEW PANELS • BRAND-NEW CLOTH (highest grade rubber backed, hand screened) • BRAND-NEW CUPS (2) • BALL RACK and OVER-SIZE CUE BALL.

Complete

Ea. \$35

Lots of 5 or More \$30 Ea.

Like New Tables, Balls and Sticks with RACK POOL Tops. Reg. Size \$95 Jumbo Size \$145

CHARLEY PIERI

Get Our List, New-Used Games, All Types

Monarch Coin Machine, Inc.

2257 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7

NATIONAL Reconditioned VALUES

LATE 5-BALLS

DERBY DAY	WRITE
HARBOR LIGHTS	\$275
EASY ACES	260
FRONTIERSMAN	235
WISHING WELL	205
SWEET ADD-A-LINE	200
GYPSY QUEEN	185
TWIN BILL	165
DRAGONETTE	140
GUYS-DOLLS	85
SHINDIG	115
4-Player SCOREBOARD	365
2-Player TOREADOR	285
2-Player GLADIATOR	335
2-Player MARATHON	320
2-Player TOURNAMENT	275
2-Player DUETTE	230

LATE BINGOS

BROADWAY . . . \$425
MIAMI BEACH . . . 295

WANTED! CASH OR TRADE!

GOTTLIEB
4-Player SUPER JUMBO
4-Player JUBILEE
SEEBURG 100 R
100 G—100 W—100 C
CALL COLLECT!

POOL TABLES

Hole in Center — Lite-Up Bumpers — Like New Sticks and Balls.

\$75 EA.

Genco WILD WEST GUN . . . \$325

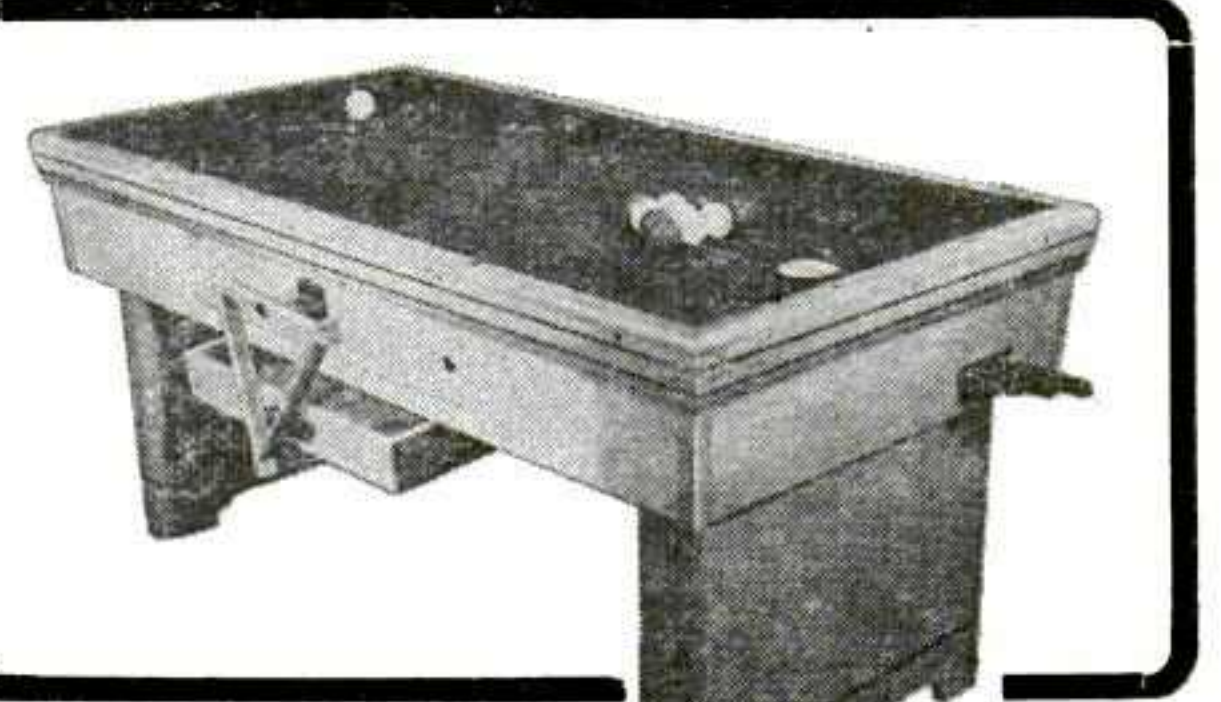
Supplies in Brief

Confectionery Sales

Commerce Department estimates manufacturers' sales of confectionery and competitive chocolate products at \$59,935 thousand in June. Total is 17 per cent below sales for May of this year and 9 per cent below June, 1955. Sales of manufacturer-wholesalers at \$48,188 thousand were 15 per cent below May, 1956, and 8 per cent below last year's June figure. Manufacturer-retailers' estimated sales for June of this year were 27 per cent below May, 1956, and 6 per cent below June, 1955. Sales by chocolate manufacturers in June were 26 per cent lower than in the preceding month and 19 per cent lower than in June of last year. Industry reports indicated that for the first six months of 1956 poundage sales were 5 per cent above last year's level, while dollar sales were 2 per cent above last year's level.

Tobacco Sales Heavy

Dealers and manufacturers held leaf tobacco stocks totaling 4,586 million pounds (farm-sales-weight) on July 1, an increase of 182 million pounds above last year's stock, according to Agriculture Department. Flue-cured stocks were up 10 per cent, while stocks of Burley were 3 per cent lower than a year earlier. Maryland stocks were up 3 per cent. Stocks for each of the domestic cigar-leaf tobaccos were smaller than a year ago, with cigar-filler showing a decrease of 4 per cent, cigar-binder 5 per cent and cigar-wrapper 6 per cent.



Be Sure to Say-

VALLEY'S JUMBO RACK POOL

and you can be sure of the **QUALITY** and **APPEAL** that gets **TOP PROFIT Play—Everywhere!**

A VALLEY POOL TABLE FOR EVERY LOCATION
BUMPER POOL
Regular and King Size
PRO POOL



See Your Distributor, or Write, Wire, Phone Direct

VALLEY MANUFACTURING CO.

333 MORTON AVE., BAY CITY, MICHIGAN

Phone 8587-8588

EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT

GENCO STATE FAIR

Greater Than Big Top

LATE MODEL POOL TABLES

Hinged Top—\$89.50

NATIONAL 950 CIG. VENDOR

25c—King Size—\$110.00

AUTOMATIC POOLS

Far Below Original Cost

BINGOS AND FIVE BALLS At Great Savings

WRITE OR CALL—LET US HELP YOU SAVE MONEY

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600



... guarantee
Billboard advertisers
a true measure
of value

We Are Going Crazy with these BINGO GAMES

Here is What We Have—What Do You Offer?

BALLY

Hi Fi
Gayety
Yacht Club
Variety
Miami Beach
Frolics
Dude Ranch

Surf Rider
Beauty
Night Club
Broadway
Palm Springs
Beach Club
Ice Frolics

UNITED

Rio
Tahiti
Hawaii
Tropics
Havana

Singapore
Nevada
Cabana
Stars

WILLIAMS

Long Beach

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

Write, Wire, Phone

NEW MODEL

PENNY DISPENSERS



Price \$11.95

Patented
Pending

- ★ Free long plastic refill tube available with each penny dispenser.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington.

DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph.: Alder 0414
(Inquiries Accepted Now for Local Distributors)

ALWAYS BEST BUYS ALL WAYS

NOW DELIVERING NEW United's SELECT PLAY, MONACO; Gottlieb's CLASSY BOWLER, Genco STATE FAIR, C. C. TWIN HOCKEY, Valley POOL TABLES, MUTO, LORD'S PRAYER, HORSCOPE VENDOR, Lane's SIMPLE SIMON PIE WAGON, MILK TRUCK AND BEAR CAT

SHUFFLE ALLEYS	BINGOS	ARCADE EQUIPMENT
C.C. Triple Strike... \$250.00	ABC... \$50.00	Bally Big Innings... \$85.00
Build Up... Write	Beach Beauty... 375.00	Bally Defender... 125.00
Chief... 95.00	Beach Club... 65.00	Balloonomat, new... 395.00
Cascade... 59.00	Bally Beauty... 70.00	Balloonomat, F.S... 345.00
Clover... 45.00	Brite Lites... 65.00	Coon Hunt... 150.00
Classic... 85.00	Brite Spot... 65.00	C.C. Basketball... 195.00
DeLuxe... 50.00	Big Time... 250.00	C.C. Pistol... 50.00
Derby Roll... 175.00	Broadway... 425.00	C.C. Hockey... 75.00
Imperial... 75.00	Cabana... 45.00	Champion Hockey... 125.00
Leader... 125.00	Dude Ranch... 85.00	Dale Gun... 50.00
League Bowler... 120.00	Gay Time... 225.00	Dead Zero... 295.00
Olympic... 70.00	Gayety... 125.00	Evans Bal-A-Score... 145.00
Rainbow... 99.50	Leader... 50.00	Ex. Sportland... 175.00
Royal... 95.00	Miami Beach... 265.00	Genco Quarterback... 275.00
Speedy... 145.00	Manhattan... 175.00	K.O. Filter, F.S... 350.00
Team Bowler... 120.00	Nevada... 50.00	Lite A League... 75.00
10th Frame... 60.00	Nite Club... 475.00	Midget Movies... 125.00
6 Pl. Original... 50.00	Palm Springs... 45.00	Muto, Card Vend... 50.00
Bally Victory... 150.00	Palm Beach... 45.00	Muto, Photomat... 350.00
Bally Rocket... 175.00	Spot Lite... 45.00	Muto, Drive
C.C. 10th Fr. Dbl... 175.00	Stars... 45.00	Yourself... 525.00
Score... 50.00	Singapore... 75.00	Muto, Lord's
Genco 8 Pl... 50.00	Starlet... 295.00	Prayer... 395.00
Rebound... 50.00	Surf Club... 95.00	Panorams... 325.00
Genco Shuffle Pool... 85.00	Triple Play... 210.00	Pitch'm & Bat'm... 175.00
Got. Bowlette... 25.00	Tropicana... 65.00	Steam Shovel... 325.00
	Yacht Club... 50.00	Seeburg Bear Gun... 125.00
	Variety... 125.00	Silver Bullet... 125.00
	Pixie... 345.00	Shoe Brush Up... 95.00
		Shoe Shine Machine... 150.00
		Side Walk Engineer... 175.00
		Twin Hockey, new... Write
		Un. Super Sluggo, new... Write
		Vibrators, F.S... 150.00
		Zodiac, new... 395.00
		Zero Dart, F.S... 295.00
		Zingo... 45.00
		Chester Pollard
		Football... 75.00
		Ex. Love Meter... 25.00
		Keeney Air Raider... 125.00
		Keeney Submarine... 125.00
		Liberator... 75.00
		Rapid Fire... 110.00
		Roovers Name
		Plate... 125.00
		Skill Jump... 45.00

GENCO UPRITES
35 Jumping Jacks, 400 & Gold Nuggets... \$45.00 ea. Silver Chests \$5.00 ea.

MILLS COFFEE VENDORS
12 excellent shape, 600-cup capacity \$350.00 ea.

COUNTER GAMES
Kicker & Catcher... \$20.00
Adv. Shocker, new... 17.50
ABT Challenger... 25.00
Three of a Kind... 20.00
Pop Up... 20.00
Champ. Basketball... 20.00
Ship. Wizard... 20.00
Whiz... 20.00

WURLITZER DISTRIBUTORS



Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-4715
Terms: 1/3 deposit with all orders, balance C.O.D.

COINMEN YOU KNOW

Continued from Page 109

he has been busy all summer expanding his route. . . . E. J. Mahfouz, owner of Stuttgart Amusement Company, Stuttgart, Ark., reports he will sell his liquor store in DeWitt, Ark., soon and get back into the music business in a big way. . . . Floyd Williams, owner of Williams Music Company, Stuttgart, was spotted recently with a load of pool tables on his truck.

Ernie Deeter, owner of Conway Music Company, Conway, Ark., has recently finished building a 19-unit motel at Conway. He reports he will soon get back into the music business. . . . Walter Dunaway, owner of Dunaway Music Company, Conway, reports he will soon convert his entire route to 45 r.p.m. phonographs. . . . Jack Walker, owner of Walker Amusement Company, Danville, just returned from a vacation trip to Las Vegas, Nev. He reports he saw Frank Casone, well-known Memphis coinman, there. . . . Paul Hurst, owner of Hurst Amusement Company, Atkins, is a busy man between being the mayor of Atkins and running his music route and appliance store.

Andy Cassinelli, owner of Little Rock Amusement Company, Little Rock, returned with his family recently from a vacation in Minnesota. . . . Harold Dunaway, partner in Twin City Amusement Company, Little Rock, says he is taking up water skiing at his cabin on Lake Hamilton at Hot Springs. . . . Joe Hill, local Wurlitzer salesman, says the Kirsipel-Hollenberg Music Company, North Little Rock, recently set the first 200-selection Wurlitzer in Arkansas at Little Rock. . . . Robert Kirsipel, partner in the company, got 1,131 votes for fourth ward alderman, which puts him in the August 14 run-off.

Ernie Tolen, owner of DeWitt Music Company, DeWitt, Ark., recently bought new phonographs and is expanding his music route. . . . Dan Levine, owner of Standard Automatic Music Company, Little Rock, local Bally distributor, reports he is doing well with the new Bally Bingo Parade game. . . . Dutch Yancey, Little Rock op, was

Williams Mulls Game Expansion Plans in Europe

Sam Stern, V.-P., to Make 6-Week Study Of 11 Countries

CHICAGO—With the demand for American-made coin-operated games increasing in European and Scandinavian countries, Williams Manufacturing Company announced plans for expanding its foreign market this week.

Sam Stern, executive vice-president, is scheduled to make a six-week study of 11 foreign nations. He will work from headquarters in the Hotel Plaza Athenee, Paris, France, which Stern will open August 23.

Stern will make a study of conditions in Spain, Portugal, Germany, Belgium, Holland, Italy, Switzerland, France, Sweden and Denmark.

Stern, with his wife, Ellie, will sail from New York August 17 on the United States. They expect to return about the middle of October.

Stress Pre-Mix

Continued from page 104

Inc., Chicago, illuminated plastic signs.

And the Brewer Titchener Company, New Milford, Pa., vending machines, and the Nielson Equipment Company, Alhambra, Calif., pre-mix equipment.

More than 200 exhibitors will display their wares on the convention floor.

N. Y. Bulk Sales

Continued from page 104

in New York. Before its introduction, ball gum and charm vendors were banned.

Nickel nut machine sales are picking up, he added. Currently, said Rubenstein, about 25 or 30 per cent of the nut machines on location are vending at 5 cents.

On the 1-cent nut, he added, pita-chios are the best sellers.

CLEANED, CHECKED READY TO OPERATE

- PALM SPRINGS
- HI FI
- DUDE RANCH
- FROLICs
- BEACH CLUB
- NEVADA
- MEXICO
- HAWAII
- HAVANA
- RIO
- TAHITI

\$50.00

EACH

To make room for many later games we are sacrificing these.

Quantities are limited. Order now.

Morris Novelty Co.
3007 Olive St. St. Louis 3, Mo.
Tel.: FRanklin 1-0757

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

DISTRIBUTORS—ROCK-OLA, BALLY, GENCO

Chi. Coin Big League... \$300.00	Shooting Gallery... \$250.00
United Carnival Gun... 175.00	Gottlieb Wild West... 325.00
Chi. Coin Home Run, 6 Player... 110.00	United Clover Shuffle... 55.00
Chi. Coin Midget Skeeball... 100.00	Chi. Coin Criss-Cross... 125.00
Mills Panoram... 250.00	Bally Gold Medal... 300.00

WALBOX DISTRIBUTING CO.

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671



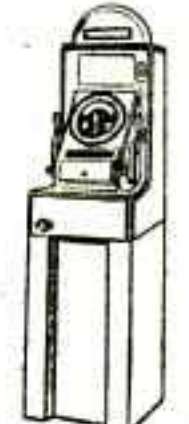
Aluminum De-Greased DISCS

OPERATORS

Hundreds of Locations Want METAL TYPERS

- BECAUSE THEY
- 1. Are Practically Service Free
- 2. Bring in DIMES
- 3. Require No Electrical Outlet

ORDER NOW



STANDARD HARVARD METAL TYPER, inc. 1218 N. Western Av., Chicago 22, Ill.

ROCK CITY'S BEST BUYS

BALLY	UNITED
ATLANTIC CITY... \$49.50	MANHATTAN... \$150.00
BEAUTY... 49.50	PIXIE... 250.00
BROADWAY... 400.00	STARDUST... 375.00
GAYETY... 125.00	TRIPLE PLAY... 200.00
GAYTIME... 175.00	SOUTH SEAS, NEW... WRITE
MIAMI BEACH... 225.00	ROCK 'N ROLL, NEW... WRITE
VARIETY... 125.00	SIDEWALK ENGINEER... \$150.00
YACHT CLUB... 49.50	

GOTTLIEB

DERBY DAYS, NEW... WRITE TOREADOR, NEW... WRITE



108 LAFAYETTE ST. NASHVILLE, TENN. Phones: 6-8371 or 42-4353

ROYAL

DISTRIBUTING, INC.

BEACH CLUB . \$50.00	GAYETY . . . \$100.00
BRIGHT LIGHTS 50.00	HI-FI . . . 65.00
DUDE RANCH . 50.00	SURF CLUB . . 65.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

POOL GAMES

New & Used

Exhibit Skill Score, Spanish Pool, King Size, Regular Size.
Chicago Coin Advance Pool, Hooligan Pool, Clover Pool, Champion Pool.
Genco Tournament Pool, Standard Pool.

WRITE FOR PRICES

PRICED LOW—PRICED TO SELL.

W. B. DISTRIBUTORS, INC.
1012 MARKET ST. ST. LOUIS, MO.

Arcade & Kiddie Ride BARGAINS

- Deco Carousels Ea. \$225.00
- Chico Super Jets 199.50
- Rocket Ships 150.00
- Clown See Saw 175.00
- Mutoscope Skyfighter 60.00
- Ex. Rifle Galleries 125.00
- Keeney Sportsman Rifle Del. 195.00
- Exhibit Space Gun 89.50
- Exhibit Silver Bullets 50.00
- Chico Four-Player Derby 95.00
- Wms. Major League Baseball 125.00
- Wms. Deluxe Baseball 99.50
- Wurlitzer 1400, 45 rpm 194.50
- Wurlitzer 1015's 49.50
- Seeb. 100 Sel. Ch. Wallboxes 59.50

Pingames

- Bally Hi Fi \$ 69.50
 - Wms. Hayburner 30.00
 - Wms. Gun Club 60.00
 - Wms. Fairway 75.00
 - Wms. C.O.D. 80.00
 - Wms. Cue Tee 80.00
 - Wms. Army-Navy 65.00
 - Gott. Joker 50.00
 - Muto. Drop Kick 100.00
 - American Bank Shot Shufflebd., 14 ft., with scoring unit. 150.00
 - Seeburg Model R 725.00
- 1/2 Deposit With Order.
Clean and Ready.

ODCO, Inc.

1100 02 Broadway, Albany 4, N. Y.
Telephone 5-0278

3000

GAMES & MUSIC IN STOCK!

★ BINGOS

★ NOVELTIES

★ SHUFFLE ALLEYS

★ SEEBURG & WURLITZERS

FOR COMPLETE SATISFACTION
DEAL WITH THE WEST
COAST'S OLDEST AND
LARGEST DISTRIBUTOR
OF
GAMES & MUSIC

FOR EXPORT
CABLE OR WRITE TODAY!

ADVANCE

AUTOMATIC SALES COMPANY

CABLE: 'PINGAME'

1350 Howard St., San Francisco

NEW MACHINES—NOVELTY RIDES—

Games of exceptional appeal—write

- | | |
|---|---|
| POOL TABLES:
Exhibit—All models
Genco Quarterback
Williams Jet Fighter
Williams Sidewalk
Engineer
Whip Kiddie Ride | NEW,
original
packing.
Priced
below cost.
WRITE. |
| Exhibit Vacuumatic
Card Vendor
Williams Four
Bagger Baseball
Williams Crane
Medal Machines
Mutoscope Rock
and Roll | WRITE
for details
and prices. |

MUTOSCOPE LORD'S PRAYER,

NEW \$395.00

Games Rebuild the Munes Fun

Look and Work Like New

- Mutoscope Drivemobile \$150.00
- Bally Big Inning 100.00
- Evans Bat-A-Score 100.00
- Scientific Batting Practice 95.00
- Scientific Pitchem & Batem 125.00
- Bat-A-Ball, floor model 50.00
- Lite-A-League 75.00
- Williams World Series 95.00
- United Fifth Inning 75.00
- Skill Jump, improved with metal cabinet, stand 49.50

CARD VENDORS, FLOOR MODELS:

Exhibit, Mutoscopes \$25.00, \$35.00, \$45.00

Exhibit Foot Ease \$95.00

Relaxalator Foot Vibrators Write

Williams Jet Fighter \$175.00

Mutoscope Sky Fighter 110.00

Mutoscope Ace Bomber 110.00

Mutoscope Flying Saucer 110.00

Night Bomber 125.00

FREE: 1956 Catalog—325 Illustrations.

WIRE MUNVES

577 Tenth Ave. (at 42nd St.)

New York 36, N. Y. BRYANT 9-6677

44 YEARS SERVICE • EST. 1912

COINMEN YOU KNOW

• Continued from page 107

Washington

By DELORES NEWCOMB

AIRPORT GAME GROSSES UP. The Game Room at Washington's National Airport is doing a "very satisfying" business, according to owner Michael Bushdid. He credits the increased profits to the fact that vacationers are increasing in numbers now that summer is here. Bushdid's venture into background music continues profitable. He recently installed equipment in the Sears, Roebuck chain in Washington and nearby Maryland and Virginia.

Jack Edgar, Canteen Company, says Washington's changeable weather "both helps and hinders" vending business. He adds that collections are good generally. . . . Norman Hayter, formerly associated with Dr. Pepper-Tru Ade, recently purchased the Frosty Bottling Company and now operates in Frederick, Md.

Roger Squitro, treasurer of Hirsh Machines, is enjoying the cool breezes in the mountains of West Virginia. Hirsh recently picked up several new locations, and business is "fine." . . . Sid Lotenberg, of the G. B. Macke Corporation, says the company has had a great deal of success with its outdoor locations. Business at pools is particularly good, he says. Macke will move into new, larger quarters in January.

Denver

By BOB LATIMER

DISTRIB TO DONATE JUKE. Pete Geritz, head of Mountain Distributors, will donate a reconditioned juke box to Juvenile Hall, boys' detention home, operated by famed Judge Philip Gilliam. . . . Tom Sams and Gene Wasson, AMI, Inc., VIP's visited Pete recently. . . . In town also were Harry Poulos, of Owl Music Company, Cheyenne, Wyo.; Vincent Lujan, of Billings, Mont., formerly Denver operator who is now one of Montana's biggest.

Following a long illness, James Schaefer, president of No-Name Music Company, Glenwood, passed away. Just 49 years old, he had been active in the coin machine business more than 24 years. . . . Title of New Music Company, Pueblo, vacated by Sam Salardino when he renamed his firm Sali Music Company; will be taken over by brother Charlie Salardino, who will operate in Florence.

Bryan Edwards, head of Edwards Distributing Company, Douglas, Wyo., in town last month to talk shop, reported Northern Wyoming operators' collections well ahead of last year. . . . Jim Hall, Pueblo music operator, stopped by highway patrolman who quizzed him closely on high-trout catch, finally convinced him that catch was from several days not just one. . . . Jack Wysaver, Ideal Music Company, Greeley, reorganizing his firm to meet competition, tourist influx. . . . L. R. McKendrick, Idaho Springs, joined James Dibasio in management of Turkey Creek Music Company in that town.

Miss Betty Ferguson, secretary at Draco Sales Company, absent extra week after vacation from illness. . . . Doyle Harrington joined Draco staff. . . . Royal Houtteman, pin game operator, celebrating winning trophy at his country club's annual golf tourney. Toured 18 holes in 7 under par to win new electric golf skooter as first prize.

Little Rock

By ELTON WHISENHUNT

WEST MEMPHIS, ARK., OP TO OPEN CAFE—Morris Berger, owner of the Plantation Amusement Company at West Memphis, will soon open a new cafe at West Memphis specializing in Mexican food. He will, of course, place his own coin machines in it. . . . John Bruner Jr., partner in John Frank Music Company at Marked Tree, has been in Baptist Hospital with a back injury. . . . Henry Hitchcock, owner of Hitchcock Amusement Company, Jonesboro, was in Memphis recently shopping for new equipment.

Robert Eblin, owner of Paragould Music Company, Paragould, who has been bedridden with cancer of the stomach, is reported improving after taking a series of cobalt treatments. . . . Cotton Cole, owner of Melody Music Company, Paragould, had his brother-in-law, Hugh Moore, of Albany, N. Y., as a vacation visitor recently. Moore is a music op at Albany.

Sam Torjusen, owner of B. & T. Amusement Company, Blytheville, reports that the crops all look good and should result in the best fall business this year they've had in Blytheville in some time. . . . Warren Smith, owner of S. & D. Amusement Company, Hoxie, Ark., says things look good there for a big business this fall. . . . Fred Swan, owner of Swan Music Company, Forrest City, Ark., made a fishing trip to Kentucky Lake recently. His old faithful employee, Bill Poland, took care of the business during his absence. . . . Mrs. Delores Bokker, owner of Bokker Amusement Company, Forrest City, reports collections down, as usual, during the summer.

Pete Adams, owner of Adams Amusement Company, Forrest City, was in Memphis recently shopping for new equipment. . . . Ditto Tom Armstrong, owner of Armstrong Amusement Company, Brinkley, Ark. . . . Olan Jackson, owner of Jackson Novelty Company, Brinkley, says

(Continued on page 110)

LIEBERMAN SPECIALS

- | | | | |
|---------------------------|----------|--------------------------|----------|
| BALLY BOOSTER POOL..... | WRITE | M100-R SEEBURG | \$795.00 |
| EXHIBIT SPANISH POOL..... | WRITE | 1800 WURLITZER PHONO.... | 675.00 |
| GENCO RIFLE GALLERY..... | \$145.00 | 1500 WURLITZER PHONO.... | 200.00 |
| EX. RIFLE GALLERY..... | 125.00 | | |

Will TRADE POOL TABLES FOR BOWLERS AND PHONOGRAPHS
Write for our complete list of used equipment

LIEBERMAN MUSIC COMPANY

257 Plymouth Ave., North, Minneapolis, Minnesota Phone: Federal 9-0031

WHILE THEY LAST!

- Used Jr. Size Pool Tables \$ 75
- Used Sr. Size Pool Tables 100

CLOSING OUT—BELOW COST— BRAND NEW POOL TABLES

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio
129 W. North St., Indianapolis, Ind.

TOP BINGO BARGAINS

YACHT CLUBS
PALM BEACH
CONEY ISLAND
HAVANAS
TROPICS } **\$49.50**

BEACH CLUB
HAWAII } **\$59.50**

ALL USED GAMES SHOPPED—READY FOR LOCATION.
DU GRENIER (7 Col.) Cigarette Machine, Model E7,
all coin; 332 pack capacity, new (in original
crates) \$99.50

TERMS: 1/2 Deposit With Order. WRITE, WIRE OR CALL

Mayflower Distributing Co.

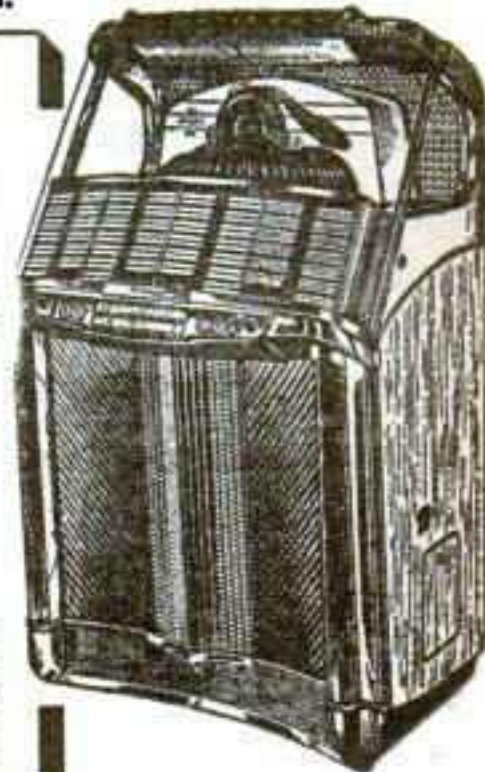
2218 University Ave. St. Paul 4, Minn. Midway 6-7901

WORLD'S FINEST PHONOGRAPHS

THE WURLITZER CENTENNIAL
LINE MODEL 2000, 200 Selections,
and MODEL 1900, 104 Selections.

BEST BUYS IN MUSIC

- WURLITZER
1800 \$815
1700 695
- SEEBURG
C 485
R 695
- AMI
E-120 415
E-80 400
- ROCK-OLA
1438 435
- SHUFFLE ALLEYS
UNITED LEAGUE BOWLER..... \$115
UNITED TEAM BOWLER 115
UNITED ROYAL..... 80



DISTRIBUTORS: Send us your whole inventory. We want to buy and will pay cash for all makes and models of coin machines. Have orders for over 1,000 units for export!



298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN



WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING!

Find out every
week in

The
Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, 24) 922

Name.....

Address.....

City..... Zone..... State.....



Stage Set for Big Five-Ball Novelty Play, Enter Chi Coin

CHICAGO—The stage is set for a big revival of five-ball novelty pinball play.

Renewed interest in the five-ball novelty field was strengthened last week with the announcement that the Chicago Coin Machine Company has re-entered the field.

There are also reports that other amusement game manufacturers may follow in the footsteps of Chicago Coin. However, firms contacted last week would neither confirm nor deny these reports.

D. Gottlieb & Company and Williams Manufacturing Company, principal producers of five-ball novelty games, are currently producing models. Williams introduced a new model last week (see separate story in this section).

Market Steady

The market for this type of game has held steady thru the United States even thru the summer which tend to cut off sharply output of other types of coin games.

Discussing Chicago Coin's move back into the field, Sam Wolberg, co-partner of the company, stated:

"Five-ball pin games create a stimulus in the industry for new

ideas. Each five-ball must have different play features, and this difference enables operators to move the games from location-to-location more readily."

Heard more often are the reports from European, Scandinavian and South American countries that they are waiting with "open arms" for American made games.

Williams' Expansion

Bearing out this fact is the announcement of plans by Williams Manufacturing Company to expand its distributorships of games in 11 European and Scandinavian countries.

Sam Stern, executive vice-president, is scheduled to leave for Paris, France, later this month to make a six-week survey of these countries and establish Williams' distributorships. (See story elsewhere in this section.)

Alvin Gottlieb, advertising manager of Gottlieb, attributed the new interest in the five-ball games to the annual steady average income of the games, and the high resale value of our (Gottlieb) equipment.

"The change to dime play has brought many game operators back into the five-ball amusement field," he stated. "The over-all level of grosses are increasing because operators can move the games around to locations, thus adding the variety needed."

Expanding further, he remarked that the export trade is taking much of the used games off the market and that domestic operators are benefiting by the high trade-in value of their equipment.

Art Weinand, Williams' sales manager, said his distributors re-

(Continued on page 112)

Rifle Games Show New Signs of Life

Distributors Report Demand for Good Used Units Up; Manufacturers Eye Tests

CHICAGO—Rifle games are showing new signs of life.

Chicago distributors agree there is a big demand for good used gun games, and that they are hard to secure.

They generally agree gun units are highly prized pieces which can be easily shifted to a variety of locations renewing interest in other coin-operated games and hiking an operator's gross.

Further, distributors point out, gun games always have a good trade-in value, substantiating the report in The Billboard (August 11) that coin-operated rifle games introduced in 1954-'55 still bring good prices on the market.

Renewed manufacturers' interest in rifle games was disclosed this week when several revealed they are experimenting with new gun games, some admitting having pieces on location-tests.

However, manufacturers admitted generally the "big search" is continuing for a "hot, all-location" game.

New Gun Games

Yet, the Exhibit Supply Company has advertised it has a "new gun game coming soon" in The Billboard, July 28.

Brockton Tax Hits Games in Storage

BROCKTON, Mass.—Even tho pinball games were declared illegal more than three months ago here, operators and location owners have been hit by a new round of taxes on the machines stored within the city.

Taxes were levied last week on thousands of machines, and in many cases the bills were sent to owners of establishments where the devices had been used earlier this year. Most of the machines, have been returned to the operators since the ordinance was passed, but Assessor Edward L. La France explained that the law required a tax if the machines were in locations and in use January 1.

One store owner, whose five machines had been stored in the cellar since the ban, received a bill for \$144.

Genco Manufacturing & Sales Company, the first manufacturer to introduce a new coin-operated gun game this year, State Fair Rifle Gallery (The Billboard, July 28), reported they have increased their daily working shift on the production of the unit to 12 hours.

"We are at least three weeks behind on orders," Albert S. Warren, Genco's sales manager, stated.

Gil Kitt, president of Empire Coin Machine Exchange, Genco distributor for Illinois and Wisconsin, reported his company cannot get enough of the State Fair games to satisfy their operator demands.

Stable, Appealing

Kitt stated that rifle games are stable gross earners, and have a rejuvenating effect on locations where customers have lost interest in coin-operated games.

"Rifle games have always had a good trade-in value," he reported.

(Continued on page 112)

Business as Usual For N. J. Game Ops

But Police Crack Down on Prizes in Resorts; Game Organization Grows

NEWARK, N. J.—All's quiet on the Jersey front, at least as far as location games are concerned. Garden State game operators were recently hit with a Supreme Court ruling that skill games were illegal if prizes were offered. Later the State Legislature voted to amend the constitution to make skill games legal. However, most legal experts agreed that the Legislature had no such power, and the bill was later vetoed by Gov. Robert Mayner.

While police have been cracking down on prize games in resort areas, they have not been molesting location games which do not give prizes. So far the only effect the new ruling has had on the game operator is to make him dispense with prizes used in tournament play, mostly shuffle games.

For a while a few ambitious police chiefs began grabbing up

OLD PINBALL GETS NEW LEASE ON LIFE ON RR

NASHVILLE — A teenager has given a new lease on life to a retired pinball machine. Or, rather its electrical components, Jerry Sullivan, a 17-year-old who hopes one day to become an electrical engineer, used parts from a pinball to build a control system for his model railroad, a hobby he squanders a good deal of time and love on. But he gets his biggest "kick" out of the control system—an intricate and elaborate one which the old pinball made possible.

Marvel Bows New Rotation Pool Table Top

CHICAGO—Introduction of a new Rotation Rack Pool table top for conversion purposes of coin-operated pool games was announced last week by Marvel Billiard Supply Company.

The new rotation table tops, according to Charles Nichols, owner of Marvel, omit center bumpers and features only two holes, one at each end of the table instead of the conventional six necessary for regulation pool.

Pockets, or holes, are set slightly away from the cushion for bank plays and are fronted by two bumpers.

Spotted on the playfield is an outlined triangle on the cloth indicating where the balls—numbered from 1 to 10—are to be racked. A marked line is on the other end from where a player can shoot to make a break.

The rotation balls correspond in color to those universally used for regulation pool, and are the same size as those used for coin-operated games. A larger cue ball is used so that it will remain on the table in case of a scratch shot.

Reconversion tops have a Novopoly base and are covered with regulation green billiard cloth and list for \$25.95. Regulation balls are priced at \$18.50 and the deluxe set at \$19.75.

Gotham Ops Get Weather Break, Resorts Suffer

• Continued from page 99

rather than staying over and returning to their jobs Monday morning.

Ironically for the resort operators, prosperity in the metropolitan area is about as high as it has ever been, and the tourists, when they come, spend as much money as they ever did. It's just that they don't come as often or stay as long.

Few Manhattan operators have resort routes. For the most part, Catskill and seaside operators maintain year-round routes; they manage to get by for nine months and depend on the summer to make their big money. A summer like this really hits them where they live.

Neighborhood Routes

All Manhattan operators aren't sharing the money that the resort operators are missing. Generally, operators with routes in neighborhood areas—such as Yorkville, Washington Heights and anything north of the midtown area—are doing more business than is normal for the time of year.

But midtown operators, with transient locations, report that the normal summer slump hasn't slackened one bit. The reason for this situation is that the stay-at-homes are patronizing neighborhood restaurants and bars. The midtown cops depend largely on tourist trade, and they don't figure to pick up any of the business that the resort areas aren't getting.

Williams Bows Hot Diggity, New 5-Ball Unit

CHICAGO — Hot Diggity, a new single-player five-ball pin game featuring two skill track lanes at the top of the playfield, was shipped to distributors this week by Williams Manufacturing Company, Art Weinand, sales manager, announced.

The two skill lanes at the top of the playfield controls the play of the ball on the field and affords a player the opportunity of making a higher score.

Featured on the playfield is the center hole which is good for extra points after a player succeeds in lighting up the name of the game, Hot Diggity, spelled out on the backglass light-up score recorder.

Special points are rewarded for spelling out the words "waltz," "tango," or "polka," also featured on the backglass. Added points are given for lighting up the top hole and scoring lighted numbers on side rollover maneuvers. The game has new chrome plated flipper button cabinet guards and also cigarette trays on the side rails.

Steinberg pointed out that the awarding of prizes on game locations had been on the wane and that the elimination of these prizes shouldn't have too great an effect on the take.

This week Atlantic City police shut down all Boardwalk games except Fascination, a roll-down. Latest word from Police Chief Jerry Sullivan is that the games are legal providing the operators refrain from giving prizes.

Chi Coin Back In 5-Pin Game With 'Blondie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball pin game manufacturing field with the introduction of Blondie, a single-player game featuring multiple match play.

Some shipments of the game are being made to distributors this week, according to Sam Wolberg, president. The new game will be available to operate on nickel or dime play and is equipped with a National slug rejector.

Featured on the extra large backglass score recorder is a replica of a chorus line of five girls that provide multiple match replay, which can be played off in multiples up to five times per game.

By lighting bumpers one to five a player can score an additional 500,000 points, and by hitting targets 6 thru 10 can score one million points. A number 10 hole offers a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also manufactures Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

'My Prayer' Holds MOA Show Lead

NEW YORK — "My Prayer," with the Platters on Mercury, remained the top selection on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Other juke box favorites played on the Saturday night (11) program were "My Fair Lady," with Lou DeMarco on Ferris; "One-Finger Piano," with Dick Hyman on M-G-M, and "Whatever Will Be, Will Be," with Doris Day on Columbia.

Voted most promising were "From a School Ring to a Wedding Ring," with the Rover Boys on Ampa, and "I'm in the Middle of the House," with Vaughn Monroe on RCA Victor.

New Parliaments Ready

NEW YORK — The introduction of the new Parliaments in flip-top boxes is scheduled Monday (13) in New York and New England. Philip Morris makes the brand in its Richmond, Va., plant.

NEW COMMONWEALTH POPPIT ITEMS
in Beautiful Fall Colors.

14mm—210 Ball gum size—50% Pearlized—\$3.50 per M
Triple Poppits for Belts and Bracelets—7.00 per M

Round and Faceted POPPITS
12mm—Opaque—100,000...\$1.95 per M
Lesser quantities... 2.25 per M
12mm—Pearlized—100,000...\$2.25 per M
Lesser quantities... 2.50 per M
10mm—Opaque—100,000...\$1.50 per M
Lesser quantities... 1.75 per M
10mm—Pearlized—100,000...\$1.75 per M
Lesser quantities... 2.00 per M

AVAILABLE AT YOUR DISTRIBUTORS
Those who have tried the rest like Commonwealth's POPPITS best.

M. J. ABELSON
2033 Fifth Avenue, Pittsburgh, Pa.
Atlantic 1-6478

1956 NAMA CONVENTION FEES, EXHIBIT HOURS

CHICAGO.—Registration fees and exhibit hours for the 1956 National Automatic Merchandising Association convention and exhibit December 2-5 at the Conrad Hotel were announced this week by association officials.

- Registration fees per person will be as follows:
 NAMA members who register in advance..... No Fee
 NAMA members who register at the convention...\$ 5.00
 Non Members:
 Exhibit only 10.00
 Convention meeting sessions only 25.00
 Both exhibit and convention meeting sessions 35.00
 Bottlers (engaged only in bottle beverage vending) and not members of NAMA who register in advance 5.00
 Bottlers (engaged only in bottle beverage vending) and not members of NAMA who register in advance 10.00
 Machine manufacturers, distributors and product suppliers, who are neither members of NAMA nor exhibitors:
 First person registering for a company 50.00
 Each additional person from the same company.... 25.00

Exhibit Hours

Exhibit hours announced by William Seldy, Lily-Tulip Cup Corporation, New York, chairman of the Trade Show Advisory Committee will be as follows:

	North & South Halls	Williford Room	Fifth Floor
December 2.....	12:30-5:30 p.m.	12:30-5:30 p.m.	12:30-5 p.m.
December 3.....	1-6 p.m.	12:30-6 p.m.	12:30-7 p.m.
December 4.....	1-6 p.m.	12:30-6 p.m.	12:30-7 p.m.
December 5.....	12:30-4 p.m.	12:30-4 p.m.	12:30-4 p.m.

Official hotel reservation forms and exhibit space information are available from the National Automatic Merchandising Association, 7 South Dearborn Street, Chicago 3.

Mandell to Exhibit At Theater Show

NEW YORK — Moe Mandell, head of Northwestern Sales and Service here, announced that his firm will exhibit at the Motion Picture Industry's International Trade Show, to be held September 20-24 at the New York Coliseum. A list of other vending exhibitors appeared in the August 11 issue of The Billboard.

Mandell said he would show the Northwestern Sweet 16 candy vender. He added that the New York Bulk Vendors' Association would resume its regular monthly meetings within a couple of weeks.

Foodco Appoints Eastern Specialty

MANCHESTER, N. H. — Appointment of Eastern Specialty Products, Inc., Roxbury, Mass., as a distributor for its Cup-O-Matic bulk milk vender was announced by Food Engineering Corporation. The firm's territory includes New England, New York and Eastern Pennsylvania.

Eastern's entire sales and service force recently completed a training course in the operation and servicing of the vender at Foodco's factory here.

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model...\$110.00
 - STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
 - STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
 - ROWE 8-COLUMN CANDY, 120 capacity... 60.00
 - DUGRENIER CHAMPION CIGARETTE, 11-column, king size... 65.00
 - DUGRENIER MODEL 5, 7-Column, king size... 45.00
 - UNEEDA 6-COLUMN CIGARETTE, king size... 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

YOU CAN MAKE GREATER PROFITS WITH Northwestern VENDING EQUIPMENT



Get Your Share With NORTHWESTERN 5c Package Gum Vender

This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

Write for complete details of this and other NORTHWESTERN money makers today.

THE NORTHWESTERN CORPORATION
28114 East Armstrong St., Morris, Ill.

COINMEN YOU KNOW

Continued from page 102

Walt Royer, Empire Music, and wife, Mary, Rhythm Record one stop, plan to attend the Wurlitzer convention in Buffalo. . . Understand Hebe Rutter, of J. H. Rutter, Inc., Wurlitzer outlet, will be there too. . . Homer Wampler, of Steve's Automatic at Riverton, Wyo., was in town, but strictly a pleasure trip.

Milwaukee

By BENN OLLMAN

UP-STATE BIZ HEALTHY. Up-State business has been showing signs of returning health, according to Harry Groll, of the Paster Distributing Company. More resort area coinmen are stopping in for new and used equipment as fill-ins and reporting that tourist traffic has brightened. Premium goods are also moving better to up-State firms, he notes. List of operators stopping in at Paster's this week included: Al Janish, Beaver Dam; John Jesinski, Sheboygan; Andy Waterman, Wisconsin Dells; Johnny Barros, Merrill, and Val Andres, Oshkosh.

Bob Grans, Hilltop Coin Machine Company maintenance man, has been shifted to the routes, and is now handling the firm's cigarette venders. . . Operator traffic continues to beat a steady path to the disk counters at Radio Doctors, according to buyer Stu Glassman. Shopping for new wax this week here where Ray Jenner, of Jenner Amusement, Waupaca; Elmer Schmitz, Hilbert; Math Schaefer, Schaefer Amusement, Milwaukee, and Mike Young, Soldier's Grove.

Frank Bartnik, the Banaco Music Company's aviation-minded owner, is planning a short hop to his hunting lodge in Canada in the near future. It most likely will take place when his front office gal, Alice Antczak, returns from her vacation. . . Bob Blie, the new Decca Records sales boss, reports his orders from operators are hitting new peaks these days. . . John Asby has been appointed as a new sales representative for the Canteen Corporation, according to Erich Rakow. Asby replaces Fred Wynn, who was recently transferred to the Washington, D. C., office.

Jack Hastings, back from his vacation, reports his desk loaded down with a lot of bookkeeping chores. Vacation is not likely for the balance of the summer for him, reports the head man, Sam Hastings. It could be the rush of business at the Hastings Distributing Company, or it could be the red hot pennant race in which the Milwaukee Braves are involved that keeps him in town near his box seat at the County Stadium.

Detroit

By HAL REVES

NEW ROUTES BUD. Arthur D. Drews, who has operated a juke route for some time as the Drew's Music Company, has expanded into the cigarette vending field, establishing the new Drew's Cigarette Machine Company. . . Francis Antaya, AA Phonograph Service, is now operating juke boxes in addition to servicing juke and shuffleboards.

Ed Henderson, former partner in the A B C Music Company in suburban Highland Park, is now with the Sears, Roebuck organization, while his partner, Franklin Westgate, has taken over his coin interests. . . William Meldrum, young operator of Meldrum Music, is confining his activity to music. . . Mrs. Roy Small, wife of the conciliator for the United Music Operators of Michigan, has returned home following medical treatment at Grand Rapids.

Fay Grossman, UMO office secretary, is back from a brief vacation at Kensington Park and Metropolitan Beach. . . James Jeffrey, of Jeff's Music, planned to leave on a leisurely motor trip thru the Great Smoky Mountains. . . Alvin and Pearly May are establishing a new route of ball point pen vending machines under the name of Wolverine Vending Company.

Continued on page 109



VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

GIMMICKS to be used with BEADS to PLEASE the CUSTOMERS . . .

- FALSE FINGERTIPS...\$15.25 per M
- METAL PLIERS... 12.50 per M
- ROCKING CHAIRS... 15.25 per M
- WILD WEST BUTTONS... 10.25 per M
- SASSY BUTTONS... 10.25 per M
- ELEPHANT & DONKEY PINS... 15.25 per M
- BOTTLENECKS... 15.25 per M
- FAUCETS... 7.75 per M
- FISH BOWLS... 15.25 per M
- DICTIONARY... 15.25 per M
- HOLY BIBLE... 15.25 per M

f.o.b. Jamaica, N. Y. Or: At Our Distributors Immediate Delivery

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y.

WE HAVE OAK'S "PREMIERE" T. T. VENDING SALES CO. 2659 N. Racine Ave. Chicago 14, Illinois

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24) 924

Name..... Address..... City..... Zone..... State..... Occupation.....



MANDELL GUARANTEED USED MACHINES

- N.W. Model 49, 1c or 5c...\$12.00
- N.W. Deluxe 1c & 5c Comb. 12.00
- N.W. #39 1c Parc. B.G. 7.95
- N.W. #33 1c Parc. B.G. 6.50
- Columbus 5c Bulk 6.50
- Silver King 1c B.G. or Mdse. 7.45
- ABT Guns 30.00
- Acorn 1c or 5c 8.50

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen...\$.75
- Pistachio Nuts, Large Tulip... .72
- Pistachio Nuts, Vendor's Mix... .65
- Pistachio Nuts, Sheik... .57
- Cashew Whole... .63
- Cashew Butts... .65
- Peanuts, Jumbo... .61
- Spanish... .32
- Mixed Nuts... .57
- Tabby-Lets, 520 ct... .30
- Rainbow Peanuts... .32
- Boston Baked Beans... .32
- Jelly Beans... .28
- Licorice Gems... .28
- Leaflets (similar to M & M.), 550 ct... .40
- Assorted Fruit Charms, 100 ct... .42
- Rain Blo Ball Gum, 60 ct...\$.28
- Rain Blo Ball Gum, 140 ct... .30
- ct., 210 ct... .32
- Rain Blo Ball Gum, 100 ct... .32
- 200 lb. minimum, prepaid, on all Rain Blo Ball Gum.
- Adams Gum, all flavors, 100 ct... .45
- Wrigley's Gum, all flavors, 100 ct... .45
- Beach-Nut, 100 ct... .45
- Hershey's Chocolate, 200 ct... 1.40
- Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St. New York 48, N.Y. Longor 4-6467

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wise Customers for Locations
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

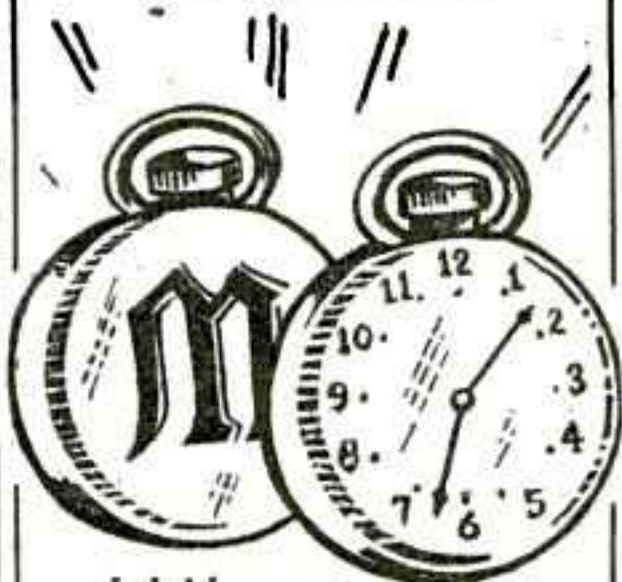
AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

All the news of your industry every week in The Billboard...

GUGGENHEIM'S MONOGRAM WATCHES



Inlaid Hamilton Gold or Silver **10.75** per thousand
AT YOUR DISTRIBUTOR OR ...

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

LOOK AT THIS OFFER!

COMPLETE PACKAGE DEAL! **\$64.**

Here's What You Get:
2 Victor Baby Grand Picture Card Vendors!



25 lbs. Gum! + 4800 Cards
TOTAL COST **\$64.!**

Cash with order or 1/3 dep. bal. C.O.D. Time-Payment Plan Arranged.

PIONEER VENDING SERVICE
Svd. Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
P. Resident 4-5358

GIVE TO DAMON RUNYON CANCER FUND

Beech-Nut Life Savers Elects Ellithorp, Jordan, Grammer

NEW YORK—J. Stafford Ellithorp Jr. has been elected president of Beech-Nut Life Savers, Inc., the corporation recently formed by the merger of Beech-Nut and Life Savers.

Ellithorp, who had been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Syracuse University. He became a director in 1927, vice-president of manufacturing in 1938, executive vice-president in 1949 and president in 1950.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum and Candy Division, while John A. Grammer has been elected vice-president of the firm and president of the Beech-Nut Food Division.

Jordan had been president of the Life Savers Corporation, joining the firm in 1949 as export manager and later serving as treasurer and executive vice-president.

Grammer had been a director, vice-president, general counsel and head of industrial relations of the Beech-Nut Packing Company. He joined the firm in 1953.

Other officers named are R. P. Noble, vice-chairman of the board; Franklin L. Fero, treasurer, and Earl E. Anderson, vice-president and secretary.

The new company is capitalized at 3,212,632 shares of outstanding common stock, with a par value of \$10 a share.

Five Blue Skyers Sentenced to Fed. Prison in Iowa

WATERLOO, Ia.—Prison sentences ranging from one to five years and two probations were handed down by Federal Judge Henry Graven here August 4 in a vending machine fraud.

Sentenced were seven employees of the National Advance Vending Machine Company, Dubuque, Ia. The government claimed the firm had charged exorbitant prices for coffee vending machines, failed to live up to promises of supervising their operations, and guarantee purchasers exclusive territories.

Leo Peter Reistroffer, Dubuque, owner, found guilty on 26 counts, was sentenced to five years on each. The terms are to be served concurrently. W. L. Rogers, Granite City, Ill., national sales representative, found guilty on 26 counts, received a five-year sentence.

Other sentences were: Paul Kenneth Brown, four years; J. W. Bramblet, three years, and Marvin Norris, one year. All are from Texas and were salesmen of the firm.

Miss Violet E. Sheean, East Dubuque, Ill., Reistroffer's sister-in-law, found guilty on 25 counts, was placed on probation for three years after being sentenced to one year in prison. G. J. Feldman, also of Dubuque, Ill., was also placed on probation for three years.

A parade of 79 witnesses from all parts of the United States testified at the trial which started April 23, and 1,242 exhibits, mostly contracts, were presented by the government.

Coke Sirup Sales Highest in History

NEW YORK—Sirup sales for the first half of this year were the highest in any six-month period of the Coca-Cola Company's 70-year history, according to President William E. Robinson.

Net profit for the six-month period ended June 30 was \$13,464,527, equal to \$3.16 a share. In the corresponding period last year the company earned \$12,518,807 or \$2.93 a share.

Net profit for the three months ended June 30 was \$8,984,951, or \$2.11 a share against \$8,404,253 or \$1.97 a share a year earlier.

John T. Lupton has been elected director and Joseph M. Collins has been elected vice-president of the firm. Lupton is vice-president of the Central Shares Corporation and of the Consolidated Properties Corporation. Collins has been with Coca-Cola for 27 years.



BRING 3-WAY PROFITS!

Write FOR FREE CIRCULARS TODAY!

J. H. Keene & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SUMMER SPECIALS!

Silver King, 5c.....	\$ 8.50
Columbus, 5c.....	8.50
Asco Hot Nut, 5c.....	8.50
Acorn, 5c.....	10.00
N. W. 49, 1c.....	12.50
Master 1c & 5c Comb.....	8.50
N. W. Deluxe 1c & 5c Comb.....	9.95
3 Col. Hot Nut 5c & 10c Comb.....	25.00

STONER CANDY MACHINE
6 col.
102 Bar Cap.
Vends 5c & 10c Candy
ONLY \$125

LATE MODEL ROWE CANDY MACHINE
160 Bar Cap.
with changer
ONLY \$150

All machines completely checked and ready for location—Order with complete confidence.

1/3 Deposit, balance C.O.D.

Rake Coin Machine Exchange

609-A Spring Garden St.
Philadelphia 23, Pa. LOmbard 3-2676

VICTOR'S TOPPER



1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more
AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300

STEMWARE



Beautifully designed — brilliantly vacuum plated in two-tone finishes. Assorted shapes. For all types of vending. IMMEDIATE DELIVERY!

\$16.50 per M

ALL PLASTIC (Two-Tone)
\$12.50 per M

Paul A. Price Co. Inc.

55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-5

GIVE TO DAMON RUNYON CANCER FUND

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, NATIONAL 930, 950
PRESIDENTS, CRUSADERS 750, 9A

UNEDA ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.....	\$125.00
National Model 750, 7 Cols., 270 Cap.....	110.00
Lehigh PX, 10 Cols., 300 Cap.....	125.00
Lehigh PX, 8 Cols., 240 Cap.....	115.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King & Reg.....	130.00
National 950, 9 Cols., 370 Cap.....	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ King & Reg.....	135.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢ King or Reg.....	110.00
Rowe Diplomat, 8 Cols., 340 Cap., 25¢ & 30¢.....	145.00

All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295



DUGRENIER CHAMPION
11 Cols., 420 Cap

SPECIAL!!!!
Only **\$99.50**

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Vend Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8
(Foreign rate, one year, \$8) 923

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" HIGH
49" HIGH
24" HIGH
13" WIDE
WEIGHT 165 LBS.

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889. Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Cup Milk Machine May Be Manufactured in Germany

NEW YORK—The Food Engineering Corporation, Manchester, N. H., manufacturer of a bulk milk vender, is currently negotiating with Schwelmer Eisenwerk Muller & Company, Schwelm, Germany, manufacturing firm, on a license agreement which would enable Schwelmer to make the vending machine in Germany.

Donald W. Brous, Food Engineering president, said that Karel Schwartzkopf, FE sales manager, may go to Germany to complete the arrangements.

Schwelmer is currently making cup drink machines for the European market under a Cole patent.

Meanwhile, Brous said that the firm's domestic sales program is beginning to shape up. Currently, two units are on location here as part of a probation agreement with the city health authorities.

He explained that the city requires that equipment be tested for 60 days before it is cleared. The test, on two industrial locations, has about 30 days to go.

The New York State law, however, does not have the probation requirement. If the city approves the bulk milk unit, chances are that the State, too, would give its approval.

Current production is on an order basis, but Brous said that a regular production schedule by the fall is a possibility. Distribution on the bulk milk machine is by direct sales and distributors, mostly dairy equipment supply outlets.

L. A. P.O. Bids

Continued from page 104

management and employee representatives, Olesen stated. The vending contract will be awarded entirely at the discretion of the committee, based upon its evaluation of each proposal. The committee will attempt, however, to contract the entire operation to a single operator to minimize bookkeeping and auditing costs, the postmaster added.

The list of proposed locations in the Annex does not include installation of milk machines. A representative of the post office said that he assumed it was included under soft drinks.

Five-Day Contract

The contract for the proposed vending operation is cancelable upon five days' written notice by either party.

The Post Office will supply electricity and water unless additional lines are needed. In this case the operator must bear the expense. The operator is also called upon to furnish the latest equipment, with changemakers, best of merchandise, insurance in acceptable amounts, and comply with all laws and ordinances. Sales reports along with a scale of commissions payable to the committee on all amounts obtained from the machines are to be submitted and the operator is required to hold his records subject to inspection and audit at any time by the committee or anyone it may name.

NAMA Program

Continued from page 104

sanitation. John C. Faulkner, chief of the milk and food sanitation program of the U. S. Public Health Service, will discuss the problem as it relates to the vending industry.

Speakers

Elmer Wheeler, internationally known lecturer, will speak on "Magic Words That Make Locations Buy"; Fred Smith, formerly a vice-president of Gruen Watch Company and currently a marketing consultant in Cincinnati, will discuss "Selling Is Service," and Dr. Paul J. Mundie, of Hummer and Mundie, Milwaukee management consulting firm, will discuss "Do You Hire . . . and then Fire?"

Of special interest will be the presentation of "Equipment Needs for the Future," a symposium of operators under the chairmanship of Berton Steir, Automatic Merchandising Corporation, Medford, Mass. Highlight will be a report on a survey of the types of equipment that vending operators believe necessary for future expansion needs of the industry.

William F. Courtney Jr., Automatic Refreshment Service, Youngstown, O., is general program chairman. Wallace T. Collett, Tibbals Company, Cincinnati, is vice-chairman.

Great Time-Saving

PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
FIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled hand-workmanship employed in building this scale to assure reliability and accuracy



There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

\$18.50

J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PResident 2-2900
PHONE or WRITE FOR PRICES

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 925
2160 Patterson St., Cincinnati 22, Ohio

1 year \$4 3 years \$8

Payment enclosed Please bill me (Foreign rate, one year, \$8)

Name.....
Address.....
City..... Zone... State...
Occupation.....

PLUG-IN BEADS

Pearlite Colors

NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.

In 25 M lots, \$3.50 per M.
Less than 25 M, \$4.00 per M.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET
PITTSBURGH 3, PA.

VICTOR'S SUPER MART VENDORAMA
(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending



INDIAN SNAP-ON BEADS

MAKE YOUR OWN CHARM BELTS and BRACELETS




Priced very low, Snap-on Beads Per 1,000 F.O.B. Chicago . . . **\$1.35**

Minimum order lots of 10,000. 10 Machine Stickers Free with each order of 10,000. The ideal bead for Capsule and Bulk Vending.

5-STAR BABY GRAND

PICTURE CARD VENDOR



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—
1200 Cards 1200 Balls of Gum

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak's "400" capsule vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

oak MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

contact your DISTRIBUTOR

Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr. M. J. ABELSON Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh

SIDMOR is in the spotlight with

QUALITY and PRICES!

Operators have known this for years. Give us a try and see for yourself!

Victor Standard TOPPER 1c Ball Gum VENDOR \$13.25 each



Call Atlantic 1-2540
You'll be back time and again for more!

Victor 5-Star Baby Grand Picture Card Vendor 1200 Cards \$21.50 1200 Gum Balls! TOTAL COST!



SIDMOR VENDING CO.
2137 FIFTH AVENUE
PITTSBURGH 19, PA.

GIVE TO DAMON RUNYON CANCER FUND

NAMA Sets Business Program For '56 Confab; Stress P-R

CHICAGO — The public relations responsibilities of vending machine operators and servicemen will be stressed at the 1956 convention and exhibit of the National Automatic Merchandising Association at the Conrad Hilton Hotel December 2-5.

An extensive business program built around the theme, "Pageant of Vending," will include addresses by nationally recognized authorities and panel discussions on actual procedures of securing locations, operating figures, problems operators must overcome, sanitation and equipment needs for the future.

The 1956 conclave will offer the greatest array of new machines and vendible products ever concentrated under one roof, according to William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., general chairman.

More than 125 companies already have reserved exhibit space, Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, disclosed. The exhibits will be presented in the lower-floor halls, Wilford Room and room on the fifth floor.

Slide Film

The vending industry's public relations responsibilities will be highlighted in a slide-film presentation provided by the Coca-Cola Company. The film will be available to vending operators for showing to employees.

A panel discussion will present the actual operating figures of several operators; an outline of planning that must be accomplished thru the state of contractual arrangement; physical preparations taking place up to the point of actual installation of machine, and general problems of operating the installation. James F. Wanink, Automatic Merchandising Company, Detroit, will co-ordinate the program. A question session by the audience is included.

"Your Customer Speaking" will be the topic of another panel featuring industrial plant representatives, shop foremen and employee

representatives, who are in a position to tell what is right and what's wrong with vending.

Operator Problems

A special address on "The Maturity of the Automatic Merchandising Industry" will be presented by a leader in the vending industry. Emphasized will be problems which operators must overcome to build more respect for their businesses. Pointed out will be commissions, appearance of trucks, uniforms for routemen, appearance of buildings and participation in community affairs.

Special attention will be paid to

(Continued on page 105)

To Stress Pre-Mix At '56 Bottler Show

NEW YORK—Any doubts that the 1956 International Soft Drink Industry Exposition, to be held November 12-15 in Cleveland, will place increased emphasis on vending were dispelled this week when the sponsoring organization, the American Bottlers of Carbonated Beverages, released a list of new exhibitors.

Virtually every one of the new exhibitors is a manufacturer of vending machine parts, mostly for pre-mix units. Historically, the policy of the convention has been to limit machine exhibitors to bottle drink venders. The theory is that it is a bottler show, and cup drink machines are primarily operator units.

However, the policy may be breaking down soon. Canned drink machines, an operator as well as a bottler item, have been shown on the floor, and now pre-mix machines are on the approved list.

Cup Machines

Most major cup drink manufacturers, in the past, have rented hotel suites in the convention city during the meet and have exhibited their equipment off the convention floor.

A list of new exhibitors this year may be the tip-off on the thinking

of the bottler group. Here is the list, complete to date:

A.B.T. Manufacturing Corporation, Chicago, electrical coin mechanisms; Alloy Products Corporation, Waukesha, Wis., pre-mix tanks and fittings; the Cornelius Company, Minneapolis, soft drink dispensing valves and CO2 regulators, and Firestone Steel Products Company, Akron, O., sirup and pre-mix tanks.

Also Hedeman Products, Great Neck, N. Y., pre-mix dispensing and conversion equipment; International Beverage Supply, Inc., New York, pre-mix venders, accessories and paper cups; Merkle-Korff Gear Company, Chicago, vending motors, and Tel-A-Sign,

(Continued on page 110)

Cortell Plans Six-Week Europe Vending Tour

NEW YORK—Arnold Cortell, president of the Ameropa Trading & Shipping Company, leaves late next month for a six-week survey of the European vending market.

Ameropa is export agent for several U. S. machine manufacturers and suppliers, including Cole, Darioomatic and Du Grenier. Major objective of Cortell's trip will be to aid in the development of the infant European drink machine market.

In addition to visits to all Western European countries, Cortell plans a trip to Yugoslavia. He said that tho there are currently no vending machines in that country, the government has indicated an interest in automatic merchandising thru a German concern.

Hot Drinks

Cortell said most of the progress in U. S. drink machines has been made with carbonated beverage units. However, he added, the greatest potential lies with hot drink venders.

One of the biggest problems facing the European vending industry, said Cortell, is the development of a corps of operators. Most vending operators there come from the ranks of juke box and game men, but there is still an operator scarcity.

As a result, competition is not as keen as it is in this country, and location commissions are much lower. But Cortell feels that within a very few years the European vending picture will be similar to

2-DAY BUSINESS COURSE SET FOR NAMA MEMBERS

CHICAGO — An intensive short course in management as applied to the specific problems of automatic merchandising will be presented for members by the National Automatic Merchandising Association November 30 and December 1, the two days prior to the opening of the 1956 NAMA convention.

This will be the second presentation of the Automatic Merchandising Management Conference under the direction of Dr. William R. Spriegel, dean, School of Business Administration and professor of management at the University of Texas.

The sessions will open at noon November 30 in the Conrad Hilton Hotel, convention site, and close at 5 p.m. December 1.

N. Y. Bulk Sales Ahead of 1955

BROOKLYN—Sid Rubenstein, head of Pioneer Vending, local bulk vending distributor, reports that this summer's business is running well ahead of 1955 in the ball gum and charm field in the New York area.

Rubenstein gives a major share of the credit to the look-see viewer, which has been upheld recently in several court cases. This device, which enables the purchaser to see what will be dispensed before he deposits his coin, makes the mixed ball gum and charm machine legal

(Continued on page 110)

L. A. P. O. Opens Op Bids for 57 Locations

LOS ANGELES — Bids for the installation and maintenance of vending machines at the Los Angeles Post Office Terminal Annex and 56 outlying postal stations will be received at the Postmaster's Office here until Friday (24), Otto K. Olesen, postmaster, revealed this week.

The proposed vending operation will serve approximately 8,000 employees. At the Terminal Annex, where nearly 4,500 are employed, 47 locations for coffee, candy, soft drinks, cigarettes and ice cream are recommended. For this one building the installations are to include 12 candy, 12 cigarette, 11 coffee and 11 soft drink venders, and one ice cream machine. Soft drink or coffee machines also will be placed in the postal department's outlying stations.

Bid information and specifications for the project are being handled by Laurence A. Anderson, Superintendent, Public Relations, in the local Federal Building.

Vending Committee

The successful bidder will be chosen by the Los Angeles Post Office Vending Machine Committee, an organization composed of

(Continued on page 105)

Lorillard Wins NATD Award

NEW YORK—The P. Lorillard Company has been presented a bronze plaque by the National Association of Tobacco Distributors for having the most popular booth at the 1956 NATD convention.

The presentation was made Tuesday (7) at NATD headquarters to Lewis Gruber, newly elected Lorillard president, by Ira Katz, NATD vice-president and president of the Metropolitan Tobacco Company. Present at the ceremonies were Joseph Kolodny, NATD managing director; Manuel Yellen, Lorillard advertising director; H. F. Temple, Lorillard director; Richard C. Pinney, NATD director-at-large; David Vipond, NATD committee chairman, and Harden E. Goldstein, NATD associate director.

Stoner Preems Large Capacity Candy Vender

AURORA, Ill. — Stoner Manufacturing Corporation announced last week it is introducing a nine-selection, 208-bar capacity candy vender equipped with the firm's change maker.

"This will permit vending at a nickel and a dime using either coin or a quarter and permit the return of change," Bernhard Glassgold, sales manager, said.

First deliveries of the Model 208 are scheduled for later this month. The new model is also offered in a 330-item capacity machine using Stoner's gum and mint selector in place of the ninth column.

Model 208 has the same basic cabinet as the firm's Model 180. Readjustment of interior components provides the greater selectivity and capacity. The cabinet is 71 3/4 inches high, 29 inches wide and 13 1/2 inches deep. A chrome shadow box frame surround the mirror front on three sides.

Du Grenier Names Carl C. Morris

NEW YORK—Carl C. Morris has been named Du Grenier factory representative for Virginia, North Carolina and all of Kentucky except Louisville, which is under the district managership of James H. Martin.

Morris, who will headquarter in Charlotte, N. C., was formerly with Philip Morris. He will handle the full Du Grenier line, including the Smokemaster, Candymart, Sandwichmart, Pastrymart and Multi-Pack Cigar vender.

United Readies New 2-Flavor Drink Vender

NEW YORK — The United Sound & Signal Company, Columbia, Pa., will soon begin production on a two-selection pre-mix drink machine, it was disclosed this week by Harry Raymond, president of the International Beverage Supply, Inc., here. International is exclusive sales agent for United drink machines.

Raymond said that details of the new machine are not yet available, but that it will be in production before November, when the unit will be shown at the International Soft Drink Industry Exposition in Cleveland. He did say, tho, that the unit will be wholly electric, both in push-button selection and delivery.

United has been making single-selection pre-mix machines for a year. These venders have manual selection, but electric delivery.

National Debut Set on Flip-Top Philip Morris

NEW YORK—A new long-size Philip Morris cigarette, packed in a flip-top pack, will be introduced nationally Monday (13). The box is the same type it uses in packing Marlboros, Parliaments and Spuds.

The firm will continue to make regular-size Philip Morris cigarettes in conventional packs to sell at popular prices. The new pack will sell at a premium price.

With the introduction of the flip-top PM's, most of the company's line will be sold in crush-proof packs. Marlboros and Spuds come in flip-top packs only. Parliament longs come in flip-top packs, with Parliament regulars renamed Benson & Hedges and packaged in the sliding pack.

pack has been tested in five scattered cities, and, according to company officials, have increased sales over the king-size brand it will replace by 20 per cent.

A heavy newspaper and spot television advertising campaign has been planned for the new pack. For vending machines, decals and point-of-purchase material will be distributed.

On the same day the new Philip Morris cigarettes make their national debut, distribution of the flip-top Spud brand will be extended to Delaware, District of Columbia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Missouri, Nebraska, North Dakota, Ohio, Pennsylvania, South Dakota, Virginia, West Virginia and Wisconsin.

Sales Up 20%

The new red, white and gold

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Explanation of Coin Machine Price Index

Prices given in the index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52).....	\$ 75.00	\$ 45.00	\$ 60.00
Beach Beauty (1/55).....	475.00	335.00	375.00
Beach Club (2/53).....	100.00	55.00	65.00
Beauty (11/52).....	100.00	50.00	70.00
Big Time (1/55).....	325.00	225.00	265.00
Bright Lights (11/51).....	95.00	65.00	75.00
Bright Spot (11/51).....	95.00	50.00	65.00
Broadway (12/55).....	475.00	395.00	425.00
Coney Island (9/52).....	65.00	49.50	65.00
Dude Ranch (9/51).....	100.00	45.00	85.00
Frolic (10/52).....	85.00	65.00	85.00
Gayety (3/55).....	175.00	115.00	125.00
Gaytime (6/55).....	300.00	195.00	230.00
Hi-Fi (6/54).....	125.00	90.00	95.00
Ice Frolics (1/54).....	115.00	45.00	65.00
Miami Beach (9/55).....	325.00	235.00	275.00
Nite Club (3/56).....	525.00	450.00	475.00
Palm Beach (7/52).....	85.00	49.50	65.00
Palm Springs (11/52).....	125.00	65.00	85.00
Surf Club (3/54).....	115.00	65.00	95.00
Variety (9/54).....	185.00	115.00	139.00
Yacht Club (6/53).....	85.00	45.00	50.00
GOTTLIEB			
Dragonette (6/54).....	140.00	125.00	\$129.00
Duette (4/55).....	235.00	219.00	235.00
Gold Star (3/54).....	150.00	125.00	150.00
UNITED			
Cabana (3/53).....	65.00	45.00	\$ 45.00
Hawaii (6/54).....	75.00	59.50	69.50
Manhattan (4/55).....	195.00	150.00	175.00
Nevada (8/54).....	85.00	50.00	65.00
Pixie (9/53).....	375.00	239.50	325.00
Singapore (10/54).....	75.00	65.00	75.00
Starlet (11/55).....	335.00	275.00	295.00
Tahiti (8/53).....	100.00	45.00	90.00
Triple Play (8/55).....	295.00	190.00	210.00
Tropics (7/55).....	75.00	45.00	60.00

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 11, 1956)

ARCADE EQUIPMENT

1. SEEBURG—Coon Hunt
1. EXHIBIT—Sportland
2. GENCO—Rifle Gallery
3. BALLY—Big Inning
3. EXHIBIT—Dale Gun
3. SEEBURG—Shoot the Bear

SHUFFLE GAMES

1. KEENEY—Bonus Bowler
1. UNITED—Royal
2. KEENEY—Bikini
2. BALLY—Magic
3. KEENEY—Pacemaker

MUSIC MACHINES

1. ROCK-OLA—1436A
1. WURLITZER—1500
2. SEEBURG—M-100-C
3. WURLITZER—1800
4. AMI—Model E-120
4. SEEBURG—M-100-B
4. WURLITZER—1250

VENDING MACHINES

1. Columbus 1c Bulk
1. National 930
2. Acorn 5c or 1c
2. National 950
2. Northwestern 49, 1c
2. PX 10 Col.

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

1. Miami Beach
1. Variety
2. Gayety

UNITED

1. Pixie
2. Triple Play
3. Manhattari
3. Tahiti

GOTTLIEB

1. Duette
2. Dragonette
2. Gold Star

WILLIAMS

1. Army & Navy
2. Dealer 21
2. Grand Champion

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
Basketball (C).....	195.00	169.00	\$195.00
Bat-A-Score (Ev) (8/48).....	145.00	100.00	145.00
Big Inning (B) ('47).....	115.00	85.00	100.00
Carnival Deluxe (U).....	245.00	200.00	225.00
Carnival Gun (U) (10/54).....	245.00	200.00	225.00
Coon Hunt (S) (2/54).....	175.00	95.00	150.00
Dale Gun (Ex).....	89.50	50.00	65.00
Drivemobile (M) (7/54).....	165.00	150.00	165.00
Goatee (CC) (1/46).....	95.00	95.00	95.00
Midget Movies (CC).....	135.00	125.00	135.00
Moon Rides (B) (5/54).....	275.00	250.00	250.00
Pistol (CC) (1/49).....	75.00	50.00	50.00
Pitch'm & Bat'm (S).....	175.00	125.00	175.00
Rifle Gallery (G) (6/54).....	200.00	145.00	175.00
Shoot the Bear (S).....	145.00	89.50	145.00
Shooting Gallery (Ex) (6/54).....	160.00	125.00	150.00
Sidewalk Engineer (W) (5/55).....	195.00	175.00	195.00
Silver Bullets (Ex) (11/49).....	125.00	69.50	125.00
Sky Fighter (M) (9/53).....	135.00	110.00	125.00
Sportland (Ex) (11/51).....	195.00	125.00	\$185.00
Tequiz (1/49) (T).....	99.50	85.00	95.00
Undersea Raider (2/46).....	125.00	125.00	125.00
Wild West (G) (2/55).....	335.00	300.00	315.00
Zingo (1/51) (U).....	65.00	65.00	65.00

MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model E-120 (53) 120 sel., 45 RPM.....	465.00	395.00	\$465.00
ROCK-OLA			
1436 A- (53) 120 sel., 45 RMP.....	275.00	145.00	\$225.00
SEEBURG			
M-100-B (51) 100 sel., 45 RPM.....	475.00	375.00	\$415.00
M-100-C (53) 100 sel., 45 RPM.....	595.00	485.00	535.00
WURLITZER			
1250 (50) 48 sel., 78 RPM.....	175.00	129.50	\$165.00
1500 (53) 104 sel., 45-78 RPM Mix.....	275.00	199.50	249.50
1800 (2/55) (W).....	815.00	650.00	675.00

SHUFFLE GAMES

Advance Bowler (CC) (5/53).....	135.00	95.00	\$100.00
Arrow (CC).....	315.00	250.00	285.00
Bikini (K) (6/54).....	150.00	125.00	150.00
Bonus Bowler (K) (3/54).....	125.00	75.00	75.00
Bonus Score Bowler (CC) (4/55).....	345.00	275.00	295.00
Capitol (U) (6/55).....	295.00	235.00	245.00
Cascade (U) (2/53).....	75.00	50.00	59.00
Chief (U) (11/53).....	145.00	95.00	95.00
Clipper (U) (5/55).....	275.00	215.00	225.00
Clover Shuffle (U) (1/53).....	75.00	65.00	70.00
Criss-Cross (CC) (11/53).....	125.00	100.00	110.00
Criss-Cross Targette Regular (CC) (1/55).....	150.00	125.00	150.00
Double Score (CC) (3/53).....	\$ 75.00	\$ 50.00	\$ 75.00
Feature (CC) (7/54).....	185.00	125.00	150.00
Fireball (CC) (11/54).....	225.00	195.00	225.00
Flash (CC) (9/54).....	195.00	145.00	195.00
Gold Medal (B) (3/55).....	300.00	300.00	300.00
Hollywood (CC) (5/55).....	295.00	275.00	275.00
Imperial (U) (9/53).....	175.00	75.00	175.00
Jet Bowler (B) (8/54).....	200.00	175.00	175.00
King (CC).....	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53).....	175.00	100.00	125.00
League Bowler (U) (1/54).....	145.00	100.00	120.00
Magic (B) (12/54).....	275.00	225.00	275.00
Mars Deluxe (U).....	225.00	215.00	215.00
Olympic (U) (8/54).....	75.00	50.00	70.00
Pacemaker (K) (9/53).....	95.00	50.00	50.00
Playtime Bowler (CC) (10/54).....	225.00	195.00	225.00
Rainbow Shuffle Alley (U) (8/54).....	175.00	99.50	100.00
Royal (U) (8/54).....	95.00	80.00	95.00
Shuffle Alley Deluxe 6 Player (U) (10/51).....	50.00	45.00	50.00
Shuffle Alley 10 Player (K).....	60.00	50.00	55.00
Speedy (U) (8/54).....	175.00	165.00	165.00
Super Frame (CC) (5/54).....	165.00	95.00	125.00
Targette (U).....	175.00	165.00	165.00
Team Bowler (U) (1/54).....	165.00	100.00	120.00
Triple Strike Bowler (CC).....	275.00	225.00	275.00

VENDING MACHINES

Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk.....	8.50	5.00	6.50
National M-9A (9 col.).....	145.00	115.00	125.00
National M-750.....	125.00	110.00	110.00
National 930.....	110.00	85.00	95.00
National 950.....	115.00	90.00	110.00
Northwestern 49, 1c.....	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c.....	12.00	9.95	9.95
P X (8 col.).....	115.00	100.00	115.00
P X (10 col.).....	125.00	115.00	125.00

Variety of Games Key to Maximum \$\$\$

ST. LOUIS — Providing locations with a variety of games the year round, 24-hour repair service plus personal contacts is the foundation upon which J. S. Morris & Sons have built one of the largest successful game operations in Eastern Missouri.

Regular periodical switching of games from location to location has kept the firm's over-all grosses on a steady annual level, Sidney and Walter Morris, the brothers who

head the company, disclosed.

"The location owner's confidence is established thru personal contact by impressing him we are as interested in financial results as he is," the brothers said.

Present Potential

To win this co-operation, the brothers explain, they maintain a minute "graph. check" of a game's gross for several months to determine its potential, which is presented to the owner.

This is discussed with the location owner and a "maximum duty period" is established for each game. At the end of the set time the game is moved and another type is installed regardless of the amount of play grossed.

"Frequently it is a temptation to let a game remain longer than planned," Sidney reported, "particularly when it is showing surprisingly good returns.

"However, we have learned that this situation can evaporate overnight, and as a result when the switch date arrives, the game is removed and another brought in. This keeps the play interest at a steady level."

To further assure locations of their interest in keeping game play moving, the Morris concern has a

"nickel and dime" man available to supply change when banks are closed on Saturdays.

In order to facilitate the numerous moves of games from location to location, the Morris designed a special custom-built panel delivery truck.

Large enough to transport six average size pin games, it is protected against the elements and other damages. The pick-up tie bar in the center can be removed to provide an extra 9-inch extension if necessary to handle larger games.

The insulated body is equipped with locks in front and rear so that the truck can be left overnight in front of a location where games can be moved in early in the day before patrons arrive.

J. Tierce Joins Juke Ranks in Mississippi

GREENWOOD, Miss. — J. G. Tierce, cigarette operator here, announced last week that he has entered the music operating business.

Tierce will have as his associates, Norris Wolfe and W. J. Bishop. Wolfe and Bishop have 25 years' combined service in the music and game business.

Tierce, owner of Greenwood Amusement Company, operates over 150 cigarette machines. His business has grown and prospered and the music line is a natural step, he said. "Cigarettes, music and games all go together like coffee, sugar and cream," he asserted.

**Panoram Operators!
FOR SALE**

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
283 Market St. Newark 3, N. J.
Market 2-4275

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

FOLK TALENT & TUNES

• Continued from page 70

"This Broken Heat of Mine." . . . Pete Stamper and Mitchell Terok are in the midst of a 30-day tour arranged by Lucky Moeller, of Top Talent, Inc., Springfield, Mo. . . . Porter Wagoner and Don Warden

have laid the groundwork for their own publishing firm, slated to kick off soon. . . . With their pact with Decca expiring this week, the Foggy River Boys are shopping for a new record contract.

Rusty and Doug (Hickory), recent additions to "WWVA Jamboree," Wheeling, W. Va., are being handled in Northeastern Pennsylvania and Southern New York by R. J. (Bob) Staph, of Newfoundland, Pa. Staph also holds the promotion reins in the same area on Wilma Lee, Stoney Cooper and the Clinch Mountain Clan. . . . Red Foley was a Nashville visitor last week on the occasion of his daughter Julia's wedding.

Del Wood's new release on the RCA Victor label is "Intermission at the Opry" b.w. "Are You From Dixie?" . . . Roy Acuff, Johnny and Jack, and Kitty Wells Monday (13) began a swing thru Oklahoma, Texas and New Mexico under the direction of Frankie More. . . . Jim Reeves and Carol Johnson team for a duet on "I'm the Mother of a Honky-Tonk Girl," new RCA Victor release. On the flip Jim does the vocals on "According to My Heart."

WE WANT TO BUY

All or any of the following which do not have to be cleaned or checked:

A M I
3 D 80's
2 E 80's
1 E 120

Phone, Write or Wire Price.

T & L Distributing Co.

1663 Central Parkway
Cincinnati 14, Ohio
Ph.: MA 1-8751

ATLAS... BETTER MUSIC for Your Money!

A.M.I. MODEL A	\$ 95
A.M.I. MODEL C	150
A.M.I. HIDEAWAY (Model HS-40)	65
WURLITZER 1250	175
WURLITZER 1500	275
SEEBURG 100C	575

RECONDITIONED — REFINISHED LIKE NEW!
Terms: 1/2 Dep., Bal. C.O.D.

A Quarter Century
of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47 ILL. U. S. A.

ARmitage 6-5005

**REMEMBER for
EXPORT it's
INTERNATIONAL SCOTT CROSSE**

It's smart to do business
with **THE** firm
that does the most for **YOU**

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

BUMPER POOL OPERATORS

RACK POOL PLAYFIELDS

SPECIAL INTRODUCTORY PRICE \$25.95 each

Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth. Holes 3" from rails and plastic post bumpers on the sides of each hole. Breaking and spotting cue ball marked on playfield. Included with each playfield is a 10-ball rack. These playfields are interchangeable on most all makes 36x52".

WE OFFER YOU QUALITY AT LOWEST PRICES

ROTATION POOL BALL SETS

When you order from Marvel, you get GENUINE ROTATION BALLS
REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4" . . . Per set \$18.50
ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4" . . . Per set \$19.75
CUE BALLS, 2 1/4" Each \$2.50
2 1/4" 10 BALL RACKS Each \$1.50
KELLY POOL BOTTLES Each \$1.50
TALLY BALL SETS (Peas), Nos. 1-10, Incl. Per set .65

IMMEDIATE DELIVERY

Hundreds of operators are anxious to know how they may convert their tables for ROTATION POOL TABLES. It's simple. Order a set of ROTATION POOL BALLS and a Cue Ball. For Kelly Pool include a set of Tally Balls (Peas) and a Bottle. INCLUDED WITH EACH SET OF ROTATION POOL BALLS ARE A HANG-UP RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER ONLY MARVEL BILLIARD SUPPLY CO. FURNISHES RULES AND INSTRUCTIONS FREE WITH EACH SET OF ROTATION POOL BALLS.

For Top Quality Bumper Pool Supplies—Every Item You Need
. . . Write for Our Reduced Summer Special Price List for Bumper Pool Supplies.

Pick up your phone—for fast service, ask for Charlie

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL BILLIARD SUPPLY CO.
1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

BALLY Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS

Bally Gold Medal	\$300.00
Bally Jet Bowler	175.00
Bally Magic Bowler	275.00
Keeney Pacemaker	50.00
Keeney Bonus	75.00
Keeney Bikini	150.00
Bikini	125.00
Bonus Bowler	95.00
Century	175.00
Gold Medal	300.00
Imperial	175.00
Pacemaker	275.00
Rainbow Shuffle Alley	50.00
Arrow	100.00
Bonus Bowler	250.00
Hollywood	75.00
Playtime Bowler	275.00
Thunderbolt	195.00
Thunderbolt	275.00

PINBALLS

Beach Beauty	\$375.00
Beach Club	65.00
Variety	150.00
Tropics	45.00
Atlantic City	49.50
Bally Night Club	Write
Bally Broadway	450.00
Miami Beach	265.00
Gaytime	275.00
Dude Ranch	150.00
Gayety	50.00
Yacht Club	50.00
Tahiti	50.00
Nite Club	525.00
Beauty	65.00
Big Time	275.00
Duelle	235.00
Gold Star	150.00
Frolic	85.00
Cabana	45.00
Surf Club	45.00
Booster Pool, New	175.00
Havana	75.00
Hawaii	75.00
Pixie	250.00

MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select. Write
Rock-Ola 1446 Hi-Fi, 120 Select. \$645.00
Rock-Ola 1438 Comet, 120 Select. 475.00

WALL BOXES

Seeburg 3W1 Hammerloid \$ 49.50
Seeburg 3W1 Chrome 65.00

ARCADE

Bally Bull's-Eye Kiddy Gun Write
Bally Hot Rod Write



**POOL TABLES?
WE HAVE THEM**

Bally Boosters
Chicago Coin Advance
Center Hole Plugs use as a 2-Hole or 3-Hole Game
Light-Up Bumpers or Regular Bumpers
King Size or Regular Size
End Holes in or End Holes Out
3-Sided Play or 4-Sided Play
Used Pool Tables \$100.00 & Up

Distributing, Inc.

450 Massachusetts Ave.
Indianapolis, Indiana
MElrose 4-8468

**HEADS OR TAILS YOU WIN
WITH 10c PLAY!**



There's no denying it 10c play is now swinging many an operator from the loss to the profit column. Davis guaranteed equipment is available pre-set for 10c play to speed the profitable conversion of your routes. Done the right way, the change-over to 10c play CAN mean a big difference . . . many N. Y. State operators are averaging 33 1/3% and better! Their success is based on the formula described in our "10c Play Fact Sheet." Write us TODAY for your FREE copy!

SPEAKER & WALLBOX SPECIALS

WURLITZER Speakers 4000	\$9.95
4006	9.95
4009	9.95
Wurlitzer 219 Stepper	9.95

WALLBOXES

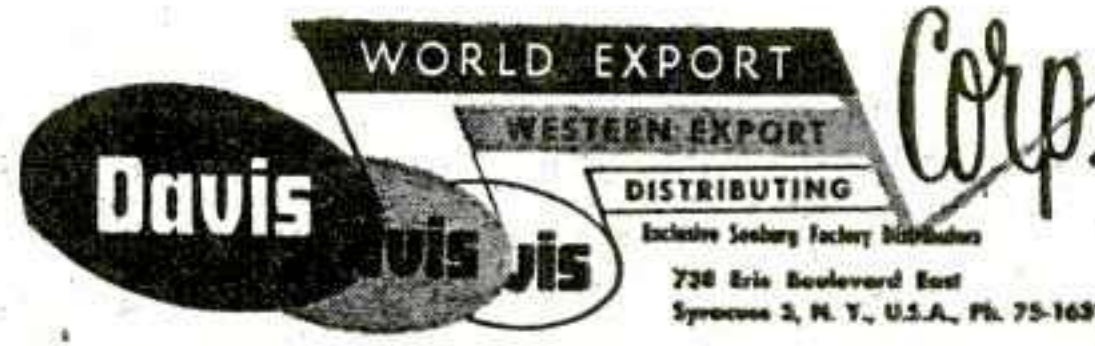
SEEBURG 5c, 20 selection, 3 wire or wireless \$ 4.95
SEEBURG 5c, 10c, 25c, 20 selection, 3 wire or wireless 12.95

SEEBURG 3W1, Hammerloid	\$54.00
SEEBURG 3W1, Chrome	64.00
WURLITZER 2140, 5c, 24 selections	4.95
WURLITZER 3020, 3 wire, 24 selections	9.95
WURLITZER 4820, 3 wire, 48 selections	15.95
WURLITZER 4851, 48 selection	22.95
WURLITZER 5204, 104 selections	29.00
WURLITZER 5205, 3 wire, 104 selections	55.00

WANTED FOR EXPORT

Seeburg M-100A	M-100C	Wurlitzer 1250	1400
M-100B	M-100W	1450	1500A
M-100BL		1550A	1600
HM-100A (Hideaway)		1650	1700
HM-100B (Hideaway)		Ami F-120	6-120
HM-100C (Hideaway)		E-80	E-120
Rock-Ola 1438	1448		

CASH OR TRADE



DAVIS' ADDRESS IN
EUROPE
"Holland-
Belgie-
Europe"
403 Ave. Louise
Brussels
Phone 47.66.63
CABLE ADDRESS
"HOBELEUROP-BRUSSELS"
All currencies accepted:
Francs, pound sterling,
lire, guilders, marks, etc.

<p>UNITED STAR SLUGGER Baseball at its best!</p> <p>POOL ALLEY Great Comb. of bowling & pool</p> <p>MONACO Bingo five ball</p>	<p>WILLIAMS DELUXE 4 BAGGER Successor to King of Swat</p> <p>CRANE Arcade piece of the year</p> <p>PICCADILLY HOT DIGGITY</p>
---	--

PRICED WAY BELOW COST!

<p>United Hit Pool Genco Baseball Pool Williams Star Pool Wms. Klik Billiards Chicoin Clover Pool</p>	<p>Keeney Flicker Pool United Roto Pool Exhibit Spanish Pool Exhibit Skill Score Valley Pro Pool</p>
---	--

JUST A FEW OF EACH LEFT . . . EVERY ONE A REAL BARGAIN!

A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE. **\$79.50**

SLATE POOL TOPS \$89.50 ea.

GENCO'S STATE FAIR

The Gun With the Rolling Steel Balls

LOW PRICED!!

ARCADE GENCO QUARTERBACK SPECIAL! BRAND NEW . . \$289.50

CASH WAITING FOR

- Gottlieb Five Balls
- Late Phonographs
- Arcade Equipment

<p>PORTABLE COIN COUNTERS KLOPP Model D-2—Extremely Light STANDARD-RAPID—Made in Germany Try either one on a 30-day money-back guarantee</p>	<p>Klopp Coin Changers 2 Models. Dispenses 5 nickels for quarter. Dispenses 2 dimes and 1 nickel for quarter.</p>
---	--

1/2 Deposit,
Balance Sight
Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



50 MACHINE ARCADE

50 Panel Front, 30x70 Top, complete. Illness is definitely the reason for selling.
H. R. SNOWBALL
Route #1, Box 292 Naples, Fla.

KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

THIS WEATHER IS DRIVING US ALL CRAZY!

Come In and Help Yourself to Some Brand New Electric Scoring Pool Games At Whatever Price You Care to Spend. **HURRY UP BEFORE WE RECUPERATE!**

REX COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

GOTTLIEB'S CLASSY BOWLER

Location Test Reports Unanimous:

COLLECTIONS HIGHEST IN YEARS—IT'S REALLY CLASSY!

- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

• All New One Piece Steel Score Card Plate and Ball Shooter Gauge

• Extra Heavy-Duty Steel Legs

• Chrome Plated Flipper Button Cabinet Guards

• Plated Cigarette Holders

Subject to AMUSEMENT TAX Only!

Amusement Pinballs as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

Ops Diversify, Go 10c To Spark Summer \$\$

LITTLE ROCK, Ark. — Dime play and diversification seem to be the favorites among Arkansas music operators, as they continue to seek new ways to head off summer juke box collection drops.

A survey by The Billboard last week showed that both dime play conversions and operator diversification into other business were gaining ground rapidly throuout the State.

Expansion, too, is playing a part in the drive to beat the slump. T. P. Aaron, owner of West Memphis Amusement Company, West Memphis, is expanding his route into Parkin and Earle. Other Arkansas operators are also enlarging their routes.

Elmer Womack, owner of Womack Music Company, Jonesboro, said his business is off 30 per cent this summer and he is preparing to kick off 10 cent play on his locations in an effort to revive it.

Nathan Wheelless and Bobby Joe Adams, new owners of Service Amusement Company, also of Jonesboro, report they too are expanding their route and getting ready to go to dime play.

C. E. Tolliver, owner of Lepanto Novelty Company at Lepanto, recently purchased 10-cent conversion kits and is now getting ready to convert to dime play.

George Heard, owner of Heard Music Company at Newport, is currently in the process of chang-

ing his route to dime play. Eddie Boyce, owner of Boyce Amusement Company at Bald Knob, has already converted his route and reports his summer business is up 35 per cent this year over last year.

Boyce said dime play was the answer to beating juke box summer slump collections. Cecil Hill, owner of Hill Amusement Company here, agreed. He said: "Operators here began converting to dime

play some months ago. It's going great."

R. R. Huddleston, owner of Huddleston Music Company, Marked Tree, is opening a frozen custard stand in conjunction with his music route. He said he hopes it will beat the summer slump for him.

Walter Day, owner of Day Amusement Company at Blytheville, reports he has gone into the

Shetland pony business as a side line, and that it has turned out to be very profitable. He also operates kiddie rides, which have proved extremely popular.

J. D. Ashley, owner of Globe Coin Machine Company, Little Rock, is building two new service stations for lease. He said he believes in diversification. It helps offset fallen summer income, he said.

POOL TABLES



\$79.50 & UP

EXTRA SPECIAL
KEENEY
SPORTSMAN
\$175.00

PURVEYOR'S SPECIALS SHUFFLE GAMES

KEENEY Speedlanes .. \$275.00	UNITED League	\$110.00
American	Chief	100.00
Century	Royal	90.00
Diamonds	Olympic	70.00
Carnival	Genco Match Pool	80.00
Ten Player	C.C. Criss-Cross Target	99.50
UNITED Targette	Advance	100.00
Comet	Gold Cup	115.00
Mars	Triple Score	75.00
Team	BALLY Magic	195.00
Leader	UNITED Classic	80.00
Imperial	Shuffle Game Score Pads, 1000	7.50

BINGOS

Night Club	Write Big Time	\$250.00
Broadway	Gay Time	240.00
Beach Beauty	Variety	125.00
Miami Beach	Pixies	295.00



SPECIAL
NEW CLOSEOUT
Keeneey Challenge Bowler with matched features, extra large jumbo pins with large pucks.
\$325.00

COIN MACHINE SALESMAN WANTED

From one of Chicago's leading distributors. Must be experienced. Good pay and commission. All replies kept confidential. Write BOX #856, THE BILLBOARD, CHICAGO 1, ILL.

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

INVITING! EXCITING!

locations clamor for this 5-Ball game!

Williams HOT DIGGITY

NOVELTY or REPLAY

2 Skill Tracks at top of Playfield

- ★ Ball in Top Hole when lit scores 1 Replay.
- ★ Side Rollovers score replay with numbers lit.
- ★ Spell "W-A-L-T-Z"—"T-A-N-G-O"—or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay for each.
- ★ Spell "H-O-T D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS!!!

HIGH SCORES!

INCORPORATES Williams BALANCED PLAYFIELD WITH MORE WAYS TO SCORE MORE AWARDS!!!

Cash-in with HOT-DIGGITY!

Order NOW... SEE YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Center Hole "EXTRA SPECIAL" when player spells HOT DIGGITY

Special when lit "Mystery" hole

2 Special when lit Rollover lanes

★ chrome plated flipper button cabinet guards

★ chrome cigarette trays on siderails!

CROWDS OF PEOPLE SWARM TO PLAY IT...

THE NEW SMASH HIT!



"FIRST" BRINGS YOU THE BEST—FIRST!

POOL GAMES

WORLD'S BIGGEST SELECTION!

NEW GAMES
Regular and King Size

FROM \$125

Also Featuring
EX. SLATE POOL
C.C. ROTATION POOL

Lowest Prices Guaranteed!



FIRST-CONDITIONED
These are cleanest Pool Games in existence. All rails refinished. Carry a "New Game" guarantee.

FROM \$79

All Models Available
3-Hole Games!
Lighted Bumpers!
Electric Scoring!

MUTOSCOPE LORD'S PRAYER
Tremendous Earnings Everywhere!

BINGO 5-BALLS

FIRST-Conditioned

BALLY	FROLICS	\$85
BROADWAY ..	PALM BEACH ..	75
BEACH BEAUTY 360	YACHT CLUB ..	75
MIAMI BEACH 295	ATLANTIC CITY 75	
GAYTIME ... 235	SPOTLIGHT ... 65	
GAYETY ... 125	ONEY ISLAND. 65	
BIG TIME ... 265	UNITED	
VARIETY ... 155	PIXIE	\$345
SURF CLUB 110	STARLET	335
PALM SPRINGS 90	TAHITI	90
DUDE RANCH 90	TROPICS	75
BEAUTY 80		

CABLE ADDRESS: "FIRSTCOIN," Chicago

TERMS: 1/2 Deposit, Bal. Sight Draft or C.O.D.

FIRST

COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

BOWLING TEAM ..	\$315
BONUS SCORE ..	295
TRIPLE STRIKE ..	275
*PLAYTIME	225
FLASH	195
FEATURE	175
*STARLIGHT	165
SUPER FRAME ..	155
CRISS CROSS TRGT	125
ADVANCE	135
*KING	120
*GOLD CUP	115
TRIPLE SCORE ..	85
CROWN	85
DOUBLE	75
*NAME	65

UNITED

*DeL VENUS	250
*DeL MARS	215
*TARGETTE	165
TEAM	115
ROYAL	85
*CLOVER	70
*STAR 10TH FRAME	60

KEENEY

*DIAMOND	\$175
BIKINI	150
*BONUS	125
PACEMAKER	95
*DOMINO	75
CARNIVAL	65
10 PLAYER	55
6 PLAYER	45

BALLY

MAGIC	\$250
-------------	-------

*Indicates Match Play

BB OP CHART STEADY AT TOP, NOT AT BOTTOM

CHICAGO — The top 10 tunes on The Billboard's juke box popularity chart held a steady course this week, but it was a different story in the 10-20 listing as four new tunes made their appearance and the other six shifted positions.

At the top of the chart, "I Almost Lost My Mind," "Allegheny Moon" and "Wayward Wind" held steady in that order.

The four new tunes appearing this week are "Stranded in The Jungle," "Canadian Sunset," "Can You Find It in Your Heart" and "Soft Summer Breeze."

Elvis Presley's "Hound Dog" jumped from the very bottom of last week's chart to the No. 10 spot this week (see complete chart in Music-Radio section).

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

ARCADE

FIRST-Conditioned

Bally MOONRIDE ..	\$250
Genco BASKETBALL	195
SIDEWALK ENGIN'R	185
Mut. DRIVEMOBILE	165
C.C. BASKET CHAMP	145
Mut. SUPER BOMBER	145
Cap. MIDGET MOVIES	135
Bally BIG INNING ..	135
Chi. Coin GOALEE ..	95
TELEQUIZ (w/Film)	95
Evans TEN STRIKE	85
BATTING PRACTICE	75
Amuse BOOMERANG	65
ZINGO	65

TARGET GUNS

Un. DL. CARNIVAL ..	\$225
Gen. RIFLE GALL'RY	185
Seeb SHOOT BEAR	145
Mut. SKY FIGHTER	135
UNDERSEA RAIDER	125
SKY GUNNER	115
Exh SIX SHOOTER ..	95
C.C. PISTOL PETE ..	75
Ex. SHOOT THE BULL	70

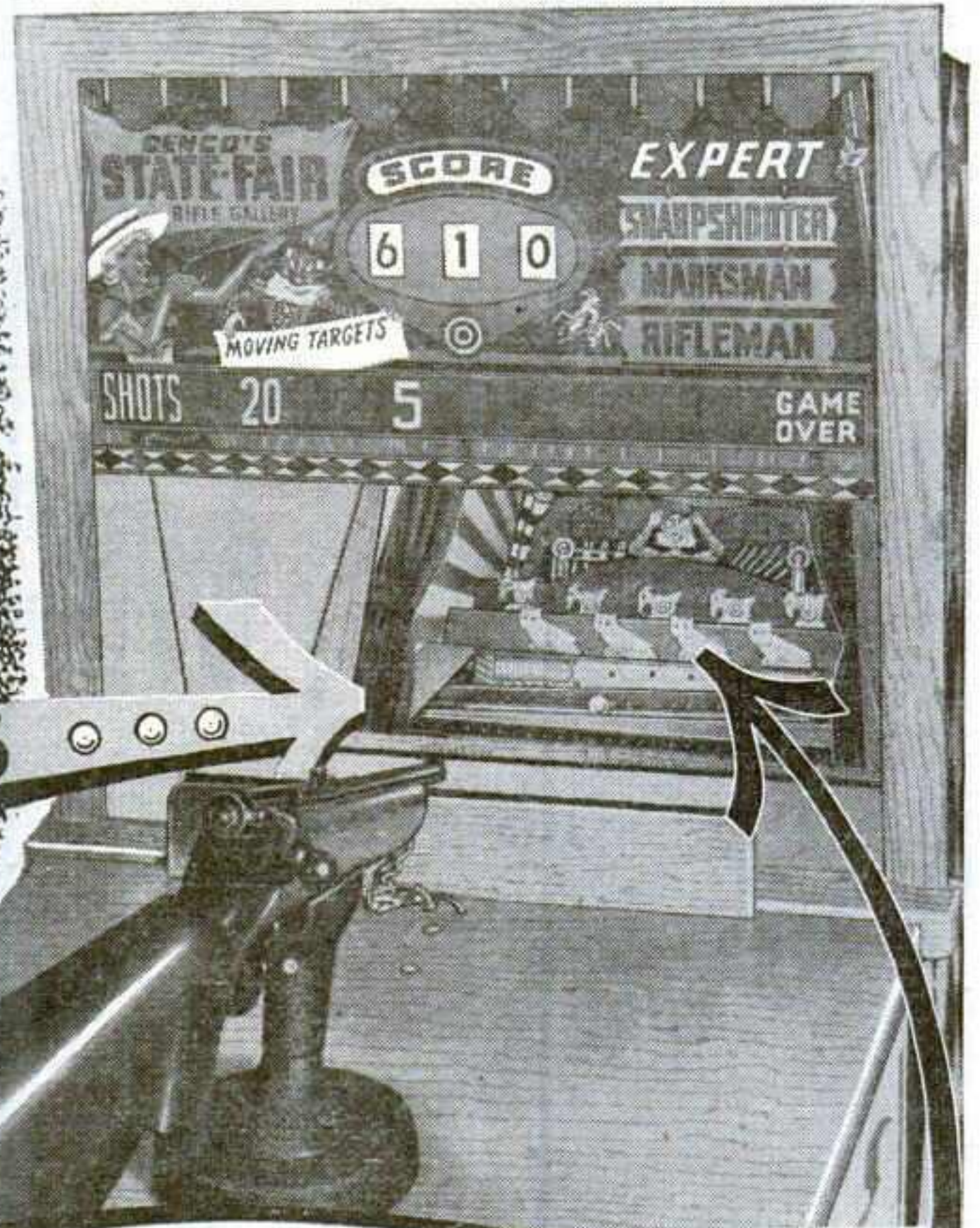
AN ENTIRELY NEW IDEA in Rifle Game Targets!

GENCO'S

STATE FAIR

MOVING TARGET

RIFLE GALLERY



FREE-ROLLING BALLS

JUST LIKE THE REAL THING!
Roll down 2 lanes—players try to shoot them off!

EXCITING NEW COMEDY-ACTION TARGET

snaps back and waves arms when hit

PLUS

FLIP-OVER TARGETS!
LIGHTED CANDLES—
snuff out when hit!

Adjustable Replay—Optional Match

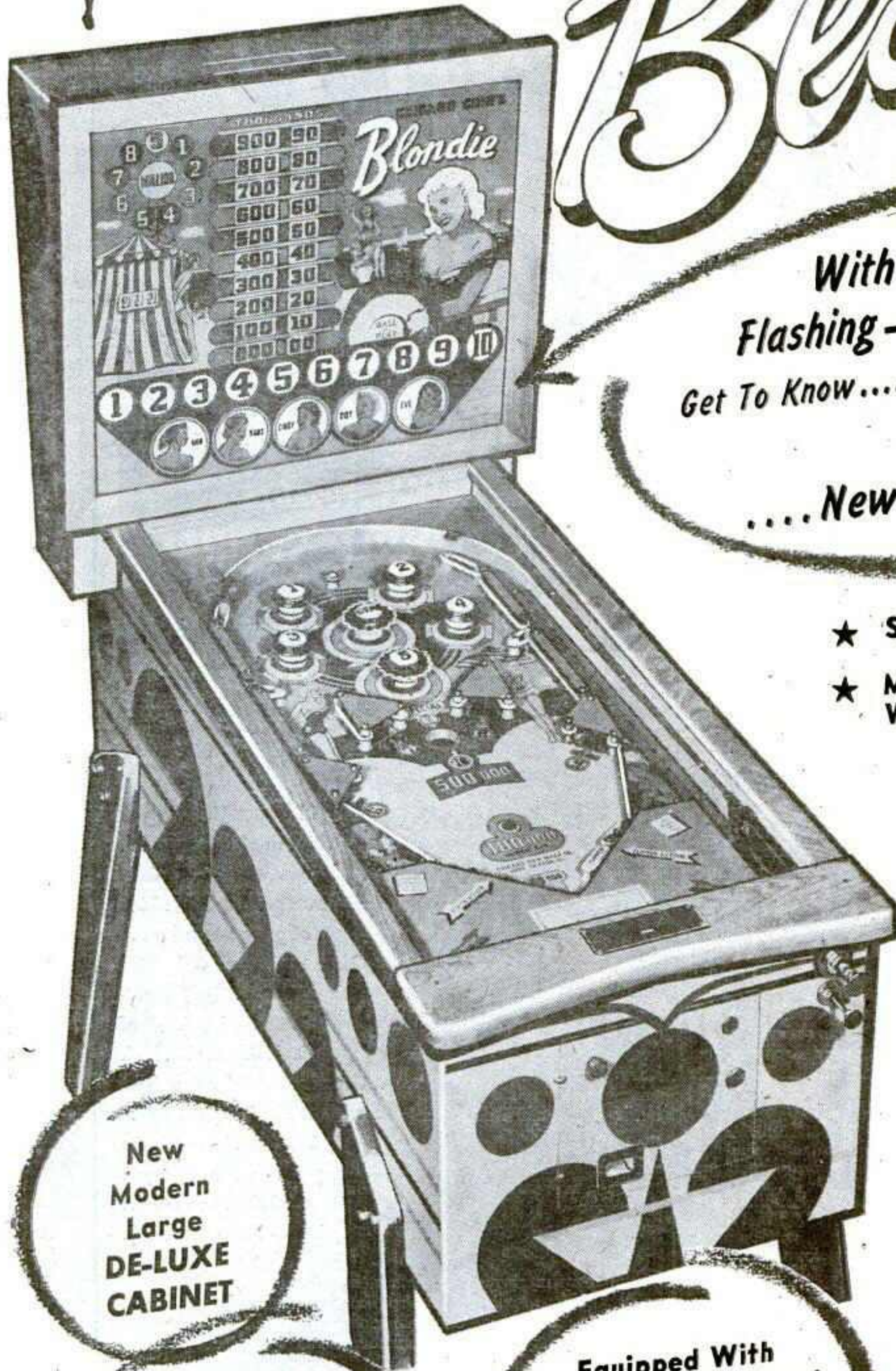
50"x29"x70" high
crated wt.—320 lbs.

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois



chicago coin... INTRODUCES

Blondie



With a Chorus Line of 5
 Flashing - Match Feature Gals....
 Get To Know.... Ann.... Babs.... Cindy.... Dot.... Eve
 And Starring
 New Multiple Match Play!

- ★ Single Match Feature in Each Game!
- ★ Multiple Match Feature Can Be Played With Replays. Up to 5 Times Per Game!
- ★ "Blondie" Can Be Operated As 5 or 3 Ball Game!
- ★ Lighting Bumpers 1 to 5 Score Additional Scores of 500,000!
- ★ Hitting Targets 6 to 10 Scores Additional 1 Million!
- ★ No. 10 Hole Scores Special When No's. 1 to 10 Are Hit!
- ★ Top Score... 9 Million 900,000
- ★ 2 Super Sensitive Action Kickers!
- ★ 2 "Lively" Thumper Bumpers!
- ★ Dyna-Powered Flippers.... of course!

You Can't Afford to
 "Pass Up Blondie"
 If You Are Interested
 In Real Earnings!



New
 Modern
 Large
 DE-LUXE
 CABINET

An All Location
 Attraction! May Be
 Operated As A
 Regular, Free Play
 or Match Game!

Equipped With
 Cheat-Proof National
 Slug Rejector
 Coin Chute!
 New Tamper-
 Proof Cash Box!

Better Than Ever!
TWIN HOCKEY
 Two Sided Play! 1 or 2 Can Play!
 Regular or Match
 Models With Free Play!

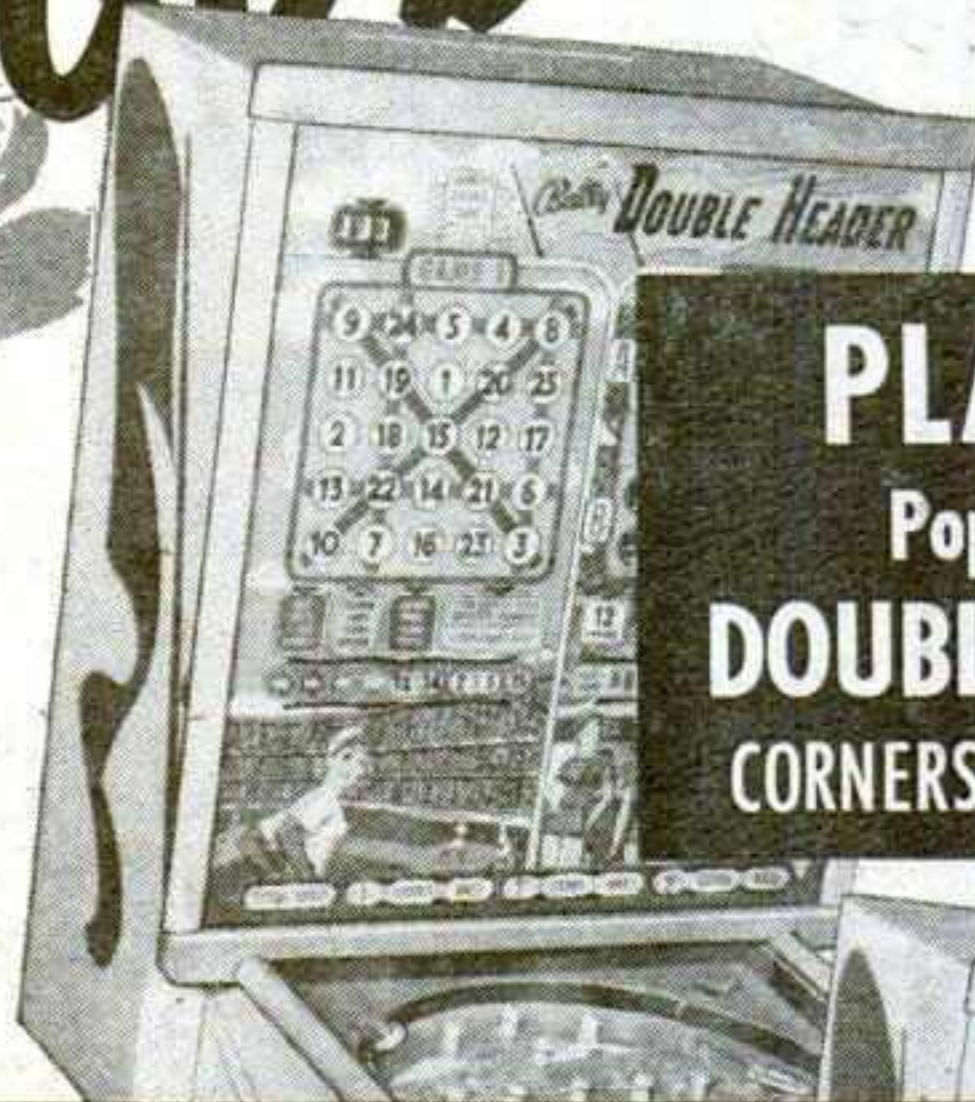
STEAM SHOVEL
 Adjustable to Match, Free Play or Regular Play!
 A Natural for Retail Stores...
 Terminals... Arcades... Dime Stores... etc.

chicago
coin
 MACHINE COMPANY

1725 West Diverséy Blvd., Chicago 14, Ill.

Earn big-league money with sensational new

Bally® DOUBLE-HEADER 2 games in 1



PLAY GAME 1 ONLY
Popular SELECT-A-SPOT Feature
DOUBLE SCORES • TRIPLE SCORES
CORNERS SCORE • GAME 1 ADVANCING SCORES

PLAY GAME 2 ONLY
Famous Magic Squares
4 SPOTTED NUMBERS
GAME 2 ADVANCING SCORES

OR PLAY BOTH GAMES

DOUBLE-HEADER gets biggest play in years . . . because every player finds in DOUBLE-HEADER the kind of game he prefers . . . Game 1 with scores doubled and tripled . . . Game 2 with "number-juggling" of Magic Squares . . . both Games 1 and 2 for the player who likes to "play the field." DOUBLE-HEADER is the profit pepper-upper you need right now. Order DOUBLE-HEADER today.



NOW AT YOUR
Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR **Bally** DISTRIBUTOR \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ always has good deal waiting for you

Pool Alley

UNITED'S

NEW

A
Combination
of
2
great
American
favorites

Pool
and
Bowling

**ATTRACTS
MORE
PLAYERS
EARN
MORE
MONEY**

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS



NEW

APPROXIMATE
SIZE:
25 IN. BY 80 IN.

NEW

**"SPOT" BALL HITS "TEE" BALL
FOR SCORES**

**ONE OR TWO CAN PLAY
ONE OR TWO BALL PLAY**

**Attractive New
Single, Double, Triple Frame Scores
1 OR 2 SHOTS PER FRAME**

10TH FRAME EXTRA SHOTS FEATURE

**FRONT END PLAY
HINGED PIN-HOOD
HINGED PLAYFIELD**

NEW

**EQUIPPED WITH
UNITED'S
FAMOUS
SLUG-
REJECTOR**

NEW

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL

**200
selections**

to provide an adequate number of both single and Extended Play selections under the five basic musical classifications.

**the Select-O-Matic "200"
mechanism**

is the most revolutionary development for the playing of recorded music since the invention of the phonograph.

**Revolving Drum
program selector**

classifies the 200 selections 40 at a time under appropriate classification headings. This well-illuminated display makes programming easier and selection faster.

**Dual Credit
system**

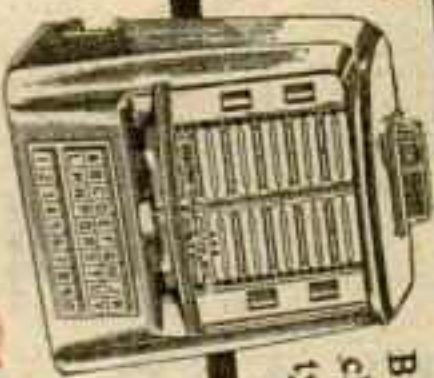
compensates the operator for the additional time required to play E.P. records by permitting the playing of singles (Hit Tunes) at one price and E.P.'s (Standards and Show Tunes) at a proportionately higher price.

**High Fidelity
at its best**

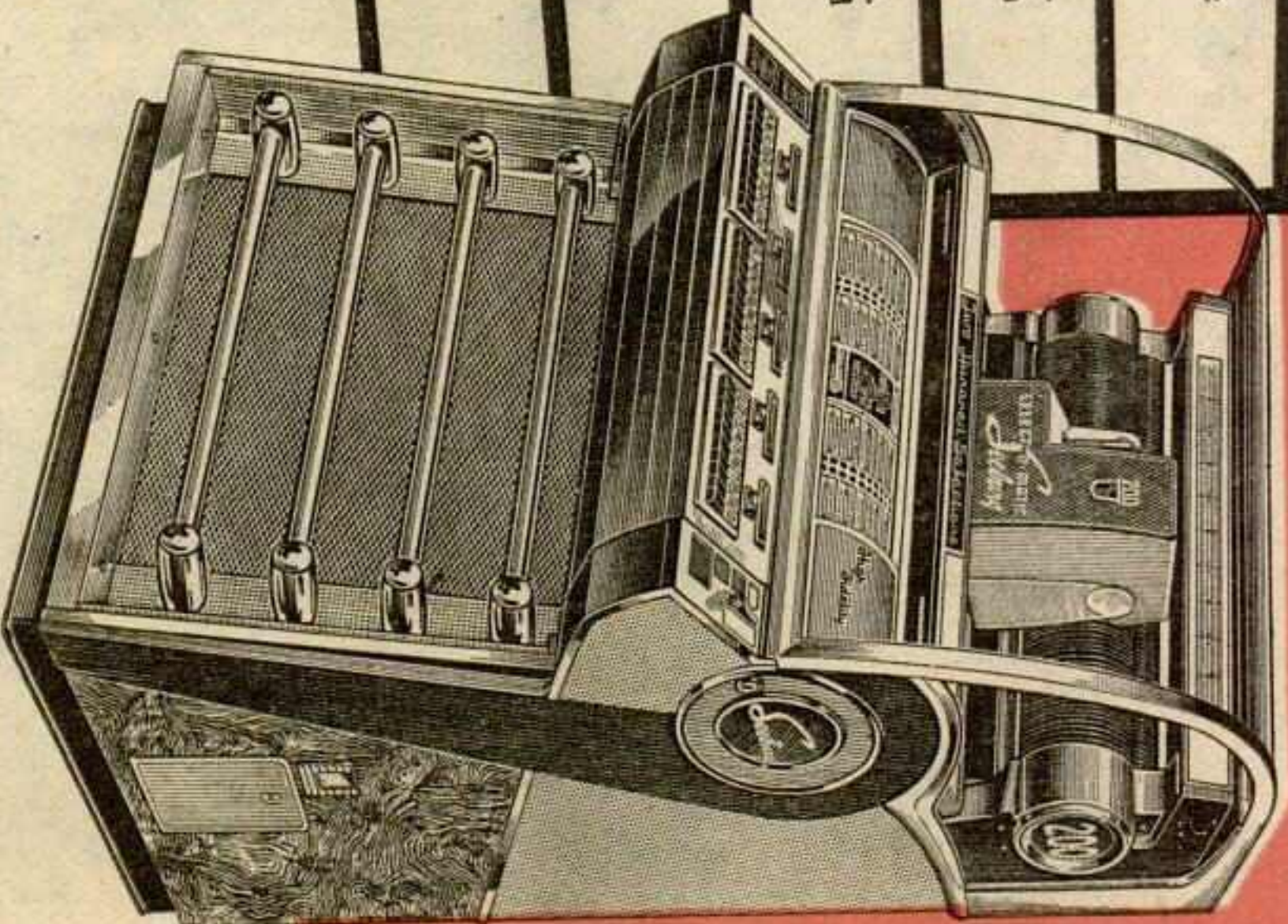
because the high fidelity pickup assembly, amplifier and speaker system have been designed to faithfully reproduce every note in the tonal spectrum. Also, high fidelity remote speakers for every need.

**the Wall-O-Matic
"200"**

the finest in remote control



Brings music right to the finger tips of the public. 200 selections are classified under the same musical headings as on the V-200. Three-wire type for quick, easy installation.



Only the Seeburg V-200
gives you all these advantages

America's Finest and Most Complete Music Systems

Seeburg

RELIABLE MUSIC SYSTEMS SINCE 1907

J. P. SEEBURG CORPORATION

Chicago 22, Illinois