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Biggie Trend Seen In Juke Operators

Natural Growth, Mergers, Firm Buying, Diversification Boost Music Op Size

By BOB DIETMEIER

CHICAGO—The U.S. business trend to bigger and bigger companies is catching up with juke box operators altho one, two, and three-man operations still comprise the bulk of the operating business. This trend, solidly underpinned by natural growth, and characterized by all the current economic trimmings—firms merging, buying other firms, diversifying—is quietly making itself felt in the music operating business.

If it continues, it may eventually work far-reaching changes in the juke box industry, the effects of which would be felt by the entire music-record business.

Marginal Ops Out

Operating management sees the trend to bigger firms coming at the expense of fringe marginal operators, altho there is considerable disagreement about what the average operator (one who owns 50 to 80 machines) should do about it—expand with it, expand very slowly or hold to a certain size.

Some operators believe that in expansion thru buying other operations, merging and diversifying, may lie the answer to today's formidable problems of spiraling costs and competition. Others believe that the nature of the operating business—which is based squarely on regular, personal contact with location owners—demands that operators move very slowly in expanding. Still others feel that regardless of what the average operator might wish to do, he simply doesn't have the necessary capital to do anything but remain small.

However, all operators agree on one point: All sizes of profitable operations will always have a snug, secure place in music operating.

More Jukes

A nation-wide poll of music operators representing a cross-section of the country by The

Juke Ops Still Small Business

CHICAGO—Altho the nation's juke box operators are testing a variety of roads to expand into bigger and bigger firms, as a group they're still—and always will be—small business.

Of the total number of music operators in business today, 30 per cent are one-man operations, 28 per cent employ only one person, 24 per cent two to three persons, 8.8 per cent four to five persons, 1.8 per cent six to seven people, 0.6 per cent eight to nine persons and 1.7 per cent 10 or more, according to the 1956 juke box operator poll conducted by The Billboard.

Billboard last week reveals that altho the number of operators during the past five years has remained fairly constant—with the number entering the business just about equaling those leaving it—established operating companies are adding music machines, buying other firms, merging or diversifying—or all of these.

The twin bugaboos of rising cost and stiffening competition appear to be responsible for this trend to bigger firms.

J. H. Doyle, of Western Amusement Company, Missoula, Mont., declared: "In our opinion it will be necessary for firms to merge or buy out and absorb smaller routes to eliminate (marginal) operators. The cost of doing business is the reason. The refusal of operators to maintain fair and equitable commissions to offset rising costs will bring this about eventually."

Ernest Vathis, of Twin Cities Amusement Company, Texarkana, Ark., said, "The trend is to larger routes due to increased overhead and smaller percentage of net profit. The small, marginal operator cannot exist under present-day operating conditions."

Diversifying with other types of
(Continued on page 69)

TOP EUROPEAN CIRCUS ACTS HIT JACKPOT

NEW YORK — European circus talent, reported enjoying peak bookings at the beginning of the year, is said now to be in an even more enviable position with bookings for the best extending thru 1957.

Stanley W. Wathou, New York agent with extensive European background and experience, summed up the situation here Tuesday (3) at the end of a nine-week tour of the Continent and England. Wathou visited more than two dozen show places, half of them circuses, and heralded his arrival with ads in trade publications.

Business is booming on the Continent, except for Sweden, but not so good in England, excepting for the appearance of the Soviet Circus, which was sold out in advance, duplicating its appearance on the Continent. Wathou went along with the praise that has been heaped on the Russian production by trade critics and newsmen.

Setting the acts apart, according to Wathou, was the absolute precision of their routines. For the most part their stunts and routines had been duplicated, or bettered, years before by other artists. The

(Continued on page 45)

Syndicated TV Film Increased 20% in 26 Major Markets

But Only 2% in Peak Time Period; Study Documents More-Net Issue

By GENE PLOTNIK

NEW YORK—A study showing the trend in placement of syndicated TV film programs has just been completed by The Billboard. It shows that in 26 major markets the aggregate number of half-hour syndicated film programs per week had increased 20.2 per cent in the spring of 1956 compared with the spring of 1955. But in the crucial 7:30-10:30 p.m. period the aggregate number of syndicated shows increased only 2.3 per cent. In seven important two-station markets the total number of syndicated programs declined 31.6 per cent in that time period.

These figures offer vital documentation of one of the key issues raised in the recent hearings of the Senate Interstate and Foreign Commerce Committee on the state of the TV industry. The hearings brought out claims and counter-claims about the effect of network option time on syndication sales.

Dick Moore, president of KTTV, Los Angeles, in advocating abolition of network option time, as-

serted that the number of syndicated films produced for non-network use "is steadily dwindling because of the restraints imposed by time options."

Net Rebuttals

Two months later NBC fought back with the statement, "The fact is that television film production and syndication are doing a record business."

CBS then submitted a lengthy document which maintained that "it is clear that, despite any allegation to the contrary, non-network-produced programs are given ample and desirable time for exposure."

The figures in this study are, of course, subject to interpretation, and the interpretation is apt to vary according to the interests involved. The network spokesmen who have seen this chart have commented that it bears out their contention that syndicated film is given "ample time." Some key distributors, while admitting this, declare that the study indicates a lack of ability to get "desirable time."

From the syndicators' point of view the heart of the matter is the prime time in the 17 important two-station markets. New syndicated properties must be sold in most of those markets to be profitable. But when distributors realize that the number of syndicated shows getting into those markets is small and getting smaller, they are likely to become cautious about going into syndication with new vidfilm series.

Two-Station Markets

Of the seven two-station markets covered in the study, only two increased their syndicated shows
(Continued on page 6)

TV Film Up in 21 of 26 Cities

NEW YORK—Of the 26 cities covered in The Billboard's 1955-1956 comparison of TV film syndication placements, 21 registered an increase in the number of syndicated programs. The biggest increase, 76 per cent, was chalked up in Indianapolis, a two-station market. Indianapolis, however, showed a decline of 66 per cent in the crucial 7:30-10:30 p.m. period.

The greatest number of syndicated shows in any market was 121 in New York. This was an increase of 57 per cent over 1955. Much of the prime time increase is explained by the demise of WPIN's "First Show."

NEWS OF THE WEEK

Plenty of Time Is Still Unsold On the TV Networks . . .

Tho in recent years the networks' fall schedules have been pretty solidly firmed up by this time, this year has seen a reversal of this situation. The fact is, there are plenty of network time availabilities still unsold, especially on ABC and NBC . . . Page 2

Universal Pix Sells 31 Serials to Hygo TV Films for \$1½ Mil . . .

A library of 31 motion picture serials is being brought into TV by Hygo TV Films, which bought them from Universal Pictures for \$1,500,000 . . . Page 7

New Sales Pattern in Classical LP's Emerges as Market Grows . . .

A study of the life cycles of hit classical LP's of the past season suggests a new sales pattern: quick rise to best-selling charts, comparatively short period of maximum sales potency and then sharp decline to make way for new "hits." In continuous turnover, manufacturers are creating basis for continuously expanding market . . . Page 15

Early Fairs Show Strong Pulling Power . . .

Ten-day Southern California Exposition and County Fair, Del Mar, pulled 153,334, up 31,996 from 1955, when it ran one day less. Brandon (Man.) Exhibition caught rain that washed out two night shows, but the five-day fair finished with attendance equal to that of '55 . . . Page 54

Columbia Records Debuts Its Most Extensive Phonograph Line . . .

Columbia Records has unveiled the heaviest

line-up of phono equipment in its history in the business. The 15 models range from a \$29.95 portable to a de luxe AM-FM radio phono console at \$329.95. Another first for the firm is a tape player-recorder unit priced at \$139.95. Emphasis focuses on high fashion decor and the hi-fi sound . . . Page 15

Windy City Juke Ops Pick Pop Disks, 60-40 . . .

Chicago's 200-selection juke box operators program 60 per cent of their disks in the pop category, with the rest divided between rhythm and blues, country and western, old favorites and location requests. Ops agree, however, that jukes on each location must be programmed differently . . . Page 69

Merger Afoot for Cig Vending Machine Mfr., Industrial Firm . . .

National Vending Corporation, Westbury, L. I., N. Y., cigarette vending machine manufacturers, and Continental Car-Na-Var Corporation, Brazil, Ind., makers of industrial products, are slated to merge. Stock of the new organization, Continental Industries, Inc., will be listed on the American Stock Exchange . . . Page 72

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LATE SELLING

Big Sponsors Still Shopping; Open Time on the Networks

NEW YORK—Plenty of prime time and programming are available on all video networks at this late stage of the fall selling season. Paradoxically enough, there are a large number of sponsors, many of whom already own time slots, still shopping for more network TV.

They include such advertisers as General Foods, Colgate, Procter & Gamble, Texaco, United States Rubber, Maytag, Plymouth, Chrysler, Helene Curtis, Toni, Lever Bros. and Revlon. Philco is beginning to shop for a period for 1957 delivery.

What are the reasons for the softening of the sale market? They are numerous. One factor is the time taken by networks to solidify their final program plans. CBS, for instance, only last week set its Tuesday night line-up in order, a move which has opened up "The Brothers" for alternate week sponsorship. Another reason is that generally costs, both for time and programming, have risen, making clients more cautious about their buying.

The sales slump in many industries—automobiles and TV set manufacturing are two of the most noteworthy examples—and the general softening of last year's prosperity has also played a part in making potential sponsors hesitant about expensive TV commitments. Furthermore, many advertisers are waiting until the last minute to buy, keeping an eye peeled for new alternate week availabilities that may suddenly open up between now and the beginning of the new season.

ABC Stronger

Both NBC-TV and CBS-TV have also been hurt somewhat by the ABC-TV network, which has made its strongest showing to date this selling season. CBS-TV is in the best sales shape, with NBC not too far behind, tho its spectaculars have proven hard to move.

The networks, however, remain

optimistic. They expect to sell their remaining time periods, except for those that are so marginal or so tainted by strong opposition as seemingly to carry great risk.

Here are the open evening periods and programs:

Sunday: ABC, 8:30-9, half of "Omnibus," and 9-10:30, NBC, one-third of Steve Allen.

Monday: ABC, Bishop Sheen, 9-9:30. NBC, half of "Stanley," 8:30-9; one-third of "Impact," 9-9:30, and half of the monthly spectacular, 8-9:30.

Tuesday: ABC, half of "Warner Bros. Presents," 7:30-8:30, and 10-10:30. CBS, half of "The Brothers," 8:30-9. NBC, 20 Ray

Bolger shows, 8-9, and "People Are Funny," 10:30-11.

Thursday: ABC, half of "Lone Ranger," 7:30-8, also 8-9; half of "Wire Service," 9-10, and half of "Ozark Jubilee," 10-10:30. CBS, Doug Edwards and the News, 7:15-7:30, and alternate weeks 10-11, which is the last two-thirds of "Playhouse 90."

Friday: ABC, 10-10:30. NBC, half of its new monthly spectacular, 8:30-10.

Saturday: ABC, 7:30-9, which will probably contain the "Famous Film Festival," open for participation advertisers. CBS, 6:30-7. NBC, one-third of Sid Caesar, 3-10.

'Home' Format to Be Revamped Next Fall

NEW YORK — Beginning in September a revamped version of "Home" will be programmed by NBC-TV. The show is to be segmented into two half-hour features, which will allow programming in depth, but with the retention of most of the short features.

Greater emphasis is to be placed on the presentation of entertainment, along with human interest material. Each half hour one general subject will be programmed, the subject actually to run 20 minutes, the rest of the time to be consumed by short features.

New material is to be added, mostly in the second half hour of the show. Mondays will be "Live a Better Life," concentrating on religion, education and subjects of inspirational nature. Tuesdays will be "Hometown USA," which will use films to show smaller cities and bring representative citizens to TV. Wednesdays will be "Take a Break," offering drama, music, ballet, museum visits and other entertainment. Thursdays, "Places You Want to Go," which, via live and film TV, will highlight interesting locales. And Fridays, "People at

Home," a half hour of biography of important figures, past and present.

"Home" will also state what it stands for by presenting an editorial page.

The changes were brought about because of a study made by NBC which indicated that the program's viewers would be interested in knowing what the show is to present each day. "Home's" producer, Ted Rogers, now believes that the program will be more comparable to a weekly magazine than a daily newspaper with plethora of short features.

3 More Set On 'Antarctic'

NEW YORK — NBC-TV will produce three more hour vidfilm documentaries in its "Antarctica, the Third World," series. The web is sending a two-man team into the Antarctic, consisting of Bill Hartigan, cameraman, and Pat Tress, writer.

Reuben Frank will produce the films. They will be presented next season.

Gen. Mills' New Quiz Show to Fight Disney

NEW YORK—It took CBS-TV a full year to do it, but the web last week sold its Wednesday 7:30-8 p.m. spot and is now set to try to beat down "Disneyland's" dominance in the time period.

The bankroller who picked up the CBS spot is General Mills. The program it's planning to use to combat "Disneyland" is a new all-family quiz show, "Giant Step." Tho format details are still under wraps, it's known that the quiz show is packaged by the Louis G. Cowan office and that it's designed to appeal to the younger set as well as adults.

The show will feature parents with their children as contestants. Prizes, said to be of considerable value, will not be cash, but will consist of college scholarships for the youngsters and other similar awards geared to their futures.

"Giant Step" becomes the latest entry on the Cowan office's rapidly growing list of big-prize quiz shows on the air, a list that in-

Three Friday Night Gillette Shows on NBC

NEW YORK — The Gillette Safety Razor Company next season will have three network shows on NBC-TV on the same evening—Friday. The third half-hour buy was made last week when the Toni Company, a Gillette subsidiary, purchased alternate weeks of "Big Story," 9:30-10 p.m., which it will share with the American Tobacco Company.

American Tobacco at first did not want to accept Toni as a sponsor but the problem was worked out. Toni also has alternate weeks of the new Walter Winchell Show, 8:30-9, and Gillette sponsors the fights which run from 10-10:45. Gillette, the razor manufacturer, purchased Toni as a means of diversifying its interests.

KBTW Extends Regional News

DENVER — Expanded coverage of regional events via remotes is the newest programming technique being employed to create viewer interest. Falstaff beer has signed a pact with KBTW here, the ABC-TV affiliate, calling for a half dozen live remote telecasts of major regional attractions.

The first will be the opening of the Central City Opera festival, its silver anniversary, in the mining camp high in the Rockies. The station will be required to lease a mountain top to accomplish the transmission of the event.

Other events include the July 4 Cheyenne Frontier Days celebra-

HUE AND CRY

News Events Put TV Shows On Page 1

NEW YORK—Television's role as a medium of communications was spotlighted last week by two incidents which catapulted TV shows into the first page of practically every newspaper in the country.

The first incident was the debut of Martha Rountree's new NBC-TV show, "Press Conference," on which U. S. Attorney General Herbert Brownell announced that the U. S. was instituting anti-trust action against General Motors. Brownell's use of the TV medium to make the announcement brought violent and bitter protests from the newspapers nationally. The press apparently felt that use of the TV medium by public officials to make important news announcements took the play away from their coverage of those stories.

The second incident was the demand by the kidnapper of four-week-old Peter Weinberger that the baby's father, Morris Weinberger of Westbury, L. I., use WRCA-TV's John K. M. McCaffrey newscast to announce whether or not he accepts the kidnapper's new demands.

tion, State finals for Miss America and two more to be selected. The agency is Dancer - Fitzgerald-Sample.

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SLF Bankroller For Telescope

NEW YORK—NBC-TV's first customer for next fall's new Sunday afternoon series, "Telescope," will probably be the Savings and Loan Foundation. The advertiser, whose first venture into TV last season was several participations in NBC's Sunday night spectacular, has about \$1,000,000 earmarked for network use.

It will probably buy into substantial portions of several in the "Telescope" series. McCann-Erickson is the agency.

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Culver Buys in 'You,' 'Romances'

NEW YORK — The Culver Company, for its VO-hair-dressing preparation, last week bought 13 alternate quarter hours each of "It Could Be You" and "Modern Romances." Sponsorship will begin October 9, using Tuesday segments of each show. Geoffrey Wade is the agency.

Reshuffle of Daytime Segs On at NBC-TV

NEW YORK — NBC-TV this week continued to reshuffle its daytime programming. Originally slated for the 10:30-11 a.m. strip, "Tic Tac Dough" is to make its debut in the 12-12:30 spot replacing "Feather Your Nest." Moving into the 10:30-11 strip will probably be a simulcast of NBC's new "Bandstand" show which is being prepared primarily for its radio network.

"Luncheon in the Clouds," the Don McNeill vehicle being readied for NBC daytime, will be auditioned some time in August and a kine made.

GROWING UP

'Lone Ranger' Aiming At More Adult Appeal

NEW YORK — Taking a cue from its success with "Cheyenne" and "Wyatt Earp," ABC-TV has decided to give the "Lone Ranger" series more adult appeal, in effect turning it into an adult Western.

The show, altho up to now primarily aimed at kids, has nevertheless been pulling in a hefty adult audience, ranging around 50 per cent adults. By strengthening its appeal to the grownups even

Curtis Poses Big Problem For NBC-TV

NEW YORK — NBC-TV last week was busily engaged in trying to see how it could come up with a solution to its Helene Curtis problem. The advertiser bought half of "Stanley," Mondays, 8:30-9 p.m., but was unacceptable to the alternate sponsor, American Tobacco.

The NBC plan is to find a sponsor who owns a full half-hour show and get him to pick up alternate weeks of "Stanley." Curtis would, of course, become alternate sponsor, of the other program.

Hygo Package In 61 Markets

NEW YORK — Hygo's current package of 22 feature films has been sold in 61 markets to date. In the past two weeks it was sold to 11 stations including WRCA-TV, New York; WAFF, Baton Rouge, La.; WSJS-TV, Winston-Salem, KFDX Wichita, Falls, Tex., and WISC, Madison, Wis.

Hygo plans to have another package of first-run features in the fall. Right now it is concentrating its fire on the sale of its new library of serials.

Lever Holds On To 'Sir Lancelot'

HOLLYWOOD — Lever Bros. has decided to keep "The Adventures of Sir Lancelot" in the 8-8:30 Monday night slot on NBC-TV.

The sponsor, who shares the show with Whitehall, had been trying to maneuver out of the commitment for the past several weeks, because of doubt that the program would appeal to a distaff audience. Apparently the problems involved proved too great, however.

Today Sales Still Continue Strong

NEW YORK — Participation purchases of "Today" on NBC-TV continued strong last week. Mrs. Tucker's Shortening bought 53 participations; the Insurance Company of North America renewed for an additional 50; Max Factor bought 14 for a two-week campaign, and the Canvas Awning Institute ordered 13 on "Today" beginning in April, 1957.

Westinghouse Gets School Bell Award

NEW YORK — The Westinghouse Broadcasting Company has been given the 1956 "School Bell Award."

The broadcasting company won the award for its filmed sequence of "The Big R," a series dealing with the problems of communities in relationship to education.

Johnson Firm Denies FTC's Ad Charges

WASHINGTON — Johnson & Johnson, New Brunswick, N. J., has denied charges by the Federal Trade Commission that it made discriminatory payments for advertising on TV shows sponsored by United Cigar-Whelan Stores Corp.

FTC says the company, which sells surgical dressings, first-aid kits, and baby products, acknowledges that for the past six years it has given promotional allowances to its customers in return for services or facilities furnished by them. The company denies, however, that it has failed to make these allowances available on a "proportionally equal" basis to all who compete, as is required by the Robinson-Patman Amendment to the Clayton Act.

The complaint, issued March 5, had charged that payments made to United-Whelan were not available "on any terms" to Johnson & Johnson's other customers.

Longines Seeking P.M. Network Time

NEW YORK — Longines is shopping for a half hour of evening network time. The watch company has a new interview show blueprinted for presentation next fall.

Reports are that it is talking to ABC-TV. Victor A. Bennett is the agency.

Conelrad Tests to Silence Stations

NEW YORK — The broadcasting outlets in America will be virtually silent between 4:10 and 4:25 p.m. EDT on July 20. A Conelrad test will see all TV and radio stations across the country off the air, except for those designated by Conelrad as test stations.

ABC Ups Billings 78% Over 1955

NEW YORK — Additional evidence of ABC-TV's growing strength comes from its latest billings report and from a study of its increasing acceptance from the nation's four biggest advertising agencies — J. Walter Thompson, Young & Rubicam, McCann-Erickson and Batten, Barton, Durstine & Osborn.

According to the web's latest billings report, ABC-TV's gross for the first five months of this year totaled \$32,400,000, an increase of 78 per cent over the \$18,200,000 it grossed during the comparable five-month period last year.

But perhaps an even more important sign of ABC-TV's arrival into the big-time is the fact that the four largest ad agencies, traditionally considered smart TV buyers, have each increased their prime time holdings on ABC-TV for next season. In fact, Young & Rubicam's buy, on behalf of General Electric, of ABC's Tuesday, 9-9:30 p.m., spot for "Broken Arrow" and GE's expansion of its "Warner Bros. Presents" give that agency its first major stake in ABC-TV's nighttime picture. This past season, Y&R had completely by-passed ABC prime time franchises.

Similarly, McCann-Erickson, which this past season was represented on ABC by Derby Foods' quarter sponsorship of "Disneyland" and Mennen's half sponsorship of "Wednesday Night Fights," next season will retain these holdings and also bring in Chesapeake-Pond as half sponsor of "Adventures of Jim Bowie." J. Walter Thompson, which this season represented Ciba on "Medical Horizons," Brillo on "Star Tonight," and Quaker Oats on quarter sponsorship of "Ozzie and Harriet," next season is moving Ciba's "Med-

ical Horizons" into Sunday afternoons and is bringing in Kodak as full sponsor of "Ozzie and Harriet," Ford as bankroller of "Ford Theater," and Aluminium, Ltd., as quarter sponsor of "Omnibus." BBD&O is retaining du Pont's sponsorship of "Du Pont Theater" and additionally next season will be represented by General Electric's sponsorship of "Warner Bros. Presents," the result of BBD&O's inheritance of part of the GE account from Maxon.

CBS Nighttime Near Sellout

NEW YORK — The sale of two CBS-TV evening availabilities last week has focused sponsor interest in the only CBS early evening time slot still open for sale—Saturdays, 6:30-7 p.m.

The web is offering either the reruns of "I Love Lucy" or the reruns of the "Burns and Allen" show for airing in that period. Indications are that, if unsold, one or both these rerun properties will be put into syndication. The "Lucy" reruns would be syndicated by CBS-TV Film Sales, the "Burns and Allen" reruns would probably be syndicated by MCA-TV.

The two early evening time slots sold by CBS last week were Saturday, 7-7:30, which was picked up by Pharmacruf for "Beat the Clock" next season, and Wednesday, 7:30-8, which was bought by General Mills for "Giant Step," the Louis Cowan office's new quiz show.

P. & G. Buys 'People's Choice'

NEW YORK — Last week's issue of The Billboard incorrectly reported Procter & Gamble as purchasing alternate weeks of "People Are Funny" on NBC-TV.

P&G did buy alternate weeks of a show on that network, but it was "People's Choice," which it will share with Borden in the 9-9:30 p.m. period on Thursdays.

Joe Wolhandler Named Rogers & Cowan Veep

NEW YORK — Joe Wolhandler, Eastern publicity director of Rogers & Cowan, has been promoted to vice-president of the public relations outfit. R&C handles publicity for Ziv-TV, Hal Roach Studios and numerous other TV accounts.

Nighttime Spot Sought by NBC For 'Outlook'

NEW YORK — NBC-TV is trying to find a nighttime spot next season for "Outlook." The Chet Huntley news feature show, programmed on Sunday afternoons, received an extremely favorable press reaction, and the network would like to give it prime exposure to build its prestige. It is working on a plan to shift one of its sponsored properties into a different time period, now unsponsored.

TV Film Production Figures Show Trend to Majors in Biz

By BOB SPIELMAN

HOLLYWOOD — Nine production companies will turn out better than 80 per cent of all TV film made this year. In other words, in a trend that has been becoming more and more evident, a definite pattern of telefilm majors is being established.

It's noteworthy that, of those nine, two are subsidiaries of theatrical majors. The largest single producer of all is Screen Gems, the Columbia pix subsidiary. With a gross of \$11 million from its TV operation last year, it's estimated that the figure will be upped to around \$17 million for the current season.

The majors, in addition to Screen Gems, are Desilu Productions, Four Star, Hal Roach Studios, Kagan-NBC Film, McCadden Productions, Revue, TCF-TV, and Ziv-TV. Another organization, Official Films, is gradually edging into the category with its European production for TV.

With the accelerated pace the feature pix studios are reaching in their TV operations, the established telefilm studios, such as Hal Roach and Desilu, are facing their biggest challenge to date.

Pointing this up was Screen Gems' decision last week to spend \$1 million for new pilots this fall (Billboard, July 7). No telefilm production company, by itself, has the financial backing for such a development project, which, in its

scope, approximates that of a network.

For the theatrical majors, the switch from features to TV is one of economic practicality. Columbia, for instance, is expected to gross approximately 50 per cent as much from television as from features this year. In net profit, however, Screen Gems may surpass the parent company for the first time.

The reason is that, generally, the net per dollar grossed in TV is much higher than that in the theatrical pix, the ratio sometimes being as much as five or six to one.

The approach the various organizations take varies widely. The policy at Screen Gems is to bring in outside producers with their own packages. Revue and Ziv-TV are, conversely, much more closely knit entities.

Roach, principally, has a system of partnership. The same applies to McCadden and Four Star. Desilu takes in a great deal of under-the-line production. As well as filming its own series, TCF-TV has, so far, stuck principally to 20th Century-Fox properties.

The Kagan-NBC Film organization deserves a place in the line-up because, altho only recently established, it is obviously destined to become one of the larger TV companies.

The line-up of television majors, and the shows they'll produce, is as follows (partnerships and physical production contracts as indicated):

Desilu: I Love Lucy, December Bride (for CBS), The Line-Up (for CBS), Danny Thomas Show (for Marterto), The Brothers (for Ed Feldman-CBS), Wyatt Earp (for Lou Edelman), Jim Bowie (for Lou Edelman), Wire Service (for Don Sharpe).

Four Star Productions: Zane Grey Theater (W/Hal Hudson), Hey, Jeannie, Stage 7, Du Pont Cavalcade (for Du Pont).

Hal Roach Studios: Oh, Susanna!, Blondie, Code 3, John Nesbitt Telephone Time.

Kagan-NBC Film: Hiram Holliday, Life of Riley.

McCadden Productions: Burns & Allen, Bob Cummings Show, Courage (Al Simon), Impact (Al Simon), People's Choice (Irving Brecher).

Revue Productions: Jane Wyman Fireside Theater, G.E. Theater, Alfred Hitchcock Presents, The Crusader, State Trooper, Soldiers of Fortune, Studio 57.

Screen Gems: Tales of the 77 Bengal Lancers (Bert Leonard), Circus Boy (Bert Leonard), Rin Tin Tin (Bert Leonard), Father Knows Best, Ford Theater, Mystery Writers' Theater, The Web (Goodson-Todman), Tales of the Texas Rangers, Capt. Midnight, Playhouse 90 (13 for CBS).

TCF-TV: 20th Century-Fox Hour, My Friend Flicka, Broken Arrow, You Are There (for CBS).

Ziv-TV: West Point Show, Dr. Christian, Highway Patrol, Science Fiction Theater, The Man Called X.

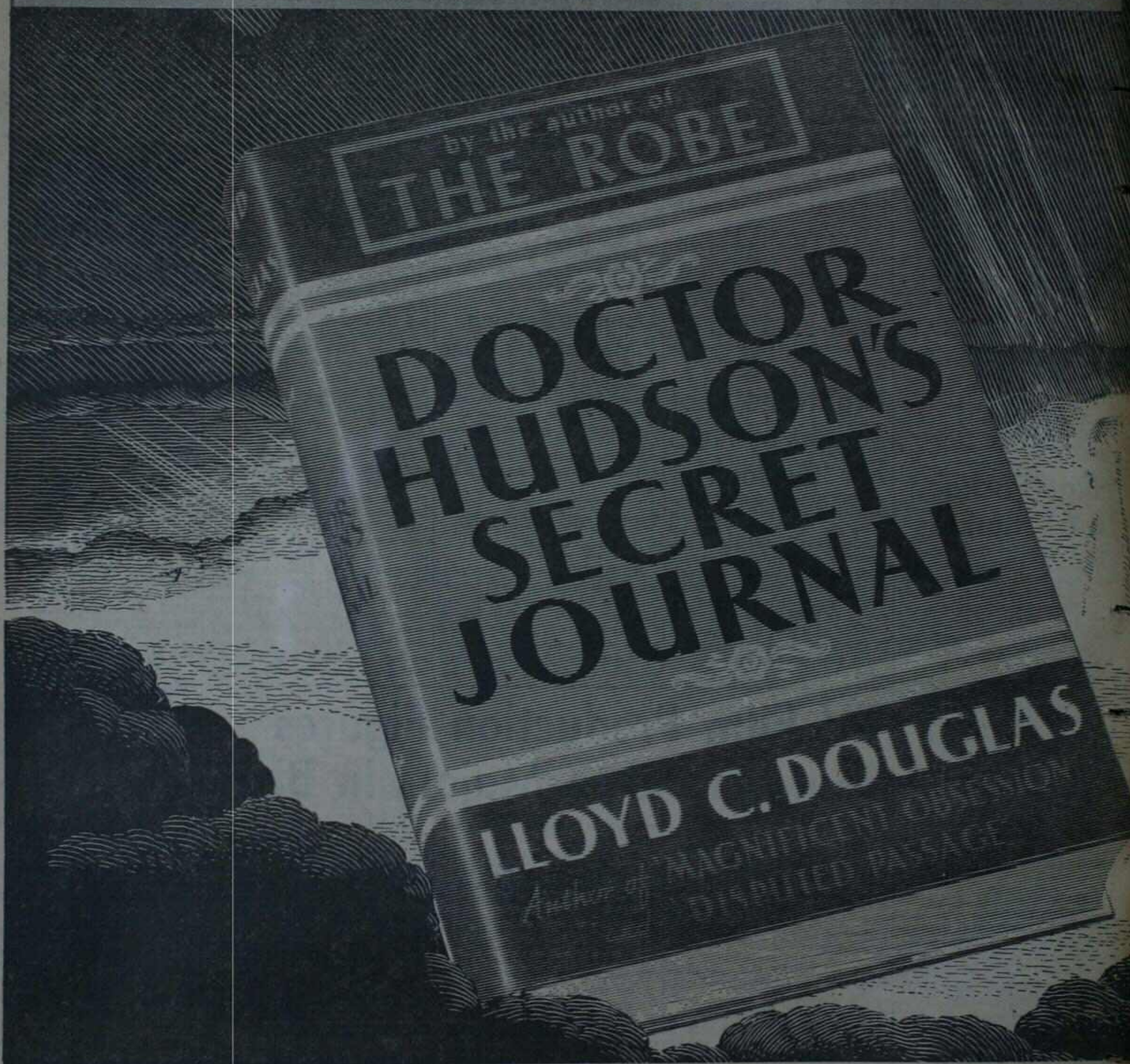
TALENTLESS TELEVISION ATTACKED

George Jean Nathan, dean of drama critics, says that the competition offered the stage by television is about as fierce as that offered the New York Philharmonic by a Trinidad Calypso band. But he doesn't stop at this. Writing in the current issue of Esquire, Nathan claws through the guts of TV and bares its very soul. His outspoken report on talentless television, its "gook" and its writers will draw nods of appreciation from some quarters and stern condemnation from others. No matter which side of the fence you stand on, don't be unprepared for an explosion from Video Land. Be sure to get your copy of

August ESQUIRE now on sale

By demand from 10,000,000 enthralled viewers!

39 ALL-NEW PROGRAMS



best-selling book scores as best-selling film series!

#1 TV SYNDICATED FILM SHOW IN U.S.* — FOUR STRAIGHT MONTHS!

Fantastic ratings wherever shown! (Latest ARB and Videodex) . . .

CHICAGO	31.2	BOISE	45.2	DULUTH	35.0
DENVER	38.6	MIAMI	43.0	HOUSTON	27.4
MILWAUKEE	38.0	ROANOKE	31.3	OKLAHOMA CITY	32.7
ST. LOUIS	30.0	DETROIT	21.8	ALBUQUERQUE	33.3
OMAHA	37.5	MOBILE	36.9	SAN ANTONIO	29.8
PITTSBURGH	42.8	PUEBLO	46.2	CLEVELAND	19.8
ALBANY-TROY	42.1	MINNEAPOLIS	19.8		

Also Number 1 month after sensational month in Chicago, Minneapolis-St. Paul, St. Louis, Denver, Milwaukee, Omaha, San Antonio.

*Videodex 274 - market survey - Feb., March, April, May 1956

Copyrighted material



starring JOHN HOWARD — produced by EUGENE SOLOW and BREWSTER MORGAN

90% Renewed!

Renewed for another full year by Wilson and Company (29 cities)
Renewed for another full year by Bowman Biscuit Company (17 cities)
Renewed for 78 additional weeks by Sears Roebuck
Renewed for another full year by Meister Brau
Renewed by Sun Drug Co., Stewart's Bakeries, Kraft Foods, Idaho First National Bank, Pate Oil Company, Delchamps Modern Food Stores, Commercial Tire Company, plus a host of other sponsors and TV stations!

78 half-hour films now available

write . . .
wire . . .
phone . . .

MCA

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

TV

Film Syndication

Syndicated Film Increase Is Documented by BB Analysis

Continued from page 1

in peak time. These two increased by only one show each.

However, the increase of syndication in fringe time in these seven two-station markets was enormous; up 93 per cent in 6-7:30 p.m., and up 65.6 per cent after 10:30 p.m. Dayton, Indianapolis and Jacksonville accounted for the early evening upbeat. Providence and Indianapolis accounted for the late evening upbeat.

The study does not differentiate between first-run syndication properties and reruns. The survey covers the number of series playing in each market without regard to the number of time periods occupied by a series. Consequently, a series that is presented as a strip is counted only once.

One distributor who saw this chart argued that the figures themselves do not give a true picture of the problems of syndication. He pointed out that a network can pre-empt a locally originated show in option time after it gives adequate notice. This, he said, makes it virtually impossible to anchor a syndicated show in prime time on a firm 52-week contract. Without the firm 52-week deal, he claimed, first-run syndication is all but unfeasible. He ventured the guess that such increases as turned up in prime time were largely reruns, on which both seller and buyer can more easily afford to make 13- or 26-week deals.

Reruns

The head of one of the network distribution outfits, agreeing that the increases represented a large number of reruns, asserted that the influx of reruns this past year were a greater hindrance to first-run syndication than the problem of network option time as described by Moore. This distributor believes that program buyers increasingly tend to prefer reruns to first-runs because they usually result in a lower cost per rating point.

The sharp decline of syndication

HARRIS SAYS

Market for 1st-Run Film Is Improving

NEW YORK—The shortage of quality first-run series for syndication has now reached the point where there is an eager and profitable market available for such product, according to Les Harris, CBS-TV Film Sales' vice-president and general manager.

Harris says CBS-TV Film Sales is now seriously considering producing at least one quality first-run show for syndication. Tho the problem of having to wait for a considerable time before production costs are recouped and profits made still exists, the financial risks have considerably diminished in Harris' opinion. Many stations are avidly seeking good first-run product and are now willing to pay a good price for it, he maintains.

Sponsor Near to WATV's 20th Pix

NEW YORK — Pharmaceuticals, Inc., is expected to pick up most of the sponsorship of the new 20th Century-Fox features bought last week by WATV, Newark.

Pharmaceuticals is a family-owned corporation which also owns the New Jersey station.

in the peak period in the two-station markets, and the puny increase in that period in the three-station markets were generally attributed to the past season's rise of ABC-TV. Similarly, the increase in syndication in prime time periods in the four-or-more station markets is doubtless due to the growth of the independent stations in these markets.

Various reasons were suggested for the increases in syndication placements in all the other time-market breakdowns. The continuing flow of easily priced reruns seemed to be the central reason. Many stations have been knocking

out their local live shows in favor of film, one distributor observed, because film offered better entertainment at a comparable or better price. A number of stations have moved back feature films in the past year to make way for half-hour films, another noted. Some increase was also explained by the entrance into syndication of several large national sponsors, such as General Electric and Nabisco, as well as others on a piecemeal basis. The ad agencies clearing for these sponsors, it was pointed out, carry a lot of time-buying weight and can usually grab better time than local sponsors.

Chunky Buys Reissue Segs Of "Gallant"

NEW YORK—Chunky Candy has bought the recently released reruns of "Captain Gallant," re-titled "Foreign Legionnaire" for syndication. Chunky will sponsor the series in 17 Eastern and Mid-western markets. Television Programs of America is expected to offer the reruns to other syndication sponsors in another month.

"Gallant" has been on NBC-TV for H. J. Heinz for a year and a half. TPA has been syndicating it in sell-off markets all along, but this is the first syndication deal in Heinz markets. A new cycle of 26 episodes is now being shot in Italy for network use. The Grey Agency handles the Chunky account.

Nat'l Ads for Italy's R.A.I. In November

ROME—R.A.I., the State-controlled television and radio system of Italy, will accept nation-wide TV advertising starting in November of this year. The organization's charter has theoretically permitted the acceptance of commercials ever since the 1954 renewal of R.A.I.'s contract with the government; but only now has top management considered Italy's distribution of receivers and the level of programming such as to warrant the policy, altho on radio, advertising has been

Continued on page 14

Number of Syndicated Film Series Playing in 26 Top Markets by Time Periods—1955 vs. 1956

1955					1955 TOTAL	City and No. of Commercial Stations	1956 TOTAL	1956			
Sign On to 6 p.m.	6-7:30	7:30-10:30	10:30 to Sign Off	Sign On to 6 p.m.				6-7:30	7:30-10:30	10:30 to Sign Off	
4 OR MORE COMMERCIAL STATIONS											
22	4	19	7	52	... Chicago (4 Stations)	64	22	6	28	8	
18	12	24	18	72	... Detroit (4)	71	17	32	8	14	
10	28	57	9	104	... Los Angeles (7)	119	13	28	69	9	
23	12	33	11	79	... Minneapolis-St. Paul (4)	73	31	6	26	10	
15	22	30	10	77	... New York (7)	121	32	20	56	13	
8	19	18	4	49	... San Francisco (4) (*a)	64	8	26	19	11	
10	21	24	2	57	... Seattle (4)	61	8	24	23	6	
9	21	16	8	54	... Washington (4)	51	8	21	15	7	
115	139	221	69	544	(*a) KSAN, San Francisco, UHF. Began operation 3/1/56. Responsible for 1 film show in 6-7:30 time period in 1956. Not shown in 1955.	624 (+10.4%)	139 (+20.8%)	163 (+17.9%)	244 (+10.4%)	78 (+13%)	
3 COMMERCIAL STATIONS											
11	7	11	10	39	... Atlanta	46	12	22	4	8	
2	12	2	13	29	... Baltimore	38	14	13	2	9	
14	20	8	5	47	... Buffalo	57	7	17	14	19	
11	8	14	5	38	... Cincinnati	40	9	17	7	7	
4	19	6	8	37	... Cleveland	45	11	18	6	10	
11	8	17	10	46	... Columbus	40	6	18	6	10	
7	5	16	6	34	... Kansas City	59	18	9	29	3	
11	5	12	7	35	... Milwaukee	43	16	4	16	7	
8	12	2	14	36	... Philadelphia	49	16	15	6	12	
12	3	14	7	36	... St. Louis (*b)	53	19	5	24	5	
5	6	29	2	42	... Salt Lake City	50	7	14	29	-	
96	105	131	87	419	(*b) KTVI, St. Louis, UHF. Began operation 4/1955. Responsible for 9 film shows in 7:30-10:30 time period and one in 6-7:30 time period in 1956. Not shown in 1955.	520 (+24.1%)	135 (+40.6%)	152 (+44.9%)	143 (+9.9%)	90 (+3.4%)	
2 COMMERCIAL STATIONS											
13	14	1	11	39	... Boston	45	11	16	2	16	
8	6	11	2	27	... Dayton	27	4	14	6	3	
7	2	24	4	37	... Houston	39	14	3	20	2	
9	4	18	3	34	... Indianapolis	60	23	20	6	11	
8	3	7	3	21	... Jacksonville	24	6	12	4	2	
7	2	11	6	26	... Pittsburgh	31	8	8	12	3	
7	12	7	3	29	... Providence	44	14	10	4	16	
59	43	79	32	213		270 (+26.7%)	80 (+35.5%)	83 (+93%)	54 (-31.6%)	53 (+65.6%)	
270	287	431	188	1176	TOTALS—26 CITIES	1414 (+20.2%)	354 (+31.1%)	398 (+38.9%)	441 (+2.3%)	221 (+12.1%)	

PRIVATE WIRE

Intra-Trade Communication Idea Mulled

NEW YORK—A private intra-industry communications system is now being studied for New York and the nation. It would interconnect TV stations around the country with networks, stations representatives, advertising agencies and allied program sources to transmit intra-industry messages.

The plan for such a system was originally sparked by the Tele-Prompter Corporation, but the study is now being made by a committee which includes top network, advertising and station executives. Irving Cahn, president of Tele-Prompter, is chairman of the committee. Western Union is to provide land lines and punched-tape recording and transmitting equipment for the plan. Traffic loads and message costs are being studied.

ABC Puts Two In New Posts

NEW YORK—ABC Film Syndication has promoted two employees to newly created positions in the company. Joseph Greene, formerly client service manager, has been promoted to assistant to the vice-president in charge of sales, Don Kearney. Norma Lanterman, formerly executive secretary in ABC Film's Chicago sales office, has been promoted to office manager of the Central Division.

Clients Repeat On 'Patrol'

NEW YORK — "Highway Patrol," the show that was voted tops in syndication in The Billboard Fourth Annual Program Awards, has been renewed for a second year by 91 per cent of its first-year clients, Ziv-TV reported last week. This is the highest renewal rate Ziv has ever racked up on a second year's production, according to Bud Riskin, sales vice-president. Among the continuing sponsors are Ballantine Beer in 24 markets, Lion Oil in 10, Pfeiffer Brewing in 10, Kroger Stores in 6 and Wiedemann Brewing in 4.

Production of the new cycle of 39 films started in Hollywood this week.

Ziv Films 'Kane' Pilot

HOLLYWOOD—Pilot of "Martin Kane," private eye drama with a European background, is being put before the cameras by Ziv-TV in London within the next couple of weeks.

William Gargan will star in the series. Ziv Producer Jon Epstein is supervising the pilot.

Vince Melzac Upped to Vice-President by TPA

NEW YORK—Vincent Melzac, assistant to the president of Television Programs of America, has been promoted to vice-president. In addition to handling administrative matters and sales co-ordination, Melzac heads TPA international.

COMEUPPANCE?

AFTRA Local Mulls Action Against Tyne

NEW YORK—The New York local of the American Federation of Television and Radio Artists is on the verge of considering action against George Tyne because of his failure to answer questions posed by the House Un-American Committee at a hearing here last July 18.

Rex Marshall, a member of the New York local board, has filed charges against Tyne. The national board of AFTRA last year passed a ruling that members who refused to answer questions posed by congressional committees can be subject to fine, censure, expulsion or suspension. Tyne is one of five AFTRA members who refused to co-operate with the committee, headed by Rep. Francis Walter (D., Pa.).

Standard Oil Eyes 'Grief'

HONOLULU — Standard Oil Company of California has taken an option on the new Guild Films show, "Captain David Grief," shooting on which will begin here this week.

Standard has been seeking a sea-going program for a western regional to replace "Chevron Theater" in January, primarily because of the success of its previous show, "Waterfront." It's understood that the sponsor is committed to the program providing the pilot comes up to certain standards.

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending June 23

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Bobbi Home Permanent, Toni
Facial Frost, Custom Products
Ford Cars, Ford
Gilmar Records, Gilmar
Instant Maxwell House Coffee, General Foods
Joy, Procter & Gamble
Ladies Home Journal, Curtis
Lipton Ice Tea, Lipton

Product and Advertiser

Marlboro Cigarettes, Philip Morris
Old Gold Cigarettes, P. Lorillard
Pabst Blue Ribbon Beer, Pabst
Philip Morris Cigarettes, Philip Morris
Reader's Digest, Reader's Digest
Swift's Frozen Foods, Swift
Tenderleaf Tea, Standard Brands
Wheat & Rice Honey, National Biscuit

REGIONAL SUMMARIES

Eastern

Absorbine Jr., W. F. Young
Autocraft Coffee Syrup, Brownell & Field
Bactine Antiseptic, Miles
Beech-Nut Baby Food, Beech-Nut
Bobbi Home Permanent, Toni
Brisk Toothpaste, Colgate-Palmolive
"Catered Affair," Movie, M-G-M
Comboshine, Maine Labs.
Dromedary Cake Mix, National Biscuit
Facial Frost, Custom Products
G. Washington Instant, American Home Foods
Gasoline, Calso
Gilmar Records, Gilmar
Grocery Products, AAP
Instant Maxwell House Coffee, General Foods
Keebler Biscuit, Keebler
Kool Cigarettes, Brown & Williamson
Labatts Ale & Beer, John Labatt
Ladies Home Journal, Curtis Publishing

Lanotan, Peau d'Or Sales
Lava, Procter & Gamble
Lestail, Adell
Lipton Ice Tea, Lipton
Marlboro Cigarettes, Philip Morris
Mattresses, Simmons
Meat, John P. Squires
Miller Tires, B. F. Goodrich
Old Gold Cigarettes, P. Lorillard
Philip Morris Cigarettes, Philip Morris
Prestone Anti-Freeze, National Carbon
Raleigh Cigarettes, Brown & Williamson
Robot Gardner, Grant
Sheaffer Pens, H. A. Sheaffer
Shell Oil Products, Shell Oil
Swift's Frozen Foods, Swift
Tenderleaf Tea, Standard Brands
Tide, Procter & Gamble
Trading Stamps, Top Value
Welch Frozen Grape Juice, Welch
Wisk, Lever

Southern

Crackers, Strietmann
Ford Cars, Ford
Frostie Root Beer, Frostie
Gasoline, Phillips 66

Imperial Margarine, Lever
Insect Killer, Real Kill
Lipton Ice Tea, Lipton
Wheat & Rice Honey, National Biscuit

Midwestern

Big Top Peanut Butter, Procter & Gamble
Blatz Beer, Blatz
Bobbi Home Permanent, Toni
Chef-Boy-Ar-Dee, American Home Foods
Chiclets, American Chiclet
Colgate Dental Cream, Colgate-Palmolive
Detroit News, Detroit News
Dove Soap, Lever
Drewry's Beer, Drewry
Dormin, Dormin, Inc.
Eskimo Pie, Fairmont Foods
Espotabs, Eastco
Fluorident, Colgate-Palmolive
Flour, Pillsbury
Ford Cars, Ford
Gilmar Records, Gilmar
Goetz Beer, Goetz
Hill Brothers Coffee, Hill
Hutchinson Wax, Hutchinson
Instant Grip Cement, Instant Grip
Instant Maxwell House Coffee, General Foods
Johnson Foot Powder, Johnson & Johnson
Joy, Procter & Gamble
Karo Frosting Mix, Corn Products
King Edward Cigars, John H. Swisher
Ladies Home Journal, Curtis Publishing
Laxium, Block Drug
Lipton Ice Tea, Lipton

Nytol, Block Drug
Old Gold Cigarettes, P. Lorillard
Pabst Blue Ribbon Beer, Pabst
Pepsi-Cola, Pepsi-Cola
Philip Morris Cigarettes, Philip Morris
Pollident, Block Drug
Pontiac Cars, General Motors
Preparation "H," Whitehall
Purina Dog Food, Purina
Reader's Digest, Reader's Digest
Redbook, R. H. Donnelly
Rise Shaving Lotion, Carter Products
Roloids, American Chiclet
S.S.S. Tonic, S.S.S.
Salem Cigarettes, Reynolds
Sealy Mattress, Sealy
Seven-Up, Seven-Up
Shredded Wheat, National Biscuit
Slimagic, Revlon
Soft Drinks, Pabst
Sunbeam Lawn-Mowers, Sunbeam
Swift's Frozen Foods, Swift
Tenderleaf Tea, Standard Brands
Toy Tiger, Universal International
Transportation, Canadian National Railway
Transportation, Northwest Orient Airlines
Vio Protein Flour, H. F. Peavey
Whitman Chocolates, Whitman
Wildroot Cream Oil, Wildroot
Yellow Pages, R. H. Donnelly
Zerone & Zerex, Du Pont

Southwestern

Borden's Evaporated Milk, Borden
Facial Frost, Custom Products
Ironized Yeast, Sterling
Morton House Casserole, Riddle

Pabst Blue Ribbon Beer, Pabst
Stokley Canned Goods, Stokley-Van Camp
Surechamp Dog Food, Surechamp

Rocky Mountain & West Coast

A D Detergent, Colgate-Palmolive
Breeze, Lever
Camay, Procter & Gamble
Colgate Beauty Bar Soap, Colgate-Palmolive
E-Z Squeeze Topping, Shasta
5-Day Deodorant Pads, 5-Day
Joy, Procter & Gamble
Kaiser Foil, Kaiser
Kool Aid, Perkins Products

Lemonade Mix, Perkins Products
Lipton Ice Tea, Lipton
Marlboro Cigarettes, Philip Morris
Noxema Shave Cream, Noxema
Pharmaceuticals, Tafon
Reader's Digest, Reader's Digest
Saran Wrap, Dow Chemical
Snowdrift, Wesson Oil
Wheat & Rice Honey, National Biscuit

Climax!

BEST NETWORK DRAMATIC SHOW*

thanks...

- ... to the advertiser, ad agency and TV station executives who voted Climax! this proud honor . . .
- ... to the Chrysler Corporation and its advertising agency, McCann-Erickson, for their sponsorship of Climax! over the past two years (and again for the 1956-57 season) . . .
- ... to Bill Ludigan, our host . . . and all of the other artists whose outstanding performances have meant so much . . .
- ... to CBS Television Network officials and technicians, the 127 TV stations which have carried Climax! live from Hollywood, and the 34 stations which receive Climax! via kinescope.

The production staff of Climax! is most appreciative. Without your wonderful contributions this outstanding recognition could not have been possible.

Edgar Peterson • Producer

*The Billboard's 4th Annual TV Program & Talent Awards, 1955-56 Television Season

Can. Renewal For Lombardo

TORONTO — MCA-TV's Guy Lombardo Show has been renewed for 52 weeks over 13 Ontario TV stations by its sponsor, Loblaw's, supermarket operators.

The new series of 39 films features guest singers, plus a special "surprise guest" each week. The show was initially contracted for in December, 1954, by Loblaw's.

Beckjordan Signs WIMA-TV, Lima, O.

NEW YORK—Elizabeth Beckjordan has added WIMA-TV, Lima, O., to the list of stations she represents for network business. Her other two clients are KROC-TV, Rochester, Minn., and KELO-TV, Sioux Falls, S. D., along with its satellite, KDLO-TV, Florence, S. D.

Mrs. Beckjordan's function is to persuade network clients to use these stations. All three are primary NBC affiliates.

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 Variety Shows

MAY RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Ed Sullivan Show Lincoln-Mercury (CBS)	50.6
2.	Perry Como Show Int'l Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC)	35.3
3.	Chery Show-Bob Hope Chevrolet (NBC)	29.0
4.	Godfrey's Talent Scouts Lipton, Toni (CBS)	28.4
5.	Godfrey & His Friends Kellogg, CBS Columbia, Toni, Pillsbury (CBS)	24.0
6.	Amateur Hour Serutan (ABC)	17.7
7.	Stage Show Nestle (CBS)	16.0
8.	Arthur Murray Party Hazel Bishop, Toni (CBS)	14.5
9.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	13.0
10.	Ozark Jubilee Antell, Amer. Home (ABC)	8.0

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Ozark Jubilee Antell, Amer. Home (ABC)	1.06
2.	Ed Sullivan Show Lincoln-Mercury (CBS)	1.03
3.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	1.01
4.	Amateur Hour Serutan (ABC)	.98
5.	Perry Como Show Int'l Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC)	.94
6.	Stage Show Nestle (CBS)	.50
7.	Godfrey & His Friends Kellogg, CBS Columbia, Toni, Pillsbury (CBS)	.44
8.	Arthur Murray Party Hazel Bishop, Toni (CBS)	.43
9.	Chery Show-Bob Hope Chevrolet (NBC)	.43
10.	Godfrey's Talent Scouts Lipton, Toni (CBS)	.75

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Amateur Hour Serutan (ABC)	1.26
2.	Ed Sullivan Show Lincoln-Mercury (CBS)	1.24
3.	Godfrey & His Friends Kellogg, CBS Columbia, Toni, Pillsbury (CBS)	1.20
4.	Perry Como Show Int'l Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC)	1.18
5.	Chery Show-Bob Hope Chevrolet (NBC)	1.16
6.	Arthur Murray Party Hazel Bishop, Toni (CBS)	1.15
7.	Godfrey's Talent Scouts Lipton, Toni (CBS)	1.11
8.	Ozark Jubilee Antell, Amer. Home (ABC)	1.10
9.	Stage Show Nestle (CBS)	1.06
10.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	1.04

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Kids Per Set
1.	Comedy Hour Avco, Jergens, Brown & Williamson (NBC)	1.05
2.	Ozark Jubilee Antell, Amer. Home (ABC)	.84
3.	Perry Como Show Int'l Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC)	.72
4.	Ed Sullivan Show Lincoln-Mercury (CBS)	.60
5.	Stage Show Nestle (CBS)	.57
6.	Amateur Hour Serutan (ABC)	.56
7.	Arthur Murray Party Hazel Bishop, Toni (CBS)	.48
8.	Godfrey & His Friends Kellogg, CBS Columbia, Toni, Pillsbury (CBS)	.46
9.	Godfrey's Talent Scouts Lipton, Toni (CBS)	.43
10.	Chery Show-Bob Hope Chevrolet (NBC)	.30

Web Winners

AMATEUR HOUR-ABC-TV
Despite its low budget, ABC's "Amateur Hour" successfully topped its NBC competition of "Goodyear Television Playhouse" on Sunday night, 9-10, according to the latest American Research Bureau rating report. The June ARB report gives "Amateur Hour" a 17.9 rating. "Goodyear" pulled only a 14.9. "Amateur Hour" also won the distinction of pulling in more women viewers per set than any other network TV show. According to ARB's figuring, "Amateur Hour" attracted an average 1.31 women viewers per set.

Films to Watch

HIGHEST AVERAGES
This week's "Scoreboard" lists the syndicated shows that were the tops of the 1955-1956 season based on a nine-month average of their national weighted ratings. The list has few surprises, but it offers some interesting generalizations. For instance, only one of the top 10 shows made its debut in this nine-month period. Some of the others are heavily in rerun sales. The reruns of such shows as "Mr. District Attorney," "Douglas Fairbanks Presents," "Celebrity Playhouse" and "Man Behind the Badge" will probably be offering excellent cost-per-thousand opportunities next season.

• ARB Top Shows by Viewers

How Network Shows Rated Among Viewers for June

This weekly audience composition analysis shows the relative popularity of network series regardless of program type by number of viewers attracted. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4. (* Indicates Film)

Rank	Show, Sponsor & Web	Viewers June 1-7 (000)
1.	Ed Sullivan, Lincoln-Mercury (CBS)	48,370
2.	\$64,000 Question, Revlon (CBS)	39,540
3.	*I Love Lucy, P&G, Gen'l Foods (CBS)	38,400
4.	\$64,000 Challenge, Revlon, Kent (CBS)	33,460
5.	Perry Como, Intl. Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC)	31,830
6.	George Gobel, Pet Milk, Armour (NBC)	28,330
7.	*December Bride, Gen'l Foods (CBS)	27,530
8.	I've Got a Secret, R. J. Reynolds (CBS)	27,440
9.	*You Bet Your Life, DeSoto-Plymouth (NBC)	27,350
10.	What's My Line, Montener, Remington Rand (CBS)	26,440
11.	*Alfred Hitchcock Presents, Bristol-Myers (CBS)	25,680
12.	*Playhouse of Stars, Schlitz (CBS)	24,850
13.	Lawrence Welk, Dodge (ABC)	24,735
14.	*Jack Benny, Amer. Tobacco (CBS)	24,540
15.	Your Hit Parade, Hudnut, Amer. Tobacco (NBC)	24,490
16.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	24,480
17.	*Lineup, P&G, Brown & Williamson (CBS)	24,430
18.	Red Skelton, S. C. Johnson, Pet Milk (CBS)	23,980
19.	*Disneyland, Partic. (ABC)	22,795
20.	Climax, Chrysler (CBS)	22,255
21.	Lux Video Theater, Lever (NBC)	22,025
22.	This Is Your Life, P&G, Hazel Bishop (NBC)	21,940
23.	*G. E. Theater, General Electric (CBS)	21,840
24.	*People Are Funny, Toni, Paper Mate (NBC)	21,480
25.	Dragnet, Liggett & Myers (NBC)	20,280

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Western Shows

MAY RATINGS		
Rank	Show & Distrib.	Avg. May Rtg.
1.	Annie Oakley (CBS)	15.0
2.	Wild Bill Hickok (Flamingo)	12.1
3.	Stories of the Century (Hollywood)	11.3
3.	Death Valley Days (Borax)	11.3
5.	Buffalo Bill Jr. (CBS)	11.0
6.	Cisco Kid (Ziv)	10.6
7.	Sky King (Nabisco)	10.2
8.	Hopalong Cassidy (NBC)	9.2
9.	Judge Roy Bean (Screencraft)	9.1
10.	Steve Donovan, Western Marshal (NBC)	8.8

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Borax)	.80
2.	Stories of the Century (Hollywood)	.75
3.	Gene Autry-1 Hr. (CBS)	.69
4.	Hopalong Cassidy (NBC)	.65
5.	Gene Autry (CBS)	.60
6.	Judge Roy Bean (Screencraft)	.58
7.	Cisco Kid (Ziv)	.51
7.	Wild Bill Hickok (Flamingo)	.51
9.	Hopalong Cassidy-1 Hr. (NBC)	.49
9.	Range Rider (CBS)	.49

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Judge Roy Bean (Screencraft)	.79
2.	Stories of the Century (Hollywood)	.77
3.	Death Valley Days (Borax)	.75
4.	Hopalong Cassidy (NBC)	.60
5.	Gene Autry (CBS)	.57
6.	Annie Oakley (CBS)	.55
7.	Gene Autry-1 Hr. (CBS)	.54
8.	Sky King (Nabisco)	.48
9.	Range Rider (CBS)	.45
9.	Hopalong Cassidy-1 Hr. (NBC)	.45

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	237
2.	Gene Autry-1 Hr. (CBS)	234
3.	Judge Roy Bean (Screencraft)	232
4.	Death Valley Days (Borax)	225
6.	Annie Oakley (CBS)	213
7.	Range Rider (CBS)	209
8.	Cisco Kid (Ziv)	207
9.	Sky King (Nabisco)	205
10.	Hopalong Cassidy-1 Hr. (NBC)	203

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Gene Autry-1 Hr. (CBS)	.28
1.	Wild Bill Hickok (Flamingo)	.28
3.	Hopalong Cassidy (NBC)	.27
3.	Steve Donovan, Western Marshal (NBC)	.27
5.	Sky King (Nabisco)	.26
6.	Cisco Kid (Ziv)	.25
6.	Cowboy G-Men (Flamingo)	.25
6.	Gene Autry (CBS)	.25
9.	Buffalo Bill Jr. (CBS)	.24
9.	Death Valley Days (Borax)	.24

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	.95
2.	Buffalo Bill Jr. (CBS)	.94
3.	Range Rider (CBS)	.93
4.	Cisco Kid (Ziv)	.89
5.	Cowboy G-Men (Flamingo)	.88
5.	Hopalong Cassidy-1 Hr. (NBC)	.88
5.	Steve Donovan, Western Marshal (NBC)	.88
5.	Wild Bill Hickok (Flamingo)	.88
9.	Hopalong Cassidy (NBC)	.85
10.	Gene Autry (CBS)	.83
10.	Gene Autry-1 Hr. (CBS)	.83

• Pulse Top 20 Pix for Season

How Non-Net Films Rated September '55 to May '56

This special analysis shows the season's average ratings for non-network film series which appeared in the top 25 multi-market ratings at least six times during the nine-month period indicated above. Normally, on consecutive weeks, this chart shows the relative popularity by number of viewers attracted according to sex or age. For additional information on audience, size or coverage, please consult The Pulse, 15 West 46th Street, N. Y. C.

Rank Order	Title and Distributor of Series	Season's Average Multi-Market Rating
1.	Life of Riley (NBC)	16.7
2.	Mr. District Attorney (Ziv)	16.3
3.	Highway Patrol (Ziv)	14.5
4.	Doug. Fairbanks Presents (ABC)	13.9
5.	Badge 714 (NBC)	13.8
6.	Celebrity Playhouse (Screen Gems)	13.7
7.	Man Behind the Badge (MCA)	13.5
8.	Annie Oakley (CBS)	13.4
8.	Superman (Flamingo)	13.4
10.	I Led Three Lives (Ziv)	13.3
11.	Amos 'n' Andy (CBS)	13.0
12.	Dr. Hudson's Secret Journal (MCA)	12.9
13.	Eddie Cantor (Ziv)	12.8
14.	Waterfront (MCA)	12.5
15.	Little Rascals (Interstate)	12.1
15.	Science Fiction Theater (Ziv)	12.1
17.	Wild Bill Hickok (Flamingo)	11.8
18.	Cisco Kid (Ziv)	11.5
19.	Confidential File (Guild)	11.3
20.	Sherlock Holmes (NTA)	8.0

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PULSE LOCAL RATINGS FOR MAY

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



The terrible vengeance of Joseph P. Fyffe

ON A WARM August evening in 1870, a footsore stranger in naval officer's uniform walked into East Haddam, Connecticut.

His name was Joseph P. Fyffe, and he was revenging himself on the Navy for refusing to advance him travel money to proceed to his new station, San Francisco.

He was trudging cross-country on foot. And conscientiously wiring in daily progress reports well-calculated to give his superiors apoplexy. His sixth, from Albany, N.Y., read in part:

"Entered Albany barefooted X Comfortable X Earning my keep as bartender X Local rum far superior that served in Navy X Am sending sample"

At this, the Navy struck its colors, reversed its time-honored tradition, and began prepaying travel allowances.

Strangely enough, Joe Fyffe actually wound up as a rear admiral. That, of course, was years later; and he has long since passed to his reward. But his vigorous and outspoken independence is still alive and kicking in today's Americans. That's why our country is a strong, vital nation and why our country's Savings Bonds are one of the finest investments in the world.

165 million Americans stand behind U.S. Savings Bonds. There is no better guarantee. So buy Bonds regularly—and keep the ones you buy.

It's actually easy to save—when you buy Series E Savings Bonds through the Payroll Savings Plan. Once you've signed up at your pay office, your saving is done for you. The Bonds you receive pay good interest—3% a year, compounded half-yearly when held to maturity. And the longer you hold them, the better your return. Even after maturity, they go on earning 10 years more. So hold on to your Bonds! Join Payroll Savings today—or buy Bonds where you bank.

Safe as America—U.S. Savings Bonds

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BANGOR, ME.

2 TV STATIONS—102,300 TV HOMES
Population—109,200 (180th in U. S.)
Buying Income—\$145,957,000 (199th)
Retail Sales—\$134,559,000 (167th)
Food Sales—\$31,356,000 (164th)
Drug Sales—\$2,704,000 (218th)
Automotive—\$29,974,000 (157th)
Above figures include following county: Penobscott

TOP NETWORK SHOWS

- 1. Groucho Marx, WABI, Th. 46.3
2. Fireside Theater, WABI, T. 44.0
3. Dragnet, WABI, Th. 40.0
3. Perry Como, WABI, S. 40.0
4. Big Surprise, WABI, S. 39.3
4. This Is Your Life, WABI, Th. 39.0
7. Father Knows Best, WABI, W. 37.8
8. Ford Theater, WABI, Th. 37.3
9. Rin Tin Tin, WABI, Th. 36.8
10. Life of Riley, WABA, F. 36.5

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather, Misc. (6:15 p.m.), WABI, T-F. 30.1
2. Aultry-Rogers Theater, WABI, M-F. 27.8
3. Pinky Lee, WABI, M-F. 22.8
4. Queen for a Day, M-F. 20.8
5. Matinee Theater, WABI, M-F. 14.0
Harvard Theater, Misc., WABI, M-F. 13.3
7. Secret Storm, WTWO, M-F. 13.1
8. Brighter Day, WTWO, M-F. 12.7
9. CBS News, WTWO, M-F. 10.3
10. Guiding Light, WTWO, M-F. 9.7

TOP SYNDICATED FILMS

- 1. Badge 714 (NBC), WABI, S. 7:00 40.8
2. Highway Patrol (Ziv), WABI, Th. 9:00 38.8
3. Racket Squad (ABC), WABI, W. 7:00 35.8
4. Steve Donovan, Western Marshal (NBC), WABI, M. 7:00 33.9
5. City Detective (MCA), WABI, W. 6:30 32.8
6. Hopalong Cassidy (NBC), WABI, Su. 6:30 30.3
7. I Led Three Lives (Ziv), WTWO, M. 8:30 29.3
8. Tales of the Texas Rangers (Screen Gems), WABI, F. 7:00 29.0
9. Stu Erwin Show (Official), WABI, F. 6:30 29.0
10. My Hero (Official), WABI, T. 6:30 28.3
11. Bulova Showtime (Bulova), WABI, M. 7:30 27.8
12. The Hunter (Tafon), WTWO, S. 9:00 25.8
13. Annie Oakley (CBS), WABI, T. 7:30 24.3
14. Confidential File (Guild), WABI, M. 9:00 23.8
14. Mr. District Attorney (Ziv), WTWO, T. 7:00 23.8
16. Greatest Fights of the Century (Baum), WABI, W. 11:00 22.5
17. Inspector Mark Saber (Thompson), WTWO, Su. 9:30 21.8
18. Dr. Hudson's Secret Journal (MCA), WABI, Su. 7:30 21.3
19. Science Fiction Theater (Ziv), WTWO, Th. 9:30 15.3
20. Man Called X (Ziv), WTWO, Th. 7:30 13.5
21. San Francisco Beat (CBS), WTWO, M. 7:00 13.0
22. Inspector Mark Saber (Thompson), WTWO, Th. 7:00 11.0
23. Crunch and Des (NBC), WTWO, F. 7:00 10.8
24. Superman (Flamingo), WTWO, T. 5:00 9.8
25. Wild Bill Hickok (Flamingo), WTWO, Th. 5:00 9.3
26. The Pendulum (Thompson), WTWO, Su. 10:00 8.5
27. Science in Action (TPA), WTWO, W. 7:00 7.0
28. Facts Forum (Facts Forum), WTWO, Su. 3:30 4.3

PHOENIX, ARIZ.

4 TV STATIONS—129,900 TV HOMES
Population—505,000 (46th in U. S.)
Buying Income—\$705,500,000 (52d)
Retail Sales—\$525,567,000 (51st)
Food Sales—\$119,684,000 (50th)
Drug Sales—\$104,208,000 (40th)
Automotive—\$19,707,000 (52d)
Above figures include following county: Maricopa

TOP NETWORK SHOWS

- 1. \$64,000 Question, KOOL, T. 37.9
1. Do Your Trust Your Wife? KOOL, T. 32.9
2. Jackie Gleason, KOOL, S. 32.9
4. Ed Sullivan, KOOL, Su. 32.3
5. December Bride, KOOL, M. 30.5
5. \$64,000 Challenge, KOOL, Su. 30.5
7. Our Miss Brooks, KOOL, F. 29.7
8. Gunsmoke, KOOL, S. 29.5
9. Red Skelton, KOOL, T. 28.5
10. Your Hit Parade, KVAR, S. 28.3

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KTKV, M-F. 16.9
2. Bob Crosby, KOOL, M-F. 15.2
3. Big Payoff, KOOL, M-F. 15.0
4. Art Linkletter, KOOL, M-F. 14.9
5. As the World Turns, KOOL, M-F. 14.1
6. Robert Q. Lewis, KOOL, M-F. 13.9
7. Brighter Day, KOOL, M-F. 13.8
8. Secret Storm, KOOL, M-F. 13.5
9. Jack Parr, KOOL, M-F. 13.4
10. It's Wallace, KPHO, M-F. 12.7

TOP SYNDICATED FILMS

- 1. Stage 7 (TPA), KOOL, Su. 9:00 27.3
2. Highway Patrol (Ziv), KPHO, F. 9:00 26.9
3. Celebrity Playhouse (Screen Gems), KOOL, S. 9:30 23.9
4. Life of Riley (NBC), KVAR, Su. 9:30 21.8
5. City Detective (MCA), KPHO, F. 9:30 20.9
6. Waterfront (MCA), KOOL, M. 9:00 19.5
7. I Married Joan (Interstate), KPHO, M. 7:30 16.9
7. Passport to Danger (ABC), KPHO, T. 9:00 16.9
7. Stories of the Century (Hollywood), KPHO, W. 9:00 16.9
7. San Francisco Beat (CBS), KPHO, Th. 8:30 16.9
7. Guy Lombardo (MCA), KPHO, Su. 8:30 16.9
12. Confidential File (Guild), KPHO, Su. 9:00 16.3
13. My Little Margie (Official), KOOL, M. 7:00 16.2
14. Mr. and Mrs. North (Schubert), KPHO, T. 8:30 15.9
14. Studio 57 (MCA), KOOL, Th. 8:00 15.9
14. Range Rider (CBS), KPHO, F. 8:00 15.9
17. Public Defender (Interstate), KPHO, F. 8:30 15.3
18. Racket Squad (ABC), KTRK, Th. 9:00 15.3
19. Badge 714 (NBC), KVAR, W. 9:30 15.2
20. I Led Three Lives (Ziv), KVAR, F. 8:30 15.0
21. Dr. Hudson's Secret Journal (MCA), KVAR, M. 9:00 14.9
21. Life With Elizabeth (Guild), KTKV, Th. 8:00 14.9
21. Annie Oakley (CBS), KOOL, S. 5:00 14.9
24. Mr. District Attorney (Ziv), KVAR, Su. 9:00 14.5
24. I Search for Adventure (Bag-nall), KOOL, Su. 6:00 14.5
26. Candid Camera (Assoc. Art.), KVAR, Su. 5:30 14.4
27. Annie Oakley (CBS), KOOL, Su. 6:30 14.2
28. Heart of the City (MCA), KPHO, Th. 9:00 13.7
29. Amos 'n' Andy (CBS), KPHO, Th. 9:30 13.2
30. Man Behind the Badge (MCA), KPHO, M. 7:00 13.0

SAN ANTONIO

3 TV STATIONS—131,500 TV HOMES
Population—580,500 (36th in U. S.)
Buying Income—\$764,766,000 (50th)
Retail Sales—\$631,713,000 (41st)
Food Sales—\$138,155,000 (45th)
Drug Sales—\$17,422,000 (50th)
Automotive—\$126,944,000 (43d)
Above figures include following county: Bexar

TOP NETWORK SHOWS

- 1. \$64,000 Question, KENS, T. 50.4
2. Ed Sullivan, KENS, Su. 46.0
3. I Love Lucy, KENS, M. 41.4
4. Our Miss Brooks, KENS, F. 40.4
5. Climax, KENS, Th. 40.0
6. Studio One, KENS, M. 39.7
7. What's My Line? KENS, Su. 39.4
8. Bob Hope, WOAI, T. 39.3
9. Red Skelton, KENS, T. 39.0
10. I've Got a Secret, KENS, W. 38.4
10. \$64,000 Challenge, KENS, Su. 38.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KENS, M-F. 26.8
2. CBS News, KENS, M-F. 21.5
3. 6:00 News, Weather, KENS, M-F. 20.7
4. News Roundup (10:30 p.m.), KENS, M-F. 18.0
5. 6 o'Clock News, WOAI, M-F. 16.7
6. Weather, Sports (6:15 p.m.), WOAI, M-F. 16.3
7. Little Rascals, Misc., KENS, M-F. 16.2
8. Search for Tomorrow, KENS, M-F. 16.1
9. Guiding Light, KENS, M-F. 15.7
10. Queen for a Day, WOAI, M-F. 15.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WOAI, Th. 8:00 36.4
1. Ellery Queen (TPA), KENS, F. 8:30 36.4
3. Badge 714 (NBC), WOAI, F. 7:30 31.4
4. Dr. Hudson's Secret Journal (MCA), KENS, T. 7:00 30.4
4. Waterfront (MCA), WOAI, W. 9:30 30.4
6. Science Fiction Theater (Ziv), WOAI, W. 8:00 29.4
7. Sherlock Holmes (NTA), KENS, Th. 8:30 28.9
8. I Led Three Lives (Ziv), KENS, W. 10:00 26.8
9. Passport to Danger (ABC), KENS, S. 10:00 24.8
10. Crosscurrent (Official), KENS, Th. 7:00 23.4
11. Judge Roy Bean (Screencraft), WOAI, Su. 8:30 22.0
12. Annie Oakley (CBS), KENS, Th. 6:30 21.5
13. Buffalo Bill Jr. (CBS), KENS, S. 10:30 a.m. 21.0
14. Man Called X (Ziv), WOAI, M. 8:30 20.5
14. Tales of Tomorrow (Sterling), WOAI, S. 9:30 20.5
16. Follow That Man (MCA), KENS, T. 9:00 20.4
17. Superman (Flamingo), KENS, F. 6:30 19.5
18. Sky King (Nabisco), KENS, W. 4:30 19.0
19. Wild Bill Hickok (Flamingo), KENS, Th. 4:30 18.0
20. Confidential File (Guild), WOAI, Th. 9:30 16.8
20. Little Rascals (Interstate), KENS, M-F. 4:00 16.8
22. Count of Monte Cristo (TPA), WOAI, S. 10:15 15.7
23. My Little Margie (Official), KENS, M-F. 3:00 11.4
24. Patti Page (Oldimobile), WOAI, T. Th. 10:15 11.0
25. My Hero (Official), KENS, Su. 2:00 8.4
26. Cisco Kid (Ziv), KCOR, Th. 8:00 03.8
27. Popular Science (Interstate), KCOR, Su. 6:30 01.0

FRESNO, CALIF.

3 TV STATIONS—76,100 TV HOMES
Population—317,300 (67th in U. S.)
Buying Income—\$499,235,000 (74th)
Retail Sales—\$399,234,000 (66th)
Food Sales—\$101,482,000 (57th)
Drug Sales—\$13,284,000 (61st)
Automotive—\$57,821,000 (86th)
Above figures include following county: Fresno

TOP NETWORK SHOWS

- 1. Ed Sullivan, KJEO, Su. 50.3
2. \$64,000 Question, KJEO, T. 46.7
3. Groucho Marx, KMJ, Th. 44.0
4. Boxing, KMI, F. 40.8
5. Dragnet, KMI, Th. 39.5
6. I Love Lucy, KJEO, M. 38.4
7. What's My Line? KJEO, Su. 37.8
8. Perry Como, KMI, S. 37.2
9. Big Story, KMI, F. 37.0
9. Boxing, KJEO, W. 37.0

TOP MULTI-WEEKLY SHOWS

- 1. News Caravan, Misc., KMI, M-F. 23.7
2. Mickey Mouse Club, KJEO, M-F. 22.9
3. Queen for a Day, KMI, M-F. 19.2
4. Dinah Shore, KMI, T. Th. 18.7
5. News Time (6:15 p.m.), KMI, M-F. 13.7
6. Gene Autry, KMI, T. Th. 12.5
6. Today-Agriculture, KMI, M-F. 12.5
8. Roy Rogers, KMI, M. W. F. 12.4
9. Art Linkletter, KJEO, M-F. 10.9
9. Newsline (11 p.m.), KMI, M-F. 10.9

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bag-nall), KJEO, T. 7:30 36.4
2. I Led Three Lives (Ziv), KJEO, Su. 9:00 33.9
2. Stage 7 (TPA), KMI, F. 8:30 32.9
4. Science Fiction Theater (Ziv), KJEO, T. 8:00 32.5
1. Highway Patrol (Ziv), KMI, Th. 6:30 29.7
6. Wild Bill Hickok (Flamingo), KMI, Th. 7:00 28.9
7. Steve Donovan, Western Marshal (NBC), KMI, M. 7:00 26.2
1. Confidential File (Guild), KMI, W. 10:30 25.7
9. Dr. Hudson's Secret Journal (MCA), KMI, S. 7:00 24.9
10. Crunch and Des (NBC), KJEO, F. 9:30 23.0
11. Hopalong Cassidy (NBC), KMI, M. 6:30 22.9
12. Kit Carson (MCA), KMI, T. 6:30 22.4
12. Badge 714 (NBC), KMI, F. 10:00 22.4
14. Annie Oakley (CBS), KMI, Su. 5:30 22.0
15. Waterfront (MCA), KJEO, T. 6:30 21.5
16. Tales of the Texas Rangers (Screen Gems), KJEO, W. 6:00 21.4
16. Steve Donovan, Western Marshal (NBC), KMI, Su. 6:00 21.4
18. Judge Roy Bean (Screencraft), KJEO, F. 6:00 21.0
19. Ramar of the Jungle (TPA), KJEO, Th. 6:00 20.8
20. Superman (Flamingo), KMI, W. 6:30 20.8
21. Stars of the Grand Ole Opry (Flamingo), KMI, Su. 7:30 21.7
22. Range Rider (CBS), KMI, Su. 5:00 21.5
23. Long John Silver (CBS), KJEO, T. 6:00 21.4
24. Range Rider (CBS), KMI, T. 7:00 21.5
25. Victory at Sea (NBC), KMI, Su. 4:30 21.3
26. The Whistler (CBS), KJEO, F. 7:30 21.2
27. Headline (MCA), KMI, F. 10:30 21.2
28. Guy Lombardo (MCA), KJEO, F. 7:00 21.2
29. Your All Star Theater (Screen Gems), KJEO, Su. 5:10 21.4
30. Gene Autry (CBS), KMI, T. Th. 4:00 21.2

THIS WEEK'S FILM BUYS

CBS TV FILM SALES

- BUFFALO BILL JR. KOTA, Rapid City, S. D.: Fairmount Foods
CBS NEWSFILM WRGB, Schenectady, N. Y.: Adv. TBA
BRAVE EAGLE WJIX, Nashville; WEWS, Cleveland: Adv. TBA
RANGE RIDER WJIX, Nashville: Adv. TBA
LIFE WITH FATHER WREC, Memphis: Adv. TBA
AMOS 'N' ANDY KTHC, Austin, Tex.: Terrace Motor Hotel
WTIV, Jackson, Miss.; Milner Chevrolet
KOMU, Columbia, Mo.: Adv. TBA
TERRYTOONS WRCV, Philadelphia; WRGP, Chattanooga, Tenn.: Adv. TBA
WHISTLER WPIX, New York: Adv. TBA
SAN FRANCISCO BEAT KNBC, Kansas City, Mo.; WMBR, Baltimore; WREC, Memphis: Adv. TBA

GUILD FILMS

- LIBERACE WEWS-TV, Cleveland: Adv. TBA
RCA RECORDED PROGRAM SERVICE
THE WORLD AROUND US WJWJ, Miami: National Chemical and Nehi Bottling
SCREENCRAFT PICTURE MICKEY ROONEY SHOW KTTV, Los Angeles; KTVT, Salt Lake City; KFOR, Portland, Ore.; KJEO, Fresno, Calif.; KBET, Sacramento; KOAT, Albuquerque, N. M.; KPHO, Phoenix, Ariz.; KXLY, Spokane; WABD, New York; KVOA, Tucson, Ariz.; KIDO, Boise, Idaho; KFSO, San Diego, Calif.: Adv. TBA
JUDGE ROY BEAN KRGV, Westaco, Tex.; WABD, New York; KBOA, Tucson, Ariz.: Adv. TBA
SCREEN GEMS WHIL, Johnson City, Tenn.; Mobile,

- Ala.: Interstate Life & Accident Insurance
WSB, Atlanta; WESH, Daytona Beach, Fla.; WCSC, Charleston, S. C.; KENI, Anchorage, Alaska; KPAR, Fairbanks, Alaska: Adv. TBA
CELEBRITY PLAYHOUSE WRCA, New York; WNHC, New Haven, Conn.; Ronzoni Macaroni and Savarin Coffee
WCTV, Tallahassee, Fla.: Interstate Life & Accident Insurance
KELO, Sioux Falls, S. D.; Conoco
KROC, Rochester, Minn.: Olmstead County Bank
KDAL, Duluth First & American National Bank
DAMON RUNYON THEATER WABC, New York: Adv. TBA
FEATURE FILMS WGBS, Miami; KVIP, Redding, Calif.; WTMJ, Milwaukee; WHYN, Springfield; WSPA, Spartanburg, S. C.;

- WFLA, Tampa; WTVH, Peoria, Ill.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis.; WCHS, Charleston, W. Va.; KFBB, Great Falls, Mont.; KFRS, Fairbanks, Alaska; KENI, Anchorage, Alaska: Adv. TBA
JET JACKSON KOAT, Albuquerque, N. M.; KVIP, Redding, Calif.; KSLA, Shreveport, La.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis.: Adv. TBA
STERLING TELEVISION MOVIE MUSEUM WGAN, Portland, Me.; WGRI, Scranton, Pa.; WSPD, Toledo: Adv. TBA
I'M THE LAW WHIZ, Zanesville, O.; WTAP, Parkersburg, W. Va.; KOAT, Albuquerque, N. M.: Adv. TBA
ZIV TELEVISION PROGRAMS FESTIVAL MEN WOAI, San Antonio; Richter's Bakery

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

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.

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

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.

HOUSTON-GALVESTON

3 TV STATIONS—303,200 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., 39.4
2. 564,000 Question, KGUL, T., 36.5
3. Your Hit Parade, KPRC, S., 32.7
4. George Gobel, KPRC, S., 31.5
5. Perry Como, KPRC, S., 30.0
6. Robert Cummings, KGUL, Th., 29.6
7. Dragnet, KPRC, W., 27.8
8. Person to Person, KGUL, F., 27.2
9. Ford Theater, KPRC, Th., 27.0
9. 564,000 Challenge, KGUL, Su., 27.0

TOP MULTI-WEEKLY SHOWS

- 1. I Married Joan, KGUL, M-F., 18.3
2. Mickey Mouse Club, KTRK, M-F., 16.3
3. Newsreel, Weather (6:15 p.m.), KPRC, M-F., 13.4
4. World Sports (6 p.m.), KPRC, M-F., 13.3
5. Queen for a Day, KPRC, M-F., 12.2
6. Roy Rogers, KPRC, M-F., 11.9
7. News, Weather (10:30 p.m.), KPRC, T., 10.7
8. Little Rascals, KTRK, M-F., 10.5
9. Howdy Doodie, KPRC, M-F., 10.4
10. Eddie Fisher, KPRC, W., F., 9.7

TOP SYNDICATED FILMS

- 1. Cisco Kid (Ziv), KPRC, Th.-7:00, 28.3
2. I Led Three Lives (Ziv), KPRC, T.-8:30, 24.3
3. Dr. Hudson's Secret Journal (MCA), KPRC, M.-8:30, 24.3
4. Highway Patrol (Ziv), KPRC, Su.-9:30, 22.7
5. Star and the Story (Official), KPRC, W.-8:30, 22.2
6. Susie (TPA), KPRC, Su.-8:30, 21.9
6. Great Gildersleeve (NBC), KPRC, W.-7:30, 21.9
8. Badge 714 (NBC), KPRC, T.-10:00, 21.8
9. Amos 'n' Andy (CBS), Su.-9:00, 21.6
10. Waterfront (MCA), KPRC, W.-7:00, 21.5
11. Buffalo Bill Jr. (CBS), KPRC, S.-10:30 a.m., 20.6
12. Doug Fairbanks Presents (ABC), KGUL, T.-9:30, 20.3
13. Annie Oakley (CBS), KPRC, S.-4:30, 18.4
14. Superman (Flamingo), KPRC, Th.-6:30, 18.5
14. Man Called X (Ziv), KPRC, F.-9:30, 18.3
16. Confidential File (Guild), KGUL, M.-10:30, 18.0
16. Sky King (Nabisco), KPRC, S.-11:30 a.m., 18.0
18. Mr. and Mrs. North (Schubert), KTRK, T.-8:30, 16.5
19. Celebrity Playhouse (Screen Gems), KPRC, W.-10:00, 16.4
20. Bulova Show Time (Bulova), KTRK, M.-9:30, 15.8
21. Ramar of the Jungle (TPA), KPRC, M.-6:30, 15.3
22. I Spy (Guild), KPRC, Th.-9:30, 15.2
23. Sherlock Holmes (NTA), KGUL, W.-10:00, 15.0
24. Halls of Ivy (TPA), KPRC, S.-10:00, 14.9
25. Star and the Story (Official), KPRC, M.-10:00, 14.6
26. Playhouse 15 (MCA), KPRC, F.-9:15, 14.5
27. Death Valley Days (Borax), KGUL, S.-10:00, 14.3
28. Judge Roy Bean (Screencraft), KPRC, Su.-4:30, 13.7
29. Long John Silver (CBS), KTRK, Th.-8:30, 12.6
30. Studio 57 (MCA), KPRC, S.-10:30, 12.5

SEATTLE-TACOMA

4 TV STATIONS—300,800 TV HOMES
Population—777,800 (24th in U.S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$319,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above market statistics are for Seattle only and include following county: King

TOP NETWORK SHOWS

- 1. Disneyland, KING, W., 33.8
2. I Love Lucy, KTNT, M., 29.7
3. Ed Sullivan, KTNT, Su., 28.8
4. 564,000 Question, KTNT, T., 28.7
5. Make Room for Daddy, KING, T., 26.8
6. Robert Montgomery, KOMO, M., 26.3
7. Lawrence Welk, KING, S., 26.2
8. Dragnet, KOMO, Th., 26.1
9. Ozzie and Harriet, KING, F., 26.0
10. Wyatt Earp, KING, T., 25.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KING, M-F., 23.2
2. Early Edition (6:30 p.m.), KING, M-F., 19.2
3. Sheriff Tes, KING, M-F., 15.9
4. S. Boresson, KING, M-F., 14.7
5. Weather, Desk, News (9:30 p.m.), KTNT, M-F., 12.3
6. Big News (9:45 p.m.), KTNT, M-F., 11.1
7. News Caravan, Misc., KOMO, M-F., 10.6
7. World Today, Weather (10:30 p.m.), M-F., 10.6
9. Tonight—Steve Allen, KOMO, M-F., 10.1
10. Dinah Shore, KOMO, T., T., 9.4

TOP SYNDICATED FILMS

- 1. Steve Donovan, Western Marshal (NBC), KING, W.-7:00, 24.7
2. Badge 714 (NBC), KING, F.-9:30, 22.0
3. Mr. District Attorney (Ziv), KING, F.-9:00, 21.4
4. Life of Riley (NBC), KING, Th.-8:30, 21.3
5. Wild Bill Hickok (Flamingo), KING, Th.-8:00, 20.4
6. Highway Patrol (Ziv), KOMO, Th.-7:00, 19.9
7. I Led Three Lives (Ziv), KTNT, M.-9:00, 19.6
8. Waterfront (MCA), KOMO, W.-9:30, 19.1
8. Celebrity Playhouse (Screen Gems), KOMO, Th.-8:00, 19.1
10. Studio 57 (MCA), KING, F.-7:00, 18.7
11. Annie Oakley (CBS), KING, F.-6:00, 18.4
12. Sky King (Nabisco), KING, S.-5:00, 18.0
13. Man Called X (Ziv), KING, T.-10:00, 17.3
14. Confidential File (Guild), KING, Th.-9:00, 17.0
14. City Detective (MCA), KING, Su.-10:00, 17.0
16. Code Three (ABC), KING, F.-10:00, 16.9
17. The Three Musketeers (ABC), KING, M.-6:00, 16.6
18. Eibel Harrington Theater (Interstate), KTNT, T.-9:00, 16.4
19. Science Fiction Theater (Ziv), KING, Th.-9:30, 16.1
20. Buffalo Bill Jr. (CBS), KING, S.-4:30, 16.0
21. Stage 7 (TPA), KOMO, F.-7:30, 15.7
22. The Hunter (Tafon), KING, S.-7:30, 15.5
23. Famous Playhouse (MCA), KTNT, S.-8:30, 14.8
24. Little Rascals (Interstate), KING, M.-F.-4:00, 14.7
24. Judge Roy Bean (Screencraft), KING, M.-8:30, 14.7
24. Superman (Flamingo), KING, T.-6:00, 14.7
27. Mayor of the Town (MCA), KOMO, S.-10:00, 13.5
27. Famous Playhouse (MCA), KTNT, W.-9:00, 13.5
29. Famous Playhouse (MCA), KTNT, M.-10:00, 13.4
30. Federal Men (MCA), KTNT, T.-10:00, 13.3
30. Count of Monte Cristo (TPA), KTNT, Th.-9:00, 13.3

YORK, PA.

3 TV STATIONS—23,600 TV HOMES
Population—214,400 (104th in U.S.)
Buying Income—\$344,197,000 (103d)
Retail Sales—\$262,319,000 (97th)
Food Sales—\$49,929,000 (109th)
Drug Sales—\$4,374,000 (167th)
Automotive—\$54,014,000 (97th)
Above figures include following county: York

TOP NETWORK SHOWS

- 1. I Love Lucy, WGAL, M., 51.5
2. Graccho Marx, WGAL, Th., 47.5
3. Ed Sullivan, WGAL, Su., 46.5
4. Godfrey's Talent Scouts, WGAL, M., 46.3
5. Dragnet, WGAL, Th., 45.4
6. Jack Benny, WGAL, Su., 44.9
7. Perry Como, WGAL, S., 44.2
8. Burns and Allen, WGAL, M., 43.9
9. TV Playhouse, WGAL, Su., 43.7
10. Life of Riley, WGAL, F., 43.4

TOP MULTI-WEEKLY SHOWS

- 1. Dinah Shore, WGAL, T., Th., 30.7
1. News Caravan, WGAL, M-F., 30.7
2. Eddie Fisher, WGAL, W., F., 26.3
4. World News, News (6:45 p.m.), WGAL, M-F., 23.4
5. Cisco Kid, WGAL, T., Th., F., 23.1
6. Sports, Weather (6:30 p.m.), WGAL, M-F., 22.3
7. 11th Hour News, News, WGAL, M-F., 21.9
8. Howdy Doodie, WGAL, M-F., 19.4
8. Queen for a Day, WGAL, M-F., 19.4
10. Secret Storm, WGAL, M-F., 17.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WGAL, Th.-9:00, 43.9
2. Mr. District Attorney (Ziv), WGAL, W.-10:30, 31.5
3. I Led Three Lives (Ziv), WGAL, S.-7:00, 29.3
4. Crunch and Des (NBC), WGAL, Th.-7:00, 28.0
5. Waterfront (MCA), WGAL, W.-7:00, 27.9
6. Superman (Flamingo), WGAL, M.-6:00, 25.3
7. Wild Bill Hickok (Flamingo), WGAL, W.-6:00, 25.2
8. Cisco Kid (Ziv), T., Th., F.-6:00, 23.2
9. Secret File, U. S. A. (Official), WGAL, F.-5:00, 22.9
10. Joe Palooka (Guild), WGAL, W.-5:00, 21.9
11. Sky King (Nabisco), WGAL, S.-11:30 a.m., 21.2
12. Boston Blackie (Ziv), WGAL, Th.-5:00, 21.8
13. The Whistler (CBS), WGAL, S.-11:15, 21.5
14. Colonel March of Scotland Yd. (Official), WGAL, M.-5:00, 21.0
15. Science Fiction Theater (Ziv), WGAL, T.-5:00, 21.8
16. Inspector Mark Saber (Thompson), WNOW, F.-10:30, 21.8
17. Badge 714 (NBC), WNOW, M.-8:30, 18.9
18. Championship Bowling (Schwimmer), WNOW, S.-8:30, 18.6
19. Patti Page (Oldsmobile), WSBA, F.-8:00, 17.2
20. Amos 'n' Andy (CBS), WNOW, W.-8:00, 16.9
21. The Pendulum (Thompson), WNOW, Su.-9:00, 16.7
22. Sherlock Holmes (NTA), WNOW, F.-7:30, 16.5
23. The Hunter (Tafon), WNOW, Su.-8:30, 15.5
24. Frankie Lane Show, (Guild), WNOW, S.-8:00, 15.2
25. Roller Derby (NTA), WSBA, T.-10:00, 14.9

SAN DIEGO, CALIF.

3 TV STATIONS—227,500 TV HOMES
Population—826,200 (19th in U.S.)
Buying Income—\$1,551,950,000 (20th)
Retail Sales—\$882,813,000 (26th)
Food Sales—\$199,062,000 (25th)
Drug Sales—\$26,708,000 (29th)
Automotive—\$182,503,000 (25th)
Above figures include following county: San Diego

TOP NETWORK SHOWS

- 1. 564,000 Question, KFMB, T., 50.8
2. Ed Sullivan, KFMB, Su., 46.9
3. What's My Line? KFMB, Su., 45.5
4. G. E. Theater, KFMB, Su., 43.7
5. Jack Benny, KFMB, Su., 41.9
6. I Love Lucy, KFMB, M., 40.9
7. Alfred Hitchcock, KFMB, Su., 39.4
8. Fireside Theater, KFSD, T., 35.7
9. Lassie, KFMB, Su., 35.2
10. Perry Como, KFSD, S., 34.3

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KFMB, M-F., 22.9
2. Newsreel, Weather, News (7:45 p.m.), KFMB, M., T., Th., F., 21.2
2. People in the News (7:30 p.m.), KFMB, M., T., Th., F., 21.2
4. News Caravan, Misc., KFSD, M-F., 13.2
5. Queen for a Day, KFSD, M-F., 12.5
6. Roy Rogers, KFSD, M., W., F., 12.3
7. Johnny Jet, KETV, M-F., 12.0
8. Gene Autry, KFSD, T-Th., 11.2
9. Art Linkletter, KFMB, M-F., 10.7
10. Big Payoff, KFMB, M-F., 10.1

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), KFMB, M.-7:00, 23.5
2. Wild Bill Hickok (Flamingo), KFMB, T.-6:00, 21.5
3. Code 3 (ABC), KFMB, W.-9:30, 21.2
4. Badge 714 (NBC), KFMB, S.-9:30, 22.2
5. Annie Oakley (CBS), KFMB, M.-6:00, 20.2
6. Death Valley Days (Borax), KFMB, F.-8:00, 20.2
7. Crunch and Des (NBC), KFSD, F.-8:30, 18.9
8. Dr. Hudson's Secret Journal (MCA), KFMB, Th.-7:00, 16.8
9. Ray Milland Show (MCA), KFSD, Su.-10:30, 16.7
10. Steve Donovan, Western Marshal (NBC), KETV, Th.-7:30, 16.4
11. I Married Joan (Interstate), KFSD, F.-10:00, 15.4
12. Doug Fairbanks Presents (ABC), KFMB, M.-10:00, 15.2
12. Confidential File (Guild), KFSD, W.-10:30, 15.2
12. I Search for Adventure (Bagnall), KETV, Th.-7:00, 15.2
15. I Led Three Lives (Ziv), KETV, F.-8:30, 14.2
16. Susie (TPA), KFSD, W.-7:00, 13.9
17. Dateline Europe (Official), KFMB, T.-10:00, 13.8
18. Highway Patrol (Ziv), KETV, F.-10:00, 13.4
17. Amos 'n' Andy (CBS), KFMB, F.-6:00, 13.2
19. The Whistler (CBS), KETV, F.-9:30, 13.2
21. Wild Bill Hickok (Flamingo), KFMB, W.-6:30, 13.0
22. Waterfront (MCA), KETV, F.-7:00, 12.9
23. Man Called X (Ziv), KFMB, F.-7:00, 12.7
23. Patti Page (Oldsmobile), KFMB, S.-10:30, 12.7
23. Cisco Kid (Ziv), KETV, M.-7:30, 12.7
26. Mayor of the Town (MCA), KFSD, M.-7:00, 12.2
27. San Francisco Beat (CBS), KFSD, Th.-7:00, 11.9
27. Confidential File (Guild), KFSD, Su.-5:30, 11.9
29. Uncommon Valor (Gen'l Tele-radi), KFSD, F.-10:30, 11.7
30. Tales of the Texas Rangers (Screen Gems), KFMB, Su.-3:00, 11.5
30. Crosscurrent (Official), KFMB, W.-10:30, 11.5

FEATURELESS

KLZ-TV Snags Ratings Via Short Dramas

DENVER—KLZ-TV here has scored a rating success by thumbing its nose at the influx of feature films. In April the CBS affiliate knocked the features out of its late-night schedule and inserted two half-hour dramas back to back starting at 10:30 p.m. Since then the number of top-rated quarter-hour segments in that hour strip has nearly tripled.

KLZ made this move in the late-night slot after the same policy had paid off in its afternoon schedule.

The station frames the dramatic films with its own live performers. Star Yelland is the host of its "Matinee Theater," which in addition to the films carries studio music, guests and interviews. The evening hour, which follows a half-hour news-weather-sports show, is titled the Dick Lewis Show. Lewis introduces the dramas and spiels the commercials.

The station has bought reissue dramas from MCA-TV, Screen Gems and Official Films. Some of these films played the networks even before KLZ went on the air and so have never played this market before. KLZ takes at least eight months before repeating a film any place on its schedule. It now has about 1,000 half-hour syndicated films under contract.

2 NBC Film Sales On 'Crunch & Des'; Total Now at 145

NEW YORK—NBC Television Films last week concluded two small regional deals on "Crunch and Des," bringing its total sales to 145. Utica Club beverages bought Binghamton, Utica, Plattsburg and Watertown, N. Y., and Altoona, Pa., in addition to Albany and Syracuse, N. Y., where it had already placed the property.

And the Burger Brewing Company has bought the series for Cincinnati, Huntington, W. Va., and Lexington, Ky. Burger also purchased "Badge 714" for sponsorship in Wheeling, W. Va., Evansville, Ind. and Dayton, O.

International Opens Up Sound Studios in N. Y.

NEW YORK — International Sound Studios is the latest of its kind to be set up here. It's geared for motion picture sound recording, musical scoring and foreign dubbing and will begin shortly on its first package of 10 films for theater and TV release.

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TPA's Headquarters Now at 488 Madison

NEW YORK—Television Programs of America has moved its headquarters here to the penthouse of 488 Madison Avenue.

TPA's new and larger offices are directly across Madison from the space TPA had occupied the past two years.



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NEW YORK
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COMMERCIAL CUES

ULE'S PRE-TESTER

Maxwell Ule, senior vice-president of Kenyon & Eckhardt, has developed and patented a new machine to pre-test TV film commercials. The console is light enough to be installed in supermarkets, department stores and other traffic centers. A rear-view projector throws the sample commercial on a TV-type screen at eye level. The viewer registers his reaction by means of a handle. When he likes what's coming over he swings the handle to the right, and vice versa. The reactions are recorded on tape for subsequent analysis. Over the past three months K&E has had such machines stationed at the Jersey Tire Company in Plainfield, N. J., and the Quackenbush Department Store in Patterson, N. J. Over 1,000 persons have swung the handle in these two locations. Ule recommends stationing an interviewer beside the machine to get the respondents to fill out a questionnaire designed to uncover the reasons behind their reactions.

BBD'S CLOSED CIRCUIT

Batten, Barton, Durstine & Osborn has just installed a closed-circuit TV system in its offices for pre-studio auditioning. The agency will use the system to make preliminary checks on art work, photos and package designs as well as to audition actors and models for their TV looks.

ID'S

Mort Fallick, formerly of Academy Films, has been named head of the animation department of George Blake Enterprises. . . . Robert Lehman, formerly producer-director of the Horace Heidt show, has joined the Hollywood office of Guild, Bascom & Bonfigli as a TV commercial producer. . . . George Bookasta, former publisher of TV Time on the West Coast and director of the recent legit production of "The Shrike" there, has moved to New York to direct a series of TV film commercials. . . . Playhouse Pictures celebrated its fourth anniversary July 4. Its first job was the animated opening to the "Ethel and Albert" show for Sunbeam.

OFFICIAL RENEWING 'STRIPPABLE' PITCH

NEW YORK — Official Films won't let up in its promotion of the "strippability" of situation comedies. While engaged in mop-up sales of "My Little Margie," Official is launching a renewed campaign to get stations to strip "Trouble With Father," the Stu Erwin show, which it acquired in the spring of 1955, the same time it picked up "Margie." Official will also begin pitching the use of "Willy" (39 films) and "My Hero" (33 films) as supplements to stations' daytime comedy strips.

Official seems to be flattered that the networks are now adopting the "Nighttime in the Daytime" concept which it initiated a year ago. But with NBC grabbing up five rerun series for its 5-5:30 p.m.

"Comedy Time," and CBS considering the daytime stripping of the "Our Miss Brooks" reruns, stations may be hard put for any additional "strippable" properties they may want for their own daytime schedules.

The "Margie" reruns are now sold to about 130 stations, about 60 of which are running them multi-weekly daytime. The Erwin show, on the other hand, is sold in only about 50 markets altogether, in about 35 of which it is stripped.

Thus, Official believes it still has plenty to offer stations still interested in the "Nighttime in the Daytime" concept.

Official inaugurated this promotion last summer with the idea of giving stations a strong clothesline on which to hang daytime spots. It was to supply stations with a tool to compete with "Home" and "Matinee Theater" for daytime participating sponsors. Now NBC has come up with a counterthrust in its "Comedy Time," but Official

D. C. HORIZON

More Studies Of TV's Affect On Juveniles?

WASHINGTON — More hearings on the affect of television on juveniles may be held by the Senate Subcommittee on Juvenile Delinquency, which issued a lengthy interim report on TV's "crime and horror" shows last summer (The Billboard, Sept. 3, 1955). Senator Langer (R., N. D.) last week asked Congress for more funds to enable the Kefauver (D., Tenn.) Subcommittee to continue its work on juvenile problems. The funds could cover a "continuation" of the study of mass media influence on the young, particularly TV, movies and comics, as well as other aspects of juvenile troubles.

Committee spokesmen say that if the funds come thru, Kefauver will continue as chairman during the fall hearings, regardless of his political plans. Langer is asking for \$30,000 in addition to the original \$55,000 granted in March for hearings currently under way. The comparatively small additional sum would cover only a few hearings beyond those now scheduled thru July. (Sums up to \$175,000 have been asked for juvenile delinquency hearings during previous years.)

In the TV area, the group's final report to Congress, due in January, 1957, would cover the industry's own efforts at self-correction, based on the committee's recommendations. The committee at that time did not find TV an actual cause of delinquency, but it was suggested that all members of the industry try for 100 per cent subscription to some code of good practice of their own choosing. The subcommittee also suggested that the Federal Communications Commission tighten its program supervision, and be empowered to levy fines and revoke licenses for violations of "an established code."

seems to think it's healthy competition.

"Margie" and "Father" have chalked up impressive ratings and sales for its stripping stations. NBC's "Comedy Time" has pulled solid first ratings but has no sales yet.

TOP SHOW PLUGGERS

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

WICU-TV, Erie, Pa.: "Cowboy G-Men"

In an effort to promote the coming of a new show, "Cowboy G-Men," to the WICU programming schedule, the station adopted as its promotion theme a "Name the Pony" contest, the winner of which was to receive a valuable pony.

When its decision to tie its campaign to this theme was made, WICU went all out to make it a success. It took out 17 newspaper ads, totaling 969 inches, to promote the contest, mailed out 1,000 giant-sized postcards plugging the show and contest, distributed 15,508 official entry blanks for the contest thru major retail outlets in the community, obtained a great deal of publicity in The Erie Dispatch, totaling close to 200 inches of space, and also took out 12 newspaper ads promoting the show alone.

The station also made extensive use of its own on-the-air facilities on both its radio and television stations to plug the contest and the show. It ran 52 TV spot announcements plugging just the contest, 34 TV spots plugging both the show and the contest, and also had many additional mentions of the contest aired by its local TV personalities on their own shows. On its radio disk jockey shows, the station aired 30 spots plugging the promotion.

The contest was announced simultaneously with the premiere of "Cowboy G-Men" and ran for four weeks after the premiere of the show. Details of the contest were aired each week on the show, and the newspaper ads told readers to watch the show for details of the contest, thereby providing an additional incentive for viewing. When the winners of the contest were announced, the station and the program reaped another harvest of publicity and promotion which aided the show.

Next week: WIBW, Topeka, Kan.

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.

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
BEER AND WINE			
Lone Star, Beer, Glenn	1 (10)	FA, LA	Keitz & Herndon
Rainier Brewing Co., Beer, Miller, Mackay, Hoek & Harting	1 (60), 1 (20) .. 2 (10)	FA	Ray Patin
Santa Fe Wineries, Wine, Dan B. Miner	4 (10)	LA, SA	Ray Patin
Hudspeth Brewing Co., Beer, Stockton, West, Burkhardt, Inc.	6 (20), 2 (20) ..	SA	Ray Patin
Falstaff, Beer, Dancer, Fitzgerald & Sample	—	NA	Universal
Budweiser, Beer, D'Arcy	—	NA	Universal
Blatz, Beer, Kenyon & Eckhardt, Inc.	4 (90), 4 (60) ..	LA	Kling
Falstaff, Beer, Dancer, Fitzgerald & Sample	—	NA	Universal
Anheuser-Busch, Beer, D'Arcy	—	NA	Universal
American Beer, Beer, Van Sant, Dugdale	16 (—)	LA, FA, S	Shamus Culhane
Goebel Brewing Co., Beer, Campbell-Edward Co. (Baseball)	2 (60)	FA	Rector-Pearce
E & B Beer, Beer, Simons-Michelson (E&B News)	1 (60)	LA, SA, J	Video Films
BUILDING AND PAINT SUPPLIES			
Alcoa Aluminum, Screening, Fuller, Smith & Ross (Alcoa Hour)	1 (20)	LA	National
CANNED GOODS			
Campbell Soup, Soups, BBD&O (Star Stage)	—	FA, M	National Screen
CLOTHING AND ACCESSORIES			
Pool, Work Clothes, Boyles	3 (10)	FA, LA, SE	Keitz & Herndon
	1 (10)	FA, LA, SE (C)	Keitz & Herndon
Dickies, Work Clothes, Evans	2 (20)	SA, M, J	Keitz & Herndon
Furs & Storage, Furs & Storage	10 (10), 10 (30) ..	SA, FA	Roland D. Crandall
Fruit of the Loom, Underwear, Grey	2 (60)	LA	Vidicam
Dominion Rubber, Shoes	3 (—)	LA	Shamus Culhane
COFFEE, TEA, COCOA			
Luzianne Coffee Co., Coffee, Walker Sausay	1 (60), 1 (20) ..	LA, FA	Five Star
S. A. Schonbrun & Co., Coffee, L. C. Gumbinner	2 (60) .. 2 (20)	LA (C)	Film Creations
The Neule Co., Quik, McCann-Erickson (Lone Ranger)	6 (60)	NA	Sound Masters
CONFECTIONS (Syrups, Ice Cream, etc.)			
Ekimo Pie, Ice Cream, Buchanan Co.	1 (10)	ID	National Screen
Dairy Queen Prods., Ice Cream, Fairfax	1 (60), 4 (10) ..	FA, J	National Screen
Reed Candy Co., Candy, Kenciff & Breslich	1 (20)	SA	Kling
The Borden Co., Ice Cream, Starlac, Young & Rubicam	4 (60)	NA	Sound Masters
DAIRY AND MARGARINE			
Margene, Oleo	1 (—)	FA	Shamus Culhane
American Dairy Assn., Campbell-Mithun	1 (60)	LA	Fred A. Niles
DENTIFRICES, SHAVING CREAMS (Mouthwashes, Tooth Brushes, etc.)			
Carier, Rise, SSC&B	7 (60, 45, 15) ..	LA	Video Pictures
American Safety Razor Co., Gem Razor, McCann-Erickson (Game of the Week)	11 (45), 3 (60) ..	LA, FA, SE	Five Star
Schick Electric Shaver Co., Electric Shavers, Warwick & Legler, Inc. (Robt. Montgomery)	1 (60)	SE; M	Telenews
Colgate, Brisk (Bob Cummings show)	1 (60), 2 (10) .. 1 (20), 1 (40) ..	LA, SA (C)	Filmways
DEPARTMENT STORES AND SUPERMARKETS			
Grand Union Stores, Grand Union, L. H. Hartman	14 (10)	ID, FA	Ray Patin
FINANCIAL, BANKS, INSURANCE			
Security First National Bank, Bank, Foote, Cone & Belding	3 (10)	ID	Transfilm
Crocker Anglo Bank, Bank, Brisacher, Wheeler	3 (20)	SA	Ray Patin
American Stock Exchange	—	NA	Universal
Roosevelt Savings & Loan, Bank, Judd Adv.	6 (20), 4 (60) ..	FA	Kling
Mutual Life, Insurance	10 (—)	LA, FA	Shamus Culhane
State Farm Mutual, Insurance, Needham, Louis & Brorby	4 (60)	LA	Five Star

(Continued next week)

Nat'l Ads for Italy's R.A.I.

Continued from page 6

bringing in a good share of the revenues for years.

In an exclusive interview, Dr. Sergio Pugliese, artistic director of Italian Television, stated that the advertising would be confined to a half hour each evening which will be added at the start of the existing broadcast schedule. Thus the normal programming will continue, as heretofore, to start at 9 p.m. in summer months and at 8:30 in winter, but with the addition of the half-hour commercial program first. Total weekly airtime will rise from 40 to 43½ hours.

The program itself, entirely pre-filmed, will consist of three minute "spots," each of which may contain no more than 30 seconds of commercial; the rest of the time must be devoted either to entertainment material or such service items as

weather forecasts and time announcements. The shortness of the time and the sandwiching of each advertiser's material between that of others is resulting in "sponsors" of these capsule programs spending solid amounts to line up top talent for maximum impact. Programs will be produced by a wholly-owned subsidiary of Italian Television, S.A.C.I., in Rome. Time sales are handled by another subsidiary, S.I.P.R.A.

All editorial control rests with R.A.I. (Italian TV). No information is available at the moment on the cost of airtime; the production cost of each half-hour's film is estimated at between 8 and 9 million lira, about \$13,500. Italy has about 300,000 sets in use. License fee is about \$20 weekly, high for Italian pay scales.

TALENTLESS TELEVISION ATTACKED

George Jean Nathan, dean of drama critics, says that the competition offered the stage by television is about as fierce as that offered the New York Philharmonic by a Trinidad Calypso band. But he doesn't stop at this. Writing in the current issue of Esquire, Nathan claws through the guts of TV and bores its very soul. His outspoken report on talentless television, its "gaok" and its writers will draw nods of appreciation from some quarters and stern condemnation from others. No matter which side of the fence you stand on, don't be unprepared for an explosion from Video Land. Be sure to get your copy of August ESQUIRE now on sale

IT'S FUN TO REDUCE

guarantee you

TRAFFIC • RATINGS SALES

- Five quarter hours per week
- Backed by merchandising tie-ins that make it a sales-winning natural!

GUILD FILMS
460 PARK AVE NEW YORK MU 8-5365

Col. Revives Okeh Label As R&B Outlet

NEW YORK—Columbia Records is reviving the Okeh label as a vehicle for rhythm and blues material. Arnold Maxin, artists and repertory exec for Epic will be in charge of the reactivation, under the supervision of Mary Holtzman, Epic a.&c. director. Okeh will immediately start to issue disks on a regular basis.

Decision to reactivate Okeh reflects the over-all plan to broaden Epic's participation in the total record market. Actually, Okeh is older than Epic and once functioned as Columbia's r.&b. label. When Epic was created the almost dormant Okeh label was assigned to it.

Holtzman, who has been redefining various a.&c. operations under his aegis, will soon kick off an ambitious jazz project on Epic. The label a week ago released its first original cast album, "The Littlest Revue," marking Epic's bid in [\(Continued on page 20\)](#)

Brennan Gets Top Sales Post

NEW YORK—Claude Brennan has been named national sales manager of Decca Distributing Corporation. An 18-year veteran with the firm, Brennan was formerly branch manager in Denver and Cleveland and district supervisor in Detroit, Cleveland, Cincinnati, Toledo and Indianapolis. For the past seven years he has been assistant general sales manager of Decca.

The move, which brings Brennan into the driver's seat as far as all current sales matters on records and phonos are concerned, was seen as freeing Syd Goldberg, vice-president in charge of sales, for long-range sales planning and policy making.

WELK 5 YEARS AT ARAGON

HOLLYWOOD — Maestro Lawrence Welk caps five years of continuous performance at the Aragon Ballroom here August 23, during which time the band has played to an estimated total of 3,950,000 payers.

Welk has personally earned an average of \$5,000 weekly during the five-year skein from Aragon attendance alone. Gate at the ballroom has continued to rise since Welk's national television show, even tho the weekend admission prices have been hiked from \$1 to \$1.25 on Fridays, and from \$1.20 to \$1.50 on Saturdays. Average Saturday crowd is up 18 per cent from a previous figure of 4,200 payers.

Welk also celebrates his tenth consecutive year under the management aegis of Babbel, Lutz & Heller.

Harry Link Dies at 60

NEW YORK — Harry Link, composer of "These Foolish Things Remind Me of You," "I've Got a Feeling I'm Falling," "You're the One I Care For" and numerous other hits, died Thursday (5) at Park West Hospital here. Death came to the 60-year-old music man, following a long illness.

Born in Philadelphia, Link had little formal training in his field, but success as a writer came early following his youthful experiences as a band vocalist in night clubs.

Later he was active in the business end of the music field. He was general manager of Berlin, Watterson & Snyder and later of Santly Brothers, Inc. He also served as general professional manager of Leo Feist, Inc., and prior to his retirement last year he had been with Edward B. Marks Music Company. A resident of North Hills, New York, Link leaves, in addition to his wife, a daughter, Mrs. Peter Gordon Brown.

Life Span of Classical Pkgs. Gets New Pattern

Recaps a Must, as Longhair Fare Takes Pace of Pop Singles Mkt.

By GARY KRAMER

NEW YORK—The Billboard's monthly best-selling classical LP chart is quietly documenting a new life pattern for the average classical package. Its life expectancy becomes increasingly less and its chief sales impact mainly limited to the first four to six months of its record life. The charts prove that this is not only true of the average LP, but of the chart leaders as well.

The rapid rate of turn-over on the classical best-selling list during the past season has been remarkable. Since November, 1955, six different LP's have gone to the

top of this chart. In other years, this would have been very remarkable, for typically an outstanding best-seller held a dominating position for much longer periods of time. For example, Arthur Fiedler's reading of "Gaité Parisienne" was the No. 1 best seller thruout the whole season before last. Toscanini's "Pictures at an Exhibition" invariably held the second slot in chart after chart. Going back a little further, it is not hard to recall the consistent position of Toscanini's interpretation of the Beethoven "Ninth."

Classical records today are far more sensitive to promotion than ever. LP's that make the charts

ordinarily do so within two to four weeks after release. The public is obviously pre-sold on many disks and needs little build-up. In May, for instance, Oistrakh's waxing of the Mendelssohn Violin Concerto went straight as an arrow for the No. 1 slot within a few weeks of release. In June, the Rachmaninoff Piano Concerto No. 2, with Eugene Istomin as soloist, climbed to position No. 3 in its first month of life.

Hard to Stay

Making the charts does not seem to be so great a problem today as [\(Continued on page 20\)](#)

Seek Dismissal of Certification Bid

CLGA Petition Draws Fire From Team Composed of SPA & NBC, CBS, ABC Nets

HOLLYWOOD — The Songwriters' Protective Association, joined by NBC, CBS and ABC asked the National Labor Relations Board to dismiss the Composers & Lyricists Guild petition for certification with the broadcast industry, at hearings concluded here last week (5).

Four opposing views were broadly based on grounds that questioned "the competency and status of CLGA as a labor unit

to represent the writers in question," and that insofar as the networks are concerned, they "do not have employees (writers) within the meaning of the Act."

CLGA, represented by attorney Abe Marcus, sought to present evidence which ostensibly would show that composers previously and currently engaged, were in fact employees. Attorneys E. Leshen, Isadore Rosenblatt and Gene Purver, and Robert Meyers, representing NBC, CBS and ABC respectively took the position that such composers were not employees, but independent contractors. Along these lines, Marcus contended that payroll deductions for withholding tax and social security taxes would show that the composers were employees. Attorney Bob Gilbert represented SPA, with SPA general counsel John Shulman also in attendance.

Gordon Letter

Phil Fischer, international studio representative for the American Federation of Musicians, introduced a motion to intervene and offered in evidence a letter from AFM general counsel Emanuel Gordon to CLGA President Leith Stevens which recognized the latter group's position. The letter read in part . . . "your organization shall require persons for whom [\(Continued on page 39\)](#)

Fantasy July Deal on LP's

HOLLYWOOD — Jazz indie Fantasy Records will offer its distributors and dealers what amounts to a 10 per cent price reduction during the month of July, timed to the firms' mammoth release of nine jazz LP's.

Plan will give purchasers one free LP with each nine they buy. Latter packages include two LP's by Dave Brubeck and Cal Tjader, and one each by Elliot Lawrence, Les Strand, Gus Mancuso, Paul Desmond and John La Porta.

Max Weiss, Fantasy topper, is expected to leave for Europe next month to cement existing distribution arrangements abroad.

Wexler to Board Of Magnetic

NEW YORK — Paul Wexler last week was elected to the board of Magnetic Corporation of America, an operating company whose holdings range from the electronics field to real estate.

Wexler, it will be recalled, one year ago resigned as vice-president of Columbia Records, where as director of electronics he played an important role in the company's diversification activities. Prior to that post, he headed up Columbia Record sales, where he blue-printed many projects, notably of the consumer incentive type.

Magnetic Corporation of America, Wexler indicated, is now operating 11 companies of a varied nature and will diversify even more. In addition to the fields mentioned, Magnetic's activities include closed-circuit television, trading of green stamps in the retail field, recording, etc.

Capitol Sets Biz Meetings

HOLLYWOOD — Capitol Records will unveil its fall program at a series of business meetings around the country July 20, with the company's five district sales managers slated to gather here July 12-14 for prior briefing.

Irv Jerome, New York; Don Comstock, Atlanta; George Gerkin, Chicago; Max Callison, Cleveland, and Bob Camp, Los Angeles, will attend the three-day meet at Capitol's home offices. Latter will be helmed by Lloyd Dunn, vice-president in charge of sales and merchandising; national sales manager Mike Maitland and merchandise manager Gordon Fraser.

Top company execs will outline the fall program to all Capitol sales [\(Continued on page 20\)](#)

Lieberson on Coast Jaunt

NEW YORK—Goddard Lieberson, newly named Columbia Records presy, hits the road Thursday (12) for his first tour in his new post. Lieberson will spend a week in California, visiting the diskery's facilities there, and will then head for the company's convention in Estes Park, Colo.

Col's. New Phono Line Packs Style

NEW YORK — High fashion and hi-fi are the keynotes of Columbia Records' 1957 line of 15 phonographs and the firm's first tape recorder-player model. Heavy national consumer promotion will kick off about August 1. The line, with a price range of \$29.95 to \$329.95, is the biggest yet in the firm's history in the equipment field.

Spearheading the new line is the firm's first AM-FM hi-fi radio-phonograph. Two additional consoles, a table model and 10 portables comprise the phono line-up, and according to James Sparling, general manager, Columbia Electronics Products, into each unit has been built greater use of wood cabinetry, more subtle color finishes and new low slung lines. All units were designed by industrial designer, Peter Quay Yang.

With the new models, Columbia joins the growing ranks of firms adding the fourth (16% r.p.m.) speed to players. Other all-model features include a featherweight, aluminum tone arm, high traction, dust-free turntable and in all but

one of the units jeweled stylus are featured. Plastics and washable fabrics have been utilized in all the portable models.

At the high end of the pole is [\(Continued on page 20\)](#)

for The Billboard's first
DEADLINE: JULY 14

ALBUM COVER CONTEST

to be held at the
1956 NAMM Convention

Manufacturers must submit their entries by July 14, 1956, to
ALBUM COVER CONTEST, The Billboard, 1564 Broadway, New York 36, N. Y.
Ask your Billboard representative for full details.

• This exciting contest will hold major interest for record manufacturers and record dealers!

Every record manufacturer who has released 6 or more 12" Long Play Albums since January 1, 1956, is invited to submit from these releases the one classical and/or the one popular (including jazz) album cover he feels is best designed for self-service merchandising. Entries will be judged by a panel of package-design experts.

The nation's top record dealers can win valuable prizes by taking part in the contest at The Billboard's booth at the convention.

RAIN? THE CATS CAN TAKE IT

Jazz Is Sharp at Newport Festival, But Weather Is Square

By BILL SIMON

NEWPORT, R. I. — The annual American Jazz Festival started out Thursday night (5) in swinging fashion, despite some mighty square weather. When it wasn't actually raining, the humidity just hung there.

Since the audience sat out in the

open air at Freebody Park, this hardly made for comfortable seating, but about 3,500 customers showed. Actually, the Festival reported an advance sale of 5,000 tickets for the night, at \$3, \$4 and \$5. About 1,500 more were sold at the box office.

Columbia Records had a crew on hand Thursday to record Eddie Condon and his Dixieland contingent, and Friday night the diskery taped almost the entire proceedings with the Louis Armstrong All-Stars, Dave Brubeck, the J. J. Johnson-Kai Winding Quintet, the Jazz Messengers, Coleman Hawkins, with Charlie Mingus sitting in, and Buck Clayton. This was the entire bill, with the exception of Ella Fitzgerald, who is under contract to Norman Granz's assorted

labels. Saturday night, Columbia was to tape Duke Ellington and orchestra. George Avakian, of course, was in charge for the record company.

Basie Topper

As expected, the big hand opening night went to Count Basie and his warbler, Joe Williams. Not expected, perhaps, was the terrific reaction to the avant-garde outpourings (the effect of that rain again) on Charlie Mingus and his Jazz Workshop crew, with Teo Macero, Lou Donaldson, Mal Waldron and Wilbert Hogan. Sarah Vaughan, with her EmArcy rather than her Mercury repertoire; the Modern Jazz Quartet, and the two imported pianists, Jutta Hipp from Germany and

(Continued on page 20)

No Skids for R&B or R&R

NEW YORK—Like Brick, the character in the Tennessee Williams' play says, "it's hard to face the truth."

The truth, which will be greeted with distaste by a large segment of the pop business, is that rhythm and blues and rock and roll is by no means on the skids as yet. The Billboard's Coming Up Strong this week shows that a new batch of r.&b. sides are moving up rapidly in the pop market and will very likely hit the best selling pop charts very shortly.

The disks are "Rip It Up," by Little Richard on Specialty; "Stranded in the Jungle," by the Jayhawks on Flash; the same tune by the Cadets on Modern, and "Fever," by Little Willie John on King.

In addition, the national best selling chart still carries Fats Domino in fifth position with "I'm in Love Again" and Clyde McPhatter in "Treasure of Love," 21st. Rhythm and blues disks which recently fell off the chart but still selling well in pop are the Teen-Agers' "I Want You to Be My Girl," on Gee and the Clovers' "Love, Love, Love" on Atlantic.

Miller Gets Newly Made RCA Post

NEW YORK — Bernie Miller, formerly manager of single records promotion for RCA Victor, has been appointed to the newly created post of Administrator, Popular Artist Promotion for the RCA Victor Record Division. W. W. Bullock, manager of Victor's single records department, stated Miller would be responsible for the planning and administration of pop artists' promotional activities in TV, radio and other mass media.

Miller's former spot has been taken by C. H. (Charley) Hall, who has been assisting Miller the past two years.

'Monitor' Tabs Disk Survey

NEW YORK—NBC's weekend show "Monitor" has started a special weekly survey feature, which spotlights records most-played locally by the web's affiliate stations across the country.

Each week the "Monitor Melody Girl" makes telephone calls to affiliates in 10 different areas, following which the No. 1 platter of each outlet is spun on the network airer. The programming gimmick is the brainchild of "Monitor" producer Al Capstaff. The "Monitor Musical Survey" (See "Vox Jox" in this issue) will be carried each week by The Billboard.

PEATMAN SURVEY

Ballad Type Tune Gains in '55 Pole

NEW YORK—Miller Music's "Love Is a Many-Splendored Thing" scored top position in the Peatman annual survey of songs with the largest radio and TV audiences, covering the period from July 1, 1955, to July 1, 1956. In the standard category, "Happy Birthday to You," published by Summy, took the top slot. The survey, which lists the top 35 pops and standards, indicates that ballads and "sheet music-type tunes" gained strength during the year as against rock and roll or rhythm and blues. In the pop category, for instance, the top 10 songs, in the order of their rank, included the aforementioned "Love," followed by Ardmore's "Autumn Leaves," Barten's "Love and Marriage," Southern's "Lisbon Antiqua," American's "Sixteen Tons," Planetary's "Yellow Rose of Texas," Sheldon's "Rock and Roll Waltz," Montelatre's "Memories Are Made of This," Connelly's "Poor People of Paris" and Harms' "Theme From the Three-Penny Opera."

Production music from legit, films and TV are well represented in the top 35 pops—15 numbers coming from such sources. These include "Love," from the film of the same name; "Love and Marriage," from the TV production of "Our Town"; "Three-Penny Opera," from the musical of the same name.

WFIL-TV BRASS SUSPENDS DJ

PHILADELPHIA—Video deejay Bob Home has been suspended by WFIL-TV here, following his arrest on a drunk driving charge last week. The station is owned by The Philadelphia Inquirer. The newspaper is currently conducting a vigorous campaign—both in print and on the air—against elbow-bending motorists.

Meanwhile, irate teen-agers—carrying signs reading: "We Want Bob Back!" and "Doesn't Roger Clipp Drink?"—have been picketing the station. Clipp manages WFIL. Dick Clark is currently emceeing Home's popular daytime video show for the station.

YOU CAN'T DO THAT TO ELVIS

NEW YORK—A painfully subdued Elvis Presley, incongruously attired in soup and fish, was presented on "The Steve Allen Show" over NBC-TV last Sunday (1). He rolled not—nor did he rock—and his second number—"Hound Dog"—was pre-empted by a scene-stealing, sad-faced canine.

Nevertheless Presley's presence on the show was credited with putting Allen ahead of Ed Sullivan rating-wise for the first time. However, the next day (while Presley cut some new sides for RCA Victor), a group of teen-agers picketed the studio with signs reading—"We want the real Elvis!"

VOTERS' BUY

New Col. LP Dramatizes Politics

NEW YORK—Columbia Records has released "Politics U.S.A.," a 12-inch LP aimed at exposing the politically-minded buyer to records. A documentary, the album presents the outstanding issues and personalities of the presidential campaigns ranging from 1936 thru 1952. Voices on the disk include those of Truman, Eisenhower, Roosevelt, Stevenson, Wilkie, Barkley and Taft.

A big promotional push will accompany the release of the package, which dramatizes the importance of the American democratic voting process.

The release is the most recent example of the Columbia philosophy of creating new record buyers by packaging items of non-musical nature. Earlier releases in this vein were Goddard Lieberson's introduction of "I Can Hear It Now" and the "Literary Series."

U. S. Disk Census Tabs '47-'54 Slack-Off Seg

By MILDRED HALL

WASHINGTON — Disk manufacture dropped 23 per cent between 1947 and 1954, according to Uncle Sam's recently released preliminary report on the industry. The survey is part of the first complete census of American business undertaken by the Commerce Department since 1948. The preliminary figures put manufacturers' value of total record shipments at \$76,851,000 in 1954, down from 1947's total of \$102,015,000.

Most striking feature of the survey is the revolution that took place in size and speeds of records in the seven-year period. In 1947, over 332 million 78 r.p.m.'s valued at nearly \$97.5 million at the manufacturers' level were shipped. By 1954, the number of 78 r.p.m.'s had dropped to 121,828,000, valued at something over \$24 million. There were nearly 34 million of the over-10-inch 78's shipped in the earlier year, with a \$16 million value. By 1954, only 266,000 of the outsize 78's were shipped—value \$105,000.

In the Commerce Department's census of the opening period of the speed battle, the 45 r.p.m.'s and the long-play made so little splash that they were not even broken out and tallied separately. They were lumped in a category of "records not specified by kind," the whole package comprising only 205,000 records in all. By 1954, the 45 r.p.m.'s totaled over 76 million records, with shipment value of \$20-

995,000, at the manufacturers' level, and the long-plays totaled nearly 24 million, valued at close to \$22 million.

Employment figures in the industry show a drop from 10,000 in 1947 to 6,200 in 1954. Total value of shipments, including records, albums for records, and other by-products of the industry reached approximately \$110 million at the manufacturers' level in 1947, and dropped to \$85 million in 1954.

NOW FREUD GETS INTO TEEN-AGE R&R ACT

NEW YORK—Adults who profess great anxiety over the effect of rock and roll music on teen-age morals may have psychological problems of their own, according to consulting psychologist, Dr. Ben Walstein.

Dr. Walstein, author of "Transference in Psychoanalytic Therapy" shed some interesting Freudian light on the current rock and roll controversy, when he guested on deejay Art Ford's WNEW show here Thursday (5) night.

After listening to several r.&b. platters (including two Elvis Presley disks), Walstein opined: "I don't think this is anything that is particularly evil. I don't see why if the kids today have decided that this is the kind of music that expresses their search and their frustration, we should ban it or inter-

Motorola Debs 7 New Models For '57 Line

CHICAGO — Motorola, Inc., has debuted its 1957 phonograph line at its annual company sales convention here. Seven new models were introduced, encompassing a price range of from \$32.95 for the "piggy-bank-priced" Moppet model, to \$229.95 for the deluxe Masterpiece console model hi-fi player.

The console unit, available in four types of hand-rubbed wood, employs a 15-inch woofer and three 5 1/4-inch tweeter speakers. An exclusive for the Masterpiece is the firm's "Guest Conductor" feature. Device makes it possible to "solo" a voice by separating it from the music. The sound system can be used for playing an FM set and a special jack provides for a fifth speaker.

The firm also unveiled three table model hi-fi units, two of them classified as portable and all carrying three speakers. These will list at \$159.95, \$149.95 and \$99.95.

Lower on the price ladder comes the only radio-phonograph unit of the new line. The AM radio and phono operate thru a single 5 1/4-inch "hi-fi" speaker. Described as an example of Motorola's "value-above-all policy," the unit will list at \$79.95.

Other units in the line include the \$59.95 basic phono and the \$32.95 kiddie model. All seven models include four-speed players.

Lamas to Pub RKO Music

NEW YORK — Lamas Music, publishing affiliate of Unique Records, will henceforth be sole publisher of all background music and song material from RKO Pictures. That the deal was in the works, was disclosed by The Billboard (June 23 issue), when it was learned that the film company's original deal with Mills Music had expired.

The new set-up brings all new material featured in RKO pix into the Lamas firm for domestic and foreign publication and foreign collection of theater performance royalties. With the agreement signed, the pubber is already set to open new operations in London, Paris, Rome and other European centers. The foreign reps will work out of existing RKO film distribution offices.

(Continued on page 18)

ferre with their listening to it." That's when he suggested a probe of the "unconscious" motivations of rock and roll detractors might make an interesting study.

The doctor's comment on Little Richard's "Long, Tall Sally" included such asides as, "It's rather difficult to make out what the words are. I could only pick out a few things about things going on in the alley. His use of falsetto is significant because here we have an expression of a kind of problem all adolescents have, and that is the attempt to struggle thru the period where all males, for instance, are trying to achieve some kind of masculine identification, and I think that this falsetto expression is it."

Remarking on the "savage, anti- (Continued on page 18)

The Summer's Most Exciting Instrumental

PERCY FAITH

and his orchestra

SIERRA

MADRE

(LUNA GITANA)

Columbia 4-40719



PEER INTERNATIONAL
 1619 Broadway, NYC, N. Y.
MURRAY DEUTCH
 General Professional Manager
IRVING DEUTCH
 Professional Manager



FREED EYES LONDON FOR FALL R&B SHOW

NEW YORK — Deejay Alan Freed has pulled such a strong m il response to his rock and roll show on Radio Luxembourg abroad—particularly from England—that he plans to present an all-star stage show at Albert Hall, London, in late October or early November.

Meanwhile, Freed's local record show over WINS has been extended an additional 12 hours a week, starting Monday (9). The jockey (heretofore aired 8:30-9 p.m.) will be heard from 6:30 to 11 p.m., taking over the late night

Westinghouse To Quit NBC Radio AM Web

NEW YORK — The Westinghouse Broadcasting Corporation is dropping its NBC radio network affiliations—at least in the daytime—and will "go independent" in Pittsburgh (KDKA), Boston (WBZ), Fort Wayne (WOWO) and Cleveland (KYW).

The move points up the trend towards a de-emphasis in importance of network radio and the corresponding significance of local radio and its key programming weapon—the deejay.

Westinghouse and NBC have been squabbling for some time with the former threatening to pull out last month unless the web came up with a daytime programming schedule more to its liking than "Weekday." NBC's answer was "Bandstand," a two-hour live band show, which moves into "Weekday's" 10 a.m. to noon time period July 30.

However, Westinghouse apparently didn't approve of the new programming venture either, thus pointing up what one Westinghouse exec described as the "widely divergent" views held on the proper programming approach to radio.

Merle Travis Gets Honors

CENTRAL CITY, Ky.—Nearly 10,000 persons from over 20 States poured into the tiny coal mining community of Ebenezer, Ky., nine miles from here, June 29 to pay tribute to native son Merle Travis and to gain a glimpse of visiting guest stars Gene Autry and Chet Atkins.

Following the unveiling of a one-ton monument to the author of "Sixteen Tons," Bobby Anderson, executive director of the Merle Travis Day, said he was greatly pleased with the success of the WMTA-sponsored event.

The monument, a one-ton limestone rock, with plaque mounted, was unveiled by Merle's daughter, 17-year-old Patty.

The plaque bore a likeness of Travis, flanked by a coal miner's pick and shovel and a guitar. Also on the plaque were the words of "Sixteen Tons."

Freud in Act

• Continued from page 16

mal-like quality" of Presley's wax performance on "I'm Left, You're Right," Walstein labeled it "a return to naturalism—something all adolescents go for, to get away from the phonies that the adults are immersed in." He also noted Presley's country and western flavor and remarked on "a general tendency of people going back to folk music in the last 10 or 15 years." This trend, opined Walstein, "has a lot to do with an attempt of adolescents to strike some kind of roots in this world."

time from Birdland. Freed will shortly do most of his shows from his new country home, which has been equipped with special remote broadcasting facilities.

Interestingly, the new time deal puts Freed in direct competition with himself, since his transcribed CBS network radio show is broadcast here from 9 to 9:30 p.m. The spinner recently dropped Count Basie's band from the CBS talent line-up and is moving his own band—directed by tenor sax star Sam (The Man) Taylor—into the spot.

Freed's lawyer, Warren Troob, is currently in London making arrangements for the Albert Hall appearance and negotiating for permission for the jockey to take his rock-and-roll band with him, via an artist exchange deal, similar to the recent Ted Heath-Stan Kenton trade pact. Freed will limit his appearance to England this fall, but he is blue-printing an extensive European tour for his rock-and-roll troupe next summer.

A few months ago Freed was involved in active negotiations for a TV deal. Now, however, the jockey says he has changed his mind and is turning down all video offers, on the theory that TV might cut down his box-office draw on personal appearances.

Eiseman in Sukin Post at Frank Music

HOLLYWOOD — Herb Eiseman, for the past one and one-half years in charge of Frank Music's motion picture division here, has been named to the general professional manager's post in New York replacing Mike Sukin who resigned recently.

With Music Corporation of America for five years before joining the Frank Loesser firm, Eiseman takes over his new responsibilities September 1. Stuart Ostrow, a member of the firm's contact staff in the East, arrived here last weekend and will work with Eiseman before taking over here.

Both Charlie Janoff and Joe Linhart, Frank Music staffers in New York, have been given additional duties and will henceforth contact talent and diskery a.&c.r. men, working under Eiseman.

Sukin exited his post several weeks ago to go into business for himself. He will make his headquarters at the Frank Music offices, in addition to having the firm represent him as selling agent.

PRESLEY SPRING LP SALE TOTALS 79,000 . . .

Royalty returns to publishers from Victor's Elvis Presley package, regarded as one of the fastest selling items in a long time, indicated a sale of approximately 79,000 LP's covering the period from March 1 thru the end of May.

TV DEB FOR MILLER WAX

NEW YORK—Mitch Miller's new Columbia waxing "Song for a Summer Night" was kicked off on Westinghouse's "Studio One" Monday (9) night over CBS-TV. The hour-long drama, also titled "Song for a Summer Night," concerned a frustrated would-be musician who had to earn a living in another trade.

The Miller disk was played thruout the play as a background theme. Columbia's artist and repertoire chief has recorded the tune on both sides of his new platter—an instrumental and a vocal version. However, only the instrumental was heard on the program. The disk was plugged at the close of the show, and Columbia has the record in the stores this week.

Wallichs Back From Europe

HOLLYWOOD—It is doubtful that the existing contract between H.M.V. and RCA Victor will be rescinded before the expiration of its term in April, 1957, according to Capitol Records' president Glenn E. Wallichs.

Wallichs returned to his Coast offices last week following a one-month business trip in Europe. Much trade speculation has existed concerning the possibility that Capitol would acquire HMV material before next year.

Capitol president attended the EMI board of directors meeting in England and conferred with Arthur Muxlow, sales manager of the Capitol Record division there, and with John Blyton, artist manager of the same division.

European trip included meetings with Capitol's representative Bobby Weiss and Pierre Bourgeois, president of Pathe-Marconi in Paris, and Senor L. Gutierrez, managing director of Companio Del Gramofono-Odeon in Barcelona, Spain.

Gay Acquires Ark. Station

WASHINGTON — Town and Country Music is charming plenty of jingle into radio cash boxes. Connie B. Gay chairman of the board of Town and Country network, having just inked a \$2,500,000 contract covering Jimmy Dean's stints in radio and TV in the nation's Capital (Billboard, July 7), last week acquired a radio station in Little Rock, Ark. The FCC says "consideration" in the transfer of KLRA from the Arkansas Broadcasting Company to Gay involved \$162,500. Gay also owns WCTR, in Ashland, Ky.

Experts to Rate LP Covers

NEW YORK—Top drawer reps of the industrial design and graphic arts fields will act as judges for The Billboard's album cover contest at the convention of the National Association of Music Merchants here later this month.

Judging of album covers, from the artistic point of view, will take place at a special luncheon prior to the opening of the convention. Dealers will be invited to stop at The Billboard's booth to select the pop and classical album covers they like best. Those whose preferences most nearly match the judges' selections will receive prizes.

Judges now include: George Nelson, George Nelson & Company, Inc.; Miss Freda Diamond, designer and consultant; Will Burtin, Visual Research and Design; Walter Dorwin Teague, Walter Dorwin Teague Associates, and Walter Margulies, Lippincott and Margulies, Inc. Deadline for album cover contest entries is Saturday (14) at The Billboard's New York office.

Loeb Named Prexy of New Mgr. Group

HOLLYWOOD — The Conference of Personal Managers, a non-profit fraternal-business association, has been organized here with Bill Loeb named president of the group. Other officers include Vice-Presidents Sam Lutz and Tom Shiels, Secretary Bill Burton and Assistant Secretary-Treasurer Pierre Cosette.

Organization will hold monthly meetings to discuss mutual problems relating to their business in addition to social functions of the group. Membership includes Arnold Mills, Dave Branower, Hugo Granada, Frank S. Temple, Milt Ebbins, Ed Sherman, Gil Rodin, Red Doff, Milt Stavin, Stan Zucker, Doug Lawrence, Earl Mills, Fred Benson, Carlos Gastel, Cliff Stone, Sam Singer, Joe Shribman, Dave O'Malley and Manny Frank.

A similar group was organized in New York some years ago and has since disbanded.

RCA Unveils New Taper

CAMDEN, N. J.—A tape recorder-reproducer, utilizing transistors and printed circuits, has been introduced by RCA Victor's Theater and Sound Products Department here.

The 35-pound unit measures 10½ by 19 by 8½ and is designed for plug-in use in home hi-fi music and industrial sound systems. The new equipment will be available in early fall and will carry a retail tag of \$495.

OLD SONG, NEW SINGER FOR CAP

HOLLYWOOD — Will lightning strike twice? That's the \$84,000 question for Capitol Records next week, when it releases its first wax by singer Trudy Richards. The song is "Temptation," the same tune that Capitol achieved success with early in its history via a Jo Stafford-Red Ingles recording.

Cap apparently has great faith in the Trudy Richards etching, with the company planning a special promotion campaign on the recording.

C&W Names In Pillsbury Platter Deal

MINNEAPOLIS — Pillsbury Mills, Inc., has devised a promotion for its Ballard brand flour whereby an EP recording featuring Capitol country and western artists Jean Shepard and Faron Young will be made available to purchasers of Ballard Flour in two, five and 10-pound sacks. The offer begins late this month and record distribution on the promotion should hit 1,500,000, Pillsbury officials say.

Selections on the Capitol Custom Services-pressed record include "I'm Thinking Tonight of My Blue Eyes" and "Be Honest With Me," by Miss Shepard, and "Have I Told You That I Love You?" and "Candy Kisses," by Young.

The record is being promoted by Pillsbury in its various advertising media plus a 17-by-22-inch poster for grocery stores, one and two-column drop-in mats, and a brochure page supplied to merchandisers as a selling tool. Additionally, Miss Shepard and Young are plugging the offer in their personal appearances.

Honors for Disk Greats

NEW YORK — Clambake sparked by Richard Himber celebrating the Diamond Jubilee of the disk industry, to be held September 7-15 at the Coliseum, will honor 10 all-time "greats." The talents to receive awards include Bing Crosby, Frank Sinatra, Benny Goodman, Ella Fitzgerald, Kate Smith, Perry Como, Rudy Vallee, Paul Whiteman and the late Glenn Miller and Al Jolson. Award winners were nominated and selected by a panel of deejays and columnists.

Tickets for the bash will sell for \$1.75 at box office. Colony Record Shop has tied in and will purchase one ticket for every customer who buys five records.

Himber and Russ Morgan's orks will furnish entertainment, with bill including Bill Haley, Fat Boone, Platters, etc. Himber is still working out details.

Lamas to Pub

• Continued from page 16

ices. New representatives will also be stationed in Los Angeles and Chicago.

On the disk front, the Unique label is prepping packages by the Vagabonds, Betty Reilly, Kaye Ballard, Leonard Sousse, and Conrad Janis. An album of newly sliced material by Ted Lewis has just been released.

The diskery is expanding its physical layout by taking over the RKO 106th Street Studios here for all its recording work. This is viewed as a prelude to an early move out of the current Broadway headquarters to larger office spaces.

COMING UP FAST . . .

The Billboard's NAMM Issue

(DATED JULY 28)

- Everyone out to sell more records and equipment will want to be absolutely sure to read this issue.
- It wraps up the whole business of music merchandising . . . and gives you vital information on how to develop more sales.

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**SURE-SHOT
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**2 Sensational
Instrumentals**



**Betty
Johnson**

"CLAY IDOL"

and

**"WHY DO
YOU CRY"**

Bally 1013 (7-1013)



**Lew
Douglas
and his Orchestra**

"BOMBOLERO"

and

**"HIGH
SOCIETY"**

Bally 1014 (7-1014)

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Life Span of Classical Pkgs.

• Continued from page 15

it is to stay on them. Some of the top best-selling packages of the past year have had a rather brief stay on the charts. For example, the RCA Victor "Aida" package and Munch's "Daphnis et Chloe"

Columbia's Phonos

• Continued from page 15

the de luxe \$329.95 leader in the 360-K2 series, model 530. The unit contains four speakers, two 12-inchers and two 3½-inch tweeters, and seven individual controls.

Model 527 is the firm's first hi-fi floor model at a budget price, \$149.95. This also features the 360-K2 sound system with a 12-inch speaker and an electrostatic tweeter. Other price leaders in the 360-K2 series are the table model, the 524, and its portable companion, the 522, priced at \$129.95.

A single speed unit, model 540, carries a high-powered amplifier, plays two hours of 45 r.p.m. disks, and sells for \$39.95.

The model 560 tape unit, is a lightweight (18 pounds), two-speed, dual track machine, can be used as a p.a. system and sells for \$139.95.

ANOTHER BMI "PIN-UP" HIT

LOVE, LOVE, LOVE

Recorded by **THE CLOVERS** ... Atlantic
THE DIAMONDS ... Mercury

Published by **PROGRESSIVE MUSIC PUBLISHING CO.**



"I ALMOST LOST MY MIND"

Recorded by:

PAT BOONE

DOT

ST. LOUIS MUSIC CORP.

Sole Selling Agent:
Hill & Range Songs, Inc.

"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.

each have been in the No. 1 position, but within four or five months were eased off the chart completely. More recently, the Oistrakh recording of the Shostakovich Violin Concerto had gone as high as No. 2, and two months later was not in the top 20 at all.

Simply slipping off the charts does not mean that these records stop selling. Generally they continue to see good, steady volume for a long time afterward. However, the major earnings of an LP today are necessarily cashed shortly after its release. Bringing more and more of the general public into the classical market has brought about the necessity of continually creating new excitement to hold their interest. In some respects, the classical LP business is beginning to take on the pace- and sensitivity to hype—of the pop singles business.

In another day and age, when a first-rank interpreter cut a repertory "war horse," a dealer could stock this in depth and not worry particularly whether his inventory would turn over in six months, a year or several years. Toscanini's recording of the Beethoven "Ninth" or Rubinstein's "Rachmaninoff Piano Concerto No. 2" presumably filled that niche of the repertory permanently. Today, there can be no such complacency with any artist or with any particular repertory—not even for a few months. What is the "definitive Scherherazade" in January may have been replaced by two or three seemingly superior versions on other labels six months later. The January "Scherherazade" may be as dead in July as January pop singles.

Recaps Necessary

The corollary is, of course, that every major work has to be re-recorded by every manufacturer every few years, as a matter of policy, regardless of how perfect a product they have had to fill that repertory niche. In the current market, any new Tchaikovsky Piano Concerto or Ravel "Bolero," released with the necessary incidental ballyhoo, can make the charts and be a short-term profit-maker.

The large number of releases, the barrage of publicity from so many sources, and general competitive excitement have enlarged the classical market tremendously. By the same token, it has made inventorying a more difficult business. Few items can be carried in depth more than a few months, and this includes LP's of the "hit" class. From the time that a chart record begins slackening the least bit, the dealer has to ride herd and use the kind of caution that would govern his buying of pop singles. Clearly, there is no enduring "sure thing" in the LP catalog today. It is the nature of the business today that many of the big guns of each preceding season must become obsolete in order that the market may expand.

NEW CHART PAGE BOWS THIS WEEK

Following the growing trend to packaged records, The Billboard's new weekly Packaged Records Buying Guide makes its bow this week. (See page 22.)

The new features of this page are:

- A Top Album Coming-Up-Strong chart.
- A Most-Played by Jockeys chart on pop albums.
- The Album Cover of the Week.

Along with the regular features—Best Selling Pop Album charts, and the Review Spotlight on Albums, and Reviews and Ratings of Albums, covering all classifications.

Peatman Survey

• Continued from page 16

Her," from "Pipe Dream," 14th; Barton's "Tender Trap," from the film of the same name, 18th; Frank's "A Woman in Love," from "Guys and Dolls," 30th; Feist's "I'll Never Stop Loving You," from "Love Me or Leave Me," 31st; Frank's "Unchained Melody," from "Unchained," 32d; Myers' "Rock Around the Clock," from "Blackboard Jungle," 33d, and Witmark's "Hard to Get," from the film of same name, 34th.

Others in the top pop 35 include Beaver's "No, Not Much"; Avast's "He," Warman-Hill & Range's "Suddenly There's a Valley," Barton's "Learnin' the Blues," Advanced's "Longest Walk," Joy's "Wake the Town and Tell the People," Ludlow's "Band of Gold," Paramount-Boy Rogers' "The Bible Tells Me So," Panther's "Great Pretender," Hi-Lo-Hill & Range's "Blue Suede Shoes" and Chappell's "It's All Right With Me."

In the compilation of favorite standards, "Birthday" was followed by Harms' "Tea for Two" and "It's Wonderful," Berlin's "Easter Parade" and Famous' "That Old Black Magic."

Other Records Released This Week

Popular

Morocco; Gay Paree — Don McDermott, Morrison 300

Country & Western

Honey, Honey; Let Not Temptation Lead You Away—Dottie Jones, TNT 139
I Can't Understand; Please Don't Play on That Guitar—Calvin Check, Tally 103

Polka

Smokey Joe Polka; Happy Girl Oberck—Frank Wojnarowski Ork, Dana 839

Rain? The Cats Can Take It

• Continued from page 18

Toshiko Aikiyoshi from Japan, rounded out the bill. Of the entire contingent, it may be said that a great deal was expected, and nobody was disappointed.

Friday afternoon, the neighboring Casino Theater provided refuge for what proved to be a capacity gratis crowd for a panel discussion on "Jazz as Communication," moderated by Prof. Marshall Stearns of the Institute for Jazz Studies. This turned out to be highly entertaining and provocative, with such stimulating participants as the poet, Langston Hughes; Gene Hall, teacher of jazz at North Texas State Teachers' College; George Wein, proprietor of Storyville nitery in Boston, Storyville Records, and instructor of a jazz course at Boston University; and Bruce Cameron, sociologist.

Hughes on R.&R.

Hughes had a few salient comments about the blues, music business and rock and roll in particular. "The Brill Building blues is just as hungry as the levee blues," said Hughes, "and rock and roll is just the old blues reduced to the lowest common denominator." Referring to the inability of some jazz traditionalists to accept newer, younger trends and performers, he said, "Louis (Armstrong) must be getting old, if he doesn't realize that J. J. Johnson and even Elvis (Presley) come out of the same sea that he does."

Hall, whose school is the only university in the country which offers a music major in jazz studies, pointed out that the average annual salary of longhair musicians is \$1,987, and that it is more practical, in this country at least, to train a musician for a jazz career. Further, if more colleges would adopt similar programs, there would be many new opportunities for jazz men to make a living by teaching.

Another forum was scheduled for Saturday afternoon, this time with such musicians participating as Tony Scott, Lennie Tristano, Billy Strayhorn and Hall Overton. These were to confront critics Nat Hentoff and Bill Coss, and serious composer David Broekman.

Columbia Revives

• Continued from page 15

the show field. Show folded shortly after its debut, but Holtzman feels the album nevertheless has good potential.

Maxin has already started setting up an artists roster for Okeh and has begun collecting material.

During the past year, the tendency among major and large indie labels has been to release their r.&b. disks via a separate or subsidiary label. Victor, for instance, set up-Groove for this purpose one year ago. More recently, Mercury decided to use the Wing label as its vehicle for r.&b. and rock and roll. Coral, when it signed Alan Freed, had in mind the release of r.&b. material via Brunswick.

Capitol Meeting

• Continued from page 15

personnel at meetings in Los Angeles, New York, St. Louis and New Orleans on July 20. Capitol President Glenn Wallichs and Bob Camp will direct the sessions here, as will Bud Fraser and Irv Jerome in New York; Lloyd Dunn, George Gerken and Max Callison in St. Louis, and Mike Maitland and Don Comstock in New Orleans.

Dunn and Maitland will join Fraser in New York following the meetings and are expected to be away from Capitol's executive offices for approximately three weeks.

The Saturday evening wind-up, along with Ellington, was to feature the Chico Hamilton Quintet (Pacific Jazz, best-selling unit) the Bud Shank Quartet, thrush Anita O'Day, plus an all-star unit.

Veteran observers were in accord that this year's festival was infinitely better run than that of last year. Much of the credit must go to Terri Turner, one of the directors, who was in charge of the entire ticket set-up and the official headquarters. The press and public were handled smoothly and efficiently by Jim Lustig under most trying conditions.

With Columbia Records picking up the tab for all of its recording talent, the bite on festival sponsor, Louis L. Lorillard, was lightened considerably. Still, the elements were expected to keep the ledger in the red. The rain, that is.

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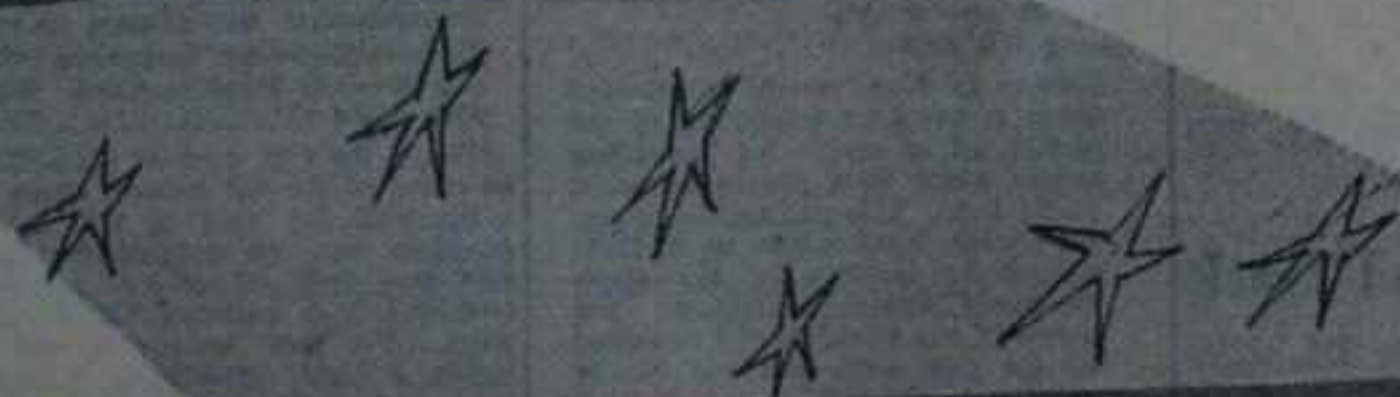
Tremendous

FRANKIE LYMON

and

TEENAGERS

THE

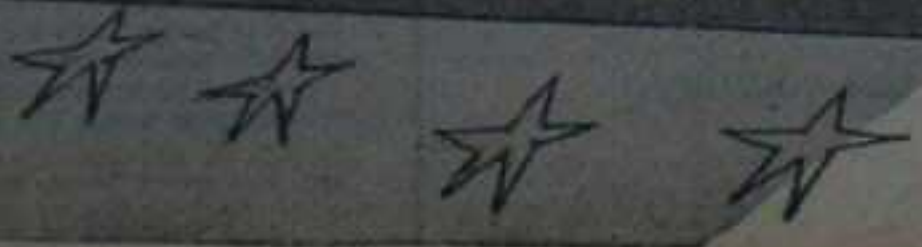


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THE BILLBOARD'S WEEKLY

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. ELVIS PRESLEY...RCA Victor LPM 1254
3. CALYPSO—Harry Belafonte...RCA Victor LPM 1248
4. CAROUSEL—Sound Track...Capitol W 694
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 653
6. BELAFONTE—Harry Belafonte...RCA Victor LPM 1150
7. PICNIC—Sound Track...Decca DL 8320
8. OKLAHOMA!—Sound Track...Capitol SAO 595
9. CASTLES IN SPAIN—Michel Legrand...Columbia CL 888
10. BUBBLES IN THE WINE—Lawrence Welk...Coral CRL 57038
11. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
12. NIGHT WINDS—Jackie Gleason...Capitol W 717
13. THE MAN WITH THE GOLDEN ARM—Sound Track...Decca DL 8257
14. GENTLEMEN, BE SEATED (Minstrel Show)...Epic LN 3238
15. THE PLATTERS...Mercury MG 20146

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. Percy Faith Plays Music From "My Fair Lady" Columbia CL 895
3. The Eddy Duchin Story...Sound Track Decca DL 8289
4. Songs of the South...Norman Luboff Choir Columbia CL 860
5. Ella Fitzgerald Sings the Cole Porter Song Book Verve MGV 4001, 2

Most Played by Jockeys

COMING NEXT WEEK

The Most Played by Jockeys Chart will make its bow next week in this spot thus completing The Billboard's NEW WEEKLY Packaged Records Buying Guide page.

This chart will list the pop albums receiving the greatest number of plays on disk jockey shows thruout the country.

IT WILL BE A WEEKLY FEATURE.

Review Spotlight on...

Pop Albums

EXACTLY LIKE YOU (1-12")—Ames Brothers. RCA Victor LPM 1142

The Ames Brothers switch from the pop tunes of the day to a more nostalgic vein in this commercial package. The tunes, handled with the usual assurance and vocal appeal of the group, include a brace of romantic ballad standards such as "I Hadn't Anyone Till You," "I Only Have Eyes for You," "You're Driving Me Crazy," etc. Should be a strong retail contender and the nightie-clad lady on the cover should draw her own share of attention.

Jazz Albums

SHIFTING WINDS (1-12")—Bob Cooper Octet. Capitol T 6513

One of the most impressive entries in the Capitol "Kenton Presents" series to date. Cooper, long a mainstay staffer at the Lighthouse, the jazz nitery in Southern California, assembled some of the heavyweight wailers of the area for the three sessions from which the material here is drawn. His arrangements exploit the multiple talents of his crew, the nucleus of which was: Jimmy Giuffre, Bud Shank, Bob Enevoldsen and Claude Williamson. Cooper himself blows tenor, oboe and English horn on the date; Shank, alto, tenor and flute; Enevoldsen, trombone, tenor and bass clarinet.

and so on. The versatility of these men makes for rich instrumentation and some highly colorful effects. The variety of moods and sounds makes for an extremely exciting West Coast jazz LP—and is a must for every modern collector.

Album Cover of the Week



CHADWICK: SYMPHONIC SKETCHES, Mercury MG 50104. Brilliant processed color and grotesque hobgoblin's face make this a sure-fire attention getter. Fits in with a Mardi-gras or circus display theme. Glowing red, yellow and purple stand out.

Reviews and Ratings of New Albums

Popular

DRIFTING AND DREAMING 83 Bing Crosby (1-12") Decca DL 8268

Interest in Bing scarcely wanes—and lately it has been intensified by the release of a couple of fast-selling singles which have proven attractive to the locks. This package—a natural for Crosby fans—is safe to do well, particularly in view of the aforementioned singles excitement. The theme of the album is well described by the title song, and the dreamy mood is carried out by such numbers as "Where the Blue of the Night Meets the Gold of the Day," "Beyond the Reef," "The Waltz You Saved For Me," etc.

GEORGE FEYER 81 Selections from the 20th Century-Fox First Two Productions in Cinemascope 55 of Rodgers and Hammerstein's "The King and I" and "Carousel" (1-12") Vox PL 21300

Pianist Feyer, with rhythm backing, lends his light and airy pianistic selections from two top Rodgers and Hammerstein shows. The film company is using the album to promote the "King and I" in theaters, which should bring a smattering of sales. Original cast albums, reissued to cash in on the pic publicity in both cases, have skimmed off additional gravy.

NEW FACES OF '56 80 (1-12") RCA Victor LOC-1025

Original-cast waxing of song numbers of current revival, spiced with intros by fem impersonator, T. C. Jones. Many of the tunes and lyrics rate solidly only as show specialties, but several carry a good pop potential. An overall pleasant recording of plenty of fine, fresh talent, with extra-effective ock backgrounding, bated by Jay Blackton.

LIFE OF THE PARTY 79 (1-12") Disneyland WDL 3001

Here's nostalgia at its best with 22 of the great old-fashioned tunes played on the player piano. It's designed for party singing and it could easily stir up more than one song fest. "After the Ball," "Sweet Adeline," "Sweet Rosie O'Grady," "In My Merry Oldsmobile," "Cuddle Up a Little Closer" are typical of the tunes and a special booklet with words for all the songs is part of the package. Imaginative and humorous cover copy will help

(Continued on page 24)

Classical

GEORGE WHITEFIELD CHADWICK: SYMPHONIC SKETCHES (1-12") — Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 50104 79

This is the first work of Chadwick's to be listed in the LP catalog; those unfamiliar with the work of this American composer may be delightfully surprised with this lively turn-of-the-century composition. It is anything but a museum piece. The first episode in the suite makes a highly stimulating introduction (and incidentally, an outstanding hi-fi demonstration band). Entitled "Jubilee," it is a spirited blend of Dvorak and Brahms, with American folk themes ingeniously woven in. The movement, "A Vagrom Ballad," also calls for power and brilliance, and shows up the percussion department handsomely. The startling cover, Kodachrome, illustrating the "Hobgoblin" sketch, adds considerably to the sales potential of the LP.

STRAVINSKY: LES NOCES ("The Wedding"); MASS (1948); PATER MOSTER; AVE MARIA (1-12")—The Netherlands Chamber Choir; Felix De Nobel, Cond. Epic LC 3231 73

An interesting cross-section of Stravinsky's shorter choral compositions, religious and secular. The Dutch choir and soloists (Corrie Bijster, soprano; Cora Canno Meyer, mezzo; Ernst Haf-liger, tenor; Herman Schey, bass) give a vigorous, well-prepared reading of "Les Noces" that stands up well to the competition. The Mass makes an even greater impression. This Epic LP has an edge on a Vox album that also couples the Mass with "Les Noces," but does not include the two additional sacred items available here. A "natural" for Stravinsky fans and choral music devotees.

SONGS OF CHAUSSON (1-10")—Gerard Souzay, Baritone; Jacqueline Bonneau, Piano. London LD 9202 68

RAVEL: HISTORIES NATURELLES; FAURE: FIVE VERLAINE SONGS (1-10")—Gerard Souzay, Baritone; Jacqueline Bonneau, Piano. London LD 9203 70

Altho the market itself is limited, these superb sets can be held readily to art song collectors. The Ravel cycle, the most interesting and entertaining group, was issued previously by Souzay in another coupling, and it's the only group that has competition to contend with. Souzay, however, will be a tough one to top, vocally or interpretatively, whether in the sweet romanticism of Chausson,

(Continued on page 24)

Jazz

CHARLIE PARKER ALL STAR SEXTET 81 Charlie Parker, Alto Sax; Miles Davis, Trumpet; J. J. Johnson, Trombone; Max Roach, Drums; Duke Jordan, Piano; Tommy Potter, Bass (1-12") Root LP 2210

Via a swap with Jazztone Society, Root has obtained retail market rights to these historic diskings, made by Dial in the late '40's. The sides have not been available for some time, and all of the big names have grown bigger in the interim. Selections, cut for old 78's, are necessarily short, but include such "Bird" milestones (pardon the pun) as "Embraceable You" and "Scapple From the Apple." Twelve numbers in all, with some of Parker's very best work. Sound is dated, but cover is excellent Burt Goldblatt. First-rate jazz inventory.

JAZZ FOR THE CARRIAGE TRADE 80 George Wallington Quintet (1-12") Prestige LP 7032

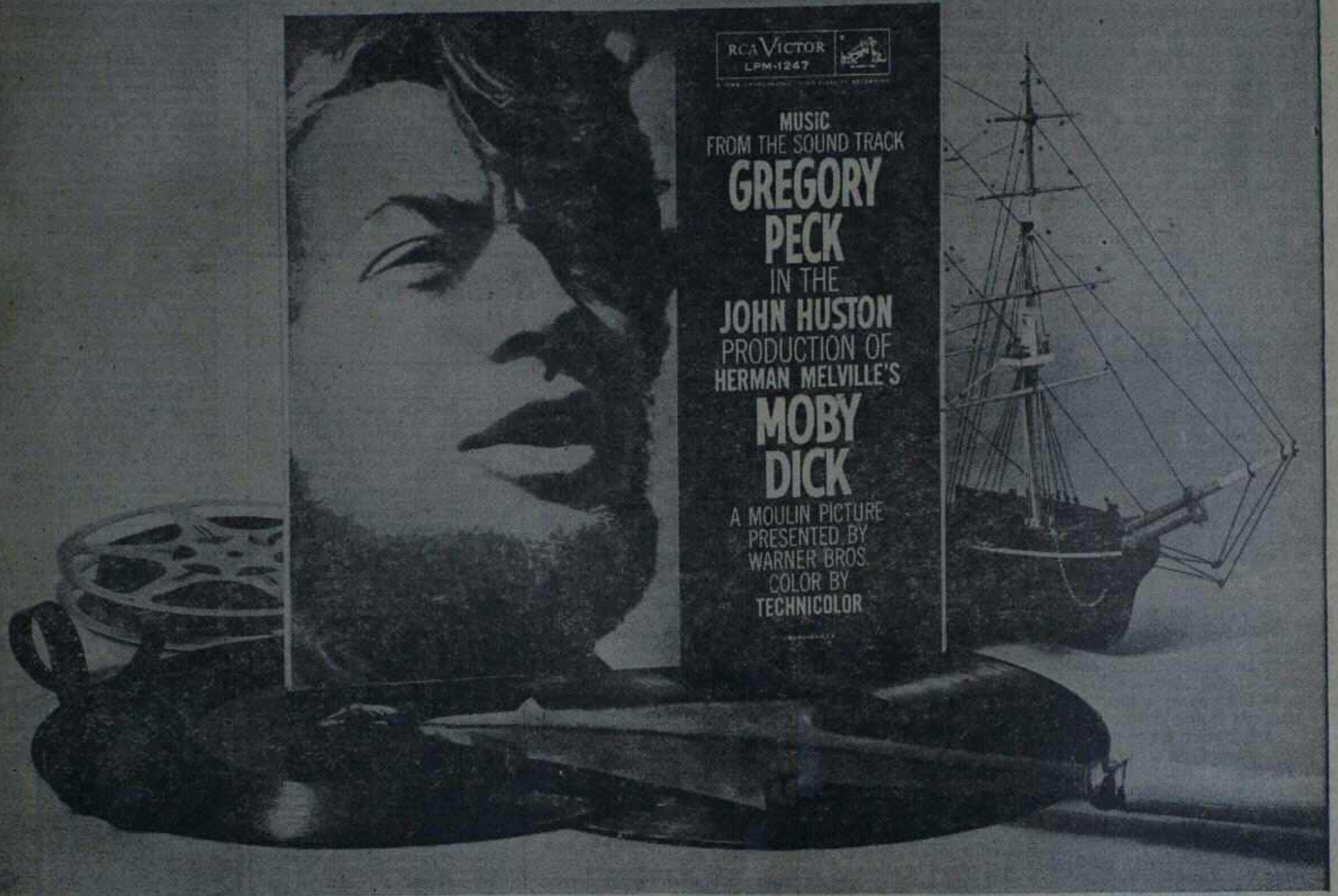
Wallington continues to improve as a pianist, and here, in company with some of the brighter young virtuosos, he delivers his most salable set to date. Phil Woods on alto and Don Byrd on trumpet are brilliant, in solos or contrapuntal ensemble. They revive the early bop opus, "Our Delight," plus "What's New?" and add several originals. A superior collection of modern jazz that should hold up for a long time. Smart cover.

THE JON EARDLEY SEVEN 79 (1-12") Prestige LP 7033

Jon Eardley's "Seven" frame the trumpeter in familiar company: Zoot Sims, his present colleague in the Gerry Mulligan Quartet, and his old New Jazz Quintet buddy, Phil Woods (on alto). Milt Gold is on trombone and the rhythm section is made up of Teddy Kotick, George Syran and Nick Stabulas. The ensemble has an unusually cohesive sound and yet gives the horns ample freedom for individual flight. Eardley gets more impressive with each new album; paradoxically, his tone is muscular and yet engagingly lyric. Both his brilliant playing and the originality of his writing in this set will attract most modern aficionados.

THE BILLY TAYLOR TRIO 78 Billy Taylor, Piano; Earl May, Bass; Charlie Smith, Drums. (1-12")

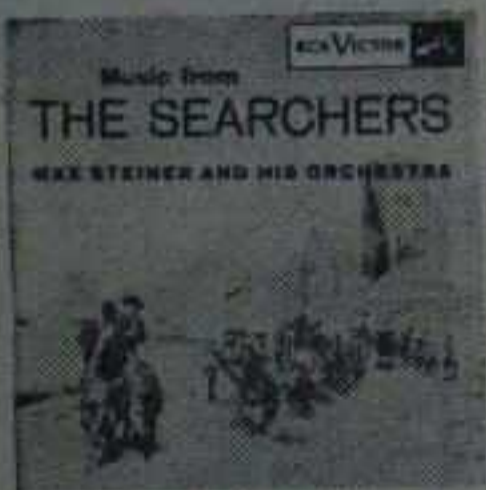
(Continued on page 24)



A "New Orthophonic" High Fidelity recording. Long Play (LPM-1247) \$3.98; 45 EP version (EPB) \$2.98

great music from the original sound track of "one of the great motion pictures of our times"

Bosley Crowther, N. Y. Times, July 5



*4 selections as played by Max Steiner and his orchestra on the sound track. 45 EP (EPA-851) \$1.49



*Max Steiner and his orchestra. Helen of Troy, 11 others. Long Play (LPM-1170) \$3.98; 45 EP (EPB-1170) \$2.98.

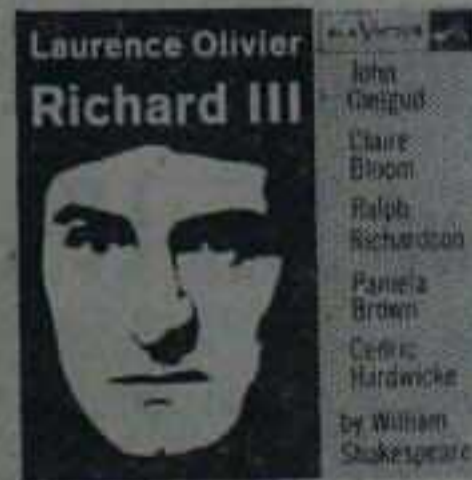


21 of the greatest hits from Hollywood. Long Play (LOC-1024) \$4.98; 45 EP versions (EPA-720, 721, 722) \$1.49 each.



Exclusive Sound Track Album from the Warner Bros. film. Long Play (LM-1996) \$3.98; 45 EP version (ERB-70) \$2.98.

other great movie-inspired albums on RCA VICTOR



Highlights from the London Films Production. Exclusive Sound Track Album. Long Play (LM-1940) \$3.98



Hit songs from "The Student Prince" and others. Long Play (LM-1837) \$3.98; 45 EP versions (ERB-1837) \$2.98.



Original Glenn Miller Orch. plays selections from the film. Long Play (LPM-1192) \$3.98; 45 EP (EPB-1192) \$2.98.



Original Benny Goodman Orch. Long Play (LPM-1099) \$3.98; 45 EP versions (EPB-1099) \$2.98; (EPA-664) \$1.49.

the dealer's choice

RCA VICTOR



"New Orthophonic" High Fidelity Recordings. Nationally Advertised Prices - Optional

MUSIC AS WRITTEN

New York

Norman Granz and Buddy Bregman, of Verve Records, have selected 36 songs to be cut by thrush Ella Fitzgerald for a "Rodgers and Hart Song Book" album, to be cut during July. This will be the follow-up to the singer's well-received "Cole Porter Song Book." Elektra Records has set a deal with Ducretet-Thomson whereby the latter firm will press and distribute Elektra masters in Europe. Thrush Donna Brooks opens at Cafe Society Wednesday (4) for a week.

Singer-pianist Larry Garr has been held over indefinitely at the "Pygmalion." Joe Turner mulling an offer to do a series of one-nighters in Italy. Vocalist Gary Mann has been signed to a personal management pact by the firm of Rach, Bidwell & McCarthy.

Hollywood

"Two Loves Have I," the oldie, gets new life as a result of its use in the Norman Krasna production of "Ambassador's Daughter." Columbia will reissue the Buddy Clark hit, with other labels mapping new cuttings. The Andrews Sisters hosted by the Hollywood Music Men's Luncheon Club here last week.

Singer Gloria Wood returned from her six-week disk jockey tour and rushed into a recording session at Diamond Records last week. Gale Robbins opened a singing engagement at the Mocambo June 26, to be followed by a stand at the Hacienda Hotel, Fresno, July 13. Allied Artists is negotiating a player contract with Dot Records' Pat Boone, based on reaction of preview audiences who heard him sing the title song in "Friendly Persuasion." Bud Shank leaves for the Newport Jazz Festival, with trumpeter Cbet Baker going into Jazz City here July 6.

Ben Waller Agency has moved to new quarters in central Los Angeles, continuing to handle rhythm and blues talent. Hal White ork, with vocalist Clessa Williams, set for the summer at the Capistrano Beach Club. Betty Reilly set for a July 6 date at the Eden Roc in Miami. Cole Porter arrived to pen 10 new tunes for "Les Girls," his second original film score in 10 years. Eddie Saphier, former West Coast music man, joined forces with Nick Therry in a disk promotion firm, working out of the Book Building in Detroit. "Spring Reunion" gets a new Harry Warren-Johnny Mercer title song in addition to three standard hits of yesteryear, "That Old Feeling," "This Love of Mine," and "I Hear a Rhapsody." Dot Records, has changed distributors in Houston, appointing United Record Distributing Corporation to handle the line. Cole Porter will add a bevy of new tunes for the upcoming film version of "Silk Stockings." Liberty Records, formed just one year ago, will move into its own two-story building here July 15. Paul Francis Webster and Nicholas Brodsky have been signed to write the music and lyrics for "Jeannie" at Allied Artists, starring Vera Ellen and Tony Martin. Herb Jeffries set to record an album for the Gene Norman Presents firm. Mike Sather etched a pair for Fable Records, new Coast indie. Freddy Martin, back at his stand at the Coconut Grove, will cut a dance album titled "A Night at the Coconut Grove" for RCA Victor. Nick Therry handling promotion for Al Cava's "Shattered Dreams." Teddy Phillips, Chicago band leader, will handle the music chores during the Hollywood Palladium's Christmas season this year.

Vick Knight, Key Records presi-

dent, claims he can remember when r.&b. stood for room & board. Julie Losch has opened a record promotion firm here, representing Phil Kahl Music Co., George Pincus Music Co., and Carol Richards. Art Satherly reportedly set to return to the record business, with a new label set to bow shortly. Maestro Nelson Riddle has been signed to do a Universal-International musical short. Cast also includes actress Leigh Snowden, the Lancers, Kay Brown, Matt Dennis and Earl Barton. The song, "Crazy Fingers," has been added to the Abbott and Costello film, "Dance With Me, Henry" at United Artists. Latin leader Luis Arcaz returns for a three-week engagement at the Hollywood Palladium starting July 3. Harry Geller reports to his new a.&r. post at Capitol Records this week. Woody Woodward, Pacific Jazz Records, had his book, "Jazz Americana," released last week. Stan Freberg named promotion man Irwin Zucker to handle his business on the Coast. Carl Burns has reactivated his Crystal-ette label and is currently dickering recording deals with singers Evelyn Knight and Eleanor Powell. The Hi-Lo's set to record the title song for "Beyond a Reasonable Doubt." Verve Records a.&r. chief Buddy Bregman left for New York to prepare material for Ella Fitzgerald's next package for the company. Epic Records' Mary Holtzman due here for a two-week stay. Also Bobby Shad of Mercury and Emarcy Records, Joe Carlton of RCA Victor and Jimmy Hilliard of Bally Records, latter in August.

Luis Arcaz Latin orchestra attracted the largest opening night crowd in four years at the Palladium last week, drawing 2,568 payers. Leo Diamond and Herb Handler collaborated on "Go See Tony," etched by Diamond for RCA Victor last week. Dinah Shore and Gisele MacKenzie penciled in for recording sessions at RCA Victor next week. Windsor Records, veteran square dance label, enters the pop field shortly via "In My Lunch Box" by the Notables. Vic Rowland, Capitol Records press chief, the father of another boy last week, Dana Scott. Hazel Scott follows Joe E. Lewis at the Mocambo July 17.

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Gulda Records Two Jazz LP's

NEW YORK—The first "Lease" under the recently signed reciprocal deal between RCA Victor and British Decca was consummated Thursday (28), when the pianist, Friedrich Gulda, recorded two modern jazz albums for Victor here.

Gulda, the 26-year-old concert pianist from Vienna, a staple in the Decca-London longhair line-up for several years, who has made several appearances at Carnegie Hall, currently is appearing with a jazz group at Birdland, at which location he cut the Victor sets. He will be featured in several spots this week at the Newport Jazz Festival. These are his first jazz cuttings.

According to Victor's jazz chief, Fred Reynolds, the initial Gulda jazz set will be released August 1. His cohorts in this included such names as Jimmy Cleveland, Phil Woods, Aaron Bell, Nick Stabulas, Idres Suliman and Seldon Powell.

Gulda is the first jazz artist under the management of the noted impresario, Sol Hurok.

Reviews and Ratings of New Classical Releases

Continued from page 22

the intermediate impressionism of Faure, or the modernist fantasy of Ravel.

RICHARD STRAUSS: SONATA FOR VIOLIN AND PIANO; DEBUSSY: SONATA FOR VIOLIN AND PIANO (1-12)—Joseph Fuchs, Violin; Artur Balsam, Piano. Decca DL 9836. Fuchs and Balsam face heavy competition on both works, but the best chance for movement here is with the Strauss since the definitive Heifetz dishing of 1934 naturally shows its age. The piece is richly, romantically melodious, and quite accessible, and Fuchs, while less suave than Heifetz, has modern sound in his favor. In the Debussy, he faces both Heifetz and Franciscatti in fairly recent

versions. Not an item for the average disk shop.

HUGO WOLF RECITAL; MUSSORGSKY: SONGS AND DANCES OF DEATH (1-12)—Heinz Rehfuss, Baritone; Hans Wibo Hausslein, Piano. London LL 1318. A re-issue of the material on London 10-inch LP's (9070 and 9182). The Wolf recital included the Michelangelo, Eichen-dorff and Morke Lieder. The Wolf and Mussorgsky songs are high points in the 19th Century song repertory and make great demands, musically and dramatically, on the singer. Rehfuss does them creditably and deserves study by lieder fanciers. A rich feast at bargain price.

Reviews and Ratings of New Popular Albums

Continued from page 22

sell it, but the material itself will have a strong appeal to a number of different age brackets.

AROUND WE GO 78
Lawrence Welk Ork (1-12")
Decca DL 8323

Yet another label comes up with a Welk package designed to cash in on the maestro's tremendous TV popularity. This is Welk material of an older day, taken from the Decca catalog, but the material still has the bubbly, light style that's been so successful on disks and TV. It's a companion piece to the label's other LP titled "Lawrence Welk's Polka Party" and, like it, could be another solid entry at the retail counter.

LET THERE BE LOVE 78
Jon! James (1-12")
M-G-M E 3348

Miss James, often a hitmaker on single disks, turns to the album field again and with a selection of tunes well suited to the gal's wistful style. The album should find a ready market. The title sets the mood and tunes like "You're My Everything" (a singles hit), "Love Is Here to Stay," "I'll Be Seeing You," "The Moment I Saw You," etc., logically follow. The fans should bring quick action on this.

LISTEN! THE HI-LO'S & THE HI-LO'S, I PRESUME 77
(1-12")
Starlite ST 7006-7007

Two albums, both formerly 10-inchers, are here re-released in 12-inch form. A popular West Coast draw, the lads will soon get additional national exposure via the Rosemary Clooney filmed TV series. With this additional medium and with proper distribution, the very distinct and different harmony stylings of the group, as demonstrated on these diskings, could start cashing in on a national level. For the most part, the material consists of standards in a smooth and modern dress, which should only add to the appeal.

OUR NEW NELLIE 77
Nellie Lutcher (1-12")
Liberty LRP 3014

A handsome and expressive photo of Miss Lutcher appears on the cover of this new album, which means it won't lack for attention on any dealer's racks. The singing style is not new, but that's okay, too, since the thrush has always enjoyed a circle of loyal fans. These fans, and probably new ones, too, will go for this package which spotlights the songstress with the fine backing of the Russ Garcia ork in familiar tunes like "Rose-Colored Glasses," "Have You Ever Been Lonely?" "Sunny Side of the Street" etc. Dealers should watch it.

MUSIC OF CUBA, VOL. 1 76
(1-12")
Paraz LP 3033

Excellent collection of typical Cuban styles is considered a "sampler" by the Cuban-based diskery, which lists the disk at \$3.98, but offers a big price concession to dealers. Nine different groups cut 11 recent hit tunes in authentic island styles ranging from primitive to hotel bands, with a major accent on the cha cha cha. Artists include the Julio Gutierrez ork, Conjunto Casino and even Los Chavales de Espana. Beautiful cover will attract tourists and Latinophiles generally. Dealers who stock a minimum of Latin dance fare can get by nicely with a few sets like this.

TEEN-AGE PARTY DANCES 75
Leroy Anthony Ork (1-12")
Epic LN 3244

Leroy Anthony, whose dance releases have done all right in the past, comes up with a party dance combo, dedicated to teen-agers and perhaps to not a few oldsters. His Club Dancers offer practically every stepping rhythm from the Charleston to a Vir-

Reviews and Ratings of New Jazz Albums

Continued from page 22

Prestige PRLP 7016
This is the second 12-inch set of re-issued Taylor sides from Prestige, all of which have been brightened in the remastering. Cover also is similar to Vol. 1, not too attractive. But the program includes some of the bright pianist's best: "That's All," "Tenderly," "My One and Only Love," etc. Program can help sell this to pop buyers, and dealers will find plenty of practical program fodder here.

WHEN YOUR LOVE HAS GONE 77
Claire Austin (1-12")
Contemporary C 5002

Mrs. Austin has qualities derived from Bessie Smith and Billie Holiday, and even in this pop-standard repertoire, she conveys a deep-down jazz feeling and pulse. Her one previous LP contained only blues, but this set has the material, styling and background support to sell over broader pop and jazz markets. Bob Scobey on trumpet and Barney Kessel on guitar contribute to the tasteful presentation. Included with the title song are "I'll Never Be the Same," "Can't We Talk It Over," etc.; all with a "new" flavor jocks will favor.

TWO BY TWO—RUBY AND ELLIS PLAY RODGERS AND HART 76
Ruby Braff, Trumpet and Ellis Larkins, Piano (1-12")
Vanguard VRS 8507

The two "Two-Part Inventions in Jazz" 10-inch sets issued earlier by these artists did well critically, but set no sales marks. This 12-incher, with a great line-up of tunes, may do better, tho it lacks the inspiration of the earlier sets. Larkins is more reticent, and Braff, with that full, trumpet sound, offers more sound than invention. Still, it's intimate and tasteful, and smartly packaged. Twelve tunes, of convenient length.

(Continued on page 41)



PEGGY CONNELLY



SINGS ON



BETHLEHEM RECORDS



BEP 128

That Is There
To Say
Gentleman Friend
Every Time He
Say Goodbye
That Old Black
MAG 10
New York Hollywood

SINGING IN THE RAIN 74
Eddy Howard (1-12")
Mercury MG 20112

The popular maestro and vocalist has waxed a collection of reflective, nostalgic tunes, many of which are associated with earlier periods in the Howard career. The dancing set will appreciate the inimitable Eddy Howard readings of "Careless," "My Last Goodbye," "My Adobe Hacienda," and "So Long for Now." The band sounds relaxed and smooth and Howard sings in his usual highly expressive style, which is enough to insure respectable retail action.

A NIGHT AT THE ARAGON 74
Teddy Phillips Ork (1-12")
Decca DL 8301

This package is what the name implies—a program of dance music that features what might be called the "Aragon sound," a peculiarly similar style which carries thru most of the outfits that have become fixtures in this Chicago landmark, i.e. Dick Jurgens, Eddy Howard, etc. The album features a number of different popular rhythms with a generous collection of vocals by the Phillipeires, Nancy Wright, Lynn Hoy, Keith Braden and Lucy Reed. The selection is pleasantly varied and there's good listening or dancing in store for buyers.

BLUE SKIES 73
Art Lund (1-12")
M-G-M E 3411

This is a canny combo of the warbler's old singles, gaudied happily to show off his rhythm versatility and distinctive style. "Blue Heaven" is naturally included in the pot-pourri along with the platter's title song. Leroy Holmes and ork provide Lund with fine sound on all 10 counts. Album is a solid item for singer's following, and his current, considerably acclaimed appearance in musical legier, "Most Happy Fella," can give it a healthy sales boost.

BROADWAY MELODIES 73
Buddy Greco Quartet (1-12")
Kapp KL 1033

A dozen hit tunes from current and very recent legit musicals with Greco supplying the vocals and his quartet the instrumental background. Items include numbers from "Fair Lady," "Mr. Wonderful," "Happy Fella," "Pipe Dream," "Silk Stockings," etc. They are combed with taste, and, while individually have been better presented, none-the-less make a pleasant listening package.

BILLY WILLIAMS QUARTET 72
(1-12")
M-G-M E 3400

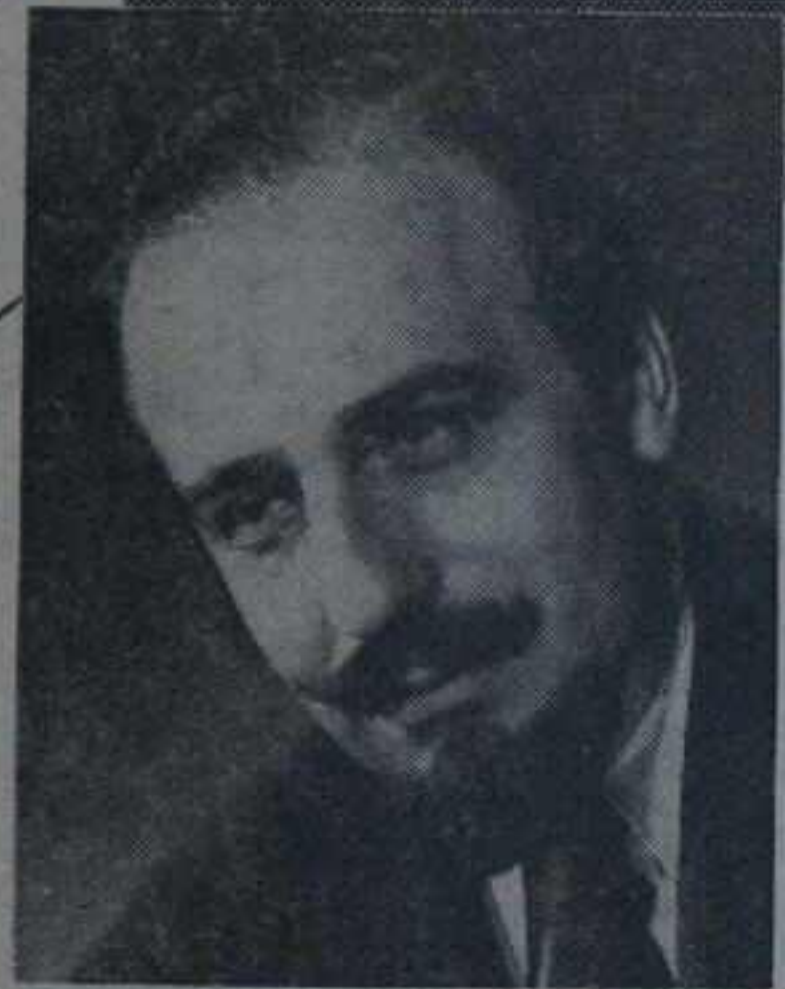
Here's a collection of fine standards, smoothly sung by the Billy Williams Quartet. The arrangements are sophisticated and tasteful. Included are

(Continued on page 41)

Original theme as introduced on Westinghouse "Studio One" Summer Theater*

SONG FOR A SUMMMER NIGHT

Mitch Miller



MITCH MILLER
and his Orchestra
Instrumental Version

MITCH MILLER
and his Orchestra and
Chorus
Vocal Version

COLUMBIA 40730 • 4-40730

***Produced by Robert Herridge**

Directed by Karl Genus

With:

Kenneth Utt, Herbert Nelson,
Margaret Feury, Martin Rudy
and Bibi Osterwald.

Written by Charles Garment



COLUMBIA RECORDS

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HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending July 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Wayward Wind		1 11	6. Standing on the Corner		5 11
By Stan Lebonsk, 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.			By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Hefli, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.		
2. Moonglow and Theme From Picnic		2 14	7. I Want You, I Need You, I Love You		7 6
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stotoff, Dec 29888; G. Cates, Coral 61618.			By Maurice Mysel & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.		
3. I Almost Lost My Mind		4 6	8. Allegheny Moon		11 3
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.			By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: F. Page, Mercury 70878.		
4. Ivory Tower		3 15	9. I'm in Love Again		8 10
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; O. Williams, DeLuxe 6093.			By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		
5. On the Street Where You Live		6 10	10. Born to Be With You		10 5
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Weik, Coral 61644; F. Wayne, Epic 9153.			By D. Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291.		
Second Ten					
11. More		14 4	16. Glendora		21 4
By Tom Glader & Alex Astone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.			By Ray Stanley—Published by American (BMI) BEST SELLING RECORD: P. Como, Vic 20-6554.		
12. Picnic		13 10	17. It Only Hurts for a Little While		22 7
By George Dunting & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.			By Mack David & Fred Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
13. Heartbreak Hotel		9 19	17. Sweet Old-Fashioned Girl		19 4
By Aston, Durdan & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Four Jokers, Diamond 3004.			By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.		
14. Walk Hand in Hand		11 11	19. Whatever Will Be Will Be (Que Sera Sera)		24 2
By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughn, Kapp 143; A. Williams, Cadence 1288.			By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704.		
15. Be-Bop-a-Lula		20 3	20. Happy Whistler		15 11
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.			By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3291.		
Third Ten					
21. Graduation Day		16 8	26. Portuguese Washerwoman		27 2
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lemmons Sisters, Coral 61648; Rover Boys, ABC-Paramount 9700.			By Popp-Lucchese—Published by Remick (ASCAP) RECORD AVAILABLE: J. (Fingers) Carr, Cap.		
22. Transfusion		17 5	27. Treasure of Love		- 2
By Jimmy Drake—Published by Paul Barrett (BMI) RECORDS AVAILABLE: Four Jokers, Diamond 3004; N. Nervus, Dot 15470.			By Lou Stallman & Joe Shapiro—Published by Monument-Progressive (BMI) RECORD AVAILABLE: C. McPhatter, Atlantic 1092.		
23. Hot Diggity		18 18	28. Long, Tall Sally		30 14
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Cemo, Vic 20-6417.			By E. Johnson—Published by Venice (BMI) RECORDS AVAILABLE: P. Bone, Dot 15457; Little Richard, Specialty 572; M. Robbins, Col 40679.		
24. My Prayer		- 1	28. Stranded in the Jungle		- 1
By Boulanger & Kennedy—Published by Skidmore (ASCAP) RECORD AVAILABLE: Platters, Mercury 70893.			By Johnson & Smith—Published by Flash (BMI) RECORDS AVAILABLE: Cadets, Modern 994; Jayhawks, Flash 109.		
25. I Could Have Danced All Night		23 8	30. Magic Touch		27 15
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carla, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.			By Buck Ram—Published by Panther (ASCAP) RECORD AVAILABLE: Platters, Mercury 70819.		

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



AMES BROTHERS

It Only Hurts for a Little While
/ If You Wanna See Mamie Tonight (20/47-6481)

PERRY COMO

Glendora
/ More (20/47-6554)

EDDIE FISHER

Sweet Heartaches
/ On the Street Where You Live (20/47-6529)

TONY MARTIN

Walk Hand in Hand
/ Flamenco Love (20/47-6493)

ELVIS PRESLEY

I Want You, I Need You, I Love You
/ My Baby Left Me (20/47-6540)

KAY STARR

Second Fiddle
/ Love Ain't Right (20/47-6541)

HUGO WINTERHALTER

Canadian Sunset
/ This Is Real (20/47-6537)

**SURE
WINNERS
FROM
RCA VICTOR**

the dealer's choice **RCA VICTOR** 

• Best Sellers in Stores

For survey week ending July 4

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	Title
1	1	11	WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013
2	2	5	I ALMOST LOST MY MIND (BMI)—P. Boone..... I'm In Love With You (BMI)—Dot 15472
3	3	13	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... Theme From "Picnic" (ASCAP)—Dec 29888
4	4	7	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... My Baby Left Me (BMI)—Vic 20-6540
5	5	11	I'M IN LOVE AGAIN (BMI)—F. Domino..... MY BLUE HEAVEN (ASCAP)—Imperial 5386
6	6	5	MORE (ASCAP)—P. Como..... Glendora (BMI)—Vic 20-6554
7	7	12	STANDING ON THE CORNER (ASCAP)—Four Lads..... My Little Angel (BMI)—Col 40674
7	9	4	BORN TO BE WITH YOU (ASCAP)—Chordettes..... Love Never Changes (ASCAP)—Cadence 1291-1019
9	8	6	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... We All Need Love (ASCAP)—Col 40654
10	11	4	BE-BOP-A-LULA (BMI)—G. Vincent.. Woman Love (BMI)—Cap 3450
11	16	2	ALLEGHENY MOON (ASCAP)—P. Page..... Strangest Romance (ASCAP)—Mercury 70878
12	13	4	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer..... Goodbye, John (BMI)—Coral 61636
13	10	6	TRANSFUSION (BMI)—Nervous Norvus..... Dig (BMI)—Dot 15470
14	15	13	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... Rio Batucada (ASCAP)—Coral 61618
15	20	2	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day..... I Gotta Sing Away These Blues (BMI)—Col 40740
16	12	19	HEARTBREAK HOTEL (BMI)—E. Presley..... I Was the One (BMI)—Vic 20-6420
17	—	1	MY PRAYER (ASCAP)—Platters..... Heaven on Earth (ASCAP)—Mercury 70893
18	14	14	IVORY TOWER (ASCAP)—C. Carr... 14 Please, Please, Believe Me (ASCAP)—Fraternity 734
19	23	7	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.. If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
20	17	11	HAPPY WHISTLER (ASCAP)—D. Robertson..... You're Free to Go (ASCAP)—Cap 3391
21	22	4	TREASURE OF LOVE (BMI)—C. McPhatter..... When You're Sincere (BMI)—Atlantic 1092
22	21	7	WALK HAND IN HAND (BMI)—T. Martin..... Flamenco Love (ASCAP)—Vic 20-6493
23	19	8	IVORY TOWER (ASCAP)—C. Storm.. I Ain't Gonna Worry (BMI)—Dot 15458
24	18	8	PICNIC (ASCAP)—McGuire Sisters.. Delliah Jones (ASCAP)—Coral 61627
25	—	1	PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr..... Lucky Pierre (ASCAP)—Cap 3418

• Most Played in Juke Boxes

For survey week ending July 4

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 the nation's juke box operators. 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
1	1	7	WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013
2	3	5	I ALMOST LOST MY MIND (BMI)—P. Boone..... I'm In Love With You (BMI)—Dot 15472
3	6	9	I'M IN LOVE AGAIN (BMI)—F. Domino..... MY BLUE HEAVEN (ASCAP)—Imperial 5386
4	9	6	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... My Baby Left Me (BMI)—Vic 20-6540
5	2	16	HEARTBREAK HOTEL (BMI)—E. Presley..... I Was the One (BMI)—Vic 20-6420
6	4	11	IVORY TOWER (ASCAP)—C. Carr... 4 Please, Please, Believe Me (ASCAP)—Fraternity 734
7	8	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... Theme From "Picnic" (ASCAP)—Dec 29888
8	5	8	STANDING ON THE CORNER (ASCAP)—Four Lads..... My Little Angel (BMI)—Col 40674
9	11	2	MORE (ASCAP)—P. Como..... GLENDORA (BMI)—Vic 20-6554
10	7	10	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... Rio Batucada (ASCAP)—Coral 61618
11	10	9	IVORY TOWER (ASCAP)—C. Storm.. I Ain't Gonna Worry (BMI)—Dot 15458
12	16	3	BORN TO BE WITH YOU (ASCAP)—Chordettes..... Love Never Changes (ASCAP)—Cadence 1291
13	17	4	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.. If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
14	10	2	ALLEGHENY MOON (ASCAP)—P. Page..... Strangest Romance (ASCAP)—Mercury 70878
15	18	2	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... We All Need Love (ASCAP)—Col 40654
16	12	7	HAPPY WHISTLER (ASCAP)—D. Robertson..... You're Free to Go (ASCAP)—Cap 3391
17	—	1	BE-BOP-A-LULA (BMI)—G. Vincent.. Woman Love (BMI)—Cap 3450
18	20	2	ON THE STREET WHERE YOU LIVE (ASCAP)—E. Fisher..... Sweet Heartaches (ASCAP)—Vic 20-6529
19	—	1	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer..... Goodbye, John (BMI)—Coral 61636
20	13	14	MAGIC TOUCH (ASCAP)—Platters.. Winner Takes All (ASCAP)—Mercury 70819

• 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	Title
1	1	7	Wayward Wind (Warman).....
2	2	11	Ivory Tower (E. H. Morris).....
3	3	3	Allegheny Moon (Oxford).....
4	4	9	Picnic (Shapiro-Bernstein).....
5	5	10	On the Street Where You Live (Chappell).....
6	6	9	Moonglow (Mills-Columbia Pictures).....
7	7	10	Walk Hand in Hand (Republic).....
8	8	9	Standing On the Corner (Frank).....
9	9	2	I Almost Lost My Mind (Hill & Range).....
10	10	2	More (Shapiro-Bernstein).....
11	11	6	Graduation Day (Sheldon).....
12	12	1	Whatever Will Be, Will Be (Che Sera, Sera Artists).....
13	13	2	Heartbreak Hotel (Tize).....
14	14	6	I Could Have Danced All Night (Chappell).....
15	15	11	Hot Diggity (Roncom).....

• Most Played by Jockeys

For survey week ending July 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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	Title
1	1	10	WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013
2	2	13	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... Theme From "Picnic" (ASCAP)—Dec 29888
3	3	5	I ALMOST LOST MY MIND (BMI)—P. Boone..... I'm In Love With You (BMI)—Dot 15472
4	4	7	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... We All Need Love (ASCAP)—Col 40654
5	5	6	BORN TO BE WITH YOU (ASCAP)—Chordettes..... Love Never Changes (ASCAP)—Cadence 1291
6	6	11	STANDING ON THE CORNER (ASCAP)—Four Lads..... My Little Angel (BMI)—Col 40674
7	7	5	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... My Baby Left Me (BMI)—Vic 20-6540
8	12	4	GLENDORA (BMI)—P. Como..... More (ASCAP)—Vic 20-6554
9	10	3	MORE (ASCAP)—P. Como..... Glendora (BMI)—Vic 20-6554
10	11	8	I'M IN LOVE AGAIN (BMI)—F. Domino..... By Blue Heaven (ASCAP)—Imperial 5386
11	8	13	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... Rio Batucada (ASCAP)—Coral 61618
12	13	3	ALLEGHENY MOON (ASCAP)—P. Page..... Strangest Romance (ASCAP)—Mercury 70878
13	16	3	BE-BOP-A-LULA (BMI)—G. Vincent.. Woman Love (BMI)—Cap 3450
14	22	2	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer..... Goodbye, John (BMI)—Coral 61636
15	21	5	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.. If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
16	20	2	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day..... I Gotta Sing Away These Blues (BMI)—Col 40704
17	14	10	IVORY TOWER (ASCAP)—G. Storm.. I Ain't Gonna Worry (BMI)—Dot 15458
18	23	8	WALK HAND IN HAND (BMI)—T. Martin..... Flamenco Love (ASCAP)—Vic 20-6493
19	9	12	IVORY TOWER (ASCAP)—C. Carr... 9 Please, Please, Believe Me (ASCAP)—Fraternity 734
20	17	8	PICNIC (ASCAP)—McGuire Sisters.. Delliah Jones (ASCAP)—Coral 61627
21	24	6	GRADUATION DAY (BMI)—Four Freshmen..... Lonely Night in Paris (ASCAP)—Cap 3410
22	—	1	NEVER TURN BACK (BMI)—A. Hibbler..... Away All Boats (ASCAP)—Dec 29950
23	—	1	FREE (ASCAP)—T. Leonetti..... It's Wild (BMI)—Cap 3442
24	25	3	PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr..... Lucky Pierre (ASCAP)—Cap 3418
25	—	1	MY PRAYER (ASCAP)—Platters..... Heaven on Earth (ASCAP)—Mercury 70893

"Allegheny Moon" • PATTI PAGE • MERCURY
70878

"My Prayer" • THE PLATTERS • MERCURY
70893

"Stranded In The Jungle" • GADABOUTS • MERCURY
70898

"Tell Me Why" • THE CREW CUTS • MERCURY
70890

"Love, Love, Love" • THE DIAMONDS • MERCURY
70889

"Fabulous Character" • SARAH VAUGHAN • MERCURY
70885

"Soft Summer Breeze" • EDDY HEYWOOD • MERCURY
70863

"You're Sensational" • NICK NOBLE • MERCURY
70897

"The Proud Ones" • BUDDY MORROW • WING
90079



MGM Records

SOCK SUMMER SELLERS

Joni James

GIVE US THIS DAY

BILLBOARD CASH BOX VARIETY PICK

HOW LUCKY YOU ARE

MGM 12268 • K12268

Art Mooney and his orch.

DAYDREAMS

BILLBOARD VARIETY CASH BOX PICK

SOMEBODY STOLE MY MUCHACHA

MGM 12277 • K12277

Leroy Holmes and His Orch.

THEME FROM **"THE PROUD ONES"**

WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

David Rose and His Orch.

COOL TANGO

"THE CATERED AFFAIR" THEME
(From MGM film, "The Catered Affair")

MGM 12270 • K12270

Dick Hyman Trio

WHEN YOU'RE SMILING

ROLLIN' THE BOOGIE

MGM 12258 • K12258

BETTY MADIGAN

CRYING CAUSE I LOVE YOU
and
A PERFECT UNDERSTANDING
MGM 12273 • K12273

SAM (the Man) TAYLOR

THE BEAT | REAL GONE
MGM 12278 • K12278

CLAIRE HOGAN

JOHNNY'S ON A JOURNEY
and
SUNDAY IN SAVANNAH
MGM 12280 • K12280

MUSIC FROM THE SOUND TRACK OF FOREIGN INTRIGUE

INTRIGUE

and

FOREIGN INTRIGUE CONCERTO

MGM 12281 • K12281

THE ORIGINAL IVORY JOE HUNTER

I ALMOST LOST MY MIND
MGM 10578 • K10578

ALAN LOGAN

BOULEVARD OF BROKEN DREAMS
and
PORTUGUESE DANCE
MGM 12271 • K12271

NEW COUNTRY STAR BUCK GRIFFIN

STUTTERIN' PAPA
and
WATCHIN' THE 7:10 ROLL BY
MGM 12284 • K12284

HIT 12 INCH ALBUMS



From Sound Track

THE SWAN

E3399

JONI JAMES



LET THERE BE LOVE

E3348 • X1225 • X1226 • X1227

THE MUSIC OF JOSEF MYROW



SOMEWHERE IN THE NIGHT

E3376 • X1258 • X1259 • X1260

ZIGGY ELMAN and His Orch.



SENTIMENTAL TRUMPET

E3389 • X1290 • X1291 • X1292

Territorial Best Sellers

For survey week ending July 4

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

Atlanta

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Born to Be With You, Chordettes, Cdc.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. I Almost Lost My Mind, P. Boone, Dot
6. On the Street Where You Live V. Damone, Col.
7. Glendora, P. Como, Vic.

Baltimore

1. More, P. Como, Vic.
2. Allegheny Moon, P. Page, Mer.
3. I Almost Lost My Mind, P. Boone, Dot
4. Whatever Will Be, Will Be Doris Day, Col.
5. I'm In Love Again, F. Domino, Imp.
6. On the Street Where You Live V. Damone, Col.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Wayward Wind, G. Grant, Era
10. Be-Bop-A-Lula, G. Vincent, Cap.

Boston

1. Whatever Will Be, Will Be Doris Day, Col.
2. Wayward Wind, G. Grant, Era
3. On the Street Where You Live V. Damone, Col.
4. More, P. Como, Vic.
5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
6. Born to Be With You, Chordettes, Cdc.
7. Allegheny Moon, P. Page, Mer.
8. I Almost Lost My Mind, P. Boone, Dot
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. My Prayer, Platters, Mer.

Buffalo

1. I Almost Lost My Mind, P. Boone, Dot
2. Allegheny Moon, P. Page, Mer.
3. Wayward Wind, G. Grant, Era
4. Fever, L. W. John, Kng.
5. More, P. Como, Vic.
6. I'm In Love Again, F. Domino, Imp.
7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
8. Sweet, Old-Fashioned Girl T. Brewer, Cor.
9. My Prayer, Platters, Mer.
10. On the Street Where You Live V. Damone, Col.

Chicago

1. I Almost Lost My Mind, P. Boone, Dot
2. I'm In Love Again, F. Domino, Imp.
3. Standing On the Corner, Four Lads, Col.
4. Moonglow and Theme From "Picnic" G. Cates, Cor.
5. On the Street Where You Live V. Damone, Col.
6. Standing On the Corner, Four Lads, Col.
7. Stranded In the Jungle, Jay Hawks, Fah.
8. Wayward Wind, G. Grant, Era
9. Whatever Will Be, Will Be Doris Day, Col.
10. I Want You, I Need You, I Love You E. Presley, Vic.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. I'm In Love Again, F. Domino, Imp.
3. Standing On the Corner, Four Lads, Col.
4. More, P. Como, Vic.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. Allegheny Moon, P. Page, Mer.
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Picnic, McGuire Sisters, Cor.
10. Sweet, Old-Fashioned Girl T. Brewer, Cor.

Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. On the Street Where You Live V. Damone, Col.
3. My Prayer, Platters, Mer.
4. Picnic, McGuire Sisters, Cor.
5. I Almost Lost My Mind, P. Boone, Dot
6. Sweet, Old-Fashioned Girl T. Brewer, Cor.
7. Whatever Will Be, Will Be Doris Day, Col.
8. Be-Bop-A-Lula, G. Vincent, Cap.
9. Treasure of Love, C. McPhatter, Atl.
10. Love, Love, Love, Clovers, Atl.

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. I'm In Love Again, F. Domino, Imp.
3. Wayward Wind, G. Grant, Era
4. Be-Bop-A-Lula, G. Vincent, Cap.
5. Standing On the Corner, Four Lads, Col.

Denver

1. Born to Be With You, Chordettes, Cdc.
2. Picnic, McGuire Sisters, Cor.
3. I Almost Lost My Mind, P. Boone, Dot
4. Wayward Wind, G. Grant, Era
5. Transfusion, N. Norvus, Dot
6. Walk Hand in Hand, T. Martin, Vic.
7. I Want You to Be My Girl Teen-Agers, Gee
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. More, P. Como, Vic.
10. Standing On the Corner, Four Lads, Col.

Detroit

1. Soft Summer Breeze, E. Heywood, Mer.
2. I Almost Lost My Mind, P. Boone, Dot
3. Wayward Wind, G. Grant, Era
4. Allegheny Moon, P. Page, Mer.
5. Be-Bop-A-Lula, G. Vincent, Cap.
6. I'm In Love Again, F. Domino, Imp.
7. Moonglow and Theme From "Picnic" G. Cates, Cor.
8. Sweet, Old-Fashioned Girl T. Brewer, Cor.

Kansas City

1. Born to Be With You, Chordettes, Cdc.
2. Be-Bop-A-Lula, G. Vincent, Cap.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. I Almost Lost My Mind, P. Boone, Dot
5. More, P. Como, Vic.
6. It Only Hurts for a Little While Ames Brothers, Vic.
7. Wayward Wind, G. Grant, Era
8. Walk Hand in Hand, T. Martin, Vic.

Los Angeles

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. On the Street Where You Live V. Damone, Col.
5. I'm In Love Again, F. Domino, Imp.
6. Happy Whistler, D. Robertson, Cap.
7. Heartbreak Hotel, E. Presley, Vic.
8. Allegheny Moon, P. Page, Mer.
9. Born to Be With You, Chordettes, Cdc.
10. Graduation Day, Four Freshmen, Cap.

Milwaukee

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Sweet, Old-Fashioned Girl T. Brewer, Cor.
4. Allegheny Moon, P. Page, Mer.
5. More, P. Como, Vic.
6. Born to Be With You, Chordettes, Cdc.
7. I'm In Love Again, F. Domino, Imp.
8. On the Street Where You Live V. Damone, Col.
9. Whatever Will Be, Will Be Doris Day, Col.

Minneapolis-St. Paul

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. Born to Be With You, Chordettes, Cdc.
5. More, P. Como, Vic.
6. I Want You to Be My Girl Teen-Agers, Gee
7. Whatever Will Be, Will Be Doris Day, Col.
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Allegheny Moon, P. Page, Mer.
10. Wayward Wind, G. Grant, Era

New Orleans

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. I Almost Lost My Mind, P. Boone, Dot
4. On the Street Where You Live V. Damone, Col.
5. Standing on the Corner, Four Lads, Col.
6. That's All There Is to That N. (King) Cole, Cap.
7. Be-Bop-A-Lula, G. Vincent, Cap.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Treasure of Love, C. McPhatter, Atl.
10. Glendora, P. Como, Vic.

New York

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing on the Corner, Four Lads, Col.
4. On the Street Where You Live V. Damone, Col.
5. Heartbreak Hotel, E. Presley, Vic.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Ivory Tower, C. Carr, Fty.
8. My Prayer, Platters, Mer.
9. Graduation Day, Rover Boys, Pant.
10. More, P. Como, Vic.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Standing on the Corner, Four Lads, Col.
5. Heartbreak Hotel, E. Presley, Vic.
6. Ivory Tower, C. Carr, Fty.
7. I'm In Love Again, F. Domino, Imp.
8. Allegheny Moon, P. Page, Mer.
9. Picnic, McGuire Sisters, Cor.
10. On the Street Where You Live V. Damone, Col.

Pittsburgh

1. More, P. Como, Vic.
2. Allegheny Moon, P. Page, Mer.
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. On the Street Where You Live V. Damone, Col.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. Whatever Will Be, Will Be Doris Day, Col.
8. It Only Hurts for a Little While Ames Brothers, Vic.
9. Moonglow and Theme From "Picnic" G. Cates, Cor.
10. Fever, L. W. John, Kng.

St. Louis

1. Wayward Wind, G. Grant, Era
2. I Almost Lost My Mind, P. Boone, Dot
3. On the Street Where You Live V. Damone, Col.
4. Standing on the Corner, Four Lads, Col.
5. Transfusion, N. Norvus, Dot
6. Glendora, P. Como, Vic.
7. Born to Be With You, Chordettes, Cdc.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Moonglow and Theme From "Picnic" G. Cates, Cor.
10. Portuguese Washerwoman J. (Fingers) Carr, Cap.

"Fats"



Domino

Latest and Greatest

"WHEN MY DREAMBOAT COMES HOME"

and SO-LONG

SHIPPED 300,000 FIRST TEN DAYS

HEADING FOR A 1,000,000



Imperial Records

6425 Hollywood Blvd Hollywood 28, Calif.

**SPECIAL
RELEASE**



Steve Allen

AND HIS ORCHESTRA
PLAY

**LOLA'S
THEME**

From Hecht-Lancaster Production "Trapeze"

and

CONVERSATION

(On the Telephone)

CORAL 61681 • 9-61681



• 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. Rip It Up *Little Richard*
(BMI) Specialty 579
2. Stranded in the Jungle *The Jayhawks*
(BMI) Flash 109
3. Stranded in the Jungle *The Cadets*
(BMI) Modern 994
4. That's All There Is to That
My Dream Sonata *Nat (King) Cole*
(BMI); (ASCAP) Capitol 3458
5. Fever *Little Willie John*
(BMI) King 4935
6. Soft Summer Breeze *Eddie Heywood*
(BMI) Mercury 70863
7. Canadian Sunset *Hugo Winterhalter*
(BMI) RCA Victor 6537
8. Theme From "The Proud Ones"
. *Nelson Riddle*
(BMI) Capitol 3472
9. You Don't Know Me *Jerry Vale*
(BMI) Columbia 40710
10. I Only Know I Love You *Four Aces*
(ASCAP) Decca 29989

• THIS WEEK'S BEST BUYS

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

GIVE US THIS DAY (Valando, ASCAP)—Joni James—M-G-M 12288—A wide variety of geographical areas are reporting fine sales on the thrush's latest release. Boston, New York, Baltimore, Buffalo, Pittsburgh, Milwaukee, St. Louis and Los Angeles are among the cities sampled that indicated excellent business with it. One of Miss James' best sellers in quite a while, this disk has chart potential. Flip is "How Lucky You Are" (Kassner & Maurice, ASCAP). A previous Billboard "Spotlight" pick.

SOFT SUMMER BREEZE (Regent, BMI)—Eddie Heywood—Mercury 70863—Out about two months already, this instrumental is suddenly catching on. Midwestern reports are most enthusiastic. The record tops Detroit's territorial chart this week and has established itself in Cleveland and Pittsburgh as well. It is also beginning to send up smoke in Chicago, Buffalo, Milwaukee and Cincinnati. Flip is "Heywood's Bounce" (Meridian, BMI).

WHO CAN EXPLAIN? (Planetary, ASCAP)—Frankie Lyman and The Teenagers—Gee 1018—See this week's Rhythm & Blues Best Buys.

England's Hottest Record Star

WINIFRED ATWELL

and her **OTHER** piano

TREMENDOUS is the word for the "PIANO RECORD" of the year!!

LEFT BANK

1680



London
RECORDS



2 FABULOUS SMASH HITS!

The Cadets

'STRANDED

IN THE

JUNGLE'

mod. 994

The Teen Queens

'UNTIL THE DAY I DIE'

b/w

'BILLY BOY'

rpm 464

Modern RECORDS RPM 9317 w. washington blvd. culver city, california

THE TOP 100

For survey week ending July 4

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.

Table with 5 columns: Pos., Song, Artist, Label, Last Week. Lists 100 songs including 'Wayward Wind', 'I Almost Lost My Mind', 'Moonglow and Theme from "Picnic"', etc.

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.



3 BIG ONES

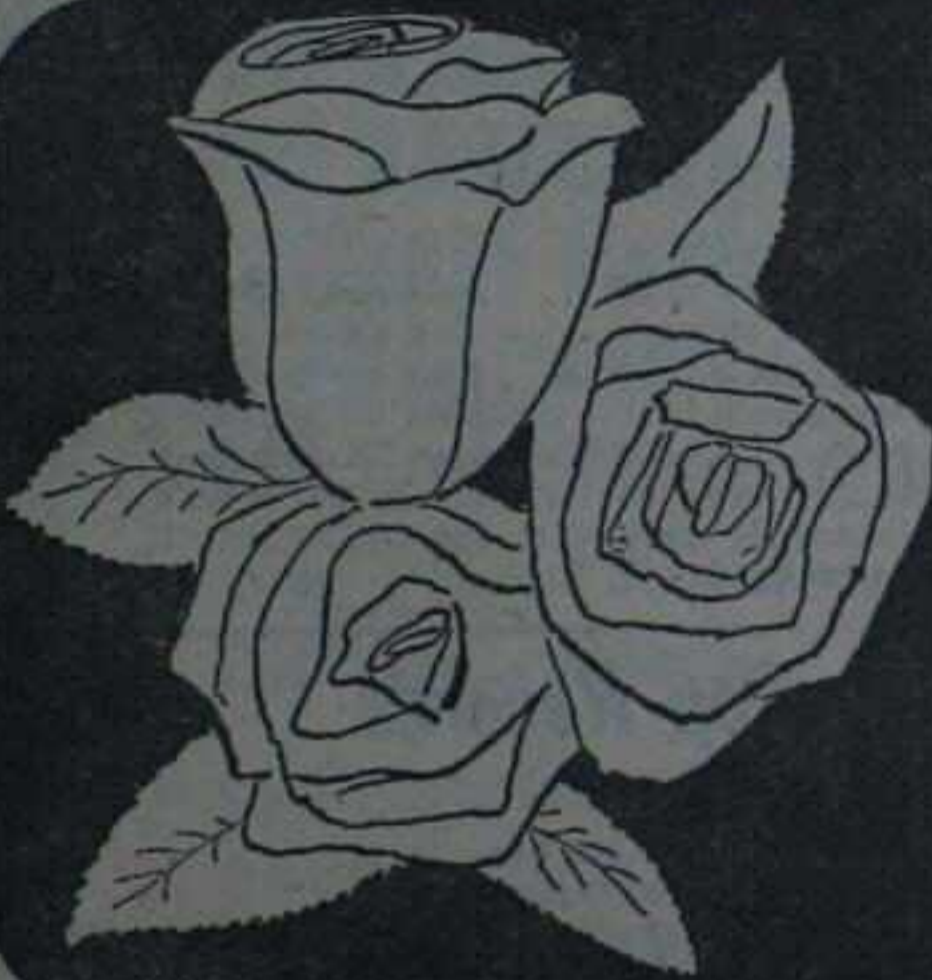
for the summer



Cyril Stapelton and his orchestra

ITALIAN THEME

B/W Tiger Tango #1672



Johnston Bros.

ROSES OF PICARDY

#1616



Frank Chacksfield and his orchestra

DONKEY CART

#1671



London
RECORDS





Eddie Lawrence



yocks up a storm with

The Old Philosopher

Review Spotlight on NOVELTY
JODIE LAWRENCE . . . Coral 61671 . . . THE OLD PHILOSOPHER (Merick, BMI)
 The witty comic has a hilarious new disk, which should spark audience attention for fun-minded jockeys. Lawrence's wailing of "Old, Old Vienna" was well received and this should prove equally effective. Flip is "King Arthur's Mines." (Merick, BMI)

Review Spotlight on . . .

RECORDS

DOROTHY COLLINS . . . Coral 61669 . . . NO ROCK 'N' ROLL TONIGHT (Harvard, BMI)

The "Hit Parade" thrush is in fine form on this slow waltz-tempo theme with an appealing rock and roll lyric concept. She sells it with sincerity and expressive phrasing. Flip is a bouncy rhythm item "Rock and Roll Train" (Porgie, BMI).

MUIR MATHIESON ORK. . . . Columbia 40725 . . . LOLA'S THEME (Cromwell, ASCAP)

This side was lifted out of the label's sound track LP on the Burt Lancaster-Gina Lollobrigida movie "Trapeze" because jockeys reported such a strong immediate listener response to the tune. It's a lush instrumental version of a dreamy ballad with strong romantic appeal. Flip is also from the sound track "Mike and Lola's Love Theme" (Cromwell, ASCAP).

FATS DOMINO . . . WHEN MY DREAMBOAT COMES HOME
 See Rhythm and Blues Spotlight. (Witmark, ASCAP)

DISK JOCKEY PROGRAMMING

CATERINA VALENTE . . . Decca 29951 . . . GRANADA (Peer, BMI)

The European thrush wraps up the romantic standard in a strikingly dramatic vocal performance. Both her work and the lush backing job are in the style of her big hit "Malaguena." Jockeys should find this platter ideal programming material for a variety of different show segs. Flip is a tender inspirational theme "There But for the Grace of God Goes I" (Kellem, ASCAP)

TALENT

THE BLENDERS . . . RCA Victor 6591 . . . CECILIA (ABC, BMI)

I'VE TOLD EVERY LITTLE STAR . . . (Harms, ASCAP)
 The boys warble in smooth harmony—somewhat similar to the Four Lads—the delightful oldie "Cecilia." Flip spotlights another quality vocal performance by the group on the appealing Kern-Hammerstein standard. Note: The tune "Earthbound" (a Billboard Spotlight last week on the Roberto Orchestra's, Coral Record) was erroneously credited to Sherwin Music. It is published by Robert Mellin Music, BMI.

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
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

BILLY VAUGHN ORK
 The Left Bank 80

DOT 15479 — Yet another instrumental version of this nostalgic tune—and perhaps one of the most commercial despite its late start. The alternating refrains by a "Crazy Otto" style piano and trombone are gassers. (Cromwell, ASCAP)

The Sweetheart Polka 76
 Here, again, a slightly out-of-tune bar-room upright sets a merry pace and is followed by trombone in hot pursuit. A cute instrumental that will intrigue flocks of deejays. (Randy-Smith, ASCAP)

PERCY FAITH ORK
 Sierra Madre 79

COLUMBIA 40719 — A classy instrumental. Percy Faith's arrangement of this Latin-flavored number is sophisticated and melodic. A strong deejay side. (Melody Lane, BMI)

Wouldn't It Be Lovely 77
 The song from "My Fair Lady" is done as a tasteful instrumental. Another strong deejay side. (Chappell, ASCAP)

(TENNESSEE) ERNIE FORD
 Rock, Roll, Boogie 78

CAPITOL 3474 — Ford's songmanship socks thru on an infectious rhythm ditty with a bouncy boogie tempo. Should pull spins in both pop and c.&w. fields. (Paxton, ASCAP)

Call Me Darlin' 77
 Ford sings with sincerity and attractive simplicity on the tender standard. Good jockey programming material. (Joy, ASCAP)

JO STAFFORD
 With a Little Bit of Luck 78

COLUMBIA 40718 — Stafford's reading of the "Fair Lady" tune sparkles with style and verve. A fine side for deejays. Watch it. (Chappell, ASCAP)

One Little Kiss 76
 Jo Stafford sings this rhythm number with her usual technical excellence and style, smartly backed by Paul Weston. (Grady, ASCAP)

PATIENCE AND PRUDENCE
 Tonight You Belong to Me 78

LIBERTY 55022—The gals debut on the label with a distinctly little girlish harmony sound. The rhythm and the tune have a unique, contagious quality and with exposure this could catch on. (Mills, ASCAP)

A Smile and a Ribbon 74
 Little Prudence does this appealing and fetching ditty all alone. Gal sounds like a cutie but the side to watch is the flip. (Frank, ASCAP)

LARRY ADLER
 La Riffi 77

CAPITOL 3493—Already cut by the Trio Raisner on Decca, this version by harmonica virtuoso Larry Adler is technically skillful and brings out the theme's haunting quality. Fine for deejays. (Chappell, ASCAP)

La Soupe a La Grimace 76
 Uncommon material, uncommonly well done. A good coupling, with plenty of novelty value for deejays.

(Continued on page 40)

The Billboard,
 July 7, 1956
 and
 King Arthur's Mines
 CORAL #61671



Announcing
the winners in
**MAY IS MANTOVANI
MONTH CONTEST**

National Performance Winners

First Prize: Victor Music

448 State Street, Madison, Wisconsin

Second Prize: Aeolian Company

1004 Olive Street, St. Louis, Mo.

Third Prize: Gem Jewelers

6434 Pacific, Huntington Park, Calif.

Dealer Display Winners

Music Box, Santa Monica, Calif.
Schmitt Music, Minneapolis, Minn.
Martha Jane's, New Orleans, La.
Guyer Music, Watertown, Wisc.
Hillcrest Record, Cleveland, O.
Newkirk's Records, Rapid City, S. D.
Henrich's Record, Union City, N. J.
Gateway to Music, Los Angeles, Calif.
G. Schirmer's, Long Beach, Calif.
J. L. Hudson, Detroit, Mich.

Local Performance Winners

Moses Melody Shop, 303 Main Street, Little Rock, Arkansas
Holiday Shop, 123 N.E. 79th Street, Miami, Florida
Musicland, Burlington, North Carolina
Thomas Piano Company, 210 28th Street, Newport News, Virginia
Gift Mart-Music Centre, 92-36 New York Blvd., Jamaica, New York
Newman Electric, Wolf Point, Montana
Hi Fi Record Shop, 2580 McCulloh Street, Baltimore 17, Md.
Vandever's, 5th and Boston, Tulsa, Oklahoma
Mays Music Co., 514 Central Ave., S.W., Albuquerque, N. M.
Martha Jane's Melody Lane, 3600 So. Carrollton, New Orleans, La.
Olson Music, Windom, Minnesota
Purucker Piano House, 111 North Central, Medford, Oregon
Ten Eyck Record Shop, 10 North Pearl Street, Albany, N. Y.
Bill's Record Shop, 5007 North Central, Phoenix, Arizona
Coast Radio, 266 South 1st Street, San Jose California
Music City, Honolulu, T. H.
Grinnell's, Houston, Michigan
Orth Music Shop, 606 East Penn Street, West Reading, Pa.
Encore Music, 61 Halsey Street, Newark, New Jersey
Mt. Washington Record Shop, Cincinnati, Ohio
Music Room, State College, Pa.
Wilson's Jewelers, 310 S. Salina St., Syracuse, N. Y.

Thanks dealers for
making this the most
successful promotion
in record industry history



LONDON
RECORDS

NOW . . . for 10 weeks starting with this issue

THE BILLBOARD'S BIG SUMMER MERCHANDISING PROGRAM

to maintain a healthy summer record and equipment business

Here's The Billboard's summer speed-up . . . to help you get more people listening to more music . . . playing more music . . . buying more records . . . buying more music equipment!

This is a major expansion of last year's Operation Push-Pop which was so tremendously helpful in creating sales excitement for the industry.

This big program will bring you new, useful editorial features in the summer issues of The Billboard plus a bigger merchandising point-of-sale kit . . . to generate more activity in the whole music record field—pop singles and albums, classical albums, jazz albums, phonos, equipment and accessories.

LOOK AT THESE NEW FEATURES IN THIS ISSUE OF THE BILLBOARD

Weekly Packaged Records Buying Guide New Charts: Albums Most Played by Jockeys, Albums Coming-Up-Strong Album Cover of the Week

This SUMMER MERCHANDISING PROGRAM will put music over BIG this summer . . . be sure you're on the bandwagon!

DEALERS! ORDER THESE TERRIFIC POINT-OF-SALE MERCHANDISING KITS . . . TO HELP YOU RING UP NEW SALES RECORDS THIS SUMMER!

For only \$5, BILLBOARD will mail you this big Sales Booster Kit every other week all through this summer program . . . starting July 14th! Here's what you get—five times during the summer push:

- HONOR ROLL OF HITS POSTER . . . lists the Top 10 Tunes of the week, plus the up-and-coming favorites
BIG PLAY POP ALBUM POSTER . . . the week's top ten
BIG PLAY CLASSICAL ALBUM POSTER . . . the top ten titles (this will alternate every-other-kit with the Big Play Jazz Poster)
5 COPIES OF TODAY'S TOP TUNES . . . listing the tops in pop, classical, jazz, R&B, C&W
POINT-OF-SALE POSTERS OF NEW PRODUCTS . . . for window and counter displays

USE THIS HANDY COUPON TO ORDER YOUR SUMMER MERCHANDISING KIT:

SUMMER MERCHANDISING PROGRAM

THE BILLBOARD 2160 Patterson Street Cincinnati 22, Ohio

Please send me all five Merchandise Kits issued every other week. I enclose \$5 in full payment.

Please send me the first Kit as a trial. I enclose \$1 in payment.

Name: Name of Store: Address:

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.

Table with columns for Radio and Television, listing various songs and their associated record labels.

Best Selling Sheet Music in Britain

(For Week Ending June 23)

A tabbed 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.

Table listing top-selling sheet music titles in Britain, including 'Hot Diggity' and 'I'll Be Home'.

Best Selling Pop Records in Britain

(For Week Ending June 23)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

Table listing top-selling pop records in Britain, including 'I'll Be Home' and 'Heartbreak Hotel'.

Number of Releases This Week

Table showing the number of releases for various record labels like ABC-Paramount, Apollo, Arc, etc.

DJ's Partner New Station

PHOENIX, Ariz.—Dick Gilbert, former WMGM, New York jockey and now of KTYL here, has teamed with Saxie Dowell, jockey on WGN, Chicago, to open a new station, KPOK, in this city.

Federal Communications Commission approval has been obtained on the 1,000-watt, which will be the city's strongest station when it takes the air about October 1. Gilbert will be president, while Dowell, former vocalist with late Hal Kemp's band, will be executive vicepee. Because of present commitments, the latter will not assume his duties till next January 1. Both will be working jockeys on the station.

Small table listing additional record labels and their release counts.

VOX JOX

By JUNE BUNDEY

HUMIDITY SHORTS: Spinners' knees are showing these days at Cleveland Station KYV which is conducting a "Kooler" campaign this summer. Shows originate from outdoor locations and deejays are required to make Bermuda shorts their official summertime working garb. However, Big Wilson will do his show nightly from the in-

side of a giant refrigerator, dressed in ear muffs, parka, etc. When the temperature really climbs, the station plans to send around iced cold soft drinks to time buyers at local agencies. The drinks will be delivered by pretty fems, dressed in - that's right - shorts and caps and blouses bearing a special KYV insignia. A flock of hot-weather contests are on KYW's promotion schedule this season, including one for the best non-alcoholic cool drink recipe (winner to be tagged the KYW Kooler), a "Miss Kooler of Cleveland" beauty contest; an ice carving contest, a watermelon-eating race, and an "oldest bathing suit" competition.

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:

- Providence**
"Moonglow and Theme from 'Picnic,'" M. Stolf, Decca.
- Erie, Pa.**
"Standing On the Corner," Four Lads, Columbia.
- Hattiesburg, Miss.**
"On the Street Where You Live," Vic Damone, Columbia.
- San Diego, Calif.**
"Wayward Wind," Gogi Grant, Era.
- Spartanburg, S. C.**
"Love, Love, Love," the Diamonds, Mercury.
- Toledo**
"Whispering," David Carroll, Mercury.
- Tuscaloosa, Ala.**
"I've Grown Accustomed to Her Face," Gordon MacRae, Capitol.
- Tulsa, Okla.**
"How Little We Know," Frank Sinatra, Capitol.
- Washington**
"More," Perry Como, RCA Victor.

In reference to The Billboard's recent article on radio censorship problems, Joe Ryan, WALL, Middletown, N. Y., writes he has been forced to ban the tune, "I Almost Lost My Mind," from his show because a large State mental hospital is situated in his town and he doesn't want to alienate any listener-patients. . . . Chuck Thompson, WALA, Mobile, Ala., is happy that his partner Elmer has returned to the show. Elmer, who shares billing with Thompson on the "Chuck 'n' Elmer Show," is a trained bantam rooster and his "crowing-on-cue" is a special feature of the early morning ailer.

CHANGE OF THEME: WJBC, Bloomington, Ill., has gone pop for the first time in its history, with all deejay shows programmed from The Billboard's best-selling charts, according to Jerry Collins, who pilots "The Timekeeper Show"

from 5:45 to 9 a.m. across the board. However, says Collins, "rock and roll records will not be played unless they are in the top 10." . . . Bill Kelso, has moved from KTKT, Tucson, Ariz., to KOPO, same city. . . . Lou Narile, WKAL, Rome, N. Y., is augmenting his spinner chores with a new business. He's entering the tape-recording field. . . . Bob Nord-

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JULY 13, 1946:

1. The Gypsy
2. They Say It's Wonderful
3. Prisoner of Love
4. Laughing on the Outside (Crying on the Inside)
5. Doin' What Comes Naturally
6. I Don't Know Enough About You
7. Full Moon and Empty Arms
8. Sioux City Sue
9. In Love in Vain
10. All Thru the Day
11. Surrender
12. Do You Love Me?
13. I Don't Know Why (I Just Do)
14. Come Rain or Come Shine
15. Cement Mixer (Put-ti, Put-ti)

JULY 14, 1951:

1. Too Young
2. How High the Moon
3. On Top of Old Smoky
4. My Truly, Truly Fair
5. Jezebel
6. Mister and Mississippi
7. Loveliest Night of the Year
8. Mockin' Bird Hill
9. Come on-a-My House
10. Rose, Rose, I Love You

meyer has resigned his record librarian post at WPGU, Champaign, Ill., to move west.

THIS 'N' THAT: Norman Wain, WDOK, Cleveland, has been living a busy promotional life recently. He just signed a contract with Hires Root Beer to conduct an hour and a half "Hires Request Time" show, which will be promoted in local retail stores, via display photos of Wain and forms for filling in request-tunes for the program. In addition, Wain recently helped celebrate the opening of a new Cleveland disk outlet, the G Clef Record Shop, by airing his entire afternoon show from the store. The affair was attended by teen-agers, who received free orchids, records and pictures of Elvis Presley. This week Wain aired his entire program from a Muntz TV showroom.

Seek Dismissal

Continued from page 15

it bargains not to enter into employments in which company duties as to be indivisible, and not to enter into a single employment or have a single personal service contract covering composing and other divisible musical duties." The latter were defined as "arranging, playing and conducting, orchestrating, copying, proofreading and literary work reserved by the AFM."

The AFM motion was made to protect the union's jurisdiction according to Fischer, and not to support either CLCA or GPA's position.

SPA attorney Bob Gilbert, in his closing remarks at the hearing, informed the NLRB that the association expected to be placed on a ballot if an election was so ordered by the board. In this case, SPA would then officially be classified as a labor organization.

HEADED FOR THE TOP
#842 Checker
"WHOM DO YOU LOVE?"
with BO DIDDLEY
CHECKER RECORD CO.
777 & CORNHILL ST. CHICAGO, ILL.

Helen Scott
★ PIANIST
★ VOCALIST
★ ORGANIST
NOW APPEARING
CORK CLUB
Shamrock Hotel, Houston, Texas
Music Corp. of America



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Trudy Richards



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an unforgettable,
distinctive version

a dynamic
and rhythmic
new song

travelin' home



record no. 3481





LITTLE WILLIE JOHN
FEVER

b/w
LETTER FROM MY DARLING
King 4935

OTIS WILLIAMS AND HIS
CHARMS
IVORY TOWER
DeLuxe 6093

ONE NIGHT ONLY
b/w
IT'S ALL OVER
De Luxe 6095

JAMES BROWN WITH THE
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
Federal 12258

I DON'T KNOW
b/w
I FEEL THAT OLD FEELING COMING ON
Federal 12264

EARL BOSTIC and
BILL DOGGETT
MEAN TO ME
b/w
THE BO-DO ROCK
King 4930

THE MIDNIGHTERS
TORE UP OVER YOU
b/w
EARLY ONE MORNING
Federal 12270

EARL DOGGETT
STELLA BY STARLIGHT
b/w
WHAT A DIFF'RENCE A DAY MADE
King 4936

MOON MULLICAN
HEY SHAH
b/w
MAYBE IT'S ALL FOR THE BEST
King 4937

JERRY DORN
WISHING WELL
SENTIMENTAL HEAVEN
4932

KING RECORDS

• **Reviews of New Pop Records**

• Continued from page 38

RONNIE HILTON

Who Are We77
VICTOR 6563—The popular Britisher does a quality vocal job on this lustily arranged ballad. This one has juke box potential and the voice is the kind that could generate its own following at the retail level. (Bourne, ASCAP)
Give Me My Ranch...73
Hilton works in a spirited, colorful fashion on the ranchero favorite. Backing is smartly orchestrated to rate just as high as the voice, but the ballad side may have more sell. (New World, ASCAP)

SUNNY GALE

If You Really Want to Know76
VICTOR 6588—The gal sells this one in a steady, rhythmic groove. Material is styled for her and it ranks with her better past sides. (Harman, ASCAP)
Try a Little Prayer...75
Miss Gale offers a religious, hymn-styled bit of philosophic advice. It's a switch from her usual slant but even so, the fans may like it. Has a simple charm. (Famous, ASCAP)

BONNIE LOU

One Track Love76
KING 4948—A solid side. Flavor of this one is primarily country blues, but the appeal will surely be pop as well. Fine performance. (Jay & Cee, BMI)
No Rock 'n' Roll Tonight...74
The thrush, in three-beat measure, won't go to the dance because she had a spat with her boy friend. Bonnie Lou's chanting is excellent. (Harvard, BMI)

THE BUDDIES

Bag of Bones76
DECCA 29953—Here's a rock and roll job with the lads extolling what lipstick, powder and lace do for their queens. Without 'em she's a bag of bones. The side rocks and the harmony pleases. Good for juke and jocks. (Simon House, BMI)
Every Time the Phone Rings...74
A slow, harmonic reading of a tuneful ballad. Voices have a fervent, pleading quality that gets thru nicely, but flip has more immediate excitement. (Wildwood, BMI)

ROBERTA SHERWOOD

Faith Unlocks the Door75
DECCA 30003—Singer puts great warmth into small psalm of faith in waltz tempo. Diction is great, as usual, with chorus and ork contributing effectively. Find addition to the pop trend toward religious themes. (Duchess, BMI)
My Heart Is a Chapel...75
Another church-type waxing with thrush on a solid rhythm beat, and sincerity of projection shining thru. A strong disk in its class on all counts. Sherwood fans will go for both sides. (Leeds, ASCAP)

RED NICHOLS

Cool Tango75
CAPITOL 3464—Nichols bats a highly danceable tango rhythm, effectively accented from strings to trumpet. Can be a pop item for deejay and radio spins. Maestros new group sounds solid. (Ardmore, ASCAP)
Indiana...74
Nice treatment of oldie, "My Indiana Home," to a slow stepping beat. Again ork effects are top-drawer and choral group helps, too. Another candidate for airings. (Shapiro-Bernstein, ASCAP)

NORM ATKINS

Train to the Far Off Night75
FOREST 5602—Here's an interesting folksy side with a driving choo-choo rhythm and colorful train whistle sounds by the gal choral back-up. Atkins sings the tale with effective fervor. Unusual quality of the disk may appeal to jockeys. (MGM, ASCAP)
My Love Will Always Be the Name...72
Atkins displays the qualities of the musical comedy high baritone in this attractive ballad. Plenty of vocal effort in evidence here but the flip has more uniqueness. (Bourne, ASCAP)

PEE WEE HUNT ORK

Rockin' Horse Rock74
CAPITOL 3475—Hunt vocalizes exuberantly on a bouncy novelty with a fine beat. (Dayton, ASCAP)
Blue...72
A catchy instrumental treatment of the pretty oldie. (Fisher, ASCAP)

BOBBY SCOTT

Chloe74
ABC-PARAMOUNT 9723—Scott gives an expressive, rhythmic reading to the standard. Husky, throaty style seems well adapted to the tune. (Robbins, ASCAP)
Mighty Paul Bunyan...72
A patriotic and historical ode, this time on the great Paul Bunyan. Scott's performance rates attention but three-minute length is too long to sustain the mood. Material becomes repetitive. (Billboard Music, ASCAP)

RAY BLOCH

An Revolt73
CORAL 61608—The TV maestro turns the baton to a disking job and the result is an instrumental of a listenable enough quality. String, woodwinds and harp are featured. Acceptable fare for mood jockeys. (Hollybrook, ASCAP)
Candlelight...73
Same comment. (Fest, ASCAP)

ERNEST HILL

Vereda Tropical73
VICTOR 6589—Hill and his talking organ were recorded in Mexico. The artist makes the instrument come close to conversation in this quality cutting of a Mexican standard. Hi-fi fanciers will like. (Peer, BMI)
Marta...73
This is a favorite showcase for various erstwhile Latinish tenors and on the organ the melody has just as appealing a sound. (E. B. Marks, BMI)

RUSS ARNO

Believe in Love73
LIBERTY 55024—Russ Arno's vocal is a big sound, and he's backed by a lush arrangement. For jocks. (Robbins, ASCAP)
You'll Never Know...73
This side is a tasteful reading of the fine standard. (Bregman, Vocco & Conn, ASCAP)

THE TRENIERS

Lover Come Back to Me73
VIK 0214—Here's a swinging, jamming rendition of the ballad standard with vocal and spontaneous background shouts by Milton Trenier. Plenty of noise here which means juke box potential. (Harms, ASCAP)
Sorrento...72
Half way thru, it's wailing slow alto saxing thru there's a switch (with those familiar shouts) to a driving, smashing finish. Should be a great floor number and like the flip qualifies for the boxes. (E. B. Marks, BMI)

ESQUIVEL ORK

Nightingale73
VICTOR 6496—An atmospheric Cugat composition that vividly evokes a picture of the sultry tropics. The arrangement is a tour de force, with a fascinating array of sound gimmicks. Outstanding for deejays. (E. B. Marks, BMI)
Jungle Drums...71
This item, written by Ernesto Lecuona, is also colorful, its handling of percussion and brass being particularly interesting. Like the flip, it is fine for dancing. Pop and Latin-American deejays can make good use of these instrumentals. (E. B. Marks, BMI)

LARRY DANA

Come to Me Tonight73
ESQUIRE 1148—Dana's reading of this pretty song has charm and style. A nice side for deejays. (Esquire, BMI)
More Than Just a Friend...70
Larry Dana sings this tender ballad adequately.

EARL GRANT

Walking in the Summer Rain72
PRINCE 1202—A tender vocal interpretation of a lyrical ballad with moving lyrics. Tasteful backing. (Crutcher, ASCAP)
Moonlight in Vermont...71
Same comment on performance. Tune, of course, is the lovely standard. (Golden, ASCAP)

THE PENNSYLVANIANS

He Was the Happiest72
DECCA 29451—Glee club and ork team up on an old-fashioned waltz ballad. Waring gives it some vocal and instrumental frills which are interesting. Good sound waxing in the groups lightest groove, but of moderate sales potential. (Shawnee, ASCAP)
We'll Go a Long, Long Way Together...70
Rousing march on the "all pals together" beam. All concerned let their hair down. Soloists are outstanding, but over-all smacks of an old operetta's virility number. (Sam Fox, ASCAP)

ROBERT MAXWELL ORK

Hot Tamale72
M-G-M 12293—Swing harpist solos his own Latin-American composition, for a heel-tapping, rumba rhythm. Result is excellent from all points. This is a decided ear-filler of its kind, and jocks will do well to give it a spin, and counters keep it on hand. (Maxwell, ASCAP)
Freckles...70
Another bit of Maxwell tunesmithing, a sort of hypoped-up minuet; with his harp up to some charming capers. Canny ork backing a fine assist. (Maxwell, ASCAP)

THE KING'S IV

My Boudier Lies Over the Ocean72
M-G-M 12287—Quartet belts out ancient barbershop fare to a fine beat and hot harmony frills. Backing likewise packs plenty of seasoning. Jocks should give ear to this one. (PD)
You're Sensational...69
Not as sharp as the flip. "High So-

stely" slick item has been previously waxed for higher appeal bracket. The boys over-reach on this one. (Buxton Hill, ASCAP)

LES BROWN ORK

Hi! The Road to Dreamland71
CAPITOL 3463—Pleasant waxing of lullaby theme from the Bob Hope pic, "That Certain Feeling." Jo Ann Greer carries the vocal and Les Brown and ork provide an effective, languorous arrangement. Doesn't look too salesworthy but pic may hypo deejay play. (Famous, ASCAP)
That Certain Feeling...68
Another waxing shot at the oldie, title song of pic. Needs far more than it gets from either ork of thrush. Appeal is extremely moderate, but again pic may provoke some interest. (Harms, ASCAP)

MARGEE ROBINSON

Hurt Me69
M-G-M 12291—A highly effective multi-track thrashing job on a pleasant ballad. (Fairway, BMI)
Because I'm Here With You...67
A satisfactory performance of a melodic ballad with a Latin-American tempo. (LJA, BMI)

ANNE LORRAINE

Take Me in Your Arms69
ARC 4782—Sweetly expressive piping on the lovely standard. (Mills, ASCAP)
Afraid...67
Another excellent reading of a pretty ballad. (Goldmine, ASCAP)

PETE TERRACE QUINTET

Tonight69
TICO 367—An attractive cha cha cha, whose lovely melody is presented on vibes. Latin-American dance enthusiasts have a relaxed instrumental to meet their demands. (Maureen, BMI)
The Basic Cha-Cha-Cha...68
Again vibes take the lead in a similarly styled cha cha cha. There is nothing frantic about either beat or styling—just a quiet, enjoyable dance side. (Patricia-Kahl, BMI)

LOUISE TORIN

I Thought About You68
M-G-M 12294—Louise Tobin, a one-time Benny Goodman singer, sings with a sultry, swingy beat on the appealing oldie. Deejays should find the platter interesting chatter material. (Burke & Van Heusen, ASCAP)
Goodnight, My Love...68
Same comment. (Robbins, ASCAP)

BOBBY BUCKNER

Language of Love68
SOLID GOLD 712—Warbler features fine clarity of lyric delivery and phrasing in this pop ballad. However, waxing spells little to write home about, otherwise.
My Heart Won't Stop Cryin'...65
Slow waltz tempoed ballad with the characteristics of the flip. Promise is here, but no fulfillment as yet. Eddie Ballantine's ork gives a fair assist.

JILL WHITNEY

Don Juan John67
CORAL 61672—Gal wants a guy who'll be rough and tough. Everybody gives it a big try but Miss Whitney's immature style makes it sound like a bit of a struggle. (Laurel, ASCAP)
Chicken in the Car...65
This might be subtitled "Chicago Mambo" and it has the typical grunts to go with the rhythm style. Gal's vocalistics need smoothing. (Harman, ASCAP)

THE CORONADOS

I Came Back to Say I'm Sorry65
VIK 0217—An okay group vocal on a nice ballad with a pounding r. & b. beat. (Evans, ASCAP)
Let's Get Acquainted...65
The group offers a bouncy treatment of a sprightly rhythm tune with a solid beat. (Simon House, BMI)

BEVERLY COLLINS

To Me With Love63
VICTOR 6592—One of the less effective sides of the week as Miss Collins wails unconvincingly of the boy who signed her autograph book. Spoken bit on a Judy Garland "Mr. Gable" kick adds nothing. (Trinity, BMI)
Marion Doesn't Love Me Anymore...60
Young gal harbors secret love for the Marion fellow (the movie guy that is). One of the lines, "It's awful how silly I can be" is strangely fitting. (Trinity, BMI)

• **Reviews of New Sacred Records**

JIMMIE DAVIS

How Long Has It Been78
DECCA 29965—A strong, moving piece of sacred material that shows Davis at his best. It is a powerful reading that will appeal to almost

(Continued on page 41)

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With The Happy Hearts
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jerry Reed, up-and-coming youngster who has been making great strides recently with his pickin' and selling of exceptional original material, does a guest turn with "Big D Jamboree," Dallas, Saturday (14), along with the "Five Strings." Reed's newest release on the Capitol label is his own "Mr. W.iz." . . . Roy Acuff, Johnny and Jack and Kitty Wells set for Wednesday and Thursday (11-12) at Jacksonville, Fla. . . . Don F. Pierce, prexy of Starday Records, is back at his Los Angeles camping grounds after a six-week tour thru the East and South. New on the Starday label is Rocky Bill Ford, whose initial release is due out this week.

"Arizona Hayride," Phoenix, Ariz., has changed its name to "Baby State Jamboree." New billing has something to do with Arizona being the last State to join the Union. Loy Clingman (Viv), Sanford Clark (MCI), Jimmy Spellman (Viv) and other names of "Baby State Jamboree" are featured each Saturday with Al Casey's band on "Hillbilly Hit Parade" over Channel 3, Phoenix. Ray Odom, emcee, and Frank Barc are producer. Clingman's first album, an EP of four Grand Canyon tunes titled "From the Rim to the River," is scheduled for release July 15.

The Buckskins and Ann Jones and Her Western Sweethearts are

currently showing their wares in Okinawa, which puts them at the halfway mark on their tour for the Far Eastern Command. . . . Johnny Cash and the Tennessee Two last Saturday (7) became regular members of "Grand Ole Opry" in Nashville. The threesome is handled by Bob Neal, of Stars, Inc., Memphis. . . . Glenn Trout, after a 12-day jaunt thru Northern California with Porter Wagoner and trio, Jess Willard and Black-jack Wayne and band, will spend most of July touring the Missouri country. He was a recent guest on "Circle 7 Jamboree," Pittsburg, Kan.

The "Bob Kennedy Bandwagon" show began an indefinite stand July 4 at KFRE-TV, Fresno, Calif., where the group will be heard each Wednesday night at 10:30 p.m. Featured are the Fabulous Mimics, cowboy singer Hank Raines, and a five-piece kids band. Western names will be used as guests from time to time, according to Lou Lydell, producer. . . . The Don Richardson (he's the tub-thumper for "Ozark Jubilee," Springfield, Mo.) are lullabying a new son, their third youngster.

Denver Duke and Jeffery Null set for the Nut House Club, Cleveland, July 24. . . . Faron Young plays the Palace Theater, Gary, Ind., Thursday (12), and Sunday (15) stops off at New River Ranch.

(Continued on page 44)

Reviews and Ratings of New Popular Albums

Continued from page 24

SENTIMENTAL TRUMPET 71
Ziggy Elman Oik (1-12")
M-G-M E 3389
Elman and company devote themselves here strictly to dance music. Naturally the spots fall in the trumpet man himself and he blows, for the most part, in straight, tasty flights on a line-up of standards. Tunes include "Mean to Me," "At Sundown," "You're Mine You," "Tea For Two" and the like. The band, along with Elman and various solo men on trombone and tenor, plays in a fairly quiet, conservative manner. It's all easy listening and could be an even better package if the Elman name got bigger display on the cover.

THE MOST BEAUTIFUL GIRL IN THE WORLD 70
Ted Straker York (1-12")
M-G-M E 3392
The guy who has become a legend among New York's society set sings in his special style a series of toasts to beautiful ladies. Things are kicked off with his own special tune, "The Most Beautiful Girl in the World" and then and there the pace is set for the romantic mood. The listening is easy, relaxed and sugar-coated for those with eyes for romance. Just as good for dancers, too.

SWEET 70
Ernie England, Trumpet (1-12")
Cadence CLP 1014
England, trumpeter formerly with top American bands, migrated to Sweden several years ago, and cut these slides for Swedish Metronome label. It's pleasant mood music, with big, full-tone trumpet set against organ, tenor sax and rhythm. Dealers will have to seek this out and demonstrate it ("You Go to My Head" or "Star Dust" would be good tracks), although it's possible that some dealers will do the trail blazing. Great standard tune selection will help.

THE MOODS OF LOVE 69
Lee Sims, Piano and Organ (1-12")
RCA Victor LPM 1168
This is a collection of informal, pleasantly relaxed piano and organ performances. Lee Sims creates a mood which is soothing and quiet. The package is a natural for after-hours programming. Included are "These Foolish Things," "Everything

I Have Is Yours, "I Got It Bad" and other standards. Moderate sale indicated.

STRICTLY FROM HUNGARY 68
Mischa Michaeloff and Gypsies (1-12")
RCA Victor LPM 1271
This package is good gypsy music, and—as is well-known—those who like this sort of thing never really get enough of it. So although there's a flock of this on the market, there's always room for another. Mischa Michaeloff has collected 10 selections guaranteed to titillate the blue airtier bottle set. They include "The Gay Gypsies," "Romany Rhapsody," "Hora Pizzicato," "Play Sigeuner," etc.

HOSPITALITY BLUES
ENSANGUINATION BLUES 67
Doug Harrell (E-EP)
Colonial CR 501
Two monologs, in the dialect and style of (Deacon) Andy Griffith. Both concern misadventures inside a hospital and are brightly satirical. Shortened to about half their present length and put on a regular three-minute single side, either of these might have had a good chance to break out as a novelty. With a \$1.50 price tag, the disk is likely to be limited in appeal to Carolinians, from where Harrell hails. Southern disk jockeys, of course, will be drawn to its choice regional humor.

LIGHT MUSIC 66
Ronnie Kemper (1-12")
Diamond D 7
A gentle documentation of singer-pianist in a dozen mellowly sentimental moods, completely belying the bawdy connotation of the platter's cover. Content is over-all intimate cocktail-hour stuff, tuned to candlelight and a studio piano. Kemper is short on voice, but gets warmth into his balladizing, and guitar-bass backing adds body to good pianistries.

PAUSE TO DREAM 62
Paul Gavert, Baritone (1-10")
Pyramid 4667
Baritone Paul Gavert displays a sensitive artistry in this attractive selection of poetic and in some cases, folk-styled songs. The voice displays training and a definite finesse for light opera and operetta work. The showcase here are songs of a dreamy, thoughtful character, from the pen of composer Elmo Russ. The singer is accompanied in some cases by violin, cello and piano and in others by solo harp and guitar. The commercial possibilities are very limited, the performance is pleasing and professional.

Reviews and Ratings of New Jazz Albums

Continued from page 24

for jocks, include "Fanny Valentine," "Little Girl Blue," etc.

JAZZ FOR HAPPY FEET 70
Tommy Reynolds, Clarinet; Billy Butterfield, Trumpet; Pee Wee Erwin, Trumpet; Abraham Richmond, Tenor; Lou McGarity, Trombone; Billy Jacob, Piano; George Barnes, Guitar; Cliff Leeman, Drums; Jack Lesberg, Bass. (1-12")
King 395-510
Poor cover, which does not identify the participants or style, cuts the potential of this program, which contains some fairly interesting Chicago-New York Dixieland. Tunes mainly have been associated with Louis Armstrong, and the best tracks are those featuring Butterfield (Try "Monday Date" and "Coronet Chop Suey"). Boonie Richmond's tenor, in a post-Bud Freeman vein, is a special delight, rarely encountered in this type of combo. This should help sell it.

HENRY (HOT LIPS) LEVINE 69
(1-12")
RCA Victor LPM 1283
A rather conventional Dixieland program from the ex-maestro of the "Chamber Music Society of Lower Basin Street," popular radio featurer on the NBC network in the '40's. The trumpeter and seven-piece band tootle cheerfully thru a number of Dixieland classics and six Levine originals, including "Sunrise Symphony," his radio theme song. Two-beat fans may find this LP moderately interesting.

Square Dance
POPULAR SQUARE DANCE MUSIC .. 76
Tommy Jackson (1-12")
Dot DLP 3015
In the past five years the square dance, an important factor in community social life, gained many new adherents—particularly in large cities. This package amply fills the bill for such music. Tommy Jackson is steeped in the tradition, and his fiddler and pickers deliver a dozen tunes full of authenticity. Included are "Golden Slippers," "Flop-Eared Mule," "Ragtime Annie," "Fiddlin' Rag," etc. This album carries an unusually good set of liner notes giving a brief but very informative history of this type of music.

Religious
CANTORIAL JEWELS 70
(1-10")
ABC EP 353
Paucity of material in the Jewish religious LP category makes this "must" inventory for shops with the clientele. Recording, pressing and packaging are not up to the quality of the performances themselves, but the group has the name, and the material is solid cantorial fare. The Cantor's pretty daughters are better known in pop circles as the Marlin Sisters.

Reviews of New Sacred Records
Continued from page 40
all sacred customers—and dealers, (Lister, SESAC)
Dear Son . . . 68
A recitation, with quiet organ backing, in the style of a letter from a father to a son away at war (what war?). Profoundly emotional, but has little application since no American troops have been fighting anywhere in quite a spell. (Vern, BMD)
DON RENO AND RED SMILEY
Jesus Answers My Prayer 77
KING 4944—A intense, devout sacred opus that shows off the well-learned harmonizing of the duo. A "natural" for their followers. (Lois, BMD)
Get Behind Me, Satan . . . 75
Here the pair turns to a vigorous rhythm styling to give full impact to the message on this side. The material is original and gets maximum delivery. (Lois, BMD)
THE GAY SISTERS
O Lord, Won't You Have Mercy 75
DECCA 29939—The Sisters' reading of this sacred song has a very satisfying quality. The simple, touching material has a beautiful melody. (Gay, BMD)
Take the Lord Along With You . . . 73
This religious theme is done with intensity, with the lead singer developing considerable appeal. (Gay, BMD)

Cadence is HOT

THE CHORDETTES
Born To Be With You
#1291
★
BILL HAYES
I Know An Old Lady
Das Ist Musik
#1294
★
ANDY WILLIAMS
Walk Hand in Hand
#1288
★
ARCHIE BLEYER
The Rockin' Ghost
Sleep Sleep Daughter
#1293
★
THE BARRY SISTERS
Intrigue
Till You Come Back to Me
#1295
★
MARION MARLOWE
The Hands of Time
Ring Phone, Ring
#1292
CADENCE LP's
DONALD SHIRLEY
Tonal Expressions—CLP 1001
Piano Perspectives—CLP 1004
Orpheus in the Underworld—CLP 1009
JULIUS LA ROSA CLP 1007
THE CHORDETTES
Close Harmony—CLP 1002
THE MARINERS
Sing Spirituals—CLP 1008
BILLY MAXTED
Hi-Fi Keyboard—CLP 1005
Jazz 'at Nicks—CLP 1012
Dixieland Manhattan Style—CLP 1013
cadence RECORDS

This Week's C&W Best Buys

RESPECTFULLY, MISS BROOKS (Acuff-Rose, BMI)

YOU DON'T OWE ME A THING (Acuff-Rose, BMI)-Marty Robbins

Review Spotlight on . . .

C&W RECORDS

ROY ACUFF AND KITTY WELLS

Goodbye Mr. Brown (Acuff-Rose, BMI)-Decca 9-29935-Here's a

Reviews of New C&W Records

THE FARMER BOYS

My Baby Done Left Me . . .77

ROSE MADDOX

False Hearted . . .77

BANK LOCKLIN

Seven or Eleven . . .76

DICK RICHARDS AND EDDIE ZACK

Just Walking in the Rain . . .76

Floyd Cramer's TENNESSEE CENTRAL NO.9

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TNT - BMI - TNT - BMI - TNT - BMI - TNT

C&W Territorial Best Sellers

For survey week ending July 4

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. Heartbreak Hotel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Hold Everything
R. Sovine-W. Pierce, Dec.

Charlotte

- 1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You
E. Presley, Vic.

Dallas-Fort Worth

- 1. I Walk the Line, J. Cash, Sun
2. My Baby Left Me, E. Presley, Vic.

Houston

- 1. You Gotta Be My Baby, G. Jones, Syd.
2. I Want You, I Need You, I Love You
E. Presley, Vic.

Memphis

- 1. Bopplin' the Blues, C. Perkins, Sun
2. Blue Suede Shoes, C. Perkins, Sun

Nashville

- 1. Crazy Arms, R. Price, Col.
2. I Take the Chance
J. E. & M. Brown, Vic.

New Orleans

- 1. Searching, K. Wells, Dec.
2. I Walk the Line, J. Cash, Sun

Richmond, Va.

- 1. I Want You, I Need You, I Love You
E. Presley, Vic.
2. Heartbreak Hotel, E. Presley, Vic.

St. Louis

- 1. I Want You, I Need You, I Love You
E. Presley, Vic.
2. Bopplin' the Blues, C. Perkins, Vic.

guy lingering outside his ex-sweetie's house. (Country, BMI)

WILMA LEE AND STONEY COOPER

WEBB FOLEY

(Continued on page 44)

C&W Best Sellers in Stores

For survey week ending July 4

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.

- 1. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-
E. Presley 2 7

Most Played C&W in Juke Boxes

For survey week ending July 4

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.

- 1. HEARTBREAK HOTEL (BMI)-E. Presley 1 18

Most Played C&W by Jockeys

For survey week ending July 4

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.

- 1. CRAZY ARMS-R. Price 1 8

R&B Best Sellers in Stores

For survey week ending July 4

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.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes tracks like 'I'M IN LOVE AGAIN', 'MY BLUE HEAVEN', 'FEVER'.

Most Played R&B in Juke Boxes

For survey week ending July 4

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.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes tracks like 'I'M IN LOVE AGAIN', 'MY BLUE HEAVEN', 'FEVER'.

Most Played R&B by Jockeys

For survey week ending July 4

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.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes tracks like 'I'M IN LOVE AGAIN', 'FEVER', 'TREASURE OF LOVE'.

Rhythm & Blues Notes

By BILL SIMON

Now that Clyde McPhatter's Atlantic waxing of "Treasure of Love" has made it pop-wise, veepee Jerry Wexler is taking off for a three-week vacation. He'll spend most of the time getting settled in his new home.

Attesting to the popularity of r.&b. across the border is the "Hound Dog's" 8,000 fan club members in Toronto, Hamilton, Oshawa, Peterborough, Kingston and Brockville. It's reported, too, that the recent Bill Haley Super Attractions "Rock and Roll Stage Show" package had the biggest grosses of its tour in Toronto.

The entire r.&b. world, and many other segments of show business, will miss Billy Shaw, a friendly man, a straight-shooter, and an intelligent man who opened up great new opportunities to r.&b. and jazz talent in this past decade.

Rhythm and blues talent will dominate the scene this summer at Wildwood-by-the-Sea, N. J. At Izzy Bushkoff's Club Esquire, Erskine Hawkins' ork opened June 29, followed by Bull Moose Jackson (July 6-12), Big Jay McNeely (13-26), Wild Bill Davis (July 27-August 2), Red Prysock (3-9), Sunny Thompson (10-16), and Sil Austin (August 24-September 15).

Bob Rolontz and Ray Clark at Groove Records signed two new acts last week. One was Mickey and Sylvia, the duo that created a stir last winter with "I'm So Glad" on Rainbow. Mickey is also known as Mickey (Guitar) Baker, one of the top string men on the rock and roll circuit.

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BIG MAYBELLE-#1195

"TAINT' WHATCHA SAY"

LITTLE ESTHER-#1193

"LOVE, BABY"

NAPPY BROWN-#1196

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SKINNY JIMMY

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b/w
"THE CHILI POT" (Inst.)
by Guitlar Red
Excello 2085

SPIRITUALS

**"LOOKING FOR A BETTER
PLACE TO LIVE"**
b/w
"FOR GOD I LIVE"
by The Traveling Echoes
Nashboro 582

"GONNA HELP THE NEEDY"
b/w
"COME IN AT THE DOOR"
by The Skylarks
Nashboro 583

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R&B Territorial Best Sellers

For survey week ending July 4

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. It's Too Late, C. Willis, Atl.
 2. Rip It Up, Little Richard, Spe.
 3. Love, Love, Love, Clovers, Atl.
 4. Fever, L. W. John, Kng.
 5. Stranded In the Jungle, Jay Hawks, Fsh.
 6. Roll Over, Beethoven, C. Berry, Chs.
 7. Long, Tall Sally, Little Richard, Spe.
 8. Ruby, Baby, Drifters, Atl.
 9. Treasure of Love, C. McPhatter, Atl.
 10. Up On a Mountain, Magnificents, VJ.
- Charlotte**
1. Rip It Up, Little Richard, Spe.
 2. It's Too Late, C. Willis, Atl.
 3. Fever, L. W. John, Kng.
 4. Ready Teddy, Little Richard, Spe.
 5. Please, Please, Please, J. Brown, Atl.
 6. Roll Over, Beethoven, C. Berry, Chs.
 7. Treasure of Love, C. McPhatter, Atl.
 8. I Want You to Be My Girl, Teen-Agers, Gee
- Chicago**
1. I'm In Love Again, F. Domino, Imp.
 2. Roll Over, Beethoven, C. Berry, Chs.
 3. I Want You to Be My Girl, Teen-Agers, Gee
 4. Fever, L. W. John, Kng.
 5. Candy, Big Maybelle, Sav.
 6. I Want You, I Need You, I Love You, E. Presley, Vic.
 7. Stranded In the Jungle, Jay Hawks, Fsh.
 8. Kiss From Your Lips, Flamingos, Cnc.
- Cincinnati**
1. Candy, Big Maybelle, Sav.
 2. Talk 'n' Whatcha Say, Little Esther, Sav.
 3. Up On a Mountain, Magnificents, VJ
 4. Fever, L. W. John, Kng.
 5. Hallelujah, I Love Her So, R. Charles, Atl.
- Detroit**
1. Fever, L. W. John, Kng.
 2. I'm In Love Again, L. Birdsong, Exc.
 3. Pleasin' for Love, L. Birdsong, Exc.
 4. Old Ship of Zion, Rev. C. L. Franklin, Chs.
 5. It's Too Late, C. Willis, Atl.
 6. Rip It Up, Little Richard, Spe.
 7. Stranded In the Jungle, Jay Hawks, Fsh.
- Los Angeles**
1. I'm In Love Again, F. Domino, Imp.
 2. Fever, L. W. John, Kng.
 3. Heartbreak Hotel, E. Presley, Vic.
 4. My Prayer, Platters, Mer.
 5. Treasure of Love, C. McPhatter, Atl.
 6. I Need Someone, A. Milburn, Ala.
 7. Casual Look, Six Teens, Flp.
- My Blue Heaven, F. Domino, Imp.**
- Pleasin' for Love, L. Birdsong, Exc.**
- Girl In My Dreams, Clovers, Atl.**

- New Orleans**
1. Fever, L. W. John, Kng.
 2. Treasure of Love, C. McPhatter, Atl.
 3. Rip It Up, Little Richard, Spe.
 4. Casual Look, Six Teens, Flp.
 5. It's Too Late, C. Willis, Atl.
 6. My Blue Heaven, F. Domino, Imp.
 7. Tell Me Why, M. Knight, Wng.
 8. I Want You to Be My Girl, Teen-Agers, Gee
 9. Pleasin' for Love, L. Birdsong, Exc.
 10. I'm In Love Again, F. Domino, Imp.
- New York**
1. I'm In Love Again, F. Domino, Imp.
 2. My Prayer, Platters, Mer.
 3. It's Too Late, C. Willis, Atl.
 4. Casual Look, Six Teens, Flp.
 5. I Want You, I Need You, I Love You, E. Presley, Vic.
 6. Please, Please, Please, J. Brown, Fed.
 7. Treasure of Love, C. McPhatter, Atl.
 8. Long, Tall Sally, Little Richard, Spe.
 9. Transfusion, N. Norvus, Dor
- Philadelphia**
1. Hallelujah, I Love Her So, R. Charles, Atl.
 2. Treasure of Love, C. McPhatter, Atl.
 3. Rip It Up, Little Richard, Spe.
 4. Stranded In the Jungle, Jay Hawks, Fsh.
 5. Headin' Home, S. Gunter, Mod.
 6. Casual Look, Six Teens, Flp.
 7. Fever, L. W. John, Kng.
 8. I'm In Love Again, F. Domino, Imp.
 9. My Blue Heaven, F. Domino, Imp.
- St. Louis**
1. Fever, L. W. John, Kng.
 2. Candy, Big Maybelle, Sav.
 3. Casual Look, Six Teens, Flp.
 4. I'm Tore Up, I. Turner-B. Gayles, Fed.
 5. Ready Teddy, Little Richard, Spe.
 6. Roll Over, Beethoven, C. Berry, Chs.
- Washington, D. C.**
1. I'm In Love Again, F. Domino, Imp.
 2. Fever, L. W. John, Kng.
 3. Treasure of Love, C. McPhatter, Atl.
 4. Rip It Up, Little Richard, Spe.
 5. Hallelujah, I Love Her So, R. Charles, Atl.
 6. I Want You to Be My Girl, Teen-Agers, Gee
 7. Ready Teddy, Little Richard, Spe.
 8. Casual Look, Six Teens, Flp.
 9. Little Girl of Mine, Cleftones, Gee
 10. Please, Please, Please, J. Brown, Fed.

Reviews of New C&W Records

Continued from page 42

- HOYLE NIX**
Texas Girl 73
QUEEN 157—Vocal by Hoyle and Ben Nix has a sad, haunting quality, as the lyric tells the story of the girl who stole away a heart. (TNT, BMI)
Little Betty Brown... 71
Instrumental side which is solid for country-style dancing. (TNT, BMI)
- JOYCE LOWRANCE
AND HARNEY VANDAGRIFF**
Wishing Is All I Do 73
RURAL RHYTHM 504 — Effective vocal by Barney Vandagriff. Tune is a wrepper, and the slow-paced arrangement and heavy beat makes a strong impact. (Sage Brush, BMI)
Hush Money... 70
Fair country novelty of little sister who sees them spooning and wants hush money. (Ridgeway, BMI)
- GEORGE HAMILTON**
Sam 71
COLONIAL 451—Hamilton is an 18-year-old North Carolinian, making his record debut here. He has a youthful, naive personality of great charm. This material, written by himself, is a comic novelty that gives delectable unusual programming piece. (Bentley, BMI)
I've Got a Secret... 68
Also in thick unabashed Carolina accent—and inclined to the humorous—is this engaging side. Hamilton's is an individual style of which the country field is likely to hear more. (Bentley, BMI)
- OTTO BASH**
Later 71
VICTOR 6585—Bash voices a humorous complaint in rhythmic, ricky-tick style. This one could make some juke box noise. (Nash, BMI)
The Elvis Blues... 68
Gal heard Elvis and she was gone, real gone. Bash sings the swing blues-patterned tune with brightness but there's little for him to work with. (Delmore, ASCAP)
- JACK CARPER**
Let's Go Up to Grandma's House 71
TNT 140—A happy gang-sing song, with Jack Carper's vocal abetted by Janie and Beverly Davenport. (TNT, BMI)
Big Texas... 65
Here's a ditty in praise of Texas. Jack Carper tries hard, but the material is not bright enough. (TNT, BMI)
- "FUZZY" OWEN**
You're Every Thing
(I Wish That She Could Be) 68
TALLY 102—Owen sadly reflects how much better off he'd be if he had chosen the other girl. A pretty tear-jerker tastefully handled. (Lu-Tal, BMI)
Yer Fer Me... 67
A love ballad taken at a brisk, bouncy beat. The singer does a fair job, but the material is just average. (Lu-Tal, BMI)
- LUCKY HILL**
Don't Go Among Strangers 66
COUNTRY 504 — Hill preaches a homey line of philosophy that has a genuine traditional country sound. Singer has a twangy sincerity but there's a disturbing tendency to float uncertainty on the notes. (Country, BMI)
Just Waitin'... 65
This is a slow, mournful sacred song that's rendered in the same emotional, but unsteady style. (Country, BMI)
- BETTY BARNES**
Love in the Shadows 65
TNT 136—Still another treatment of the "Back Street Affair" theme. The material is overworked, to say the least, but the simple, sincere handling by the singer compensates a little. (TNT, BMI)
What Would You Do... 62
Even more noticeably here than on the

This Week's R&B Best Buys

WHO CAN EXPLAIN? (Planetary, ASCAP)—Frankie Lymon and The Teenagers—Gee 1018—Like Lymon's last two releases, this one is off like a flash. Eastern cities, including New York, Boston, Philadelphia, Baltimore and Washington were unanimous in reporting strong sales. Midwestern and Southern territories that had received shipments also were on the bandwagon. Flip is "I Promise to Remember" (Kahl, BMI). A previous Billboard "Spotlight" pick.

HEADIN' HOME (Panther, ASCAP)—Shirley Gunter—Modern 989—In some territories, Shirley Gunter's "Headin' Home" has been an outstanding seller from the start; in others, it has been a quiet builder. In Philadelphia the record is now on the territorial chart; however, in many Southern areas, exposure is still not great. Its chances for the national charts are excellent. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

R&B RECORDS

FATS DOMINO
When My Dreamboat Comes Home (Witmark, ASCAP)—Imperial 5396—Domino is riding high on both the pop and r.&b. charts right now and his new disk should chalk up an equally successful sales record. He warbles the attractive standard with sock vitality, great good humor, and a strong, infectious beat. Domino's personable blues style is spotlighted on the flip "So-Long" (Reeve, BMI).

Reviews of New R&B Records

- THE GALLAHADS**
The Fool 82
JUBILEE 5252—Unbilled lead carries the load all the way impressively. The material is above average and the souped-up sound effects with echoing voice and guitar are right in the click groove. Competition looms but this will get its share of the spoils. (Debra, BMI)
The Morning Mail... 74
Here's an r.&b. type of rhythm job with an expressive lead and booming bass who fills out the pattern. It's a bright job but the flip has a definite edge. (Famous, ASCAP)
- EARI BOSTIC ORK**
Roses of Picardy 78
KING 4943—Bostic's ebullient alto sax gives new life to this evergreen in a jumpy instrumental side designed for dancers. Bostic is still a consistent seller with a dependable following for whom this is tailor-made. (Chappel, ASCAP)
Where or When... 76
A strongly rhythmic styling of the Rodgers-Hart classic with Bostic blowing up a storm all the way. Two outstanding dance instrumentals. Juke box operators especially can do well with these. (Chappel, ASCAP)

- JIMMY NOLEN**
The Way You Do 74
FEDERAL 12274—A rhythm blues, rather Southern in styling. Nolen wails in material of this type, and gradually he will build into an important disk name. (Armo, BMI)
Movin' on Down the Line... 68
This material is traditional to both the r.&b. and country fields, and involuntarily calls to mind many other superior treatments of the subject matter. A commercially weak side. (Armo, BMI)
- GEORGE KELLY ORK**
Ain't That Good 73
APOLLO 825—Relaxed blues with a fetching lyric chanted in recitative fashion by Sid Wyche. Nice for a change of pace. (Bess, BMI)
Preaching Blues... 71
Instrumental with a nice beat. (Bess, BMI)

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FOLK TALENT

Continued from page 41

Rising Sun, Md. . . . Clarence M. Beaty Jr., Nashville attorney, has taken the personal management reins on a c.&w. newcomer, Ray Sterling, who has just cut his first, "Memories" b.w. "I Know I'm Dreaming" for Delta Records. . . . Bobby Lile (Sage & Sand) hopped into San Francisco last week to kick off a tour that will take him northward thru Oregon and Washington, then into the Midwest. Bobby's first on Sage & Sand is "Knockin' My Head" b.w. "Don't You Believe It."

Flip production is weak, giving Miss Barnes little support. Her material is rock and roll inspired, but on the backside. Little commercial potential. (TNT, BMI).

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Europe's Top Circus Acts Hit Jackpot

• Continued from page 1

featured bear act, which won printed praise around the world, was excellent, but their motorcycle riding and other antics have been included in other acts elsewhere and before.

Popov, the clown, rates all of the plaudits he has received, Wathon said. Better than Caplin, a gifted circus performer and without peer in the universal language of pantomime, Wathon bemoaned the fact that the Russian buffoon could not be seen by all the world.

Television, spreading thru England and the Continent, is not, and will not in Wathon's opinion, pose the threat to circus-variety entertainment that it has in this country. The mediocrity of the shows plus the high cost of receiving equipment and the love of the populace for the in-person intimacy of live performance will forestall any serious inroads, he says.

Wathon covered pretty much the same territory that he did in his last scouting trip, which lasted

for eight weeks and ended in January. This time, however, the shows were in action.

Visits Many Units

In England he visited the Black-pool Tower Circus and the Great Yarmouth Hippodrome Circus, both of which he once booked for a period of 16 years. In London he was the guest of Charles Cullen, the director of Agricultural Hall.

In Hamburg he visited with the Hagenbeck family, friends of long standing. In Copenhagen he caught Schuman Bros. Circus and Tivoli, famed amusement park. On a quick trip to Gothenburg, Sweden, he visited Liseberg and Tivoli, amusement parks and big users of variety attractions.

At Frankfurt there was Karl Semback and the Circus Krone, family; Essen, Circus Strasburger; Cologne, Adolph Fischer Circus and Karola Williams and the Circus Williams; Vienna, Circus Rernig.

In Russian Sector

Wathon traveled to the Russian sector of Berlin to catch shows at the Friedrichstadt Palace Theater, a State-controlled 3,000-seat house that is jammed twice each day, seven days a week.

In Hanover he caught the Circus Franz Althoff; Gladbeck, Theater's Ice Follies, and at Werne, the Circus Barnum.

Wathon, who rated considerable attention in the foreign press and drew visits from literally dozens of acts by virtue of his long tenure as a leading European booker, said that the immediate post-war interest in American bookings, inspired at the time by a desire to escape, was now a thing of the past.

Along with plenty of work and good salaries, the European talent, especially in Western Germany, can use its money to buy any of the goods, food or clothing desired. It was also a desire for these things that helped build the tremendous interest in American bookings that followed the war.

Progress Made On Hoosier Civic Building

INDIANAPOLIS—With initial phases of the program completed as required by law, movement for the construction of a \$7,500,000 civic auditorium here assumed a quicker pace last week.

Two major situations, as suggested by Mayor Phillip L. Bayt, will be met fully by Marion County, Lester R. Durham, president of the board of county commissioners, said. Under the law, the building is to be financed out of funds raised and contributed by Indianapolis and Marion County.

The terms are:

1. Full Marion County participation in financing.
2. A central location for the auditorium, preferably in the downtown section of Indianapolis.

An initial step toward financing was taken when the city council appropriated \$2,000 for a site survey. Bayt said he would ask for an additional \$100,000 on the '57 budget for preliminary plans and architect fees.

OLD TOWN

Vet Rodeo Act Opens Funspot

NEW ALMADEN, Calif. — Frank and Bernice Dean, veteran riding, roping and whip act, has opened a replica of an old Western town here called Old Town.

The spot, which is 12 miles from San Jose, is sited on a 10-acre plot fronting on Almaden Road and includes ample parking, old-time stores, wagon camp, livery stable and a boot hill graveyard. There is a front gate charge.

All personnel are decked out in Western garb, with souvenir sales, Indian goods and soft drink sales providing the income. Two major

(Continued on page 60)

TIRE CO. GETS TAB

Sponsors Canadian Thrill Show Tour

TORONTO — Cavalcade of Thrills is playing 66 centers across Canada in a tour underwritten by Dunlop Canada, Ltd., tire manufacturers.

The promotion is being held in co-operation with Kiwanis groups, who, in return for arranging accommodation and selling tickets for the two-and-a-half-hour show, receive a third of the box-office take.

Average admission is a dollar, with an expected half a million persons expected to pass thru the turnstiles of the various locations where the show plays.

Dunlop has not tried this sort of advertising before, but some of the gate money will be applied to the cost of the promotion, so, in the words of Dunlop, "we're getting a lot of mileage from our promotion dollar."

Considerable promotion is being used by the tire company to advance the show, with advertising divided into product promotion and promotion for the Cavalcade, with the stunt demos providing a theme for over-all campaigns.

Month Build-Up

Local advertising is lined up about a month ahead for each town, includes local papers, radio stations and co-operative advertising by Dunlop dealers.

There is also a 10-minute non-commercial film for TV stations starring Steve Douglas, CBS sportscaster, and Tommy McClure, one of the best-known outdoor men in the country.

Commercials over the p.-a. systems are kept unobtrusive. Following the tour, national product advertising will go into high gear, tying in with the drivers. This will include full-page ads in 31 newspapers and 13 weeks of TV spots over 28 stations.

Of the tour so far, P. G. Byrnes, Dunlop advertising manager, said: "It's going over in a big way and creating lots of excitement. We're getting real impact at the local level and have a dramatic theme on which to base our advertising."

Sports Service Gets Ky. Fair Contract

LOUISVILLE—The Louisville State Fair board has awarded the year-round food-and-drink concession rights at the new fairgrounds here to Sports Service, Inc., of Buffalo, which also has like concessions at Parkway Field and the Jefferson County Armory here.

The fair, under the contract, will receive percentages ranging from 6 to 45 per cent on food, tobacco, and liquor sales, with the percentages depending upon the items sold.

H. Clyde Reeves, fairgrounds director, said that he guessed the fair's share of concession stands for a 12-month period would be about \$100,000.

The annual gross from the dining room, refreshment stands, cafeteria and related facilities will be as low as \$400,000 and as high as \$1,000,000 according to present estimates, Reeves said.

He added that if the concessions gross \$500,000 and if the average percentage the fair receives from the various items sold is 22 per cent, the fair would get a minimum of about \$100,000.

Sports Service will be permitted to obtain both beer and liquor licenses but the fair may require the concession company to refrain from selling alcoholic beverages at specific events, such as the Billy Graham revival scheduled in October.

Sports Service will operate the fairgrounds dining room on a year-round basis, Reeves said. The dining room has space to accommodate 1,000 diners at one time.

Berlo Vending Company, of Philadelphia, also bid for the concession contract, but Reeves said the fair board decided the Sports Service proposal was slightly superior.

SPACE SWAP

Kiddie TV Mag Replete With Free Ride Tix

NEW YORK—A new publication loaded with promotional efforts has been enjoying nominal success in the metropolitan area, with newsstand sales reportedly around 150,000 per issue, published on an alternate Tuesday basis.

Magazine is TV Junior, which contains television listings, moppet games, riddles, cartoons and puzzles, and free ride tickets to RKO theaters and a half-dozen amusement parks.

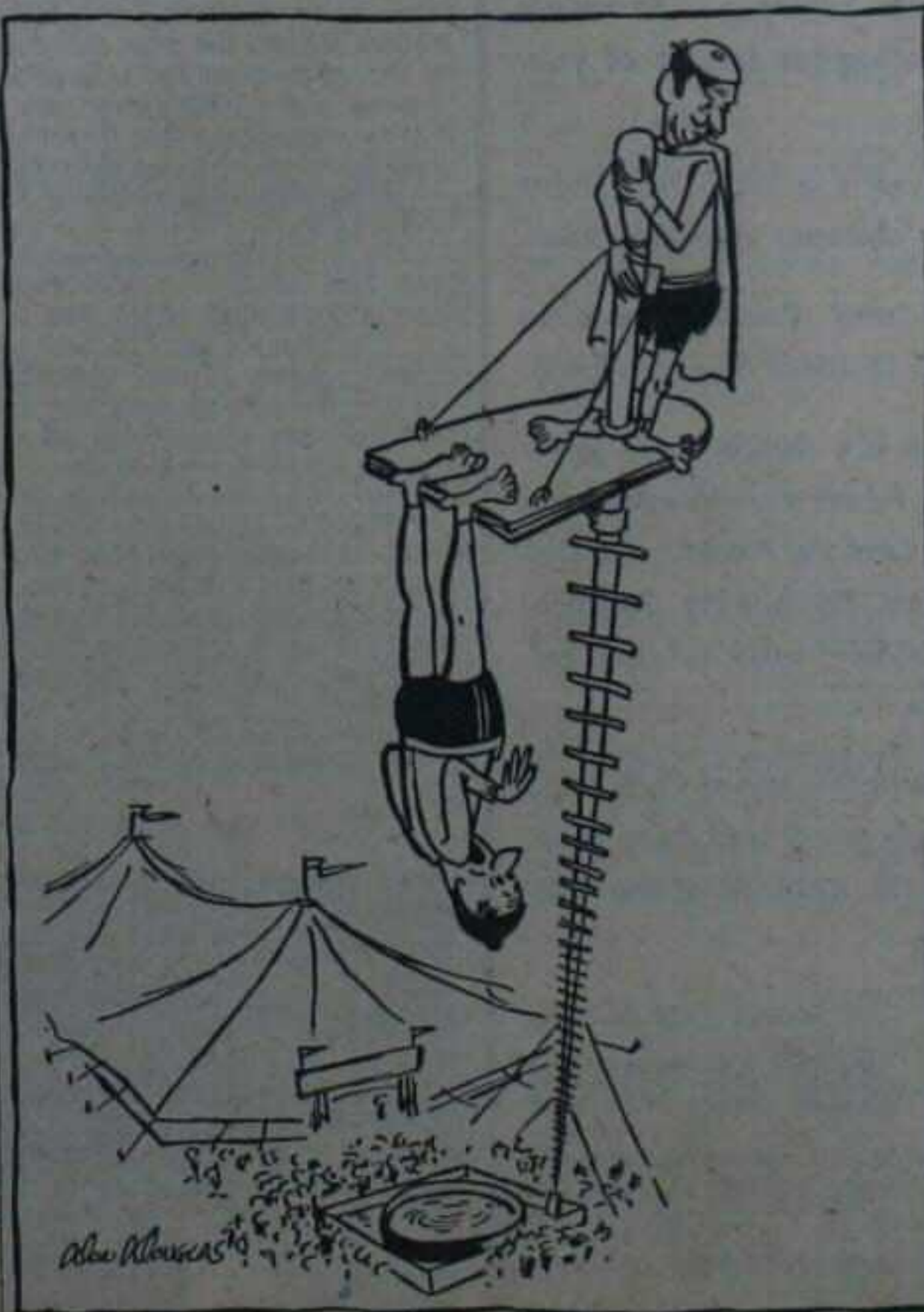
Exchange of space is the principle behind the free tickets. Parks reciprocate with announcements and displays plugging the magazine. Returns so far have been good.

Magazine carries free ride tickets to Palisades Amusement Park, Bockaways Playland, Funland in the Bronx, Fairyland in Queens, Peter Pan Kiddieland in Brooklyn and Massapequa Zoo on Long Island. As yet, in its formative weeks, the book carries no advertising.

Publisher is American Panoramic Company, of which Dick Firestone is president. A side product of a merchandising firm, the kiddie book has done well enough for plans to include national distribution in the fall, with local inserts in two major cities.

TV Junior has been printing a modest 12 pages in a pocket-sized edition, and will go to 24 pages with color next month. Efforts are being made to expand the reciprocal effort to include other parks, fairs, movie houses and other enterprises appealing to children.

Of the 14 kiddie TV shows shown locally, 13 have tie-ins with TV Junior, Firestone noted. They plug the book on programs, and the book labels its quizzes, games, etc., after the TV personality, such as "so-and-so's crossword puzzle." There is only newstand sale at 10 cents a copy, in residential neighborhoods outside the midtown area.



"Who's chicken! I just changed my mind . . . that's all."

No Negligence In Toppling Of Chairplane

DUXBURY, Mass. — No criminal negligence was found, in a State investigation of the kiddie chairplane accident which injured a dozen children on July Fourth. During the Duxbury Day's celebration at Train Park, sponsored by the American Legion, the ride's tower tipped over while the ride was in motion.

While the unit was safely erected, it was determined, the loading process wound up with almost all the kids on the same side of the ride. Presumably this concentrated weight whipping around the tower yanked it loose from its supports.

Owner of the unit is Dennis Colbert's Fiesta Show, of Westboro. Colbert said he had not seen a chairplane tip over in 16 years in the business.

The investigation showed the ride's base consisted of crossed 2 by 10's, three-foot stakes and four steel stanchions with eight-inch-square bases bolted to the planks. Three children were hospitalized.

Center, N. D., Good For Tex Carson

CENTER, N. D.—Tex Carson Circus did good business at its one performance here Sunday (1). Seats for the show were nearly all filled and the offering was reportedly well received by the local patrons.



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Herb Dotten

Drums Roll, Cymbals Clash

AFOINE trio—Sullivan, Cassidy and Sweeney—are beating the drums, clashing the cymbals and otherwise letting the folks know what's coming to town.

A barrage of news clippings, newspaper supplements, brochures, etc., from Canada, Louisville and Topeka attest to that.

Supporters of James Patrick Sullivan—and they must be legion—apparently dashed to the post office as soon as the June 18 issue of Weekend Magazine, the tabloid carried by many leading Canadian newspapers, hit the newsstands.

Copies of that issue poured in from many points thruout Canada because of the de luxe editorial treatment given Sullivan and what he, with the license not unknown to drum-beaters, terms his carnival, "The World's Finest Shows."

No fewer than four pages, some of them in color, many of them profusely illustrated with pictures of the show in various stages of loading, setting up, etc., were devoted to the carnival.

Gems of the editorial text were quotes from Proprietor Sullivan's commandments to show personnel. Tupper of these was the closing advice to employees that, "if these rules are disagreeable to you, you can change them when you have your own show."

The four-page treatment given Sullivan is the most potent we have seen on any carnival this year. And, it is certain to help the show's business thruout the remainder of the year.

Throws Book at 'Em

From Louisville, L. (Doc) Cassidy, with typical candor, allows that he is "throwing the book at 'em" in selling the new multi-million-dollar Kentucky State Fair plant which will open this year.

In addition to what the fair will get out of its \$47,000 advertising budget, Doc says the fair will have a special 48-page special magazine section in The Louisville Journal, 170,000 copies of a magazine on the fair to be sent out with Louisville gas and electric bills, a like number of "The Surge News," and a special edition of The Kentucky Farmer, which will have a run of 150,000 copies, plus other aids.

These other aids, Doc hastens to add, will include 28,500 general brochures, 2,000 exposition building brochures, and 25,000 souvenir programs, which will have aluminum-treated covers. In addition, Doc adds just as hastily, the fair will have promotional tie-ups with various grocery chains, dairies, etc.; has 25 speakers, each armed with speaker's kits, currently touring the State, and will use every available billboard, taxi, bus to carry the State Fair's message.

From this it can only be concluded that everyone in Kentucky will be well aware of the Kentucky State Fair, its dates, new plant, and its array of new attractions before the Louisville event opens.

Mrs. Sweeney's Boy Was There

Al Sweeney, never one to keep his auto race dates a secret, hit what for him was a new high recently in the advance build-up for July 4 races at the Kansas Free Fairgrounds, Topeka. On Saturday prior to the speed events the fertile mind of Mrs. Sweeney's boy was reflected on no fewer than four pages, including page one of The Topeka State Journal. Besides the page one story, Sweeney scored with two big hits on the sports page and a large feature spread, with pictures, on the women's page. What's more, the pieces teemed with reader interest. It is no coincidence that they also were packed with what it takes to develop new and enthuse old auto race fans. Al Sweeney was there.

Press-advertising chiefs of fairs thruout the U. S. and Canada now are operating in high gear, and some of their output is noteworthy. So, too, is the stepped-up campaigns by some fairs—notably the Illinois State Fair, Springfield—which shows much evidence of doing a far more effective advance job than in any recent year.

The Illinois annual has much it can talk about. This year it offers record premiums—a total of \$801,000; new buildings, new attractions, and new features—so many new things, in fact, that the fair's publicity department in summarizing all of the attractions was compelled to give but passing mention to a new \$55,000 water fountain, 30 feet high, set in a 100-foot-wide pool, which will be ready for the opening.

The dean of fair press chiefs, the able Ray P. Speer, is again back at the Minnesota State Fair. During the past winter he again did a superb job for Florida State Fair, Tampa. More recently, before resuming at Minnesota, he spent a week in Syracuse, assisting the New York State Fair in mapping its advertising-publicity campaign. And, as a result, the Syracuse event should get greater mileage out of its advertising dollar.

It should be interesting to watch what the Sullivans, the Cassidys, the Sweeneys—and the Speers—and their counterparts do in the months ahead.

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- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

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Show Salesman
Now Caters
To Fun Tastes

ROCHESTER, N. Y. — Joseph Schuler, operator of amusements here, is typical of the new breed of businessman that is catering to the family tastes for outdoor recreation and fun.

Just 20 years ago Schuler was a traveling shoe salesman. Today he has a full-fledged amusement center that includes 14 rides, a miniature golf course, golf driving range, Penny Arcade, a bingo game and a new bowling alley.

Building of the operation to its present major-league status was

A. C. Council
Elects Hamid

ATLANTIC CITY—George A. Hamid Jr. has been re-elected chairman of the Atlantic City Progress Council for a one-year term. Other officers are Albert A. Marks Jr., treasurer, and Neill Mitchell, secretary.

The council approved the sending of letters dealing with city traffic and parking to Mayor Joseph Altman and Commissioner Thomas Wootton, again urging creation of a municipal parking lot. Hamid noted that the Mayor has commented favorably on considering purchase of a lot for use as a metered municipal parking site.

Nat'l Tickets
Names Conway

NEW YORK — The appointment of John J. Conway as New York sales manager of the National Ticket Company, has been made by the firm, which has its headquarters in Shamokin, Pa.

Conway is nephew of the late John J. Conway, whose death occurred recently. In the interim period, the office has been managed by Beverley Schwartz, who will continue in other capacities at the office, 1564 Broadway.

Arren and Broderick
Start on Fairs Aug. 10

CHICAGO — Charlotte Arren and Johnny Broderick, nitery and musical comedy turn, begin their fair season for the Barnes-Carruthers office at the Illinois State Fair, August 10-19, following immediately with the Wisconsin State Fair, August 18-26, and the Minnesota State Fair, August 25-September 3. The team has been a B-C fair feature for a number of years.

Prior to kicking off the fair trek, Arren and Broderick will play the 12-day Italian Jamboree at Maywood Park, Ill., July 24-August 5, on the same bill with the Lou Breeze ork, Dick Contino, and Consolo and Melba.

RAIN AND SUNSHINE
Weather's Whimsy:
Fourth Good & Bad

NEW YORK — Slow business last week due to discouraging weather produced a dismal picture for many park and resort operators in the East. Following inclement weather earlier in the season on Decoration Day, similar spotty atmospheric conditions clobbered operators on July Fourth, traditionally a high-grossing date. New England in general was spared from rainfall.

In addition to overcast skies and showers, hundreds of New Jersey operators of concessions didn't even get a crack at the public, due to the sudden Statewide crackdown which shuttered virtually all games (see separate story).

For the most part, this section of the country is experiencing one of its roughest years, businesswise. As one park man put it: "The rain has eyes this year." The reference was to the uncanny fall of bad weather on weekends, while mid-week weather has been generally favorable. With two big holidays of the three already washed down the river, operators who normally are off the nut by this time, are hoping more than ever for sunny skies on Labor Day.



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N. E. Scores Okay

Altho temperatures ranged from fair to cool in New England, thereby keeping people off the beaches and on the midways, the spotty storm conditions bypassed the coastal area. This break produced

Chicago Fair
Set for 1957

CHICAGO—Plans for a Chicago fair in 1957 were announced here last week by John W. Evers, president of the Chicago Association of Commerce and Industry with the International Amphitheater to the site of the event.

The fair is scheduled to be held in June and to feature exhibits of products and services created in the area. Evers said they expect to draw upwards of half a million people.

Plans for the exhibits call for a modern treatment built around Chicago's role as a world market.



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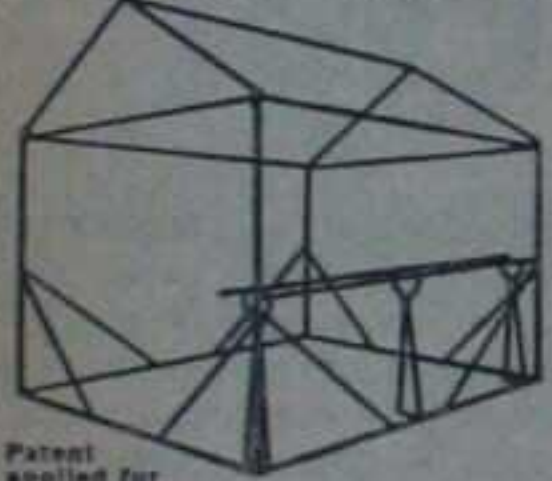
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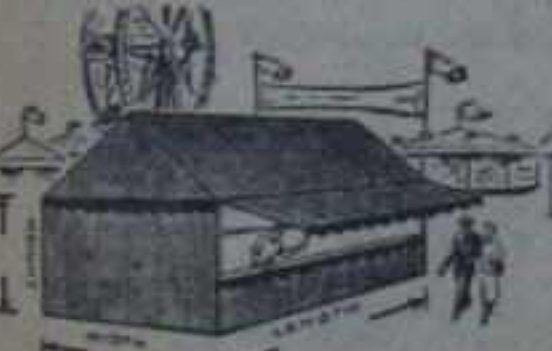
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Cois, Geo. W.: Newberry, Mich., 10; Munising 11; Rapid River 12; Stephenson 13; Pound, Wis., 14.

Cristiani Bros.: Newport, Vt., 11; Barra 12; Burlington 13; Plattsburg, N. Y., 14; Malone 15; Massena 17; Udenburg 18; Watkinson 19; Syracuse 20-21.

Cloid, Jay: Pelican Rapids, Minn., 10; Hawley 11-12; Greenbush 16-17; Plummer 18-19; Battle Lake 20-21.

Hagen Bros.: Ashland, Wis., 10; Hurley 11; Park Falls 12; Tomahawk 13; Merrill 14; Hunt's Three-Ring: Northport, N. Y., 10; Deer Park 11; Mastic 12; Riverhead 13; Amagansett 14; Greenport 15.

Kelly-Miller: Osage, Ia., 10; Decorah 11; Independence 12; Vinton 13; Anamosa 14. Leonard Bros.: Gosport, Ind., 10; North Liberty 11.

Mills Bros.: Keansburg, N. J., 10; Hightstown 11; Delanco 12; Mount Holly 13; Pleasantville 14 and 15; Vineland 17; Bridgeton 18; Salem 19; Woodbury 20; Philadelphia, Pa., 21.

Packs, Tom, Eastern: Warren, O., 11; Pittsburg, Pa., 12-14; Wheeling, W. Va., 18-19; Fairmont 19; Parkersburg 20; Hatchers, Miss., 24; Lafayette, La., 25; Baton Rouge 27-28; Gulfport, Miss., 30.

Packs, Tom, Western: Havre, Mont., 11; Sidney 12-13; Glendive 14-15; Miles City 16-17; Livingston 18-19; Ely, Nev., 21-22; Elko 23; Winnemucca 24; Hawthorne 25; Bishop, Calif., 26; Auburn 27.

Polack Bros., Eastern: Fargo, N. D., 10-11; Ken Clark, Wis., 18-17; Quincy, Ill., 20-21; Clinton, Ia., 24-25; Galesburg, Ill., 27-28; Bloomington 30-31.

Polack Bros., Western: Eureka, Calif., 13-14; Chico 17-18; Redwood City 20-22; Vallejo 27-28; Modesto Aug. 3-4.

Ringling Bros., and Barnum & Bailey: Erie, Pa., 10; Meadville 11; Youngstown, O., 12; Akron 13; Canton 14; Alliance 15; Pittsburgh, Pa., 16.

Von Brock: Lindsenhurst, N. Y., 10; Bellmore 11-12; Olean Side 13-14; Florida 18; Montgomery 17.

Miscellaneous

Bruni's Comedians: Rifle, Colo., 10-14.
Schaffner Players: Hannibal, Mo., 13-32

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Alamo Express: Casper, Wyo., 10-14; Fort Collins, Colo., 16-21.

Amusements of America: Altoona, Pa. Badger State: (Fair) Fertile, Minn., 12-14; Warren 16-18; Barre, Vt., 19-21.

Baker United: Waukegan (New Bethel), Ind.; Terry Haute 16-21.

Barker, Al.: Deep River, Ia.; Matango 16-21.

Beam's Attrs.: Windber, Pa.
Beitl, Lex.: Deer Park, O., 10-14; (Bank & Freeman) Cincinnati 17-22.

Bow's Old Reliable: Mount Sterling, Ky.; (Fair) Lawrenceburg 16-21.

Belle City: Milwaukee, Wis., 12-18; Kenosha 17-22.

Benard & Barry: Grandmere, Que.
Big Four Am.: Melrose Park, Ill., 10-13; Villa 16-21.

B. & J. Greater: Clarting, O.; Winters-Bue Grass: Waukegan, Ill.

Blue Valley: Buckner, Mo., 12-14.
Bugle, F. C.: El Dorado, Kan.; (Fair) Anthony 16-21.

Rordertand: Rudoso, N. M.
Briggs, A. H.: Racine, O.; Pleasant City 18-21.

Broadbent & Schrader: Chardon, Neb.
Buck, O. Co.: Newport, Vt.

Burdick's Greater: Dublin, Tex.; (Fair) Hiesel 18-21; Driftwood 23-28.

Burke, Harry: Lake Arthur, La.
Burdick: Blue Island, Ill., 9-15.

Byers Bros.: Carroll, Ia.; Boone 16-21.
Capital City: Somerset, Ky.

Caravella Amusement: Erie, Pa.; New Castle 18-21.

Carpenter Bros.: Amherst, O.; Gibsonburg 18-21.

Carl Am. Co.: Plymouth, Mass.; Taunton 18-21.

Carroll's Greater: East Grand Forks, Minn., 9-15; Wahpeton, N. D., 17-19; Hoffman, Minn., 20-22.

Cassey, E. J.: (Fair) Cyprus River, Man., 9-10; Gladstone 11; (Fair) Carberry 12-13; Clear Lake, Ont., 15-17; (Fair) Shoal Lake, Man., 18-19.

Central States: St. Louis City, Mo.
Collin & Wilson: New Brighton, Pa.

(Continued on page 61)

Calgary Spots

C&W Jamboree

CALGARY, Alta.—Country and western show promoter, A. V. Bamford, in association with D'Arcy Scott, well-known Western Canada c.&w. deejay, is presenting the First International Country and Western Jamboree in conjunction with the Calgary Exhibition and Stampede to be held here July 11-14.

C.&w. talent line-up will include Hank Thompson and His Brazos Valley Boys, Ferlin Huskey and His Hushpuppies, Simon Crum, Grandpa Jones, Porter Wagoner and His Wagon Masters trio, Myrna Lorrie, and performers from the Calgary territory.

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4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

THE FINAL CURTAIN

BAIR—Bransford, 49, Skooter foreman with Wilson Famous Shows, July 4 at Henry, Ill., from a heart attack. This was his ninth year with the Wilson organization.

FREDRIKSEN—Pete (Swede), 53, veteran concessionaire and former electrician, recently in Manistee, Mich., of a heart attack. For many years he

worked on various shows including W. G. Wade, Al Wallace and Wolfe Amusements. Survived by his widow, Ruth, a foster son, William Phelps, a brother and two sisters. Burial in Woodland Cemetery, Jackson, Mich.

JOHNSON—John L., 45, ice cream concessionaire on the Royal American Shows, at Brandon, Man., July 5 following a long illness. He was a member of the Showmen's League of America, the Greater Tampa Showmen's Association and the Royal American Shrine Club. Survivors are his widow, Elsie, and daughter, Alice. Funeral in Tampa July 11.

KIRK—Frank, 59, widely known in outdoor show business for his family act, the Cycling Kirks, June 28 in Cheboygan, Mich. Injuries which he sustained in an automobile accident forced him to retire from show business in 1946. Survived by his widow, a son, Frank Jr., who is continuing with the cycling act, and two daughters, Elois, known professionally with the act Marcelli and Janis, and Betty. Burial July 2 in Cheboygan.

KORTE—Louis, 65, former show owner and concessionaire on the West Coast Shows, June 27 in Klamath Falls, Ore. A native of Illinois, he had resided in Burbank, Calif., for

25 years, during which time he operated concessions on various regional carnivals. Active in show club circles, he was a member of both the Pacific Coast Showmen's Association and Regular Associated Troupers in Los Angeles. Survived by his widow, Ruth; two daughters, Roberta Reed and Evelyn Lantz; two sisters, Mrs. Minnie Ford and Ida Swiekert, and three brothers, Ben, Clem and Edward.

NELSON—Germain H., 47, a member of the board of directors of the Melfort (Sask.) Agricultural Society, recently at Melfort. Survived by his widow, one son, his mother and two sisters. Burial in Melfort.

RAUB—Irene, 18, who formerly traveled with carnival snake exhibits, July 5 at the Laplace, La., snake farm of her uncle, C. C. McClung, of a cobra bite. The bite occurred while she was exhibiting the reptile and death occurred about seven hours later. Survived by her parents of Huntington, W. Va., and a sister, Mrs. Betty Teska, Laplace. Burial in Metrie Cemetery, New Orleans, July 6.

SCHAEFFER—Frederick, 73, concessionaire, June 28 in Los Angeles following a long illness. A native of Indianapolis, he had resided on the West Coast a number of years. Burial July 3 in Pacific Coast Showmen's Rest, Los Angeles.

STERLING—J. N., 77, veteran outdoor showman, recently in Wichita, Kan. During his many years in show business he worked on many of the larger carnivals and for 15 years, he was at Riverview Park, Chicago.

MARRIAGES

BARRY-LAMERATO—William Barry, son of William and Jeanette Barry, concessionaires on Wilson Famous Shows, and Rita Lamerato, non-pro, July 7 in Detroit.

Bob Nelson Heads Magic Dealer Org

COLUMBUS, O. — Robert A. Nelson, of Nelson Enterprises, this city, supplier of illusions, magic and mental act supplies to the outdoor show field, was re-elected president of the Magic Dealers' Association during its annual meeting held recently at Miami Beach, Fla., in conjunction with the national convention of the International Brotherhood of Magicians. He was the first officer of the MDA ever to succeed himself in office.

Other officers chosen were Ken Allen, Union City, N. J., vice-president; Harold Rice, Wynnewood, N. Y., secretary; Morris Fox, New York, treasurer, and Kay Thomas, Baltimore, corresponding secretary.

The MDA, now in its 11th year, has a membership of more than 100 magic manufacturers, distributors, and retail dealers, representing nearly 95 per cent of the magical business conducted in the United States and Canada.

In Cherished Memory
of
My Dear Husband
Denny Pugh



Who Passed Away
July 10, 1949
MARGARET PUGH

In Loving
Memory of
DENNY PUGH

Who Passed Away
July 10, 1949

**PAUL & ZULA JUHLIN,
GRACE TINDER**

IN MEMORY
of
DENNY PUGH
who passed on
JULY 10, 1949
**SIMMY and INEZ
CARROLL**

In
Memory
of



IRVING J. POLACK

who passed away
July 13, 1949,
but whose spirit
still lives in
Polack Bros.' Circus.
LOUIS STERN

IN FOND MEMORY
of Our
**PAL and PARTNER
DENNY PUGH**

Who Passed Away
July 10, 1949

"Always in Our Hearts"
**JOE and SALLY
MURPHY**

IN LOVING MEMORY
Of my Brother
BUCK M. ALLSUP
Who passed away
July 5, 1955.
JUNE BOYLES

In Memory
of My Husband
J. B. (BEE) BAYLESS
Who passed away July 4, 1953
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IT'S
"SNOW MAGIC"
THE REVOLUTIONARY NEW
SNOW CONE MACHINE
Fully automatic, 20x27, three door, cast aluminum cabinet with built-in 1/2 h.p. G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).
AMERICA'S FASTEST—MOST ECONOMICAL—EFFICIENT
ONLY \$285.00 F.O.B. Dallas
AND
"SNOW MAGIC JR."
A smaller version of the "Snow Magic." Incorporating all the features of its big brother.
ONLY \$150.00 F.O.B. Dallas
Both Machines PATENTED
FULLY AUTOMATIC — GUARANTEED
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Multiplex Faucet Co. Serving the Trade Over 50 Years
SELF-CONTAINED DISPENSER
Draws two different mixed drinks--
COKE or PEPSI and ROOT BEER
Draft arm draws PLAIN CARBONATED WATER (includes electric carbonator and mechanical refrigeration).
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1400 Ferguson Ave., Dept. BB, St. Louis 14, Mo.

GIVE TO DAMON RUNYON CANCER FUND

Governor Can Free N. J. Skill Units

All State's Games Shuttered; Delay In Signing Bill Deprives Ops of 4th

NEW YORK — New Jersey's Statewide ban on concession games was rigidly enforced this week, with operators being shuttered along the long seaside resort stretch and at inland amusement parks. The crackdown came last week after a sudden State Supreme Court decision (*The Billboard*, June 7.)

Hopes that Governor Meyner would sign a hastily passed legislative amendment exempting skill games from the ban were shaken but not shattered. The amendment was passed as one of the Legislature's final acts of the session on Thursday (28), but the Governor held back long enough to deprive operators of holiday business.

Meyner said the only way to legalize any games would be thru referendum, but operators recalled this would be a tedious process requiring a couple of years, as it was with bingo and raffles. The many objections were siphoned down in a hard-hitting editorial in *The New York Daily News*, 2,500,000-circulation tabloid, entitled, "Better Sign, Governor."

Ban Badly Timed

It comments that the bill "is aimed at counteracting a Supreme Court decision which, out of a clear sky, outlawed a lot of Boardwalk and amusement park games that their proprietors thought they were running with perfect legality."

"Governor Meyner is understood to want a referendum. Okay; but why not sign this bill as a stopgap to save a lot of concessionaires from losing their investments unjustly right at the start of the summer, and at the same time call for the referendum? Why penalize these people for something that wasn't a crime, until the court said it was?"

The State's 21 county prosecutors met Thursday (5) and decided the amendment is unconstitutional. It would exempt skill and dart games from the ban, which, in its original wording, applied to games using electrical or mechanical devices, whether or not skill is a factor. The decision stemmed from a case involving a "stop and go" button-operated flasher.

Gulf Kid Spot Gets Okay Biz

BROWNSVILLE, Tex.—Week-end business at the new Padre Island Amusement Enterprises here has been excellent, with patronage generally limited during the week.

The new spot, which caters to youngsters, was opened recently by J. Matarrese, of Chicago, and is located on south Padre Island near the entrance to Isle La Blanca, about 17 miles from Brownsville. A new multi-million-dollar causeway was opened about a year ago and the island is now under development.

Due to the excess of sand and wind the playland was put on cement slabs and it is still necessary to clear the sand off part of the foundation each day. The funspot has one concession building and eight kid rides, including a Coaster, Ferris Wheel, Boat, Autos, Merry-Go-Round, Hand Cars, train and Skyfighter.

Spot is called Fun-O-Rama.

There was a wide variety of local interpretations but the prosecutors are held criminally liable for enforcing the law, and most took the conservative viewpoint and shut everything in sight.

Decision Voted On TV

Meyner has a regular Sunday night TV show and said he would explain his decision on the bill then. If he okay's the amendment, yielding to wide and influential pressures of civic and political figures as well as operators, then "skill" games such as ball games, dart games and pitches, will be allowed to run, presumably with wide usage of point coupons on a prize-every-time basis. If he vetoes it, then the State will remain shut tight as a drum.

Atlantic City piers, other Boardwalk communities with many games such as Seaside Heights, Keansburg, Asbury Park, etc., and inland spots like Palisades and Olympic parks and up-State lakefront concessions, all were hanging on the Governor's decision.

Meyner, reporting on the prosecutors' meeting, said most of the officials thought there could or should be a referendum on legalizing the games.

In the confusion erupting over interpretation of the law, which specifically mentions mechanical games in which players bet money and prizes are awarded, one prose-

(Continued on page 51)

Gaming Ban Hits Four Willow Grove Devices

PHILADELPHIA — In suburban Montgomery County, Judge George C. Corson has dissolved an injunction that had kept the district attorney's office from closing down four Willow Grove concessions. The prosecutor had called them gambling devices. The judge did not rule on whether they were games of chance or skill. His decision affected fascination, hoop-la, electric penny pitch, and the Greyhound Racer.

Attorneys for the operators immediately announced that the concessions would be closed pending a decision on whether to appeal to the State Supreme Court.

District Attorney Bernard E. DiJoseph, after visits to the park with Chief County Detective Charles Moody, had ordered the operators on June 21 to shut the games or face arrest and confiscation of the equipment, valued by them at \$45,000. The operators, John T. Gibbs, George Bertoli and Murray Goldberg, all of New York, then began equity proceedings thru their attorney, Donald Bean of Philadelphia, asking that DiJoseph

Thieves Break Into San Antonio Kid Spot

SAN ANTONIO — Thieves stole candy from a concession stand and rode a Miniature Train and Ferris Wheel, breaking the latter, at Las Palmas Kiddieland, according to Walter Grubb, owner and operator, who reported the theft to local police. Grubb said that the thieves reached thru a hole in the concession stand and took about \$15 worth of candy.

SHORT-ORDER RIDE ORDER

LAWRENCE, Mass.—One of the most sudden Dodgem orders on record was placed recently by Tom J. Casey for his Queene Ann Kiddieland in Minneapolis. Flying his Beechcraft Bonanza over Worcester, Mass., Casey radioed a local broadcasting station to telephone Tom Markey in Exeter, N. H., and summon him to the Dodgem plant here. Markey rushed down, met Casey at the airport, toured the plant, had lunch, saw Casey off, and packed away a contract for 12 ride cars. It will be the Kiddieland's first major-sized ride.

Seaside Adds Three Rides

VIRGINIA BEACH, Va.—Seaside Park continues to increase its ride line-up and in the past 10 days has added three new devices, Jack Greenspoon, president, announced.

Recently the park brought in a Roto-Whip and an Allan Herschell Boat Ride. A new Pinto Fire Engine was recently put into operation and just about fills the ride area. Five of the rides go at 10 cents—the Tank, Pony Cart, Roto-Whip, Boats and Fire Engine. In addition there is a Ride-O-Kiddie Coaster and Ferris Wheel.

Ballroom attraction is Al DeHans and his five-piece orchestra, which hokis forth daily from 8 to 12 p.m.

be restrained from carrying out his threatened action.

Judge Corson issued a five-day preliminary injunction and continued it after a hearing last week. The games were operated while the injunction was in effect.

In his latest decision, freeing DiJoseph to act, Judge Corson said that a district attorney cannot be restrained.

"It is interesting to note," he said, "that while we have not passed in this opinion upon the question of whether or not the games involved were games of skill or chance, the newspapers on the day of the hearing carried headlines that the Supreme Court of New Jersey had just determined that so-called games of skill such as Pokerino, and so forth, were gambling devices."

Residents Seek To Close Funspot

ASHEVILLE, N. C. — Legal action aimed at closing down the West Asheville Amusement Park on County Home Road has been postponed for two weeks in Superior Court here.

Plaintiffs in the suit are Ben L. Scott, Robert B. Glover and Thomas A. Jarrett. Defendants are Wilshire Park, Inc., West Asheville Amusement Park, Inc.; W. J. Murphy, Verne Moser and Rex S. Smathers Jr.

According to sources here, the plaintiffs seek a permanent injunction forbidding operation of the park on grounds that it constitutes a public nuisance, violates city zoning laws and violates restrictive covenants in deeds the plaintiffs hold from Wilshire Park.

STORES DO HEFTY \$\$

Retail Sales Boost N. E. Beach Earnings

REVERE BEACH, Mass.—Discount gift retailing is becoming increasingly evident here and one concessionaire points to the fact that the fall gross alone in his shop on the boardwalk is better than the take for the season on his Cyclone Roller Coaster.

Bob Shaveb, who, with his brother, Victor, runs a number of enterprises on the beach, is of the opinion that in 10 years the boardwalk will have a Fifth Avenue look. He believes that while rides and other attractions will always have a certain appeal, the new retailing operations make for a well-rounded resort and draw patrons to bolster attendance at amuse-

ments, which have dropped off in revenue during recent seasons.

Shaveb was the first in these parts to start the discount toy business in an attempt to find a lucrative off-season activity. This business is now in its fourth year and has increased to fabulous proportions. Last Christmas season there were as many cars on the beach front, he says, as were on some good summer days. Others quickly followed Shaveb's lead here and at other Bay State beaches, and the merchandising business has mushroomed into something that draws big profits not only in the off season, but also during the summer.

Self-Service

Shaveb's store, Bob's Discount Shop, is built along lines of a supermarket, with self-service and a check-out counter. Articles from toys to electric appliances and gifts of all kinds are on sale.

The brothers also operate the Cyclone Roller Coaster, Skooter, Virginia Reel, Twister, Treasure Island (dark ride) and other units. Victor is vice-president of the Revere Beach Businessmen's Association.

A Kiddieland site is now being demolished to make way for modern apartments. A slum clearance project is also in the works with the entire length of Ocean Avenue behind the beachfront slated for removal to make way for a huge parking lot.

Another beach businessman who sees the retail store trend making its mark is John O'Brien, who operates a big Fascination Hall. He has rented a large part of his space to a women's specialty shop which does a healthy business in dresses and accessories.

Hoosier Spot Starts Okay

CHESTERTON, Ind. — Enchanted Forest Kiddieland, located near this town, opened for business May 31 and has been doing steady business since.

The spot, which features live deer,oudads and mountain goats that can be fed by patrons, is owned and operated by Ted Kruse, Joseph Marzano and Joe Karras. Other animals include peacocks, ponies and Sicilian donkeys. A large souvenir stand and picnic grove are also available.

The new park, which is open daily from 10 a.m. to 9:30 p.m., has a full complement of rides. Included are a Rensselaer Miniature Train on a mile track, and Merry-Go-Round, Boats, Roller Coasters, Skyfighter and Roadway ride from Allan Herschell Company.

Bumper signs, along with a number of sizable roadway signs, are being used to publicize the park.

Seaview Opens Modern Bathhouse

LONDON BRIDGE, Va.—The Seaview Amusement Company opened its new bathhouse here last week, with modern showers, toilet facilities and increased space for clothing storage.

The park's wading pool for youngsters is nearing completion. The dining room has been refurbished, a new shooting gallery is operating, and a new Kiddie Airplane ride was recently added.

Raise Stalled For Minimum Wage in Mass.

BOSTON—What appears to be a victory—at least until the current outdoor amusement season ends—was scored last week over attempts to increase the State's minimum wage.

Massachusetts was to raise the 75-cent hourly scale to a mandatory 90 cents, but amusement interests secured an injunction from Judge Horace Cahill, effective July 1. The order is returnable in September, assuring a complete season without trouble from that quarter.

Opposition was spearheaded by a group of Massachusetts theater operators and by the National Association of Amusement Parks, Pools and Beaches, whose president is Henry Bowen, of Whalom Park, Fitchburg, Mass. Bowen left last week on a trip to Europe.

It is claimed that the State has no legal right to establish minimum wages, and that federal scales do not apply since the objecting businesses are not in interstate commerce. The injunction of Judge Cahill was against the Massachusetts Department of Labor and Industries.

Furniture Sale Aids South Bend Fun Zone Gross

SOUTH BEND, Ind.—A two-day warehouse furniture sale by a local concern, held in the exhibition hall at Playland Amusement Park, substantially helped grosses at the fun zone, Earl J. Redden, manager, reported last week.

"We found that it brought a lot of people to the park and, after they looked at the furniture, they came down thru the park," Redden said. The furniture firm also passed out ride tickets to youngsters accompanied by their parents which proved an additional lure to visit the park. The furniture sale, with prominent mention of the park, was promoted on three daily radio programs sponsored by the furnishings concern.

Redden also recently promoted a special one-day tie-in with a bread company that proved successful. The bakery firm passed out special tickets that entitled the bearer to all rides for 8 cents a ride or 13 rides for \$1. Additional entertainment was presented and gifts were passed out to patrons.

ROLLER RUMBLINGS

Coral Gables Coliseum Bows to Hefty Crowd

CORAL GABLES, Fla. — A packed house, including city officials and numerous roller-skating tradesmen, turned out for the June 20 reopening of Coliseum Roller Rink here. Now under the management of Al Kish and Jim Steigner Jr., the rink, a member of the Roller Skating Rink Operators' Association of America, has been completely remodeled.

Highlights of the opening night program were a number of exhibitions by skaters from neighboring rinks. These included Paul Brock, Barbara Ringer, Hugh Fulton and Sandra Steubing, a four-skating team from Miami Roller Rink; Buddy George, Skateland, West Palm Beach; Joyce Miltimore,

Hollywood Arena, and Bill Harris and Roni Pinckard, a dance team, and Clayton Peterson and Gloria Alveshire, now skating at the Coliseum. Climaxing the program was a five-mile race that drew 20 entries. It was won by Bill Baumgardt, Sanford's, Fort Lauderdale, with Tommy Strickland, Skateland, Daytona Beach, second, and Dick Stein, Hollywood Arena, third.

Among celebrities attending the affair were Mr. Willard, city manager of Coral Gables, and Mr. McCarty, recreation director; Johnny Bosaco, manager of Venetian Pool, Coral Gables; Fred Martin, former BSROA secretary of Fort Lauderdale, and Mrs. Martin; Robert Y. Gould, St. Petersburg operator and past BSROA president; Mr. and Mrs. Strickland, Daytona Beach operators; Mr. and Mrs. Warner, Tampa operators; Mr. and Mrs. MacLaughlin, Fort Lauderdale professionals; Mr. Spencer, West Palm Beach operator; Earl King, Fort Lauderdale, former operator; Mr. and Mrs. Keeter, West Palm Beach operators; Mr. and Mrs. Kempf, St. Petersburg; Mr. and Mrs. Ekle, Miami professionals; Charles Brown, Fort Lauderdale professional; Mr. and Mrs. Hibbs, Hollywood professionals; Mrs. Dexter, retired operator of Miami; E. Dodge, Miami operator; Mr. and Mrs. Collins, Hollywood operators; Mr. Finlay, Hialeah operator, and Mrs. Frances, Miami operator.

Coliseum Manager Steigner stated that the rink will feature live organ music nightly from 7:30 to 10:30 plus daily matinees, except Mondays, during the summer from 1:30 to 4 p.m. He reported a heavy schedule of matinee parties already booked. Pat Barret, a member of the Society of Roller Skating Teachers of America, has been named Coliseum professional.

Denver Skaters Click

In Midwestern Regional . . . HOUSTON — Nearly a dozen skaters from Denver rinks placed in the Midwest Regional RSROA meet at Pruett's Rainbow Rink here on June 16-19. About one hundred skaters from Kansas, Texas, Colorado, Wyoming, Utah, New Mexico, Oklahoma and Missouri participated in the meet.

Altho only three Denver skaters copped first-place nods in the competitions, many of those who placed second and third are expected to

compete in the Richmond, Va., national next month. Denver skaters sure to give strong competition are Carol Rowe, Mammoth Garden, who took first place in junior girls free style and third spot in junior girls figures; Carol Arp, Skateland, first in Class C juvenile racing, and Phillip Palmer, Skateland, third in junior figures and who shared honors with Louise Bisson in junior dancing.

Other Denver winners, all from Mammoth Garden, included Dick Chioeine, second, novice men's free style; Gayle Comer, second, novice men's figures, and Pat O'Brien, second, senior ladies speed. From Skateland, Hal Harnigan and Muriel Luthey took second in novice dance; Louise Bisson and Phillip Palmer, third, junior dance; Phillip Palmer, second, junior free style; Louise Bisson, third, junior free style; Carol Arp, third, juvenile free style; Ward Olsen and Barbara Domico, second, senior dance; Richard Domico, third, novice figures, and Karyl Wycoff, third, figure skating.

Judging was done by a team of Californians, Elmer Reigneison, San Diego; Joe Nazzaro, Redwood City; Danny McNeice, San Leandro, and June Hutcheson.

9 San Antonio Skaters Set for RSROA Nationals . . .

SAN ANTONIO—Nine San Antonio roller skaters have qualified for the national championships to be held July 26-August 2 at Richmond, Va. The group that swept to five regional championships in the tournament that closed Tuesday (26) at Houston includes John Huffman, Lois Ruble, Scott Barker, Sharon Moore, Jeanne Varelis, Beth Warne, Nicki Varelis, Bobby King and Stanley Tuttle. Lorine Skloss, San Antonio was elected queen of the Houston championship and will go to the national finals.

Zoning Board Nixes Proposed Philly Spot . . .

PHILADELPHIA — Suburban Arington-Towship Zoning Board of Adjustment has rejected an application for permission to erect a roller rink and bowling alley center at Jenkintown and Baeder roads, in the suburb between Glenside and Jenkintown. The hearing held last week brought out the fact that the application by Fairway Estates sought an extension of the commercial zone to permit parking in the residentially zoned area. Residents of the area objected.

Al Seiter '56 Pilot of Walled Lake Park Rollery . . .

WALLED LAKE, Mich. — Walled Lake Park Rink is managed this season by Al Seiter, Detroit, who has been associated with rinks for 25 years. The rink is owned by the Fred W. Pearce Corporation, operator of the park. Seiter succeeds Joe Blavitt, who managed the rink last year, but has returned to Arcadia Rink, Detroit, this season. It was formerly managed for about 25 years by Jess Bell, now with the new Roller Skating Arena Club, Detroit. The park plan of operation is being continued in what has long been one of the outstanding summer rinks. A special policy is reduced rates for student groups.

Weekend Rain Hurts Walled Lake Grosses

DETROIT — Good business when the weather permits has been the rule at Walled Lake Park (Mich.) this season, but a tally indicated rain for about three out of four weekends to date.

The park opened the season May 1, operating weekends only until the middle of the month, when the regular summer policy of six nights, with Mondays dark, went into effect.

An important stimulus to park business here has been the concentration upon industrial, school and other picnics, drawing from a wide sweep of the metropolitan area as well as Detroit itself. On Saturday (30) a Ford picnic drew an estimated 14,000 people to the park.

A number of innovations were introduced this year, including Tubs of Fun, a new kiddie ride which is drawing a surprising play from teen-agers. Two new speedboats, a Hacker and a Chriscraft, were purchased for the lake fleet. New cars were installed on both the Dodgem and the Whip. Construction of two new buildings has been completed — a concession structure housing three games and a new stand housing 12 drink dispensing units, primarily for special picnic use.

Walled Lake remains under the management of the Fred W. Pearce Corporation, headed by one of the veteran park builders and operators still active in the business, Fred W. Pearce.

Key personnel of the park staff include R. K. Templeton, manager; C. E. Vickers, superintendent; Ray St. Pierre, refreshment conces-

sioner; David Pless, bathhouse manager; Nell Nanni, scales; David Malkin, photo gallery, and Al Seiter, rink manager.

Mrs. Barbara Liss, assistant office manager for a number of years, has been promoted to office manager to succeed the late Sam Benjamin, who died in the office during the last week of the 1955 season.

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Difficulties Still Dog Ringling Show

Storm Rips Big Top, 15 Injured; Late Arrivals, Labor Shortage Hurt

OLEAN, N. Y.—Ringling Bros. and Barnum & Bailey Circus last week continued to get more than its share of bad luck. Late openings continued, pickets showed up in many towns and the period was high pointed by a storm that struck the show at Geneva, N. Y., and ripped the big top almost from end to end.

Despite all the difficulties, the show was doing fair business in most places.

Damage in Geneva was estimated at upward of \$20,000. Fifteen persons were injured, one of them, an employee, seriously. And

the show was forced to give its performance behind sidewalks for several towns after that. There was an estimated 800 in the tent when the wind struck. A new top was reported to be shipped from Sarasota to join late last week.

No Top

The performance was given sans top in Horseheads, N. Y., Monday (2) and also the next day in Olean, N. Y. At the latter town the matinee performance began at 4:30, with the night show at 8:30. The Olean performances, which drew a half and three-quarter house, were given without Trevor Bale's cat act, Paul Fritz's lions and Albert Rix's bears.

At Rochester, N. Y., on Saturday (30), the day before the storm, the matinee program was 80 minutes late due to railroad difficulties. The afternoon saw an estimated 4,000 in the top and 5,000 that night. Some 30 pickets were on duty there.

Utica, N. Y., also had a line of pickets on Wednesday (27) with no noticeable effect on the show. The matinee, which was 90 minutes late, drew a meager 3,500, while the night show had a three-quarter crowd.

The band, which is now being batoned by Jack Cervone, nephew of Izzy Cervone, has had more than its share of personnel turnover. Izzy Cervone closed recently for a vacation in Florida to be followed by fair dates and will return to the Ringling bandstand in October.

It was reported that the shortage of labor was hurting. Many of the acts were putting up their own rigging. Assistant Manager Davis was reported to have resigned Saturday (30).

Mich. Steady For Geo. Cole

ITHACA, Mich. — George W. Cole Circus has been doing what was termed as steady business since its entry into the Wolverine State.

The Wednesday (27) stand here was typical, coming up with two half houses despite cool weather. The soft lot hindered some of the animal acts during the performance.

Ovid, Mich., played the day previous, was big for the show. Despite a wind and rainstorm that preceded the matinee, three quarters of the seats were occupied and that evening the house was reported as close to full.

Animals From Benneweis on Several Shows

COPENHAGEN—Circus Benneweis this season is also operating Circus Belli, in Denmark, but nevertheless has so many horses and trained animals that it has farmed out a large number to other circuses in Europe.

Among the shows on which Benneweis horses and animals are appearing are the following: Carcelle's Zoo Circus, Spain, which has a large group of tigers worked by Manfred Benneweis, and three elephants presented by Sonja Benneweis; Circus Barnum, Germany, having 10 lions and a group of six bears worked by Eval Carstensen; Circus Van Bever, Holland, group of lions worked by Franz Trubka, and Circus Berny, Norway, with three elephants worked by Wolfgang Heppner, and Liberty horses presented by Arthur Reinsch.

Circus Benneweis, itself, is using Liberty and high school horses, presented by Sonny Benneweis, Captain Mikkelsen and Hans Strassburger; three elephants handled by Hans Nielsen; and a cage of lions worked by Gert Siemonek. Circus Belli has seals handled by Eleanor Joschkoft, and Liberty horses and a mixed group of camels and other exotic animals presented by Arne Lindberg.

Many of the Benneweis horses and animal acts are also farmed out to indoor circuses, in England and on the Continent, during the winter season. Circus Benneweis, however, often books in animal acts of different types to add variety to its program.

Okay Business At Alexandria Shrine Date

ALEXANDRIA, Va. — Kena Temple's "Shrinerama" Circus lost two performances to rain at the George Washington High School Stadium, June 21-24, but did very good otherwise. Harry Bendall was event chairman.

The show, produced by Frank Wirth, offered the following: Prince El Ki Gordo's wild animals; Winnie Colleano, aerial; Three Tuckers, trampoline; James Cole, elephants; Great Galasso, finger balance; Sonny Moore and His Roustabouts, dogs and pony; Tietje Tasso, juggling; Yong Brothers and Sister, balancing; Mr. Sensation (Billy Barton Cloud Swing); Les Kimris, aerial; Janet and Paul, aerial novelty; Fredonia Troupe, acrobats, and a clown group.

Ernie Anderson was equestrian director, Mickey Sullivan provided the band, and Harles Jones handled props.

Conn. Town Books Unit After 60 Years

WINDSOR, Conn. — Windsor Town Council has granted a permit to the Exchange Club for a circus July 28. It will be the first visit by a circus in more than 60 years. The Exchange Club is bringing Hunt Bros. Circus for two performances at the Gregly lots on Palisado Avenue.

SMOOTHER GOING

Ring Does Okay Despite Hectic Pa., Ohio Trek

REED CITY, Mich. — Franco Richards' Ring Bros. Circus found improved conditions since it entered Michigan but the season as a whole has been hectic, according to Owner Richards. Attendance has run the gamut from straws to blanks; help situation has been a constant problem; equipment breakdowns have cut into the bankroll and several men were injured.

Despite all this, Richards reported the season has been a success financially, particularly thru Pennsylvania. In general those towns promoted via telephone have come up with the best grosses while advance ticket sales alone did not produce any big takes.

The Pennsylvania trip was costly equipment-wise. By the time the show reached its first Ohio stand it was being moved on a shuttle system on four tractors. Total damage to rolling stock, since the show left quarters, was estimated to be in the neighborhood of \$14,000, Richards said.

Cancels Canada

Labor shortage prompted the show to cancel its earlier scheduled visit to Canada. Billy Sheets, assistant manager, was painfully injured when his new DeSoto rolled

Kelly-Miller Crowds Grow In Corn State

MARENGO, Ia. — The steady to strong business that has marked the Iowa tour of Al G. Kelly and Miller Bros. Circus, continued last week. Show is playing towns normally larger than its traditional small-town treks.

Marengo, Ia., greeted the show with open arms Sunday (1), it being the first circus in three years. Despite high temperatures that soared close to the 100-degree mark, the seats were 75 per cent filled in the afternoon. The performance was about a half hour late.

Altho competing with a Democratic rally that featured presidential aspirant Averill Harriman as the key speaker in Iowa City, business Saturday (30) was strong. Show registered three-quarter crowds at both performances.

Circus patrons at Muscatine, Ia., turned out in strong numbers Friday (29). As a result both performances were viewed by crowds that left only a few seats vacant.

Packs Sells Out At Casper, Wyo.

CASPER, Wyo. — Tom Packs Western Unit drew almost six capacity houses at its three-day stand here Thursday thru Saturday (28-30).

Playing at the Central Wyoming Fairgrounds here, with a 5,600-seat grandstand, the Shrine-sponsored stand drew four capacity turnouts, one crowd of 5,500 and one of 5,000.

Cheyenne, Wyo., the previous

stand Monday thru Wednesday (25-27), was just so-so. Total attendance at six performances there was estimated at 8,200, most of these being youngsters. The first matinee was delayed by a late arrival.

A double attraction helped pull the big crowds here at Casper. Following the circus, Ted Weems and his orchestra entertained and was credited with drawing at least part of the attendance that

over several times and ended up against a telephone pole. Sheets was towing the sound car, which was a total loss.

Staff-wise the show is unchanged. In addition to Richards and Sheets, the staff includes Kenny Ikert, secretary; Lucy Richards, treasurer and personnel manager; Tommy Johnson and Robert Eady, big top; Cherokee Price, Side Show canvas, with Sandra and Henry Thompson handling the front and inside; Les Garner, 24-hour man and Pit Show manager; Harvey Bouchet, mechanical superintendent; Kenny Watson, props; Sweetpea Lebew, animals, and Mrs. Frank Derizkie, cookhouse.

Following its Michigan tour, the show will head into Wisconsin before its southward trek.

Cristiani Biz Still Strong In Canada

SYDNEY, N. S. — Cristiani Bros. Circus, which ran into excellent business for the best part of its Canadian tour, got more of the same here Saturday (30).

Playing under Shrine auspices, the performance went off before almost a full matinee and an overflow crowd that evening. Weather was warm and clear but some competition was given by Bill Lynch Shows, which opened a midway stand here Friday (29).

The show was nearing the end of its highly successful tour of the Eastern provinces and was scheduled to cross the border Wednesday (11) to make its first State-side appearance in Newport, Vt.

Clyde Draws Well in Que.

SHERBROOKE, Que. — Clyde Bros. Circus pulled an estimated total of 2,400 customers in four performances here Tuesday and Wednesday (26-27). The show, which played in the 4,000-seat Sherbrooke Arena, was here under Kiwanis Club auspices.

It was the first appearance here of the Clyde organization, and reports were that it was well received, altho advance promotion was not large.

Hoosier Towns Prove Spotty For Beers

FERDINAND, Ind. — Beers-Barnes Circus, after a final week in Kentucky that produced profitable results, moved into the Hoosier State where business thus far has been spotty.

The stand here Wednesday (27) was good. Troy, the day previous was fair, while Rockport, Ind., on Monday (25) turned out to be a blank despite fire department auspices.

Present scheduled route will carry the show in and around Portsmouth, O., which depends to a big degree on the strikebound steel business. It was reported, however, that the Detroit Steel Company in Portsmouth has a contract with the union that does not expire until July 31. By that time the show expects to be away from the steel and coal area.

The show, which has been troubled with truck breakdowns, recently ordered a replacement truck. Harold Barnes, his mother, Irene, Mr. and Mrs. Roger A. Barnes and Dave Wharton all visited the Tom Packs Circus in Evansville, Ind.

Packs Does Fair At Evansville

EVANSVILLE, Ind. — Tom Packs Circus, Eastern unit, racked up fair business here Saturday and Sunday (23-24) where it played in Bosse Field under police sponsorship. Total attendance at four performances was estimated at 8,650 customers.

Polack Eastern Wins At Salt Lake City

SALT LAKE CITY — Polack Bros. Eastern Unit racked up big turnouts here at a three-day stand ending Saturday (30). Attendance for the three days—which included a reported 6,300 children free—was given as 28,000.

Gene Randow, the rest of clown alley and other performers gave an "under the marquee" appearance at a downtown movie house here to help plug the picture "Trapeze."

Dick Slayton, emcee, reported the new 30 by 30-foot folding stage is working out well. Only casualty during the run was George Hanneford Sr., who suffered a badly cut hand when he accidentally struck it in a fan in his house trailer. The cut took 12 stitches to repair and Hanneford missed the matinee but was on for the night show.

Show left here for Grand Junction, Colo., and then Colorado Springs.

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BAUDY'S GREAT DANE
NOVELTY ACT**

Consisting of one monkey, five young male pedigreed Danes weighing 170 lbs. Portraying Lion Act. Each dog wearing papier mache head. All walk on hind legs and sit up. Other outstanding tricks for this breed. Perfectly trained. 16 tricks in 10 minutes. Have been shown on Barnes-Carruthers, #1 Fairs, Palace Theater, numerous other showplaces. For further details contact

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PHONE MEN

4

ILLINOIS SHRINE TEMPLES
Book & U.P.'s—Taps

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Shrine Circus Office
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WANTED**

High-Class Attraction

Excellent remuneration for right man. Ben Thomas, Joe Rayworth, contact me. Phone Managers and Crews also contact. Call after 6 p.m. NEw Rochelle 2-3096, or write, wire.

BUD FISHER

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3—PHONEMEN—3

UPC's and CIRCUS BANNERS. Daily collection and pay. Office open, ready to work starting Wednesday, July 11.

BILL COYLE

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(No collects)

2 PHONEMEN

35%. Paid daily. Anti-Communist Deal. Fast \$6 Deal. No tickets, no advertising.

ROOM 535

Linden Hotel Indianapolis, Ind.

**FLOYD KING, Contact
BELIEVE WE CAN MAKE DEAL**

Need Mechanic who can weld; Bill Gaines, contact.

FRANCO RICHARDS

Crystal Falls, Mich., July 9; Eagle River, Wis., 10; Cranston, 11; Rhinelander, 12; Woodruff, 13; Franconia, 14; Bruce, 15; Rice Lake, 16; Bloomer, 17; Osseo, 18; Black River Falls, 19.

PHONEMEN—4

Convention Program for Bi-State Assn. group from nation's second largest industry. Concrete Deal. 30% locally, 80% State. Producers only, call (pre-paid).

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3—PHONEMEN—3

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AL LADIEU
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UNDER THE MARQUEE

By TOM PARKINSON

Freddie Freeman writes from the Ringling show that Mr. and Mrs. Elsworth Sommers hosted the Side Show and other personnel at a recent party. Guests included Bobbie Hasson, Harry Gracie Tiny, Daisey Doll, Bebe Siegrist, Mrs. Norman Wadkins, George Butterworth, Jim Sunbury, Ann Makaits, Jack Ramsey, Pete Marsh, Harry Klima, Harold Smith, Bob Brazil, Walter Paul, Dick Anderson, Billy Ward, Stott Hall, Alvin Schwartz, Albert White, Sam Elterman, Freddie and Ethel Freeman. . . . Nate Eagles and his midgets were among many people visiting between this show and Strates' organization in Schenectady. . . . Rose Murphy doing a good job in wardrobe. . . . Crossword puzzle fans are Gladys Rimmer, Maggie Smith, Evelyn Kent and Margo Margus. . . . Harry Burman now referees the clown fight. . . . With schools out, kids joined the following families: Al-

zanas, Loyals, Catarizis, Moroskis, Hildalys. . . . Mrs. Julius Loyal visited son, Justino.

Other R-B visitors included Helen and Jim Hoye, Joe and Peg Carferry, Art Gunther, Ben Bearson, Tom Hurd, Charles and Rose McNamara, Joe Beach Sr., Norman and Pauline Bigelow, Frances Lacoalene, John Predergast, John English, Charles and Eva Amidon, Bill

Royal Finds Okay Going

PORT DOVER, Ont. — Royal Bros.' Circus was rocking along on an even keel this week, getting generally good business when the weather permitted. Show is playing grandstand and other open-air arenas thruout the provinces.

The show, managed by W. R. Garden, is using new equipment, gives a two-ring performance, travels on nine trucks and carries five house trailers and automobiles. Garden reported that in many cases the show is contracting repeat dates for next year and also plans to go indoors once the outdoor tour is completed.

Staff, in addition to Garden, includes Lan Garden, lot and show director; George Garden, office and tickets; Joe Kish, props; Dale Madden Jr., boss canvasman; Bill Arrott, contracting agent; Robert Taub, boss billposter, with Irving Shuster and Ron Morris in charge of concessions.

Performance is opened with music under the direction of Dale Madden followed by the grand entry. Displays include Great Balan and Miss Bambi Jean, juggling; Murrays, Wilburs, dogs; Spanish web, featuring Mrs. Dale Madden Sr.; Texans and Ricardos, whips; Mrs. Dale Madden Sr., and monkey; Miss Norma, acrobatic; Silver Musk and Western horses; Will Hill and ponies; Jerry Plaisance, finger stand; Ian Garden, dancing horse; aerial display on swinging ladders; Madden's chimp; Miss Dale, swinging perch; Will Hill's elephants. Four clown numbers are included.

For Sale to High Bidder

Wild Animal Exhibit Trailer, Chevrolet tractor, trailer made to order by Dorsey, 36-foot length. Contains 24 cages for five animals, snakes, fish. Outside walk-around type. Completely equipped for extended road operation. Used four years. May be converted. Go view Ocala, Florida. Details on request capable bidders. Bids opened at Tallahassee, Florida, 10:00 a.m., Tuesday, July 11, 1956. Reverse right reject any and all bids. FLORIDA GAME & FRESH WATER FISH COMMISSION, Tallahassee, Florida.

N. J., N. Y. Okay For Mills Show

RAMSEY, N. J.—Mills Bros. Circus did strong holiday business here Wednesday (4) despite competition from two directions. The Hunt Circus had played two nearby towns just shortly before and several fireworks shows drew some would-be circus patrons from the night performance.

The matinee here saw the tent nearly filled and, despite rain and the pyrotechnics, approximately half the seats were filled in the evening.

Newburgh, N. Y., played two days before, came up with hot weather, a three-quarters matinee and a half house at night. The weather was so warm, the local fire department watered the tents and animals.

A number of clowns and performers visited the Newburgh infirmary between shows to entertain the patients.

Agents—Phonemen—Agents

\$100.00 contract override — world's biggest Magic Show. A-1 Phonemen for strong auspices. Pay daily, no collects. John Elmore, T. Dwight Pappas, Jack Rosheim, Bud Snyder, contact.

ED HAVERSTICK

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Need top-notch tube talkers for hot deal, Detroit until October, then south for winter, 25% for good producers. No openings for drunks or limbers. No fronts. No collect calls. Bob Stevenson and Bob Richman, call.

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America's Fastest Growing Circus. Can place fast-stepping Banner Men. This is a 4-Elephant Circus. Can also place Side Show Manager who can see the Side Show is up and down. Liberal percentage to such a man. Can place Ticket Sellers, Candy Butchers and Working Men in all departments. Joe Sullivan, contact. Wire or phone as per route.

**WANTED WANTED WANTED
VON BROS.' CIRCUS**

Phone Crews, Billposter, Electrician and Mechanic. Working Men in all departments; drivers given preference. Pilot for new Helicopters; Blackie McGee, come on.

HENRY VONDERHEID

July 10, Lindenhurst, L. I., N. Y.; 11-12, Bellmore, L. I., N. Y.; 12-14, Ocean Side, L. I., N. Y.; 16, Florida, N. Y.; 17, Montserray, N. Y.

LEONARD BROS.' CIRCUS

WANT AGENT AND PROMOTION MEN

Wire as per route: July 9, Auburn, Ind.;

10, Goshen; 11, North Liberty.

TWO PHONEMEN ONLY

A sweet deal in the World's Playground at the height of the season. Five weeks' work here and six more Jersey towns to follow. Strongest possible sponsorship combining the appeal of an established church and kiddies. 25% paid daily and collections are great.

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Atlantic City 4-1111
New Jersey 4-1112

2—PHONEMEN—2

LABOR DEAL — Local union directory. Very best sponsorship and co-operation. One of best towns for construction in U. S. Several weeks' work and continuous if desired. Second year work from union hall.

McCLURE OR HARVEY

ME 4-2957—Days ME 5-1343—Nites
P. B. Castilla, Colorado Springs, Colo.
P. B. Joe Wright, call McClure.

McGrath, Elmer Linquist, Blackie Nye, Everett Smith, Dally Reed, Bobby Nelson, Mr. and Mrs. Jim Sullivan, Edna Sullivan and son. Louise Reed is out of hospital after surgery.

The softball game of the season was held on the Mills lot at Binghamton, N. Y., recently when the Red Caps and the Blue Caps vied for show honors. Nearly every department of the show was represented on the teams which were recruited by Jake Mills. Ray Fiscus took top batting honors, slugging out a homer with bases loaded, while Red Vigo slammed out a three-bagger. Second game was scheduled for July 4.

Mell Henry writes that Wilsons' show is doing okay in Puerto Rico. Young China closed to return to New York. Dick Walker's cats are scoring well. Bob Johnson's one-finger stand is also getting plaudits.

Father Flannery, of Gilmore (Continued on page 60)

Minn. Good For Hagen

LITTLE FALLS, Minn.—Minnesota, which has been good to fair for Hagen Bros. Circus, continued fairly good here Saturday (30).

The afternoon turnout almost completely filled the big top. Rain following the matinee was credited with keeping some of the people away from the night performance, which played to a half house.

Show received considerable publicity here when its bulls spent some time at a local food store, attracting much attention.

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CRISTIANI BROS.' CIRCUS

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CRISTIANI BROS.' CIRCUS

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July 13, Elk, Burlington, Vt.; July 14, K. of C., Plattsburg, N. Y.; July 16, Shrine, Malone, N. Y.; July 17, Shrine, Massena, N. Y.; July 18, Shrine, Ogdensburg, N. Y.; July 19, Media Temple, Watertown, N. Y.; July 20-21, Regional Market, Syracuse, N. Y.

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FAIRS-EXPOSITIONS

54

THE BILLBOARD

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

JULY 14, 1956

Brandon Up to '55; Records Offset Rain

Two Night Shows Lost to Weather; Outside Gate Hits Highs Two Days

BRANDON, Man.—Two record days offset two that were hit by rain to enable the Brandon Exhibition to finish its five-day run Friday (7) with total attendance approximating that of last year.

Monday (2), with the double help of Dominion Day and Kids' Day, and Thursday (5), Farmers' Day, were all-time record days for the 75-year-old exhibition. Even rain in the late afternoon and early evening failed to keep Monday from being a record breaker.

Record Grandstand Crowd

Rain pelted the Exhibition Tuesday and Thursday nights (3-4), washing out the scheduled night performance of an Ernie Young revue and cutting into the potential

on the midway. A big Monday night (2) grandstand turnout was chalked up, while the Thursday night crowd for the grandstand show was the biggest in the long history of the exhibition. The closing night throng for the Young show also was big, but the big three night crowds were not enough to overcome the loss of Tuesday and Wednesday's performances.

Harness horse races were in for the first three afternoons, with Aut Swenson's Thrillcade in for the last two matinees. On each of these the Swenson thrill aggregation accounted for good grandstand throngs.

Midway Biz Firm

On the midway, the Royal American Shows were reported to have a gross about equal to last year, despite the effects of rain Monday, Tuesday and Wednesday.

All outdoor commercial exhibit space was sold out, Alex McPhail, exhibition manager, pointed out. Inside exhibit space sales held to the good high level of last year.

MASS. GIVES JUDGING TIPS IN PAMPHLET

BOSTON—A pamphlet on judging at fairs has been prepared at the Massachusetts Department of Agriculture by Earle S. Carpenter, extension communications specialist. Included is information on judging, responsibilities of judges, tips on judging a class, and responsibilities of fairs. Copies are available at the department's Division of Plant Pest Control and Fairs, of which Leo Doherty is director.

DEL MAR, CALIF., GATE RISES 31,996

10-Day Event Pulls 153,334 In Day Shorter Run Than 1955

DEL MAR, Calif.—The Southern California Exposition and County Fair here pulled 153,334 people during the first six of its 10-day run to set up a backlog of 31,996 over the same period last year. The fair closed Sunday (8).

The event ran one day less this year than it did in 1955, when the fair closed on July 4. This year's Fourth established a new holiday record of 40,452, which was 3,000 over its 1952 high mark. Higher figures were listed in the late 1940's, but the new figure is compared with records during a time of actual rather than estimated counts.

The fair got under way Friday (29), giving the event two weekends and the Fourth.

The featured event this year was the Flying Indians, a free attraction booked by Secretary-Manager Paul T. Mannen. Performed by the Totonaca Indians of Southern Mexico, the act was exceptionally well received. Five Indians performed atop a 90-foot high pole on a platform 28 inches square. Dressed in authentic costumes of colorful feathers, the Indians fall backwards and drift to earth as the ropes to which they

tied themselves spins on a baling affair.

Following its policy of a one-pay gate, the grandstand show with matinee and evening performances featured Jerry Fielding and orchestra, Doye O'Dell and His Western Varieties Show, Lawrence Welk Show, all presented by the Hollywood Theatrical Agency headed by Jo and Newton (Carolina) Brunson, who have booked the shows here for five years. Opening July 4 and completing the last five days of the run was the Russell Arms-Eydie Gorme Show with Frankie Carle and orchestra booked by GAC-Hamid.

Several of the supporting acts played the full 10 days on the fairgrounds. Among these was the Frank Wheeler Marimba Trio, which was featured during the Hollywood Theatrical Agency's five-day grandstand presentation.

The Fourth of July matinee, which marked the debut of the Arms-Gorme show, was a turnaway, a fair representative said. The grandstand seats approximately 8,500 people.

In addition to the grandstand shows, the fair entertainment program offered the Don Diego Super Circus, booked by the Brunsons; racing mules, dancing and a "Rock 'n' Roll" dance contest conducted by the Hit Paraders of Radio Station KCBQ, San Diego.

Larry (Bozo the Clown) Valli worked the Community Stage events as well as the independent midway with his balloon tricks.

The Frank W. Babcock United Shows were featured on the midway.

'State' Name Forbidden in Massachusetts

BOSTON—The State of Massachusetts has made it illegal for any group to use the title "Massachusetts State Fair" in the future.

The bill, approved by Lt. Gov. Whittier, states that no person, firm, corporation or association may use the "State Fair" phrase in any form without written consent of the Commissioner of Agriculture, who at present is L. Roy Hawes.

1955 RESULTS GOOD

Western Mass. Reports on Less Annuals, Higher Gate

WEST SPRINGFIELD, Mass.—New president of the Western Massachusetts Fairs Association is Vernon Bodurtha, of Blandford, elected at the group's 27th annual meeting here in the County Improvement League Building.

Other officers are, vice-president, Mrs. Ernest Randall of Westfield; secretary, Mrs. William Spooner of Brimfield; financial and recording secretary, Miss Mary E. Carlon of the Hampden County Improvement League.

The four Western counties, it was reported, held 44 fairs last year, or 11 less than the previous year. Nevertheless, it was brought out, attendance was up 46,000 to a total of 612,601. The statistics were dominated by two major events, Eastern States Exposition

in West Springfield, and Barrington Fair in Great Barrington.

Guests at the meeting were representatives of the North Haven (Conn.) Fair, State Department of Agriculture, American Dairy Association, and the Extension Services. The dairy group outlined plans for promotion of milk at fairs. Carl A. Hedin, of the ADA, said promotional material on the subject can be obtained from him at 59 Garden Street, Feeding Hills, Mass.

Director of Fairs Leo Doherty reported the State's 44 fairs—7 major, 10 community, 8 youth, 17 grange, and 2 livestock shows—received \$34,077.75 in State premium money, and added better than \$52,000 for a total of \$86,311.78 State-wide prize money. The 28,790 agricultural exhibits were composed of 42 per cent youth exhibits.

Name Perryman Concess Supt. At Sacramento

SACRAMENTO, Calif.—Lee Perryman has been appointed supervisor of concessions at the California State Fair & Exposition here.

Perryman succeeds Al Mulligan, supervisor for the past nine years, who has voluntarily retired.

All concessions and the carnival will be under Perryman's direct supervision, Dudley T. Fortin, fair manager, said.

Perryman is a native Californian and was in the automobile business for years. Since 1926 he has been affiliated with the National Guard, in field artillery, and served five years in the Pacific Theater during World War II, retiring with the rank of lieutenant colonel. He is active in civic affairs.

Vallejo, Calif., Opens; Sights Record Gate

VALLEJO, Calif.—The Solano County Fair showed indications of setting a new attendance record during its annual nine-day run here which ends Saturday (14), Fred Bruderlin, secretary-manager, said last week.

The fair, which opened Friday (6), was well supported by commercial firms with all but four spaces sold in the new exposition building. Four large tents were used for the armed forces exhibits, community displays and other shows. "Dancing Waters" was featured at the fair for the first time and shown in the new structure.

Bruderlin directed his first fair here. Prior to re-entering the armed forces during which he served in Korea and Japan, he was manager of the Farmers' Fair and Festival in Hemet.

Crafts Exposition Shows were the midway attraction.

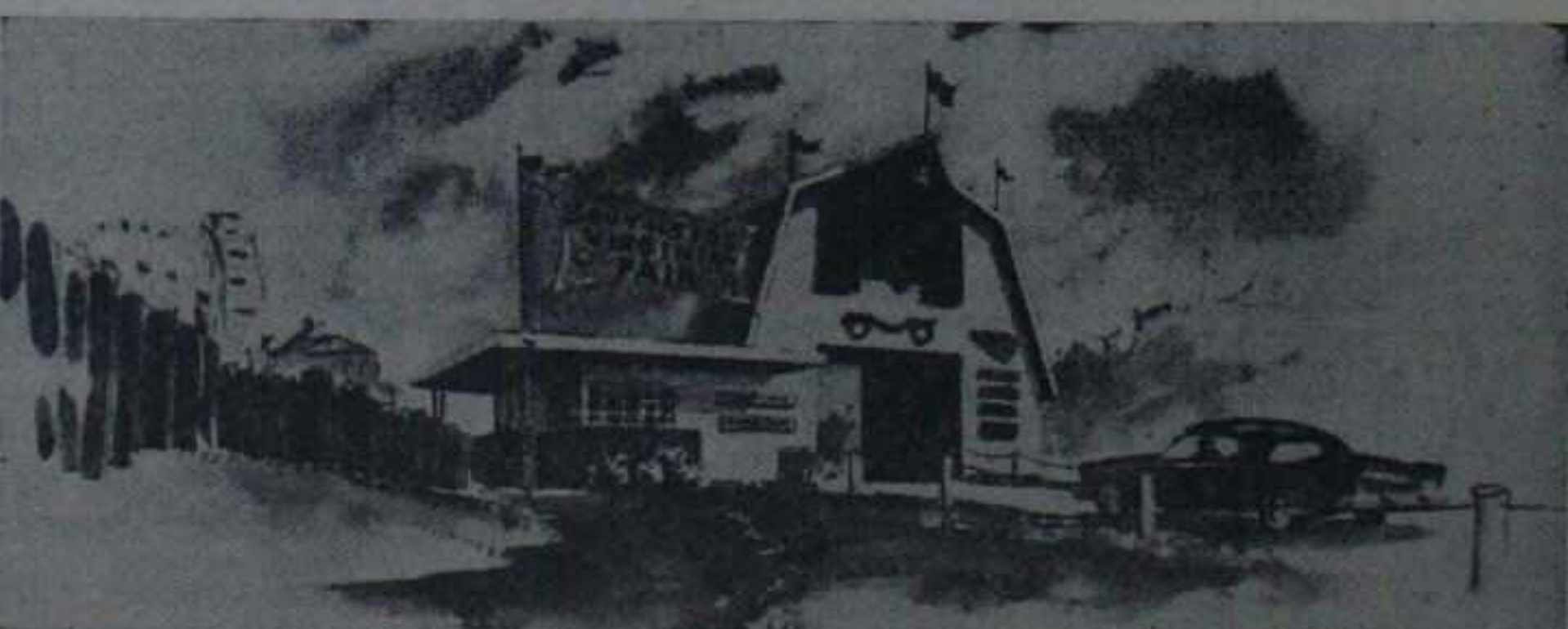
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For Grandstand, Aug. 13 to 18.
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Have space inside Poolhouse, etc.



Architect's view of the new front for Southside Virginia Fair, Petersburg, Va., reveals imaginative treatments which should be pleasing to the eyes of customers and exhibitors alike. The new entrance will be brought up 80 feet closer to the street, placing it about halfway between the present grounds and the adjacent main street. The front, containing a barn facade, will be 48 feet wide, 29 feet high, and will be painted in white and raspberry red. Hay, rope and pulley will decorate the mock hay loft. Ticket windows inside the doors permit sales to automobile drivers. There will be another window for pedestrian customers, and the lower part of the building houses an office for the ticket superintendent, and a storage room. Design is by Charles M. Sheffield. This is the first year of Lions Club management, with Ralph G. Lockett acting as fair manager. A newspaper editorial has expressed public gratification in the new 150-page premium book, which contains healthy advertising linage to help get the event off successfully at Lee Park, October 1.

Mobile, Ala., To Operate At Ball Park

MOBILE, Ala.—The second annual Greater Gulf Coast Fair, to be held here October 22-27, will operate at Hartwell Field, home of the Mobile Southern Association baseball team. Ed Kahlley and Tom McKenzie, co-general managers, announce that the park and its surrounding area will be used by the fair.

Gem City Shows has been signed to provide the midway attractions, and outdoor acts will be signed to appear inside the ball park.

Santa Rosa, Calif., Replaces Horses With Act Program

SANTA ROSA, Calif.—The Sonoma County Fair will replace its traditional night horse show with a program of acts, Ken Carter, manager, announced. Fair runs July 20-29.

To be billed as the "TV Stars Revue," the program will open with Hilo Hattie supported by Carlyle Nelson Trio, Pineapple Pete, Duke Art and his orchestra, a knife dancer and four-gal line. Others set to come in include California Hayride with Cottonseed Clark, Eddie Kirk and Dusty Dale.

Set for one-night each are Del Courtney and his band and amateur show and the Nick Lucas Revue. The Hoosier Hotshots with Mack Barbour's violin will be featured two nights.

AS MUCH AS A BUCK

Big Per Capita Takes Build Hope for Future

NEW YORK—While business in the East has seldom nudged above the fair mark for most traveling organizations thru July 1 because of the poor weather that blanketed the months of May and June, the reports on per capita spending have been uniformly good.

In many instances exceptional average spending has been reported with the result that operators are hopeful that the indicated bonanza may be realized with a long spell of good weather and at fairs.

Operators from widely separated areas have volunteered the information that their customers have, on occasion, spent an average of \$1—a notably high figure in some instances since the variety of attractions and earning potential is definitely limited.

The figure, when reached, has caused considerable comment among those who remember the hoped-for 30-40-cent average that would lead to a winning week.

Still Spread Thin

Even with a \$1 average the money can be spread pretty thin on a show with a dozen or more units. A gate admission, a ride, a visit to a show and a hot dog can split the buck four ways and just about that quick. On the larger shows the buck will take the interested customer, who can still be choosey, not more than half way down one side of the midway.

Because of the variables involved high per capita spending, as interpreted by the average show-

man, principally means that money is being spent freely and mostly because the people have it. The reasons why, and the exact extent, hold small meaning.

Only on still dates can the analysis of spending be accomplished. But, again, the operators then are looking for signs of the times with the fairs ahead. Right now the signs are excellent.

Keene Again Okay for Buck On Holiday

KEENE, N. H.—The O.-C. Buck Shows again scored good Fourth of July business here. The show has held this holiday date for many years.

The weather turned bad on Thursday (5) to rain out virtually all activity. There was little improvement on Friday (6) but the hope was that the final day would bring clear skies and big crowds.

Except for having been hit by bad weather thruout the spring, the show has done well. Fair weather has prevailed only during the past three weeks. With it attendance and earnings increased considerably and a couple of up-State New York dates were termed good as a result.

The show will play Newport, Vt., next week and then head back for New York where it will soon begin its fair route.

New Britain Okay For World of Mirth

NEW BRITAIN, Conn.—A good week, built around solid business on the Fourth of July, was put together by the World of Mirth Shows here. The holiday brought out more than 5,000 persons in weather designed to keep folks away from the watering places and heighten interest in midway activities.

Arrangements were completed this week for the appearance of Strates kin and personnel on the Arlene Francis Home program, NBC network feature aired by more than 100 stations from coast to coast.

Tentative plans call for the appearance of Mrs. Strates and one of her daughters along with Nate Eagles, midget show operator, and two of his little people. The program will be aired on Thursday, July 19, from New York. The show will be playing Rochester, N. Y.

With fairs only a few weeks away, the program should give the Strates organization a splendid opportunity to highlight its fair route

for many years. Business has been pretty good on the whole.

Wade Greater Scores Big At Mich. Fair

LAKE ODESSA, Mich.—Wade Greater Shows, managed by veteran Cameron D. Murray, racked up sizable grosses at its first fair of the season here Monday thru Friday (2-6). Attendance at the Lake Odessa Civic & Agricultural Fair was the best on record and as a result the rides, shows and concessions all fared well.

The midway had a strong lineup, including a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Little Dipper and three kid devices. Two back-end units, Thompson's Freak Animals and Tom Blackhall's Fat Show, plus 35 concessions, also did well. Earl Kelly was here with his string of front-end units.

Murray reported that total grosses were close to double those of any previous year. The July 4 holiday, despite cool, cloudy weather proved a big day. Vacationers and resort visitors turned out in good numbers and stayed until nearly midnight to see the fireworks display.

BABCOCK DEL MAR GROSS TOPS '55

Receipts Jump as Fair's Attendance Rises; Concessions Fewer, Bigger

DEL MAR, Calif.—With the Southern California Exposition and County Fair, which closed its annual 10-day run here Sunday (8), pulling 153,334 people the first six days to beat last year's comparative figure by 31,996, business on the Frank W. Babcock United Shows midway was reported well ahead of 1955. The fair closed

Sunday (8), being the last year of a three-year contract signed by the carnival to play the event.

The show played day-and-date with the second unit of the Babcock organization in nearby Oceanside.

According to F. M. Sutton Jr., manager of the unit here, the organization brought in 12 major rides, 2 shows and about 70 concessions. Nine kiddie rides were used in a section near the Bing Crosby Hall which housed commercial exhibits.

Altho the number of concession stands was reported down from last year, they were larger with about 10 being 30 feet long and four running up to 40 feet in length.

Among the concessionaires here were Blash and Hillgoss with 20 stands; Cecchini and Levaggi, 10; Steve Vaughn and Joe (Red) Dauer, 4, and the show office, 8.

In Oceanside, where the Babcock organization played the Fourth of July celebration, six major and five kid rides were used.

The layout here at the fair used a number of four-way stands. All of the equipment was up to par with Al Hafford taking bows for much of the painting.

Alex Freedman, of Freedman Concessions, had the novelties on the carnival midway.

Prospects Good
The weather turned bad after
(Continued on page 57)

Another phase was added to the already tough State regulations this year with the requirements that the erection of all mechanical rides be inspected by a local engineer. No difficulty was encountered as the show units passed all tests.

Among the concessionaires here were Blash and Hillgoss with 20 stands; Cecchini and Levaggi, 10; Steve Vaughn and Joe (Red) Dauer, 4, and the show office, 8.

RAS, Brandon Get Rain But Good Biz

Ride, Show Receipts Hold to '55 Level; Two Big Days Offset Losses to Weather

BRANDON, Man.—The Royal American Shows were forced to contend with considerable rain at the five-day Brandon Exhibition, which closed Friday (7), yet wound up with a gross estimated at about even to that of last year.

Rain hit hard Tuesday and Wednesday nights (3-4), sufficiently hard to wash out the exhibition's night grandstand show and clear the midway area. Rain also fell for a short time Monday (2), both in the early afternoon and evening.

However, the exhibition had two record-breaking days, Monday (2), kids' day, which was also hyped by the fact that it was Dominion Day, a legal holiday, and Thursday (6), Farmers' Day. Both days were record attendance days for the exhibition and the Royal American turned in grosses for those days that were considerable ahead of the grosses for the corresponding days last year.

Friday (6), closing day and Travelers' Day, was slightly better for the Royal American than the same day last year.

Leon Claxton's "Harlem in Havana" was the top grossers among the shows. The "Watercade," featuring Lottie Mayer's Disappearing Water Ballet, was the second highest grosser among such units.

Visitors to the midway included Jack Warren and Steve MacEachern, of the Saskatoon Exhibition, and Bruce Peacock, of the Leader-Post, Regina, Sask.

Coleman Bags Okay Fourth In New York

ONEONTA, N. Y.—Okay business continued for Coleman Bros.' Shows in its date here. The Fourth of July was termed good with prospects for the week excellent if good weather prevails on closing Saturday (7). Payroll earnings, missing on the holiday, are expected to swell Saturday grosses.

Personnel believes the show has done as well as any in the East in view of the poor weather that blanketed all of the early dates. The show had its home State of Connecticut pretty much to itself since its May opening and before moving in here last week. At various times during the season owner Dick Coleman reported business on a par with last year, a very successful season for the organization.

Concessions are reported to have held their own from the start.

Olson Shows Up First Four Days At Hoosier Fair

ANDERSON, Ind.—Rain and threatening weather failed to prevent the Olson Shows from topping their 1955 receipts during the first four days of the six-day Anderson Fair, which closed Saturday (7).

Rain Tuesday night (3) forced cancellation of the fair's night grandstand show and washed out action on the midway. Wednesday, July 4, was marred by threatening weather both afternoon and night.

Monday night (2) was a big one, with a large turnout responding to the free night grandstand show consisting of bike and pony races and fireworks.

A stronger line-up of attractions than last year enabled the Olson Shows to better their '55 receipts, according to Earl J. McCarel, fair manager.

Reunion Good For Franklin

CLINTON, Ia.—Don Franklin Shows trucked here last week after racking up good ride grosses at the annual Salem (Ill.) Soldiers and Sailors Reunion. Front end and the shows did fair but the rides were the leaders during the week-

Storm Deals Heth 20G Loss

CONNERSVILLE, Ind.—A windstorm struck the L. J. Heth Shows here late Monday (2), doing \$20,000 worth of damage to the Ferris Wheel, Funhouse and Minstrel Show, it was reported by Mrs. Dolly Young.

The Ferris Wheel, badly twisted, was shipped to the Eli Bridge Company, Jacksonville, Ill., for repairs. That firm offered to loan the Heth organization a Ferris Wheel while the damaged one is being repaired.

NETWORK TV SET

New York Dates Hold Steady for Strates Org

FLATTSBURG, N. Y.—With the Fourth of July bolstering mid-week activity, the James E. Strates Shows garnered good business for the holiday week despite rain which virtually washed out all activity on Thursday (5) and continued thru much of Friday.

Attendance on the holiday topped the 4,000 mark but this was rated only as a fair day by the big organization. Rain cut into attendance on Thursday and Friday (5-6). A big closing Saturday could make the difference between a fair and a good week.

For the past several weeks the show has stuck to up-State New York territory where it has routed



"Honest, Sheriff. They're only blanks."

GREAT WESTERN AMUSEMENTS, INC. WILL BOOK CONCESSIONS: Glass Pitch, Hoop-La, Fish Pond, Bowling Alley, Soda Bottles or any other Hanky Pank not conflicting. HAVE GOOD PROPOSITION FOR BINGO. HELP: WANT CAPABLE AGENT FOR DIGGERS. Earl Slusser wants Cookhouse Help and Hanky Pank Agents. Johnny Grabes wants Count Store and Six Cat Agents. Also Hanky Pank Agents. Ronnie Parent, ride superintendent, wants Foreman for Wheel, also Second Man on other Rides. SHOWS: Want to book Girl Show, Athletic Show and Fun House. SPECIAL OFFER FOR GIRL SHOW IN RAPID CITY, S. D., AUG. 13-19. ADDRESS: GENERAL MANAGER, Bowman, N. D., July 9-14

JOYLAND MIDWAY ATTRACTIONS Want for POLICE AND FIRE MID-SUMMER FESTIVAL, July 19-29, Harper Woods, Mich. Suburban Detroit location, Harper & Moross Sts., downtown location. First time Want legitimate Concessions of all kinds. Can use a Stringer. Special inducement to Hanky Panks. This is the one. Can use any Rides not conflicting. Good opening for any money-getting Shows. Girl Show will work. Want one sensational High Free Attraction, high dive preferred. Fireworks opening night. Also Kiddie's Day. Don't overlook this one. More to follow. Will buy or book an Octopus. Earl Kelly, contact. Address all communications to JOYLAND MIDWAY ATTRACTIONS LUCKY, OHIO, THIS WEEK. ROSCOE T. WADE MAE STAPLETON

O. C. BUCK SHOWS Can place at once Operator for Revue and Posing Show. Have Shows completely framed. Also talent available. O. C. BUCK Newport, Vermont

IMPERIAL SHOWS WANT FOR FAIRS TAYLORSVILLE FAIR, JULY 15-20; LEWISTON FAIR, JULY 24-28; KNOXVILLE FAIR, JULY 30-AUG. 4, ALL ILLINOIS CONCESSIONS: Want Soda Bottles, Shake, Custard, etc. SHOWS: Wildlife, Fun House, Motorhome or any worth-while clean Exhibit. RIDE MEN: Have 15 late Rides; can use a few sober Men who drive. CONTACT: BILL GULLETTE, MGR. Beardstown, Ill., this week; then per route.

WANTED Southwestern Firemen's Convention—July 30 to August 4, Gowanda, N. Y. French Fries, Lunch, Bingo, Photos, Hi-Striker—no racket or gypsies wanted. Contact THOMPSON BROS.' AMUSEMENT CO., Altoona, Pa. WANTED Legitimate Concessions for the McKean County Fair—September 3 to September 8 Popcorn, Apples, Custard, Novelties, Flax sold. Contact: Mr. Jeff Beers, Smethport, Pa. Now booking legitimate Concessions for the McClure Beansoup Picnic, September 11 to 15. Especially interested in Bingo and Lunch Stand and Shows of all kinds except Girl Shows. Contact THOMPSON BROS.' AMUSEMENT CO., Altoona, Pa.

CHUCK MOSS & W. A. SCHAFER Want for Chicago, 95th & Jeffrey Sts., July 16-22; 3 Wisconsin Fairs—Menomonic, Wilmet, Tomah; then 2 more weeks in Chicago—53rd & Cicero, Aug. 13-19; California & Peterson (on North Side), Aug. 20-26; then Hannibal, Mo. (on the streets), Aug. 27-Sept. 1; big Labor Day Week, Keokuk, Iowa (on the streets, first time in 7 years). CONCESSIONS: Cigarette Block, Pan Game or any Hanky Pank. SHOWS: Girl Show or will book any worth-while Grind Shows. RIDES: Can place one Major Ride that does not conflict. Concession people, contact Chuck Moss. All others: W. A. Schaffer. SCHAFER'S JUST FOR FUN SHOWS MACOMB, ILL., this week; then into CHICAGO as above.

SUNSET AMUSEMENT CO. Clinton, Iowa, Birthday Party, July 18-21; followed by Fairs until closing at the American Legion Fair at Caruthersville, Mo., Oct. 7. Want Pronto Pups, Grab or Cookhouse, Photos, Long and Short Range, Excellent route for Ball Games and Hanky Panks. Can use Custard, Jewelry, Sales, Hats, Ice Cream and Grind Shows. Ride Men who drive semis start at \$40.00 and see what you can do. Winona, Minn., this week; Clinton, Iowa, next. P.S.: James Ely wants Bucket Store Agents at once, also wants Girls and Talkers for Shows.

WANT WANT Man and Wife to handle Sitdown Grab. Well-framed outfit. Proposition for sober and reliable couple. Wire: O. C. BUCK, Newport, Vermont

MIDWAY CONFAB Mrs. Clyde Davis was recently showered by the folks on Gold Medal Shows. Attending were Mr. and Mrs. Eugene Thompson, Peggie Thompson, Mrs. Ruth Maxon, Mrs. Dottie Crowe, Doris Allen, Joan Ayerson, Mrs. Ruby Wilson, Mrs. Sue Johnson, Mrs. Shirley Sparks, Mr. and Mrs. Bill Cowan, Mrs. Lucile Cooper, Mrs. Barbara Mohr, Mr. and Mrs. Thomas Holeman, Susie Arkers, Mr. and Mrs. Lewis Kramer, Mrs. Virginia Felderman, Mrs. Pearl Ridding, Mrs. C. D. Sisk, Peggie Mitchel, Mrs. Ann Moore, Mrs. Mary Caldwell, Mr. and Mrs. Tommy Delph, Mrs. Renia Stevens and Mrs. Ann Mills. Tiny W. (Fat Boy) Hicks, who recently left Thomas Joyland Shows, visited the Charles Hodges unit on Cetlin & Wilson recently where he cut 'em up with Freddie Strunk. J. E. McLarkin, veteran showman, pens from Fort Wayne, Ind., that he plans to start a showmen's organization in Fort Wayne, Ind. The name of the club, he writes, will be the Old-Time Showmen's Club. Patty Ann Birchman is back with her folks, Mr. and Mrs. Bud Birchman, on Fun Fair Shows after her release from a Toledo hospital. Miss Birchman fell recently in Sylvania, O., and sustained a fractured arm which is still in a cast. Al Williams and his crew of agents enjoyed the fishing at Blue Earth, Minn., during a three-day layover. The Hendersons and Rose Merrow also relaxed with a horseback-riding session. Horace L. (Blackie) Davis and Bobby Haynes celebrated with birthday parties recently on Sonny Myers Amusements. Guests included Mrs. H. L. Davis and six children, Mr. and Mrs. Ted Dillard, Mr. and Mrs. Bill Dillard, Mr. and Mrs. John Dillard, Mrs. Sonny Myers, Mrs. Mabel Carolus, Forrest Flint, Mr. and Mrs. Pat Patterson, Jimmy and Larry Patterson, Eugene Gottschall, Enos Wolf, Fred Haynes, Paul Huss, Francis Athey, Tom Beal, John Gamble, Bill Siefert, Elmer Steltenpohl and Keith Williams. Shuffleboard enthusiasts are Mary Dillard, Ruth Patterson, John Dillard and Pat Patterson. Linda Kay Wayman is running the Cokes on the Myers organization. Les Cohen, of B. Palmer Sales Company, visited the show recently. Estelline Pike, sword swallower, formerly with Royal American Shows, is vacationing at home, Hoxie, Kan., until fairs begin. Son, James Ball, who made all the Midwest papers last fall as the first sword swallower to enroll at the Fort Hayes (Kan.) Teachers' College, has completed the term and is back on his job as talker with Dick Best's Side Show on the Royal American. Mrs. June Sutton, wife of F. M. Sutton, manager of Frank W. Babcock United Shows, was guest of honor at a birthday party Thursday (28) on the eve of the Del Mar, Calif., fair. The party was given by Ella Mae Hunting, Anna Belle Patchett and Donna Freedman, with almost all the show personnel on hand. Gifts, ice cream and cake were the order of the day. Swazette, annex attraction, recently wound up a vacation in New York and also visited the Ringling show in Niagara Falls. Joe Frederick, owner of the Motor State Shows, and Mrs. Frederick, celebrated their silver wedding anniversary Saturday (30) in Detroit. Many show people, as well as members of their family and other friends, attended the event, and a number of gifts with the basic silver theme were received by the couple. They returned to the midway at Fenton, Mich., in time for the evening business following the celebration. Fredericks originally did a whip act before organizing the carnival. Mr. and Mrs. W. R. Duncan, of Wallace Bros.' Shows, report that their daughter, Joan, underwent a successful throat operation when the show played Appleton, Wis., recently. Mr. and Mrs. Bob Sherry have joined Continental Shows with their ice cream and novelties. Other newcomers are Marion Timmons, Ralph Summers, Mrs. Dina Fancher, Ellen Davis, Butch Summers and Mrs. Archie Brown's brother, who joined as agent on one of Brown's concessions. Surprise birthday parties were held on the lot in Claremont, N. H., for Doris Fritz and Bobby Lee Stewart. Pat Purcell, former editor of the outdoor departments of The Billboard and now executive manager of the National Association for Stock Car Auto Racing, with headquarters in Daytona Beach, Fla., distinguished himself as a grill and griddle man par excellence recently when he and his wife, Agnes, played host at a steak fry to Mr. and Mrs. Bill Sachs, of Cincinnati, and Mr. and Mrs. Harry Hahn, of Daytona Beach, at their home in Ormond, Fla. The Sachs were vacationing in Daytona Beach. The attractive Purcell home, revamped after a recent fire, now sports a new 20 by 20-foot Florida room. Purcell is now in his fourth year with NASCAR. Jack Edwards, former general agent of the Tidwell Shows, Greater United Shows and Hills Greater Shows, is back at Aransas Pass, Tex., following a vacation trip with his family during which he visited many of his friends in outdoor show business. Included among those he visited were Otto Gray in Stillwater, Okla.; K. E. (Jelly) Vanderford in Oklahoma City, and Jimmie Curtis in Fort Worth. All three are former showmen. Gray had what was known as Otto Gray's Oklahoma Cowboy Band from 1926 to 1936. Vanderford was with the Beckmann & Gerety Shows, T. J. Tidwell and J. George Loos and others. Curtis now operates a store in Fort Worth, Edwards reports. Mr. and Mrs. Pat Razzano, James Fitzgerald and Bud Hoff, Araude people, have joined the World of Mirth Shows, and Billie Anthony's mitt camp is back on the show after 10 years' absence.

Pat Purcell, former editor of the outdoor departments of The Billboard and now executive manager of the National Association for Stock Car Auto Racing, with headquarters in Daytona Beach, Fla., distinguished himself as a grill and griddle man par excellence recently when he and his wife, Agnes, played host at a steak fry to Mr. and Mrs. Bill Sachs, of Cincinnati, and Mr. and Mrs. Harry Hahn, of Daytona Beach, at their home in Ormond, Fla. The Sachs were vacationing in Daytona Beach. The attractive Purcell home, revamped after a recent fire, now sports a new 20 by 20-foot Florida room. Purcell is now in his fourth year with NASCAR.

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WANTED Concessions for Catin Centennial, July 20-21. All replies to ALFRED WALL AMUSEMENT Kentland, Ind., July 11-12-13-14; Fisher, Ill., July 17-18-19.

F. W. PAULI WANTS AGENTS For Fish Pond, Bee Hive, Spindles. Must be capable. Playing big fairs now till November. Benny Walker, contact, Fenton, Minn., next week; starting July 22, Grand Forks, N. Dak., State Fair. F. W. PAULI Moorhead, Minn., this week.

BINGO HELP WANTED One A-1 Caller, two fast Counter Men, top salary plus game bonus. Following people answer: Drake, Dunn, Howard Pasley and Pope. Wire or call GUS TUCKER Care Don Franklin Shows Monmouth, Ill., now; Lake Coopers, Wis., next week.

RIDES FOR SALE 2 Number 8 Bilt Wheels—Metal Seats One 16 Car Luva Auto Scooter One 8 Car Manganese Whip One Dark Ride—(Pretzel) One Kiddie Auto Racers One Kiddie Auto Ride (A. N.) All Equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood Phone—Write—or Wire. CRAFTS 20 Big Shows 7233 Bellaire Avenue, North Hollywood, Calif. Phone: POlar 50909 or POlar 50320

ALABAMA BILL STOREY WANTS Man for Break the Record Concession, Bucket Agents, Swinger and Pin Store Agents; also Second Scale Man. Bob Warw. call me at Kingston. Have Electro-voice Custard Machine for sale. Alabama Bill Storey Coleman Bros.' Shows Kingston, N. Y. Pittsfield, Mass., next week.

Robinson Greater Shows Will book Tilt, Octopus, Chairplane or any Flat Ride not conflicting. (No Kiddie Rides needed.) Can place experienced Ride Help who can drive—good salaries. Concessions: Can place Photos, Grab, Age, Scales, Novelties, Ball Games, Hoop-La and other Merchandise Concessions. Omaha, Neb., until July 15; Woodbine, Iowa, July 16-17; Lewis, Iowa, 18-19; Omaha, July 21-29; then a route of Fairs until Sept. 15.

FOR SALE Tilt-a-Whirl with 2 Semi Trailers, rebuilt, all new factory parts, new wood, lights and painted. Stored at St. Petersburg, Fla. Also 32-ft. Van Frueshauf Semi Trailer (aluminum body), 30-ft. Van Frueshauf Semi Trailer, 28-ft. Van Frueshauf Semi Trailer, 30-ft. Drop Frame Trailer (Van), 32-ft. Black Diamond Trailer, Rack (Octopus), Has small Winch. Stored at Bicknell, Ind. BOB K. PARKER Box 111, Delavan, Wis. (Phone: 501-J)

CHAS. LEROY WANTS Annex Attractions at once. Good proposition. c/o THOMAS JOYLAND SHOWS Morgantown, W. Va., this week.

WANT CONCESSIONS and SHOWS Restville Annual Homecoming, July 19-20-21; Russellville Tri-County Fair on Streets, Aug. 2-3-4; Greencastle, Putnam County Fair, Aug. 6-11. All Concessions open except Popcorn, Snow, Bingo, For Sale: Factory made Kiddie Airplane Ride. T. J. SMITH 711 South Main St., Greencastle, Ind.

WANT CONCESSIONS That don't conflict. Good route of Celebrations till in September. Hi-Striker, Glass Pitch, Short Range, Soda Bottles, Hoop-La, Balloon Darts, Bumper, Ball Games, Scales, Novelties or what have you. No P.C. All mail as per route. Hartsock Bros.' Shows Walter Hartsock, Manager

WANT Ferris Wheel and Merry-Go-Round Foreman. Must drive. CHAS. BALDWIN BELL-AMUSEMENT CO. Thoraby, Ala.

RIDE HELP WANTED Foreman for 8-Tub Octopus, Second Man on Merry-Go-Round. Second Man on Ferris Wheel; must drive and have driver's license. Best of wages. Long season. Contact JOHN HANSEN Phone Independence 3-8614, Chicago, Ill.

FOR SALE 36-Machine Arcade, 20'x30' top, 20' painted front; complete, ready to go; steel low boy. Walk Around Pin Shows, 60' panel front, built on trailer, \$1,000.00 with tractor. Will go on our show. H. R. SNOWBALL R. 71, Box 72-C Havana, Florida

President's Testimonial Set by NSA

NEW YORK—This year's president's testimonial dinner of the National Showmen's Association will be held Monday, November 19, in the Park Sheraton Hotel, committee heads have announced. Price will be \$7.50 per person, including tax and gratuity. Dave Brown is chairman and Louis D. King vice-chairman.

Honored this year will be President Gerald Snellens, past president John Weisman and Dr. Jacob Cohen, who is being recognized for his outstanding service to the organization since its inception.

The event will be the first in a week of significant NSA affairs. On the following Tuesday there will be the annual open house and memorial services, and the banquet will again be on Thanksgiving Eve.

New Britain

Continued from page 55

the holiday with intermittent rains continuing thru early Friday (6). Prospects were good for a big closing if the weather changed for the better.

The move here from New Jersey where the show spent the first five weeks of its season was slow with a river crossing involved. Consequently the set-up on Monday was slowed. Most units were in operation for the opening, however.

The show was expanded here with the fat show, midget and unborn units joining. The major girl show won't be added until the show hits Maine, two weeks hence. A Round-Up and a kiddie auto ride have also been added.

Publicity here was good, with Richmond Cox arranging several live television shows along with good newspaper coverage.

New light towers have been completed and the painting of wagons is under way with about six units redecorated here with the red, white and blue color scheme.

The concessions are reported holding their own.

THE MIGHTY GEM CITY SHOWS

FAIRS . . . FAIRS—FROM NOW UNTIL NOVEMBER—FAIRS . . . FAIRS
16—BIG FAIRS—16 . . . America's Most Outstanding Truck Show Route . . . 16—BIG FAIRS—16
 INCLUDED IN THIS ROUTE ARE THE FOLLOWING PROVEN ANNUALS:

Macon County Fair, Decatur, Ill.	Du Quoin State Fair, Du Quoin, Ill.	Etowah County Fair, Gadsden, Ala.
Kankakee County Fair, Kankakee, Ill.	J. C. Fair, Tuscaloosa, Ala.	Southeast Georgia State Fair, Albany, Ga.
Mississippi Valley Fair, Davenport, Iowa	Coosa Valley Fair, Rome, Ga.	J. C. Fair, Mobile, Ala.

CONCESSIONS
 Short Range Gallery, Photos, Scales, Darts, High Striker, Pitch-Till-You-Win, Ball Games, Shuffle Alleys, Cork Gallery, Shoot-Till-You-Win, Mats, Jewelry, French Fries, Snow, Floss, Coke Bottles, Roman Targets, Hanky Panks of all kinds, Derby Racer (Bob Parker, contact).

SHOWS
 *Girl Show, *Minstrel Show, *10-in-1, Mechanical, Motordrome, Wildlife, Monkey, Fat, Snake, Illusion, Fun or Class House, Monkey Speedway, Mickey Mouse or any Grind Shows.
 *See below for good propositions.

RIDES
 Scrambler, Round-Up, Rock-o-Plane, Roll-o-Plane.

HELP
 Useful People in all departments. Must be sober and reliable. Bucket and Six-Cat Agents. Good proposition for Bingo Caller.

NOTE: All Shows and Rides will be booked for 10% above committee money.

*** SPECIAL *** Will book well-organized Girl Show with big flashy front or capable party can use our front.

*Will book well-organized Minstrel Show with own equipment or will turn our equipment over to capable Manager.

*Will book good 10-in-1 Side Show with own equipment. Very good proposition to right party.

NOTICE: HEDY JO STARR NO LONGER WITH THIS SHOW. FOLLOWING PEOPLE CONTACT:
 E. K. Noble, of Waterloo, Iowa, contact before it is too late; Joe Sciorino, contact immediately; very important. Also Speedy Palmer, Lisa Del Mar, Carroll Miller, Billy Logsdon, Red Marcus, Col. Law Alter, Leonard Duncan, "Fat Head" Williams, Sammy Caldwell, "Diamond Tooth" Billy.

THOMAS D. HICKEY or **DON GRECO** or **SAM GRECO**
 Contact Western Union or Fair Grounds, Salem, Ill. or Park Hotel, Salem, Ill. or Western Union or Fair Grounds, Salem, Ill.

WANT
 Special Agent and Billposter, Garage Supt., Tilt-a-Whirl and Wheel Foreman. All winter's work south.

Pan American Shows
 Mt. Carmel, Illinois, this week; Evansville, Ind., next week.

Due to Misunderstanding AT LIBERTY—AFTER JULY 23
 Have three nice Kiddie Rides and eight Hunky Pank Concessions. Would be interested in Managing a Show in Illinois, Missouri, Indiana or Ohio. Have managed Mound City Shows for the past six years. Can furnish the best of references. Contact **WHITEY SLATEN**, Bethalto, Ill., July 13-15; Gillespie, Ill., July 21-22.

FOR SALE
 Smith & Smith Chairplane, 18 ft., perfect condition, just like new. Also Allan Herschell Kiddie Auto Ride in A-1 condition. Both rides, \$2,000 cash. These rides can be seen in operation at **Bland Park, Tipton, Pa.** Phone: Tyrone 1572R2

FOR SALE
 Girl Show, Snake Show, 20x30 Tops, like new, ready to run; flashy P.A. Set, etc.

TED PORTER
 52 Temple Ave. Detroit, Mich. Phone: Temple 3-5451

GIVE TO DAMON RUNYON CANCER FUND

C.C. (SPECKS) GROSURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Want for Martinsville, Ill., Fair, week of July 16; followed by Champaign County Fair, Urbana, Ill., week of July 23, and a continuous route of bona fide Fairs until November, including the Great La Porte, Ind., Fair; Laurel, Miss., Fair. Other outstanding Fairs and all winter in Florida.

CONCESSIONS—Hanky Panks, Prize-Every-Time Games of all kinds, Fish Pond, Darts, Coke Bottles, African Dip, Auction Sales, Ice Cream on a Stick, etc.

HELP—Lot Man, Ride Superintendent, First and Second Men on all Major Rides. Must be licensed semi drivers.

SHOWS—Will book any good Grind or Bally Shows with own equipment, liberal percentage.

RIDES—Will book set of non-conflicting Kiddie Rides for balance of season.

All wires to W. G. Stokes, Secy., Blue Grass Shows, Waukegan, Ill., all this week

THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

WANT FOR THE FOLLOWING ROUTE OF TOP-NOTCH FAIRS

BRECKENRIDGE, MINN.	LITTLEFORK, MINN.	FAIRMONT, MINN.	FERGUS FALLS, MINN.
PERHAM, MINN.	HIBBING, MINN.	MONTEVIDEO, MINN.	ABERDEEN, S. D.
			HURON, S. D.
			SPENCER, IOWA

CONCESSIONS Can place Scales and Age, Hi-Striker, Fish Pond, Heart Pitch, Pronto Pups and any Hunky Panks not conflicting.

RIDES Want to book Scrambler and Dark Ride for Huron and Spencer.

HELP Can always use sober, dependable Ride Men. Especially want Octopus Foreman.

CONTACT: BERNARD THOMAS, MGR., as per route

GRAND AMERICAN SHOWS

"Clean Well-Lighted Modern Midway"

Want for **WATERLOO-EVANSDALE BOOSTER DAYS CELEBRATION, July 16-21.**

Want for the first two big Fairs in Iowa:

BUTLER COUNTY CENTENNIAL FAIR, Allison, Aug. 2-6.
JACKSON COUNTY FAIR, MAQUOKETA, Aug. 8-12.
 And more Fairs to follow.

WANT Grind Shows, Girl Show, Motor Drome, Arcade, Side Show.
WANT CONCESSIONS—Hanky Panks, Jewelry, Novelties, High Striker, Age-Scale.
WANT Kiddie Rides, Sky Fighters, Boat or Air Plane.
WANT Truck Drivers with chauffeur's license. Wilton Junction, Iowa, now; Waterloo next.

L. O. WEAVER, Mgr.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

Want for route of the best towns in the South. Tobacco country where people are working and money is plentiful

Concessions: Want Custard, Snow, Floss, Ball Games, Jewelry, Darts, Long and Short Range, Coke Bottles, Pitch Till You Win; Hunky Panks of all kinds. Good opening for Bingo. Want Agents for Count Stores and Razzle. Will book some flats. Contact **FITZIE BROWN**, Goodie Phillips, come on in. Rides: Want set of Kiddie Rides to join immediately. Low percentage. Will book Rolloplane, Tilt or any Ride not conflicting. Shows: Place Minstrel, Side Show, Motordrome, Animal Show, Funhouse or any good Grind Shows. They are cutting tobacco in North Carolina. Money is circulating. Book now for eight weeks of the best tobacco towns in the South, followed by 11 proven Fairs starting in Martinsville, Va.

WOLFE AMUSEMENT COMPANY
BEN WOLFE, Owner-Manager **FITZIE BROWN, Business Manager**
 Grifton, N. C., this week; Ayden, N. C., July 16-21.

<p>WANTED BONNIES LAKE PARK, LYNCHBURG, VIRGINIA Can place several more Concessions on P. C. Want Ride Foreman and Mechanic. 10 Rides, no ups or downs. Salary plus P. C. Roy Chilson and Heavy Keffer, call Warren Crocetti, Lynchburg 2-9701.</p>	<p>WANTED HELLER'S ACME SHOWS Want Help on all Rides. Foremen and Second Men. All help with me before come on, semi drivers given preference. Want Shows and Rides for strings of Fairs as follows: Weirwood, Va., starting Aug. 13 to 18; Tasley, Va.; Mebane and Clayton, N. C.; Manning and Bennettsville, S. C.; Shelby and Pembroke, N. C. Three pending. This week, Mt. Carmel Church, Orange, N. J.; next week, St. Benedict Church, Newark, N. J. All address: HARRY HELLER, 9 Virginia Ave., Orange, N. J. Phone: Orange 4-5447.</p>	<p>WANTED FUN FAIR SHOWS Privilege for all Straight Sales and Hunky Panks at the Sylvania, Ohio, #1 Fleemen's Jamboree, \$50 per Concession. Open midway except Jewelry Spindle, Pitch-Till-U-Win and Short Range.</p> <p style="text-align: center;">Contact Charles G. or M. Robert Stapleton Kinde, Mich., July 13-14-15; opening Sylvania, Ohio, Wednesday, July 18. Five Big Days.</p> <p>COMMITTEES—Have some open time in September, contact immediately.</p>
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Every conceivable kind of **EQUIPMENT SUPPLIES AND SERVICES** has been sold in **The Billboard**

WHAT DO YOU HAVE TO SELL?
 Write BOX 666
 2160 Patterson Street
 Cincinnati, Ohio

WANTED—RIDE HELP
 Foremen for Merry-Go-Round, Ferris Wheel and Spharoo. Salary \$60.00 and bonus. Also Second Men on all Rides. Drivers given preference. Contact **C. S. PECK, Key City Shows** Demotte, Ind., this week; Valley Mills, Ind., July 16-21.

NOT ONE . . .
 NOT TWO . . .
 NOT THREE . . .
 NOT FOUR . . .

BUT,
FIVE CADILLACS!

Help a Great Cause—

THE WELFARE FUND OF THE SHOWMEN'S LEAGUE OF AMERICA

Remit as Soon as Possible to—
BERNIE MENDELSON, Treasurer of The Showmen's League of America
 54 W. Randolph Street Chicago 1, Illinois

CETLIN & WILSON SHOWS

40 car railroad show

CAN PLACE—Legitimate Merchandise, Hanky Panks. Can also place Photo Gallery and American Palmistry. Scales and Age open now for our fair circuit. Can positively give you exclusive at Indiana State Fair, Indianapolis.

CAN PLACE—Attractive Glass House Maze with own transportation.

WANT—Foremen for Caterpillar and Looper. Also general Ride Help. Cat and Mule Drivers wanted. Want Peler and Train Help. Want Man for neon and towers. Ride Men, Wives to sell tickets.

CAN PLACE—Locater and Lot Man who can handle laying out of large Railroad Show playing State Fairs.

All Address This Week
NEW BRIGHTON, PA.
 Week of July 16th, North Tonawanda, N. Y.

MOTOR STATE SHOWS
 16 RIDES — 4 SHOWS, ETC.
 Playing All Celebrations and Fairs. Want for Two Units.
 #1 Unit playing Bradner, Ohio, streets, July 17-21. #2 Unit playing Grand Rapids, Ohio, streets and a continuous route of Fairs and Celebrations with long season South.

Want Hanky Panks only. Can place Funhouse.
 HELP—Can place Merry-Go-Round Foreman and Octopus. Charles Carpenter can place Kiddie Ride Men and Foreman on Allan Herschell Coaster. Must drive. No drunks need apply. Top wages and pay sure. Come on. Charles Krebeler needs Hanky Pank Agents. Sianet, Ohio, this week. Our first Fair at Toledo, Ohio, Aug. 3-4; and all Fairs to follow.
J. J. FREDERICK, Owner-Manager

HOLLY BROS.' SHOWS
 ALL FAIRS—JULY 30 to NOV. 3—ALL FAIRS

CONCESSIONS Photos, Long Range, Sit-Down Grab that can feed Show People. Prizes Every Time and Merchandise Concessions all open, no P.C. or Hats permitted.

HELP Roll-o-Plane Foreman and Second Men on all Rides.

SHOWS Fun House, Monkey Shows, Glass House, Motordroms, Snake Show; do not want Girl Shows.

Wire Western Union, Atlanta, Ga. Write General Delivery, Atlanta, Ga.

WANTED AT ONCE
 2 Bingo Callers and 3 Countermen for 17 solid fairs.
 ALSO WANT FOREMAN FOR ROUNDUP.
 Apply **AL DORSO**, care Cetlin & Wilson Shows
 New Brighton, Pa., this week; North Tonawanda, N. Y., next week.

EDDIE MILLER WANTS
 Girls for Girl Show and Posing Show; girl to feature at \$150; others \$100. Inexperienced girls considered. Man and Wife for Single-O. 5-day week. No matinees. Salary sure. Transportation furnished. Show opens July 23, Wayne, Mich. Address:
 c/o Happyland Shows, Inc., Roseville, Mich., this week; Livonia next.

**COVINGTON FREE STREET FAIR, COVINGTON, IND., JULY 16 TO 21;
 CHAMBER OF COMMERCE FAIR, NAPPANEE, IND., JULY 23 TO 28.**
 WILL PLACE all Merchandise Hanky Panks and Outright Sale Concessions. Want High Act to start July 23. Note: Great Ivian, please wire us. All address this week
JAMES H. DREW - SHOWS
 c/a Western Union Camden, Ohio

Spring Weather Cuts Joe Frederick Takes

DETROIT—The Motor State Shows split into two units last week after playing at Fenton, Mich., for the Veterans of Foreign Wars, June 25-July 1. Business at that stand was only fair despite good weather. Disappointing gross was ascribed to considerable amount of layoffs in this up-State industrial area.

The show opened the season April 20 at Madison Heights, a suburb of Detroit, and played nine Michigan and three Ohio dates with the worst weather in the history of the show. Rain and cold prevailed until mid-June.

Ohio Spotty

In Ohio business was reported spotty, chiefly because of the weather. Cities played were Toledo, Waterville and Napoleon, with the shows re-entering Michigan to play Fenton.

From Fenton, one unit moved to Harrison to play a Fourth of July celebration, and the other to Plymouth for a similar event, both under local Chamber of Commerce auspices.

From here on the show has a route of celebrations and fairs, playing Michigan, Ohio, Indiana, Kentucky, Tennessee, Mississippi and Louisiana. They will stay out about a month longer than usual, closing the season at Winnsboro, La., in November, and returning to winter quarters at Belleville, Mich.

Fairs listed by Owner-Manager Joseph Frederick include: Harrison, Mich.; Lucas County 4-H, Toledo, O.; Defiance County, Ohio; Erie County, Sandusky, O.; Allen County 4-H, Fort Wayne, Ind.; Pontotoc, Water Valley, Aberdeen, West Point, and New Albany in Mississippi.

New show-owned equipment this season includes an Allan-Herschell Merry-Go-Round, another Eli No. 5 Ferris Wheel-making three now available—and a second diesel plant. Fletcher Dickson joined with a new Allan-Herschell Roller Coaster, and is framing a new bottle snake show

as a walk-thru. Duke Dennison joined with two Side Shows and a Life Show, and Eddie Marks with a new animal unit.

Carries 18 Rides

The Motor State Shows are carrying a total of 18 rides, 5 shows and 42 concessions, dividing into one or two units according to the nature of each week's bookings.

Frederick is currently building a new permanent winter quarters on a 14-acre site at Belleville, 40 miles southwest of Detroit.

Personnel includes:
 Staff—Joseph Frederick, owner-manager; Mary Frederick, secretary-treasurer; Basil Williams, bookkeeper; H. J. Ulley, assistant manager; George Christenson, superintendent of transportation; Charles Krebeler, advance man; Walter Schafer, bill-poster; Walter Zennl, lot clean-up man; Walter Gawlr, diesel operator and electrician; Herschel Nanney, assistant; Ralph Markie, carpenter; Mr. and Mrs. Herbert Meyers, scenic artists and painters; Jerry Godon, publicity.

Ride Personnel (first-named foreman)—Rock-o-Plane, Charles E. Darrow, Roland Van Alstine; Merry-Go-Round, Ted Lauderdale, Gilbert Barber; Ferris Wheels (3), Melvin Plante, Howard Rayburn, and Willie Tucker, foremen, with Eugene Ferris, Charles Hammond and Harris Barth, assistants; Tilt-a-Whirl, Leslie Benefiel, Marshall Van Alstine; Roller Coaster, Clarence Tekahury, Leslie A. Palmer; Octopus, Samuel Vincent, with Robert Dunn.

Four kiddie rides and Roller Coaster, owned by Fletcher Dickson; Charles Carpenter, manager; Bill Mackler, Arthur Bowles, Russell Davis and William High, assistants; Ticket sellers, Mrs. Ruth Dickson and Hannah Carpenter.

Mary and Edward Marks, Freak Animal Show, with Edward Marks Jr., assistant; Duke Dennison, Life Show, with John Ford, manager, and Side Show, with Oliver Gould, tickets, and Martin Bagley, pit worker.

Concessioners — Thomas and Marian Kuepp, 4; Mr. and Mrs. H. J. McMillan, 2; Mr. and Mrs. Henry F. Barron, 4; with Ben Meyers, Elizabeth Meyers and Harold Chase, agents; Irving (Stash) Rubin, clothespin pitch, with Jerry Gordon, agent; Charles Krebeler, conchouse, managed by Bill Brady, assisted by Woody Havens, and 10 concessions, with Andy (Duke) Anderson, Ralph Zennl, Lee Hollcomb, Jim Willis, Ed Hill, Jim Hill, Willie Jones, George Christenson, Whitney Bowen, Bud Wilson, Bill McDonald, Virgil Short and Paul Whightman, agents; Steve Stevens, 4, with Steve Johnson and Mary Johnson, agents; Irvin Wright, short-range gallery, with Oliver Prindall, agent; Chester Daniels, high striker, with Sherman Hulbert, agent; Cliff Goldman, 2, with Willie Jones, agent; Mr. and Mrs. Walter Gawlr, 2; Mr. and Mrs. Darwin Tedrow, popcorn; Mr. and Mrs. Orville Woods, 2; Mr. and Mrs. Will Rogers, 2; Mr. and Mrs. Henry Starload, 2; Mr. and Mrs. Henry Vanderlip, 2; Bert Dean, color game; Irving (Crying) Smith, ice cream dip; Clarence Walter, novelties, with Herschel Nanney, agent; Mr. and Mrs. H. J. Ulley, cat rack, and Eddie Marks, jewelry.

CLUB ACTIVITIES

Missouri Show Women's Club

ST. LOUIS — First Vice-President Sally Prevost and Past President Verna Schantz are making plans for the dinner-dance to be held in the York Hotel in mid-winter. President Rose Brown and Ways and Means Chairman Virginia Von Brehren are planning card parties and other winter season activities.

Both Peggy Grimm, in Christian Hospital here as a result of the recent extreme heat wave, and Faye Davis, hospitalized in Springfield, Ill., are on the road to recovery. Teresa Sidenberg is recovering from third degree burns on one of her hands.

Members in the city visited the Hoppe Funeral Home to pay respects to the late Dutch Myers. Mr. and Mrs. Edwin Schantz recently celebrated their 25th-wedding anniversary with a large party and dance held in the Baden Hall. About 200 friends and relatives were in attendance.

Showmen's League of America Ladies' Auxiliary

Frieda Rosen and Phoebe Carsky are handling the summer activities. Award books for benefit of the Cancer Fund list giveaways of a portable television set and fruit from Florida to be donated by Nan Rosen. The next regular meeting will be held August 8.

Belmont, Chicago, is handling the books.

Ann Belden is chairman of the bazaar, with Dorothy Kennedy assisting. Temporary headquarters are at the home of Secretary Elsie Miller, 3852 West Irving Park Road, Chicago 18.

Ethel Wadoz stopped off in Chicago. Phoebe and Lynn Carsky are back in Chicago after wintering in Florida. Sick list included Edith Streibich, Hattie Wagner, Frances Keller.

Correspondence received from Ethel Wadoz, Walter F. Driver, Nora Ann Raines and Martha Moss. Lee Gluskin is visiting in Minneapolis. Dorothy Kennedy back in Chicago from Indianapolis to attend the funeral of her father-in-law. Ann Doolan busy at the Doolan kid spot in Oaklawn, Ill.

Evelyn Hock reported on the mend after a recent illness.

Show Folks of America

SAN FRANCISCO — Oscar Mattley, third vice-president, chaired the July 2 meeting. Attending officers were Charlotte Porter, financial treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary.

Among those in attendance after long absences were Dolores Coronado and Fritz Le Cardo. The next regular meeting will be held August 8.

ATTENTION

All Circuses and Carnivals

Now that the County Fair is over, a new showman's organization has been formed in the city of Ft. Wayne, Ind. The title is Old Time Showman's, taken from your Old Timers, back in the days and years of Show Business.

Will book all kinds of Shows, large or small, in the city of Ft. Wayne, Ind., from the last week of July thru the middle of October.

The title name is recorded at the County Courthouse under guarantee agreement policy to make it 100% Showman's Association. Membership now open.

Will have new lot to hold any size show. Old lot is under residential restrictions on account of noise. New lot is only two miles from center of town, hard surface, drainage, etc. Has two entrances, small grade from highway, railroad tracks adjoining, water on lot. Bus service can be arranged. Best location in town.

Will arrange for permit or guarantee or percentage basis. Contracting Agent can save time as I have list of wholesale firms for all supplies. Have had 25 years' experience in Show Business and have been located in this town 16 years. Bringing in shows to finance new showman's organization and make it National. Will sponsor big show if A.C.V.A. will not picket town. Will sponsor other shows. All shows, contact me.

J. E. McLARKIN

Old Time Showman's
 525 E. Berry St. Ft. Wayne, Ind.

Made lot TROUPERS ... by TROUPERS who know YOUR PROBLEMS!



Marathon MOBILE HOMES

Styled to Stand Out
 Price Right
 Sleeping Streamlined Beauty
 Compact Convenience

Let us send you our latest MARATHON Mobile Home Booklet... it's FREE. Write for it today.

Mar·mac INC.
 Stratford, Wisconsin

PARAKEETS

65c
 BABIES—90c ea.
 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. Callahan Rd., Pico, California
 Phone: OXford 9-5210

WANTED

Ferris Wheel Man who does not drink and can up and down a wheel safely and handle people fast. Salary \$100.00 week for balance of season, Oct. 15, end.

LOUIS T. RILEY
 2901 Bardstown Road, Louisville, Ky.
 Phone: Clendale 8-9156

WANTED

Strictly Hanky Pank Concessions, except Jewelry and Novelties, for strong route of Fairs and Street Celebrations. Clinton Co. Fair, Carlyle, Ill., July 16-21; Piper City, Ill., on Streets, July 25-28; Clay City 4-H Fair, Clay City, Ind., July 31-Aug. 4; Clay Co. Fair, Brazil, Ind., Aug. 7-11; Decatur Co. Fair, Greensburg, Ind., Aug. 14-18.

BINGO wanted for Carlyle, Ill.
PAUL T. ROBERTSON
 Hymora, Ind., this week.

THANK YOU
Dom & Helen Albanese
 Concessionaires
 Gooding Amusement Co. for your new Sportsman Mobile Home purchase.

"Save Money With Johnny"
JOHNNY CANOLE
 3006 Third Ave., Atlantic, Pa.
 Phone: 8347 or 5-0003

SILK CITY COMBINED SHOWS

Want for these established Fairs starting Aug. 13: Manassas, Va.; Luray, Va.; Collinsville, Va.; Leaksville Spray, N. C.; Wilson, N. C.; Warronton, N. C.; Durham, N. C.; Madison, N. C.; Kinston, N. C.; Waco, N. C., and all winter in Florida.

CONCESSIONS: Cork, Hi-Striker, Snow Cone, Photos, Balloon Dart, Glass and Bear Pitch, Long Range Gallery, Duck Pond, String Game, Novelties, French Fries, Coke and Ring Bottle, and Ball Game, Pitch-Till-You-Win, Jewelry. Want good Cook House catering to Show Folks or any other Hankys. Opening for Razzle, Pin, Roll Down, Six Cat, Buckets, Swinger and some P.C. open.

RIDES: Tilt, Caterpillar, Fly-o-Plane, Rock-o-Plane, Coaster, Pony or any other flat Rides.

SHOWS: Good proposition to Shows with own outfits. Side Show, Col. Lou Alters, contact. Monkey, Snake, Minstrel, Fun House, Wildlife, Girl Shows. Johnnie Ryan, contact.

RIDE HELP: On all Rides, must have chauffeur's license, at once. Want Bill Poster with car. Also a high Free Act, contact for season.

All replies to **A. LONGO** or **TED LEWIS**
BOX 289 (Phone: Murray 9-1440) WASHINGTON, NEW JERSEY

PAN-AMERICAN SHOWS

Want for Wabash County Homecoming, Mt. Carmel, Ill., this week, then the Big One: Annual Police Pension Fund Carnival, Evansville, Ind., week of the 16th. **JOHNNIE REED** wants capable Agents for NEWLY framed Stores of all kinds. Phone me, **HANKY PANKS** all kinds, low privilege. 14 consecutive Fairs. Scales, Glass Pitch, Custard, Jewelry, Bear Pitch, Lead Gallery, Diggers, Bird Pitch. **SHOWS:** Especially want capable Operator to assume management of high-class, office-owned, neonized wagon-type-front Girl Show, Want Wildlife, Mechanical, Motordrome for virgin drome territory. Glass House, Snake Show, Monkey Speedway Operators. Want capable Circus Side Show Operator with people and Annex Attraction. Billie Timberlake, call us. Illusion, Big Snake, Athletic Show. **RIDE HELP:** All Rides. General Help on Towers and Front. Wheel and Kiddie Ride Foremen. Will buy or book Train, Ponies or Kid Airplane Rides for balance of season, including our late Florida Fairs. Wires to **PAN-AMERICAN SHOWS**, Mt. Carmel, Ill., downtown; Evansville, Ind., next week.

RIDE HELP WANTED

Foreman for Eli Wheel, Foreman for A-H. 2-Abreast Merry-Go-Round, Foreman for S. & S. Chairplane (tower dump); Second Men on all Rides. Prefer licensed Truck and Semi Drivers. Top salary and good treatment. If you luth stay away. Drunks are the reason for this ad.

LEE BECHT AMUSEMENTS

Deer Park, Ohio, July 9-14; Bank & Freeman, Cincinnati, Ohio, July 16-21

Somerset County Firemen's Convention

HOOVERVILLE, PA.

Wanted: Ball Games, Pitch-Till-You-Win, Buckets, Swingers, Photos, Hoop-La, Fish Pond, Duck Pond, High Striker, Basket Ball, Glass Pitch, Snow Cones, Penny Arcade, Monkey Show, Girl Show, Truck Mechanic, Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. All replies:

GEORGE CLYDE SMITH SHOWS

Meyersdale, Pa., this week; Hooversville, Pa., next week.



PARAKEETS and CAGES

Real Flash!
CHROME & NICKEL CAGES **45¢**
With or without handles
—all set up.

Write or Wire for Prices on Live Birds.
• Shipped Daily
• Safe Arrival
• Lowest Prices
• Buy Direct

25% dep., bal. C.O.D.—F.O.B. Chicago—Webster 9-4191
CHICAGO BIRD & CAGE CO. 422 S. State St. Chicago, Ill.

CARAVELLA AMUSEMENTS

WANT

St. Margaret, Mahoningtown, New Castle, Pa., July 16-21; Monongahela Fire Co., Monongahela, Pa., July 23-28; Farrell, Pa., American Legion

CONCESSIONS: Custard, French Fries, all legitimate Concessions open. Want Ride Help on all Rides, First Man on Ferris Wheel. Lushers, agitators, floaters, stay away. Robert Halleck, please contact at once.

All wire **F. H. CARAVELLA**, Erie, Pa., this week

WANTED

For Pleasant City, Ohio, Firemen's Celebration, July 18-21, on the Public Square; Caldwell, Ohio, Firemen's Celebration and Homecoming, July 25-28, around the Courthouse—Parades, Queen Contest, Prizes.

Need Foremen for Wheel and Merry-Go-Round, Second Men who can drive semis. Bud Burchman, call Blackie Riehl. Need Concessions and non-conflicting Rides especially Kid Rides. Cliff, \$75 in advance. Heg, call me.

A. R. BRIGGS SHOWS

Racine, Ohio, on the streets, now.

WANT WHEEL AND SWINGS FOREMAN AT ONCE

Must drive. White Girl Show with own equipment, Grind Shows and Concessions. Floss, Custard. Downtown Princess Anne, Md., next week.

ERNIE SYLVESTER SHOWS

ACCOMAC, VA., THIS WEEK.

P.S.: Scales, High Striker, Ball Games, Fish Bowls, Bears. Sam, bring that Custard.

CARPENTER BROS.' SHOWS

GIBSONBURG, OHIO, FIREMEN'S HOMECOMING, July 18-21; Bellevue, Ohio, to follow

Want legitimate Concessions of all kinds, Cat Rack, Balloon Darts, Add-Em-Up Darts, Bear Pitch, Bowling Alley, Basket Ball, Glass Pitch. Want Shows for committee money only.

Contact **NORMAN CARPENTER**, Amberst, Ohio, this week

W.G. WADE SHOWS

DIAMOND JUBILEE CELEBRATION, HARBOR SPRINGS, MICHIGAN

5 DAYS AND NIGHTS, JULY 17 THRU 21, DOWNTOWN CITY PARK AND STREETS

Sponsored by City and Chamber of Commerce.

Parade, Pageant and Events, Indian Powwow, Speakers, Acts, etc.
—CAN PLACE—

Legitimate Concessions of all kinds, Ball Games, Water Games, Pitch-Till-You-Win, Devil's Bowling Alley, Novelties, Glass Pitch, Bear Pitch, Snow, Souvenirs, etc.

NOW BOOKING RIDES, SHOWS AND CONCESSIONS

DELAWARE COUNTY FAIR, MUNCIE, INDIANA

10 Days and Nights, July 26 thru August 4.

Concessions of all kinds, Games and Outright Sales (Sol Rosenfeldt, contact). Will sell exclusive on Bear Pitch and Glass Pitch. Excellent opportunity for Penny Arcade.

WANT GRIND AND BALLY SHOWS OF MERIT. PARTICULARLY WANT MOTORDROME, MONKEY CIRCUS, FAT FAMILY, ETC.

RIDES Can use two of the following: ROUND-UP, CATERPILLAR, SPITFIRE, SCREW BALL, MILER COASTER, LOOPER OR WHAT YOU HAVE.

All replies: Western Union only to **D. WADE, W. G. WADE SHOWS** Negaunee, Michigan, all this week.

COTE AMUSEMENT CO.

VASSAR, MICHIGAN, FREE FAIR

JULY 17-21 INCLUSIVE

WANT CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK. CAN USE 1 OR 2 FEATURE RIDES—OCTOPUS OR ANY NEW RIDE. WANT RIDE HELP THAT DRIVE. MONTROSE, MICH., ALL THIS WEEK; VASSAR, MICH., NEXT WEEK

FOR SALE SMALL CARNIVAL

Two Light Plants, one 35 Kw., one 10 Kw.; Smith and Smith Chairplane, three Kiddie Rides, Sit-Down Grab (14x14), Deep Fryer, Tractor and Trailer. Can be seen in operation. Several Concessions, all in good condition; Lights, Wire and Junction Boxes. Phone 24487 from 7 a.m. till 8 p.m. Augusta, Ga., 15th St. & Milledgeville Rd.

AGENTS WANTED

Couple to operate Sit-Down Grab. 50-50 basis after low nut. Agents for Buckets, Six Cats, P.C. or Hanky Panks.

P. L. (Pat) Patterson
Bogle Shows, El Dorado, Kansas.

COMMITTEES

Have set of Rides with open weeks. Also trailer-mounted Cookhouse. Andy Starr wants Cookhouse Help, Griddle Man and Walter.

A. R. BRIGGS SHOWS
Racine, Ohio, on the streets, now.

WANTED

For 16 Fairs, Live Ponies and Kiddie Rides.

BOGLE SHOWS

El Dorado, Kans.

Read other ads in this issue.

STARLIGHT SHOWS

Want Merry-Go-Round and Coaster Foremen who are capable and drive semis. Need two Men who drive. Drunks and chasers, save my time and yours. Darrel Michael, "El Dorado" Slim, contact me. Valley, Nebraska, July 9, 13; Tobias, Nebraska, July 14 and 15.

COOKHOUSE FOR SALE

or lease or want Couple to manage Cookhouse on reliable show. Work 50-50 after the nut. All replies:

BOX D-222

Billboard, Cincinnati 22, Ohio

GIVE TO DAMON RUNYON CANCER FUND

PENN PREMIER SHOWS
worlds • cleanest • midway

SALEM, OHIO, JULY 16-21

CONCESSIONS: Custard, French Fries, Diggers, Bear Pitch, Novelties, Derby Racer, any other Hanky Panks.

SHOWS: Wildlife, Monkey Show (R. E. Leonard, contact me) and any other Show not conflicting.

RIDES: Fly-o-Plane, Rock-o-Plane, Scooter (Mr. Martin, I wired you, call Mr. Westbrook collect). Have the best ride route of Fairs in the East. Low P.C.

HELP: Ferris Wheel Foreman—good salary and bonus, must drive semi. Also place Second Men on other Rides. Must drive semis.

Address all mail and wires to **Lloyd D. Serfass**, General Manager, Dover, Ohio. All phone calls to **HARRY (BUSTER) WESTBROOK**, Bus. Mgr., Dover Hotel, Dover, Ohio.

TIVOLI EXPOSITION SHOWS

WANT FOR 16 SOLID WEEKS OF BONA FIDE CELEBRATIONS AND FAIRS

CONCESSIONS: Penny Arcade and Hanky Panks of all kinds. (Tommy Mooney and Ohio, get in touch with Al Reno.) **SHOWS:** First-class Girl Show or any Shows of Merit except 10-in-1 Side Show. **RIDES:** Will book one Major Ride (what have you?). Also one more Kid Ride. Can place Help on all our Rides. Must drive Semis.

Contact **H. V. PETERSEN, Mgr.**

SPARTA, ILL. (Fair Grounds), this week; WAVERLY, ILL., CENTENNIAL to follow.

WANT—FIDLER SHOWS—WANT

For downtown Princeton, Ill., Annual Merchants' Celebration, July 16-21; followed by Annual Celebrations at Dupuis, Flanagan and Mt. Olive, Ill. **HANKY PANKS OF ALL KINDS. FOREMEN FOR FERRIS WHEEL AND MERRY-GO-ROUND. (Must drive our equipment.)**

Address **SAM FIDLER, Mgr.**

Altona, Ill., this week; then Princeton, Ill.

WANT—AGENTS—WANT

Agents for office-owned Concessions. Bowling Alley, Blower, Pin Store. If you are capable and sober, come on. We have 19 weeks of outstanding Fairs—no still dates.

L. J. HETH SHOWS

Sturgis, Kentucky, all this week. P.S.: Smiley wants Bucket Agents

EDDIE HOROWITZ WANTS

Count Store Agent, Semi Driver and Helper for up and down. Also String Game Agent, girl or man.

Contact: **Eddie Horowitz, Coleman Bros.' Shows** Kingston, N. Y.

FOOD DEVELOPMENTS:

Small Barbecuer, Food Warmer Are Introduced

BROOKLYN—One firm recently introduced two new units, a barbecue machine for the smaller operators and an electric food warmer to be used in conjunction with the broiler.

The all-electric barbecue unit has two spits and is designed to fit any counter. Rollaway glass doors are designed to permit safe loading and unloading. Unit is 38 inches long, 17 inches deep and 19 inches high. Manufacturer states it can cook eight to 10 chickens in an hour.

The electric food warmer is said to prevent over-cooking or drying out of cooked food for a 48-hour period. It is made of stainless steel with heat treated, sliding panels front and back. The heating element is infra-red and is said to circulate the proper amount of heat thru the unit which is thermostatically controlled. It operates on 110 volts. — Barb-Q-Matic, 185 Oakland Street, Brooklyn 22.

Portable Coffee Urn . . .
WEEHAWKEN, N. J.—A portable coffee urn that permits brewing at any location has been introduced. The unit carries its own water supply and comes in two standard sizes—one for three gallons of coffee with five gallons of water—the second with five gallons of coffee with eight gallons of water. Urns are made of stainless steel with plastic handles for covers and faucets.—S. Blickman, Inc., 536 Gregory Avenue, Weehawken, N. J.

Deep Fryer Sans Sediment . . .
HOUSTON—A deep fryer in which sediment can be removed without removing the fat has been introduced here. Other features include a one-piece die-stamped 14-gauge steel fry pot or optional 16-gauge one-piece solid stainless steel pot. Unit has an automatic overflow well, high BTU output and heavy duty thermostat, the manufacturer reports. Fryer is insulated with double metal-clad Fiberglas.—Super-Chef Manufacturing Company, Route 3, Box 28, Houston 25.

Quick-Action Hamburger Broiler . . .
BROOKLYN—A new model hamburger broiler that turns out four patties in two minutes without handling or turning is being produced here. Automatic timer and indicator light for each broiling compartment indicate when burgers are done. Unit requires no exhaust system, plugs into 115-volt current and uses current only when in operation. Exterior is of polished cast aluminum.—Burger-Mat Corporation, 341 39th Street, Brooklyn 23.

Pa. Warns Ops Of Food Stands

PHILADELPHIA—The State Health Department has warned operators of food and drink concessions at fairs and carnivals to maintain strict sanitary standards. The department said operators must obtain licenses from its Division of Sanitation in Harrisburg. State Health Secretary Dr. Berwyn F. Mattison said inspections are conducted regularly, and those establishments not possessing licenses will be prosecuted.

Fair Dates

Copyright 1956
 The Billboard Pub. Co.
 The complete list of Fair Dates was published in the issue dated June 28. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 3180 Patterson Street, Cincinnati 21, Ohio.

- Missouri**
 Pilot Grove—Pilot Grove Community Fair, Aug. 7-4. Clarence Rios.
- Pennsylvania**
 South Williamsport—Community Fair, Sept. 17-22. Mickey Perrell.
- Virginia**
 Staunton—Staunton-Augusta Co. Agri. Fair, Sept. 3-8. Rex Spence.
- CANADA**
British Columbia
 Watch Lake—Watch Lake Fall Fair, Sept. 8. Sadie Eden.

4th Good, Bad

Continued from page 47
 the third satisfactory weekend since a snowy opening back on Easter Sunday, thereby drawing huge crowds.

Tuesday night (3) was a warm one, pulling very big crowds to Revere, Nantasket, Salisbury and Lincoln Park. At Revere, the second in a series of eight Schaefer beer fireworks displays was well attended. The displays were also produced of Paragon Park in Nantasket, where Larry Stone reported gratifying turnouts. In addition, he showed three performances of the Cole Bros.' Circus elephants. Revere has dropped free high acts for this year. Better business was prevented when the Wilson Line's Sea Belle, plying between Boston and Nantasket, had to be pulled in for repairs.

Name attractions were drawing cards elsewhere, with Johnnie Ray at Dennis Mulcahy's Frolics at Salisbury Beach, and Fran Warren and the Hi-Lites at White City Park outside Worcester.

The typical millions expected at New York's beaches were nonexistent, with only a couple of hundred thousand turning out in weather which ranged from threatening to rainy. Steeplechase Park on Coney Island did well in its huge Pavilion of Fun, but outdoor amusements suffered badly. Rockaway had a fair Fourth, altho it was geared for better throngs.

Indian Point Park and Playland, Rye, both in Westchester County, were hit by rainfall thruout the day.

Show Salesman

Continued from page 47
 conservative but steady. First amusement lure was the golf course and driving range. The rest followed in order with the bowling alley the latest addition.

Novel Range

Schuler's driving range has brought much attention. It's a double-deck affair with a deck above the regular range that doubles capacity. Also unique is the bowling alley operation which will be open 24 hours a day to care for shift workers.

His full complement of kid rides is the result of a move that started six years ago. Top grosser among the devices is an Allan Herschell Merry-Go-Round followed by the Skyfighter and Roller Coaster. Other popular rides are the Whip, Rabbit, Train, Skooter, Boats, Tubs of Fun, Airplanes, Fire Engine, Ferris Wheel and live ponies.

Schuler relies on promotions and bargain ticket deals.

Old Town

Continued from page 45
 attractions, a museum of the Old West and the "Miner's Nightmare," are doing well, the Deans report. Still under construction is an arena for steer roping and a walk-thru mine exhibit is planned. Also to be added are a picnic area. The Deans present their specialties as free attractions.

UNDER THE MARQUEE

Continued from page 53

City, Ia., visited the Jay Gould show at Albert City, Ia. Other visitors along the line were Jack and Maynard Poster, Pop Willard, the McCalls and Jane C. Furbee.

Cress Hilary, veteran of the lots and working for Lou Dufour at Chicago's Riverview Park this season, passed away last month. Hilary's father was a rider and sharpshooter with Buffalo Bill's show. Hilary was with tab shows, vaudeville and burlesque. He left his wife, Dorothy, and a 21-month-old daughter, Marilyn Rose.

Hans Lederer, recently back from Europe, reports he signed close to 30 acts. Writes that the Sciplini chimps, recently on Polack Western, stopped off to play the Ed Sullivan TV-er en route to Europe. . . . Dan (Pappy) Kerr is clowning theaters with the film, "Trapeze." . . . Clowns on Gil Gray Circus are Mickey McDonald, Billie Burke, Dick Doud, Lew Kish, Bozo Cooper and Jack and Ruby Landers. . . . Dusty Rhoades, formerly with Robinson and Floto shows, is operating a clothing store in Oshkosh, Wis. . . . Grover O'Day, cyclist-clown, currently with Packs, will play three weeks of fairs for the Sun office.

Kitty Kelly Ronstrom writes that Polack Eastern folks visiting Yellowstone Park included Pinkey and June Madison, Audrey Ching, Dick Carmen, Dickey Slayton, Andre Norma, Gilbert Fox, Robert Baudy; George Sr., Kate, Kay and Frances Hanneford; Arden Kreisch, Del Moral Troupe, Charley and Mathias Corona families and Les and Ninette Parker and youngsters. . . . Al Ackerman recently celebrated his 60th year in the biz. . . . Henry Kyes and Tommy Hanneford initiated into the Camel Herders at Boise El Kora Temple. . . . Monte Blue, flicker actor, visited at Boise. . . . All personnel were guests of Boise El Kora Temple at a buffet supper. Floor show, produced by Gene Randow and Tom and George Hanneford Jr., was presented, with Kitty Ronstrom providing the music. . . . Ernst Rhodins has a new truck. . . . Frank Panisko and Claude Elder visited at Butte.

The Harry LeRoys, who had their own rep show for years and then were with circuses, have a trained baboon they have worked on several shows. They live at Tampa, Fla., writes Rex N. Ingham.

Show agent Louis Ringol was around Chicago last week. . . . Prof. George J. Keller and his animal act are pictured on a new full-color postcard being sold at Disneyland, where the Keller act is a feature.

CFA members Donald Sexton and Harold Davis recently clowned on Hagen at Elgin and Crystal Lake, Ill., and on Miller when the show played South Elgin, Ill. . . . Emmett Kelly worked the Lions convention at Miami. . . . The Winifred Colleano Tent of CFA recently held a children's party in connection with the opening of the movie, "Trapeze," in Miami. Over 400 youngsters attended.

Jake (Clown Cop Corrigan) Disch, his health improved, played a July 4 celebration in St. Francis, Wis., and is set for a labor picnic July 28 in the same town.

Ex-Beatty clowns Shorty Hinkle, Eddie Dullum, Mingo Felix, along with Mr. and Mrs. Harry Waters and their granddaughter, Nina, visited Polack Western at Long Beach, Calif., Saturday (30). Hinkle, Mingo and Dullum worked the Los Angeles Legion Circus in the

Coliseum on July 4. . . . J. W. Hartigan Jr. infos that he saw the National Circus Museum at Morgantown, W. Va.

Fan Alan Davidson reports that Evy Karoly, of the Ringling show, is now working a high school horse under the tutelage of Roberto de Vasconcellos. . . . Fan Frank Upp plans to visit Sullivan's Hall of Fame in Sarasota. Upp caught Royal American in Davenport and the Kelly-Miller show in Keosauqua, Ia. . . . Count Popo De-Bathe will play his usual long string of fairs this season. Included are California annuals at Sacramento, San Mateo, Woodland, Anderson, Gridley and Grants Pass, Ore., and Salt Lake City.

Mrs. Floyd King, wife of the Ringling agent, has joined H. V. Peterson's Tivoli Exposition Shows, where she'll have floss, snow cones and candy apples.

Bandmaster Merle Evans is keeping busy at his Sarasota, Fla., home where he's painting his house and building a garage. . . . Ira and Lona Watts are back home in Fort Smith, Ark., where Ira's with a real estate firm, while Lona is working for a consulting engineer. . . . Von Binkerd, former bull man, visited Bob Printy recently in Largo, Ind. Both were together on the corporation shows some years back.

After closing with Hamid-Morton in Charlotte, N. C., the Ericksons head for their Tampa home to make ready for the fair season. The Ericksons as well as the troupe's flying act, the LaForms, worked a week at Webbs City, St. Petersburg, Fla. Their fair season will open July 14 in Winona City, Minn.

Kitty Kelly Ronstrom passes on the info from Polack Eastern that George Hanneford Sr. recently suffered a cut right hand that took 11 stitches to close. . . . Roy Sinclair's white dogs are now dyed pastel shades. . . . The baby chimp in Caroline Costines' act is now wearing the same uniform as the big chimps. . . . Kitty Ronstrom was relieved to get news that her mother, Mrs. Nettie Ann Kelly, was off the critical list. Mrs. Kelly suffered a broken right arm when she was hit by a switch engine. She's convalescing at 817 North West First Street, Galva, Ill.

Polack Eastern personnel celebrated July 4 in Recreation Hall, Grand Junction, Colo., with a buffet supper and a floorshow produced by Paul Kaye and Ray Sinclair. Show line-up includes Henry Kyes, Rex and Kitty Ronstrom, Dick Slayton, Arden Kreisch, Vicky Hanneford, Audrey Ching, Kay Frances Hanneford, Johnny Cirilino, Larry Benner, Gene Randow, Al Ackerman, Tommy Hanneford, Norma Fox, Ninette Parker and Struppi Hanneford. Recent visitors included George Hill and Mr. and Mrs. Guy Heric.

Acts working McCullough Park, Muncie, Ind., July 4 included Billie King, juggler; Speck Thomas, unicycle; Leo Francis, clown, and Jack Davis, banjo. Ross W. Christena, Indianapolis, booked the show.

Charles Vanda, vice-president in charge of television for WCAU station, Philadelphia, is having Europe circus talent scouted again for future appearances on "Big Top," the weekly circus spectacle he produces here for the CBS network. Leo Grund, Vanda's booking agent, left this week. He will spend six weeks observing acts in Europe. "Big Top" features six different acts each week.

BUFF HOTTLE SHOWS

WANT FOR HEART OF ILLINOIS FAIR, PEORIA, JULY 18-22

CONCESSIONS: Any Concessions that work for stock, Frozen Custard, Long Range Gallery, Penny Arcade. (Wimpy, answer.) Want Agents for office-owned Hanky Panks, especially Age and Scale Agents.
 SHOWS: Non-conflicting Shows with own outfits. (Will book for committee money.) "Alfredo" wants Half G Half for Annex, also Front Man and one Bally Girl to join immediately. Leo Bistany wants Girls for Girl Revue for 12 big Fairs and all winter in Florida. (Top salaries.)
 RIDES: Scrambler, Scooter or Round-Up to join Aug. 4 for balance of season.
 RALPH ENDY: Can use your Rides for strong route of Fairs. Also need Spineroo, Scrambler or Scooter to join Aug. 5 for Marion, Ill.; Princeton, Ind., and balance of season.
 RIDE HELP: Foremen for Fly-o-Plane and Rock-o-Plane who drive. Also Second Men who can drive and will stay sober.

All replies BUFF HOTTLE, Mgr. WESTVILLE, ILL., this week; all wires to Danville, Ill.

Want—Byers Bros.' Shows—Want

CONCESSIONS: Basket Ball, Glass Pitch, Balloon Darts, Roman Targets, Airplane Bumper, Novelties, Ice Cream Sandwiches. (No Mitt Camps.) SHOWS: Motordrome, two Girl Shows, Snake Show, Illusion, Animal, or what have you? Low percentage. RIDE HELP: Can place Second Men on 12 Rides including new Scrambler. JAMES L. REED wants Cook that knows how for new Cookhouse. Address: Carroll, Iowa, this week; Boone, Iowa, July 16-21; then all Fairs and Celebrations to follow, including long proven route south.

RALEY BROS.' EXPO

CLEANEST SHOW ON EARTH

Place any Stock Concessions and Family-Type Shows. Want to buy for cash or will book or lease two Major Rides not conflicting. Can place four or five Kid Rides for a solid route of bona fide Fairs starting Aug. 6 in Durham, N. Car.
 Hookerton, N. Car., this week; Farmville and Tarboro to follow.
HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKERSON, Gen. Agent

ROSE CITY RIDES

Wanted: Top-notch Wheel Foreman—top salary; Second Men on Wheel, Merry-Go-Round and Octopus. Will book a few Hanky Panks, no gypsies.
Dutch Schrader, Rose City Rides
 New Haven, Ma., this week; Hermann, Mo., 19 to 23.

WANT

FOR MATTOON, ILL. NEXT WEEK AND FAIRS TO FOLLOW
 Hanky Panks of all kinds—Fish Pond, Pitch-Till-You-Win, String Game, Basketball, Fish Bowl, Bird Pitch, Glass Pitch, Bear Pitch, etc.
 Will book Octopus or any Flat Ride not conflicting. Need experienced Ride Help who can drive. All replies to
JACK SETTLE, JACK'S UNITED SHOWS
 Montezuma, Ind., this week; Mattoon, Ill., to follow.
 P.S.: Jack O'Silver, get in touch.

Carnival Routes

Continued from page 48

Chas. J. J. Windheiser, Ind.
 Cherokee Am. Co., Frankfort, Kan.; El Dorado Springs, Mo., 19-21.
 Columbia Bros., Kingstons, N. Y.
 Collins, Wm. T., Fessenden, N. D., 16-17.
 Continental, Lawton, N. H.
 Cote Am. Co., Montrose, Mich., 11-14; (Fair) Vassar 17-21.
 Crafts Expo., (Fair) Vallejo, Calif., 9-12.
 Crafts 20 Big, Riverbank, Calif., 11-15; Castro Valley 18-22.
 Cross Road Am. Co., Frankfort, Mich., 12-14; Hart 15-21.
 Cumberland Valley, Tullahoma, Tenn.
 Davis Am. Co., Nyssa, Ore., 11-15; Elgin 18-22.
 Del Flor Am., Carbon, Pa.; (Fair) Beaver Falls 16-21.
 Dixie Amusements, Adel, Ia.
 Dobson's United, Spencer, Wis., 16-22.
 Douglas Greater, Kent, Wash., 10-15.
 Down River Am. Co., Deater, Mich., 16-18; Stockbridge 17-21.
 Drago Am., No. 1, N. Judson, Ind.; Galveston 16-21.
 Drago Am., No. 2, Otterbein, Ind.
 Drew, James H.; Camden, O.; Covington, Ind., 16-21.
 Dumont, Lexington, Tenn., 9-14; Waynesboro 16-21.
 Eastern Amusement, Milo, Me.
 Eddie's Expo., E. Butler, Pa.; Seneca 16-21.
 Empire State, Grandbury, Tex., 11-13.
 Emshoff, Walworth, Wis., 12-15; Lake Mills 20-22.
 Evans United, Lebanon, Kan., 11-14.
 Fair Time, Glendale, Ariz., 16-18; Corona, Calif., 19-22.
 Famous American, Galveston, Ga.
 Fidler, Allons, Ill.; Princeton 16-21.
 Foley & Burk, Salinas, Calif.
 Frame's Greater, Oil City, Pa.; Buffalo, N. Y., 16-21.
 Franklin, Dan; Monmouth, Ill.; Lake Geneva, Wis., 16-21.
 Fun Fair, Kinds, Mich., 12-15.
 Funland, Everton, Mo., 10-14; (Fair) Boonville 17-25.
 G. & E., Buckhannon, W. Va.; Elizabeth 16-21.
 Gem City, (Fair) Salem, Ill.
 Gentch, J. A.; Holly Springs, Miss.; New Albany 16-21.
 Georgia Am. Co., Sylva, N. C.
 Glades Am. Co., Dahlgren, Va.
 Gladstone Expo., (Fair) Scottsville, Ky.; (Fair) Glasgow 14-21.
 Gold Bond, Clintonville, Wis.; Hopkins, Minn., 18-22.
 Gold Medal, Hensoke, W. Va.
 Gooding Am. Co., No. 1, Greenfield, O.
 Gooding Am. Co., No. 2, Marion, Ind.
 Gooding Am. Co., No. 3, LeFlore, O.
 Gooding Am. Co., No. 4, Cleveland, O.
 Gooding Am. Co., No. 5, South Bend, Ind.
 Gooding Am. Co., No. 6, Butler, Pa.
 Gooding Am. Co., No. 7, North Vernon, Ind.
 Gooding Am. Co., No. 8, Cleveland, O.
 Gooding Am. Co., No. 9, Warrenville Heights, O.
 Gooding Am. Co., No. 10, Conasaug, O.
 Grand American, New Hampton, Ia., 9-10; Wilton Junction 12-14; Lafayette St., Evansdale lot; Waterloo 16-21.
 Greater Dixieland Expo., Corydon, Ia.
 Great Western Am., Bowman, N. D.
 Griggs Bros., Maysville, Ky.; Flemingsburg 16-21.
 Hames, Bill; Round Rock, Tex.
 Hannah's Amusements, Dawson, Pa.; Fayette 16-21.
 Hannum, Morris, (Fair) Conshohocken, Pa.
 Happy Attr., New Washington, O.; (Route 224 & Waterloo Rd.) Arzon 14-21.
 Harlock Bros., LaBelle, Mo.
 Heff, L. J.; Sturgis, Ky.; (Fair) Mount Vernon, Ill., 15-21.
 Hill's Greater, Bettisburg, N. D., 9-11.
 Holiday Am. Co., Williamsburg, Kan.; Pomona 16-21.
 Holly, Buff., No. 1, Westville, Ill.; Peoria 17-22.
 Holly, Buff., No. 2, (Fair), Vienna, Ill., 11-18; (Fair) Pinckneyville 18-21.
 Howard Bros., Toledo, O.; Mount Sterling 16-21.
 Howard Bros., Riders, Norvelt, Pa.
 Ideal Rides, Hymers, Ind., 11-14; (Fair) Carlysle, Ill., 16-21.
 Imperial, (Fair) Beardstown, Ill.; (Fair) Taylorville 15-21.
 Jack's United, Montezuma, Ind.; Mattoon, Ill., 16-21.
 Johnny's United, Danville, Ind.
 Joyland Midway Attr., Lucky, O.; Harper Woods, Mich., 19-23.
 Ken Penn Am., Earlwood, Pa.
 Key City, Demotte, Ind.; Valley Mills 16-21.
 Keystone, Pageland, S. C.
 Klein Am. Co., Glennon, Minn., 13-15; Elyton, S. D., 16-17; Edgerton, Minn., 18-19; Coon Rapids 20-22.
 L. & M., Pageland, S. C.
 McKenna's Rides & Am., Mukwonago, Wis., 16-18; Oakdale 23-30.
 Maddox Bros., Summerfield, Kan., 19-21.
 Majestic Greater, (Fair) Rising Sun, Ind., 16-14; (Fair) Sunsum 18-22.
 Manning, Ross; Hammetton, N. J., 9-18; Fort Dix 17-22.
 Marks, John H.; Chester, Pa.
 Maxwell, Alben, Ill.
 Meeker's, Sandpoint, Idaho.
 McClean's Midway, Detroit Lakes, Minn., 12-18; (Fair) Park Rapids 16-18; Pine Tread 20-22.
 Miami Valley Am.; Rockford, O., 9-16.
 Mighty Hoosier State, Princeton, Ind.; (Fair) Jasonville 16-21.
 Miller, Paul; Gary, Ind., 9-18.
 Monarch Expo., (Fair) Jesseville, Ill.; (Fair) Carralton 16-21.
 Moore's Modern, Fremont, Neb.
 Motor State, Signet, O.
 Mount City, Morrisville, Ill.
 Muller's Royal Pine, Middlebridge, Me.
 Myers, Boney; Barnes, Kan., 11-14; Redding, Ia., 27-28.
 Nelson, Geo. W.; Dorchester, Neb., 11-12; Hallam 14-18; Plainview 17; Orchard 19.
 Nolan Am. Co.; (Fair) Canal Winchester, O., 11-14; (Fair) Grove City 16-21.
 North Star, Lake City, Minn., 13-15.
 Northern Expo., Wolf Point, Mont., 12-15.
 Norton's Rides, No. 1; Livingston, Mont.; Russman 16-21.
 O'Brien, (Fair) Fort Wayne, Ind., 9-18.
 Palmetto Expo., Wilman, N. C., 9-18.
 Pan American, Mount Carmel, Ill.; Evansville, Ind., 16-21.

Penn Premier, Dover, O.; Salem 16-21.
 Playtime, Plainville, Mass.; Hyannis 16-21.
 Panselson Greater, Shreve, O.; Dresden 16-21.
 Prell's Broadway, Newark, N. J., 8-18; Harrington, Del., 22-28.
 Raines Amusements, Muldrow, Okla.; Stillwell 16-21.
 Rainier, Marysville, Wash., 12-15; Auburn 16-21.
 Raley Bros. Expo.; Hookerton, N. C.; Farmville 16-21.
 Reid, King; Calais, Me.
 Reihoffer Blue; Red Lion, Pa.
 Reihoffer, Uley; La Porte, Pa.; Beach Creek 16-21.
 Robinson's Greater, (24th & Vinton Sts.) Omaha, Neb., 9-15; Woodbine, Ia., 16-17.
 Rock City, (Fair) Colons, Ill.; (Fair) Augusta 18-22.
 Rogers Bros.; Ironton, Minn., 9-11; Fergus Falls 13-14; (Fair) Wishek, N. D., 16-18; (Fair) Lisbon 19-21.
 Rose City Rides; New Haven, Mo.; Hermann 19-22.
 Royal American; Calgary, Alta.
 Royal United; Lake City, Ia., 9-11; Coal Valley, Ill., 13-15; Marietta 16-17; Alpha 18-19; Alkinston 20-22.
 Rumble Greater Am.; Charlestown, Ind.; (Fair) Cayuga 16-21.
 Schaefer's Just for Fun; (Fair) McComb, Ill.; (95th & Jeffrey Sts.) Chicago 16-22.
 Shop-O-Rama; Platteville, Kan.
 Shugart & Sons; Pottsboro, Tex., 11-15.
 Siebrand; Mizoula, Mont.
 Smith, Geo. Clyde; Meyersdale, Pa.; Hooperville 16-21.
 Snapp, Greater; Janesville, Wis.
 Standard; Laramie, Wyo.; Superior 16-18; Diamondville 20-22.
 Stanley, Wm. D.; Nevis, Minn., 16-11; Hannaford, N. D., 13-14; Max 16-17; Ryder 18-19; Plaza 20-21.
 Star Am. Co.; Reyno, Ark.
 Starlight Valley, Neb., 9-12; Tonias 14-15.
 Stephens, C. A.; Cumberland, Ky.; Harrodsburg 16-21.
 Stipe's Granite Falls, Minn., 12-15; Gilman, Wis., 19-22.
 Straes, James E.; Massena, N. Y.; Rochester 16-21.
 Sugar State; Napoleonville, La.
 Suttel Am. Co.; Winona, Minn., 12-15.
 Clinton, Ia., 18-21; (Fair) Manson 23-28.
 Sylvester, Ernie; Accomac, Va.; Princess Anne, Md., 16-21.
 Tatham Bros.; Gardner, Ill., 11-18; Heyworth 18-21.
 Tennessee Valley Am.; Hartsville, Tenn.
 Thomas, Art B., No. 1; Laurens, Ia., 9-10; Arlington, S. D., 11-12; Michigan, N. D., 16-18; (Fair) Breckenridge, Minn., 19-22.
 Thomas, Art B., No. 2; Northfield, Minn., 9-10; Sumner, Ia., 16-17; Arlington 18-19; Montezuma 23-24.
 Thomas Joyland; Morgantown, W. Va.
 Tinsley, Johnny T.; Elkin, N. C.
 Tip Top; Eagle River, Wis., 10-15; Sturgeon Bay 17-22.
 Tivoli Expo.; (Fair) Sparta, Ill.; Waverly 16-21.
 Tri-State; Colman, S. D., 9-10; Canistota 11-12; Dell Rapids 13-14; Doland 16-17; Milbank 18-19; Selview, Minn., 20-22.
 20th Century; Moorhead, Minn., 11-16; Fosston 17-21.
 United States; Hamlin, W. Va.
 Victory Expo.; Albuquerque, N. M., 9-15.
 Virginia Greater; Laurel, Del.; Dover 16-21.
 Wade Greater; Tecumseh, Mich.; (Fair) Pontiac 17-22.
 Wade, W. G.; Negaunee, Mich.; Harbor Springs 17-21.
 Wallace Bros.; DeLavan, Wis.
 West Coast; Medford, Ore.
 West Coast No. 2; Modesto, Calif., 10-15; Santa Rosa 17-23.
 Western; North City, Wash., 11-15.
 Wilcox, Dick; Machias, Me.; Norway 16-21.
 Wilson Famous; Bartonville, Ill., 11-14; Cuba 13-21.
 Wolfe Am. Co.; Griffin, N. C.; Arden 16-21.
 World's Finest; Portage La Prairie, Man., 9-11; Carman 12-14; Yorkton, Sask., 16-18; Melfort 19-21.
 World of Mirsh; Worcester, Mass.
 World of Pleasure; Port Huron, Mich., 9-15.
 Young, Monty; Nepht, Utah.

Many Sites Proposed for Chi Building

CHICAGO — At least a half dozen sites were suggested as the location for Chicago's proposed multi-million-dollar fair and exposition center at an open hearing held here last week.

The originally selected site, 23d Street and the lake front, met with much opposition.

Other suggested sites were on air rights over the Union Station tracks or over the Illinois Central tracks; 22d Street and South Park Way; the Monroe parking lot in Grant Park; the block occupied by the United States Courthouse, between State and Dearborn streets, north of the river, near the Illinois Central Station at Roosevelt Road, and on land that would become available thru the straightening of Lake Shore Drive over the river.

Early Mich. Event Draws Big Turnouts

LAKE ODESSA, Mich. — The Lake Odessa Civic & Agricultural Fair closed its five-day run here Friday (6) after the best run of its record. Attendance thruout the week topped all previous fairs, Orv B. Carlinger, fair president, announced.

Children turned out in droves for their day, Monday (2), which featured free grandstand shows, a pet parade, clowns and giveaways. A big attendance greeted Gov. Mennen Williams who was accompanied by Lt. Gov. Phil Hart and G. S. McIntyre, of the State Department of Agriculture. Joie Chitwood thrill show was the Tuesday evening feature and had a packed stand.

Despite cool, cloudy weather on the holiday, a good crowd came out to the grounds. They gave Wade Greater Shows, managed by Cameron Murray, a good play. Midway-line-up included four major and three kid rides along with Thompson's Freak Animals and Tom Blackhall's Fat Show. Upwards of 35 concessions, including Earl Kelly's string, also did good business thruout the run. Fireworks held the July 4 crowd until close to midnight.

Hot Weather Hits Schafer

GRIGGSVILLE, Ill. — Schafer's Just for Fun Shows closed its first fair stand of the season here at the Griggsville Fair, Wednesday (4) after getting just moderate business. High temperatures were given as the reason for light patronage.

The show jumped here from Dallas in three days with no mishaps during the long trek. Final couple of weeks around that Texas city yielded okay takes for all segments.

20th Century Signs '57 Buccaneer Days

CORPUS CHRISTI, Tex. — The 20th Century Shows have been signed to provide the midway attractions at the 1957 Buccaneer Days here. The announcement was made by Jack Ray Lindsey, who recently disclosed that he had bought an interest in the 20th Century Shows in January.

Alta. Execs Expect Loss On New Auds

EDMONTON, Alta. — During their first two years of operation, the Alberta government jubilee auditoriums in Edmonton and Calgary are expected to show a "substantial loss," according to Economic Affairs Minister A. R. Patrick.

He added, however, that once fully in operation, they will not only bring Alberta great artists from all across North America and even Europe, but will encourage the development of "a truly Alberta culture."

Pittsburgh Sets Fair Features

PITTSBURGH — Allegheny County Fair will feature animals, a swim show and police rodeo, George Kelly, director, announced last week. All attractions and the gate are free at the county-sponsored event.

Set as one of the features is Gene Holter's wild animal unit. Sam Snyder's water and swim show will also be in, and the Pennsylvania State Police Rodeo will be another highlight, Kelly said.

Weymouth Drops 'State' Name, Gives Scout Camp

SOUTH WEYMOUTH, Mass. — A new general manager and a change in name is boasted by the former Massachusetts State Fair. Sponsored by the Weymouth Agricultural and Industrial Society, the event had always pointed out in its program that it's not an official agency of the State.

Since the public has always referred to it as the Weymouth Fair, it will now carry that title. Named as new general manager is Thomas C. Lucet, succeeding Milton Danziger. President is again Daniel Reidy, with Philips Simon as vice-president, Harry R. Michelson as treasurer, and William F. McIntyre secretary. Michelson and Simon were vice-presidents last year. Michelson replaced William P. Reynolds as treasurer. Reynolds was the brother of the late Ed Reynolds, who for many years operated the fair.

Lucet was associated with the Middleboro Fair as director of public relations and publicity, and last year was assistant to Carlton Larson, director of the Brockton Fair. Lucet also arranged the horse show there. He was 14 years an account executive at radio station WHDH in Boston and was connected with various trade publications for many years. He also worked for the Hamid-Morton Circus and has had vaudeville and motion picture experience.

Danziger, vice-president and general manager at Weymouth for nine years, was well known in the fair business and had been connected for several years with the Eastern States Exposition in Springfield. He is now in San Francisco and in a recent letter said he was doing nothing but "enjoying the California sunshine."

Cut Back On Day

The seven-day fair this year will open Sunday, August 12, instead of the usual Saturday debut. This is to avoid conflicting with the Marshfield Fair, which runs August 5-11. Some difficulty was experienced in the past years with getting exhibits out of Marshfield and into Weymouth on the same day.

The organization has ambitious plans for the future. Twenty-seven acres of adjoining land has been purchased for development, which is said to include such events as national trailer shows, winter sports shows and a variety of outdoor events. Four of the newly acquired acres have been turned over to the Boy Scouts as a permanent camp site. Lucet is a committeeman of the Old Colony Council of Boy Scouts.

Premiums have been set at \$10,000, with the State appropriating \$4,000. Among the new attractions will be a New England-wide old-time fireman's muster, at which \$1,400 in prizes will be awarded. Lucet plans to make this a high-

light of the fair and envisions some 400 busloads of firemen and their patrons alone. The event is being tied in with patron sponsors and local charities.

An old-fashioned cranberry pie-eating contest will be revived. Several displays will be provided by the Naval flying base nearby. The Navy's drill team and band will also come from Akron, O. Also on hand will be what is claimed as the biggest cattle, sheep and poultry show in New England, as well as 4-H Clubs and many other exhibits. Comic Frank Fontaine will perform on Monday and Tuesday, and a comedy-type vaudeville show will be booked in by Adams & Soper of Boston.

Calif. TV, Radio Stations Get Weekly Fill-In

SACRAMENTO, Calif. — A new service for California radio and television stations planned to make program direct's chores easier in reporting current fair activities has been inaugurated by the Western Fair Association here.

According to Bob Stein, WFA press and public relations director, program directors each Monday for the next 13 weeks receive a "Fair Almanac" describing activities, giving dates and admissions for fairs that are running that week in the stations' region. Fair managers will fill out questionnaires as to feature entertainment, feature educational attractions, name of headlining talent and activities.

The information from these forms will be compiled and distributed by the association to 30 television and 79 radio stations in the State.

Indiana State Inks Tenn. Ernie

INDIANAPOLIS — Tennessee Ernie Ford, who last year broke all attendance records during the Indiana State Fair, this year will again head up the big annual Coliseum show. Ford will be in for two performances along with Pat Boone, McGuire Sisters, Mills Brothers and Jan Garber's orchestra. Pat Boone will work in the building on two evenings, August 30 and 31, supported by the same acts.

BUCKEYE STATE SHOWS
 WANTED RIDE HELP AT ONCE—1st and 2d Men
 Good treatment, top salary and bonus. Pay each Wednesday. Must drive semi and straight jobs. For Wheel, Merry-Go-Round, Chair-o-Plane, Single Loop and Kiddie Rides. Joe Cole-Smokie, contact FRED CLARK or TIM NOLAN, Buckeye State Shows, S. Zanesville, Ohio. Phone: Gladstone 28252.

WANTED
 FOR 18th ANNUAL BOONEVILLE, OHIO, STREET CELEBRATION, JULY 18-21
 CARNIVAL, RIDES AND CONCESSIONS
 Contact TIM NOLAN
 Moxahala Park (Phone: Gladstone 28252) S. Zanesville, Ohio

F. C. BOGLE SHOWS
 16 FAIRS STARTING ANTHONY, KANSAS, NEXT WEEK
 WANT CONCESSIONS: Glass Pitch, Bumper, Scales, Basket Ball, etc. SHOWS: All Grind and Bally Shows open, low P. C. HELP: Foremen, Second and Third Men for TH, Spitzfire, Octopus, Ell Wheel, Merry-Go-Round. We pay top salaries. Come on, you will be placed. Can use Wives as Concessions or Ticket Boxes. Bill Norwood, Ride Dept. Want Fun House Operator, two Pin Agents.
 F. C. BOGLE SHOWS, 87 Darada, Kansas, now.
 P.S.: J. C. Scott was one Grind Show Agent.

TERRIFIC - OUTSTANDING
NEW ANCHOR TENT FRAMES
 for CONCESSION and 4-WAY TENTS

THE SHOWMAN'S CHOICE
 Best Delivery—Write Today—Low Prices
 Designed of lightweight, rustproof aluminum 1 1/2"x2". Hinged Legs, Slip Joints. No screws, bolts or keys. TENTS IN ALL COLORS, regular and flame resistant. Ask about NEW NYLON Fabric in Red—Blue—Yellow—White.

ANCHOR SUPPLY CO., INC.
 EVANSVILLE, INDIANA PHONE MA 2-8103
 MFRS. OF CANVAS TENTS FOR ALL PURPOSES

ALAMO EXPOSITION SHOWS

WANT . . . for . . . WANT

12 Fairs commencing at Harrington, Kan., August 7 to 11; followed by Sidney, Iowa, Rodeo . . . biggest in Iowa.

SHOWS—Can place Side Show with own equipment, Athletic (prefer Jack Nasworthy) and Grind Shows that do not conflict. Bill Williams wants help on Monkey Show. Joe Murphy wants Girls for French Casino. CONCESSIONS—Want Cook House, Custard, Penny Arcade, Nail Game. Pug Stokes wants Agents. Ben Glosser wants Agents. Joe Falooka wants Agents for Hanky Pankis. **RIDE BOYS**—Can place Second Men on all Rides. Must drive trucks and semis. No booters. All contact

JACK RUBACK
 Casper, Wyo., July 10-14; Fort Collins, Colo., July 16-31.

WANTED

FOR FAIRS TO START AT HARRODSBURG, KY., JULY 23, AND ENDING AT WAUCHULA, FLA., NOV. 17

Concessions working for stock, Eat and Drink Stands, Long and Short Range Galleries, Straight Sales, Custard, Rides—Place two more Major Rides not conflicting. Carl Bartells, answer if at liberty. Shows—Place Minstrel Show, Girl Show with at least three girls, organized Side Show with own outfit. Will sell or trade neatly framed 12-ft. Trailer outfit, with French Fries, Drinks, Ice Floss, two Hot Point French Fryers, well-stocked Deep Freeze, a Major Ride not conflicting; can use #3 Wheel, Octopus, Rolloplane, Flying Scooter. Wire

C. A. STEPHENS
 CUMBERLAND, KY., THIS WEEK.

VIRGINIA GREATER SHOWS

Laurel, Delaware, this week; Dover, Delaware, Celebration Week July 16.

Want French Fries, Custard, Photos, Bingo, Pitch-Till-Win, Bear Pitch, Long and Short Range, Cigarette Gallery, Snake, Unborn and Monkey Show. Side Manager, Acts for same. Frank Allen, Wally White, answer. Girl Show Manager, Wheel and Merry-Go-Round Ride Man; Dutch, answer. All answer to

WM. C. MURRAY

DOUGLAS GREATER SHOWS

WANTED WANTED WANTED

Can use Grind Shows, Walk Thru, or what have you? Can also book Mug Joint, Hanky Pankis or other legitimate Concessions. No P.C.'s, no flats. All fairs and celebrations to follow. Contact

DOUGLAS GREATER SHOWS, Kent, Wash., this week; then per route.

TERRE HAUTE, IND., VIGO CO. POLICE BENEFIT

July 14-31. Thousands of Advance Ride Tickets sold. Followed by Clinton Fair—Always one of our best. Then Walkerton Centennial, Delphi Homecoming, Wabash Fair and balance of season of Indiana and Illinois Fairs. Want clean Stock Concessions, Novelties, Custard, Ice Cream, Coke Bottle, Dip, Scales, Hats or any that we can use. **WANT GOD ACT FOR DELPHI, AUGUST 8-11.**

SHOWS for all spots, must be worth-while attractions. Top salaries for sober Ride Men if we can use you. All replies to Ernie Allen, Wanamaker (New Bethel), Indiana; or call Tom L. Baker, Garfield 4384, Indianapolis.

BAKER UNITED SHOWS

COUNT STORE AGENTS

Capable, reliable for only Grind Store on 14 Ride Show, with 16 Montana Fairs and Celebrations. Bucket Store, capable Man for head of store; I already have Agents. Also Lead Gallery and Hanky Pank Agents. These Concessions far above average. All have signs above with rolling lights.

Contact **STAN REED**, care Norton Shows at Livingston, Montana, July 9-14; Bozeman, Montana, July 16-21.

Good Agents who can stand to make money for best flashed String Game in-operation contact Eddie Marlin.

GIRLS—\$100 WEEK—GIRLS

Enlarging for Fairs

Feature, Strip, Exotic and Specialty. Salary every night if desired. Looks and youth essential, will teach willing beginners, furnish wardrobe and transportation after joining. Also night club work this winter in Miami. Contact at once.

JOE MOONEY
 c/o Western Union or call Silver Gables Motel, Roanoke, Va., this week; then per route Gold Medal Shows.

FOR SALE

18-CAR CATERPILLAR

In excellent condition, new tunnel, used one season.

BOX D-216, c/o THE BILLBOARD, CINCINNATI 22, OHIO

TICKETS of every description

Wheel tickets carried in stock for immediate shipment

THE TOLEDO TICKET CO.
 Toledo 13, Ohio

SPECIAL PRINTED Cash With Order Price

2,000	4.30
4,000	7.30
6,000	9.60
10,000	16.50
20,000	31.50
100,000	122.00
500,000	333.00
1,000,000	550.00

Double coupon, double price

COMING EVENTS

Arizona
 Eley—Mexican Independence Day, Sept. 15-16.
 Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.
 Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-13.
 Mesa—Mermon Pioneer Celebration, July 24.
 Nogales—Mexican Independence Day Celebration, Sept. 15-16.
 Payson—1st Annual Rodeo, Aug. 10-13.
 Prescott—Smoki Ceremonials, Aug. 11.
 Prescott—Quarter Horse Show, Sept. 22-23.
 Safford—Pioneer Celebration, July 24.
 St. Johns—Camporams & Pioneer Day Celebration by Mormons, July 24.
 Snowflake—Pioneer Day Celebration & Rodeo, July 23-24.
 Tucson—Mexican Independence Day Celebration, Sept. 15-16.
 Williams—Labor Day Rodeo, Sept. 3-4.
 Winslow—Jaycee Rodeo, Sept. 15-16.

Arkansas
 Camden—Ouachita Co. Livestock Show, Sept. 10-15, M. C. Reynolds.
 DeQueen—Sevier Co. Livestock Show, Sept. 10-12, Victor Ivy.
 El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29, O. O. Dunn.
 Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29, H. B. Correll.
 Helena—Centennial, Aug. 17-23, Sam W. Tappan, Chamber of Commerce.
 Hope—Third Dist. Livestock Show, Sept. 24-29, H. C. Daniels.
 Manicillo—Dre Co. Livestock Show, Sept. 12-15, Jack Shilton.
 Pine Bluff—S. Ark. Livestock Show, Sept. 13-19, George Hestand.
 Rogers—Diamond Jubilee, Aug. 27-Sept. 2, C. B. Porter.

California
 Lodi—Grape Festival & Natl. Wine Show, Sept. 14-18, C. S. Jackson.
 Los Angeles—Allied Gift & Jewelry Show, Sept. 2-5.
 Oakland—California Garden Show, Sept. 29-30, E. E. Schreiber, 939 Fallon St.
 San Francisco—China, Glass and Gift Show, Aug. 5-8, Kay Leber, 1355 Market St.
 San Francisco—Flower Show, Aug. 23-24, Robert D. Gromm, 2092 28th Ave.

Colorado
 Arvada—Arvada Harvest Festival, Sept. 7-8, Stanley H. Stolte.
 Aspen—Silver Stampede Rodeo, July 14-15, Arthur A. Pfeifer.
 Boulder—Pow Wow & Rodeo, July 25-26, Gene Love.
 Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.
 Estes Park—Rooftop Rodeo, Aug. 2-4, Chamber of Commerce.
 Estes Park—Regional Arabian Horse Show, Aug. 18-19, Chamber of Commerce.
 Fort Morgan—Ninth Annual Hoady Day, Aug. 1, Olin L. Webb.
 Kit Carson—Kit Carson Day, Sept. 22, Paul Beck.
 Littleton—Westward Ho Days, Sept. 21-22, Wayne E. Michal.
 Manitou—Zebulun Days, Sept. 1-3, Jarcees Trinidad—Trinidad Round-Up, Sept. 1-3, Waternburg—Spanish Peaks Festival, Aug. 4-8.
 Woodland Park—Die Trail Stampede, July 29-31, Edith M. Atwell.

Connecticut
 Waterbury—National Home Show, Sept. 22-29, John W. Daly.

Georgia
 Brunswick—Brunswick-Oliver Co. Centennial, Aug. 13-18, W. O. Bishop, Room 219 Ogilthorpe Hotel.

Illinois
 Ashburn—Centennial and Labor Day Celebration, Sept. 1-3.
 Carthage—4-H Show, July 25-28.
 Davis—Celebration, July 26-28, William Brault.
 De Kalb—Centennial, July 11-18.
 Farmersville—Irish Day Picnic, July 16-31.
 Forreston—Sauerkraut Day, Sept. 12, LeRoy M. Grande, American Legion.
 Lexington—Homecoming, July 24-28, T. M. Patton.
 Marwood—Italian Festival of Chicaeland, July 25-Aug. 5, Joseph De Serto, 1613 N. 16th Ave., Melrose Park.
 Montrose—Old Festival, Aug. 16-18.
 Pontone—Centennial, August 2-5.
 Ritzsburg—Homecoming, Sept. 3-5.
 Stockton—Street Celebration, July 19-21, Frank C. Niemeier.

Indiana
 Columbus City—Old Settlers' Day and Legion Festival, Aug. 8-11, Byron Berber.
 Covington—Street Fair, July 16-21.
 Ellettsville—Monroe Co. Festival, Sept. 13-15.
 Huntington—VFW Street Fair, July 30-Aug. 4, Warren C. Heeler.
 Larrance—Larrance Co. Corp School, Sept. 12-13, Walter Emmert.
 Richmond—Sesquicentennial, Aug. 3-11.
 Terre Haute—Miners' Picnic, Aug. 3-5, Alex Silver, 1013 Maple Ave.

Iowa
 Ackley—Sauerkraut Days, July 23-24.
 Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-18, Mrs. Lee Oettingham, Busell.
 Cherokee—Pilot Rock Pinning Match, Aug. 13-15, Albert R. Griffith.
 Clarion—Celebration, July 26-28.
 Clinton—Clinton Birthday Party, July 18-21.
 DeWitt—Clinton Co. Club Show, Aug. 6-10, Jimmy Miller.
 Fairfield—Jefferson Co. Jr. Agri. Show, Aug. 13-18, Henry McCleary, Packwood.
 Jessup—Farmers' Day, July 30-31.
 Red Oak—Firemen's Convention, Sept. 17-19.
 Sibley—Osceola Co. Livestock Show, Aug. 29-31, Gene Alexander.
 Sioux Center—Sioux Co. Youth Fair, Aug. 7-9, Maurice E. Eldridge, Orange City.
 Thompson—Winnebago Co. Jr. Show, Aug. 13-15, Dean Nerdig, Forest City.
 Waterloo—Dairy Cattle Congress, Sept. 20-Oct. 2, E. E. Estel.
 Waterloo—Evanalee Booster Days, July 16-21.

Kansas
 Anthony—Anthony Race Meet, July 15-21, J. L. Robinson.
 Chapman—Chapman Exhibition, Sept. 3.

Kentucky
 Paducah—Centennial, July 29-Aug. 4, Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.

Louisiana
 Lake Charles—Home Show, Sept. 4-8, Lloyd A. Goodin.
 Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3, Mrs. Richard L. Davis.
 Natchitoches—La. Broiler Festival, Sept. 25, L. J. Plessant.
 Ville Platte—La. Cotton Festival, Sept. 28-30, Dallas Deville.

Maryland
 Baltimore—National Home Show, Sept. 11-16, Patrick J. O'Toole.
 New Bedford—Fire Fighters Free Charity Circus, July 18-21.
 Princess Anne—Princess Anne Livestock Show, Sept. 28-29, Howard R. Anderson.

Massachusetts
 New Bedford—National Home Show, Sept. 11-16, Dorothy H. Godfrey.
 New Bedford—Feast of the Blessed Sacrament, Aug. 2-5.
 Worcester—National Home Show, Sept. 2-9, Arthur Gilbert.

Michigan
 Baraga—Baraga Co. Dairy Show, Aug. 8, Donald Letito.
 Bay City—Brown Swiss Cattle Show, Aug. 7.
 Berrien Springs—Southwestern Mich. Guernsey Breeders' Show, Aug. 6, F. W. Bruce.
 Charlotte—Brown Swiss Cattle Show, Aug. 6.
 Chesaning—Chesaning Showboat, July 9-13, Joseph C. Prikto, 835 W. Thayer St.
 Coldwater—Brown Swiss Cattle Show, Aug. 9.
 Corunna—Mich. State Holstein-Friesian Show, Aug. 2.
 Flushing—Homecoming, Aug. 1-4.
 Grand Rapids—Grand Rapids Guernsey Show, Aug. 11, Donald Kamps.
 Grant—Jersey Cattle Show, Aug. 2.
 Inlay City—Jersey Cattle Show, Aug. 1.
 Inlay City—Thumb Dist. Guernsey Show, Aug. 1, Harold L. Kingsbury.

Minnesota
 Braham—Progress Days, July 30-Aug. 1, Edgerion—Dutton Festival, July 18-19, Clifford H. Peterson.
 Duluth—National Home Show, Sept. 13-23, Dorothy H. Godfrey.
 Duluth—Centennial Celebration, Aug. 2-12, James W. Kling, 219 W. First St.
 New Prague—75th Anniversary Celebration, July 4-8.
 Savage—Dan Patch Days, July 27-29.
 Braham—Progress Days, July 30-Aug. 1, Edgerion—Dutton Festival, July 18-19, Clifford H. Peterson.
 Duluth—National Home Show, Sept. 13-23, Dorothy H. Godfrey.
 Duluth—Centennial Celebration, Aug. 2-12, James W. Kling, 219 W. First St.
 New Prague—75th Anniversary Celebration, July 4-8.
 Savage—Dan Patch Days, July 27-29.

Mississippi
 Newton—Newton State Dairy Show, Sept. 17-22, W. P. McMillan Jr.
 Sebastopol—Leake Co. Dairy Show, Sept. 1-3, L. R. Anthony.

Missouri
 Canton—Lewis Co. 4-H Show, July 20-31.
 Galatin—Davies Co. Jr. Livestock Show, Aug. 31, Geo. H. Schmitt.
 Hillsboro—Hillsboro Horse Show & Festival. [\(Continued on page 86\)](#)

WANTED

Flying Scooter Foreman to join at once. Also other useful show help.

Wilson Famous Shows

Bartonsville, Ill., this week; Cuba, Ill., next week.

Wanted--Agents--Wanted

JIMMY CYR

Wants following Agents now: Two Count Niece, two Pin Stars, one Skillo and two Buckel Agents. Have been idle, going back to work. Rising Sun, Ind., this week; Sunman follows. All bona fide fairs.

!! WHO'S GOT ONE !!

Flying Scooter, Dipsey Doodle, One Arm Loop. Will pay cash if in good condition and ready to operate—with or without transportation. Write full details immediately.

BOX D-221
 c/o The Billboard Cincinnati 22, O.

WANT CALLER & COUNTERMEN

For BINGO

on Beam's Attractions, July 8-14, Getztown, Pa., suburb of Johnstown.

PARAKEETS 70 CENTS BABIES \$1.00

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

\$50.00 REWARD

For information on location of

LAWRENCE R. LALONDE

Call collect
 Phone 9-9892

MR. TJELTVEIT OR MR. MILLIS
 Billings, Montana

WANTED

DANCERS SINGERS BAR MAIDS WAITRESSES

Apply

TOMMY THOMAS

Club Mardi Gras, 92 Duval St. Key West, Fla., after 8 p.m.
 Phone 6-9147

FOR SALE

All or any part of a Five-Ride Carnival; all late model rides and transportation. Tilt-A-Whirl with transportation, \$10,500.00; Octopus with transportation, \$6,500.00; Merry-Go-Round, three abreast, with transportation, \$7,500.00; Ferris Wheel with transportation, \$7,500.00; Soft Fire with transportation, \$2,500.00. For full information write

BOX D-220
 Care of The Billboard, Cincinnati 22, O.

JAMES E. STRATES SHOWS

Can place immediately, to join now, fair route commencing July 23 to Nov. 9, Fat Girl or Fat Man that can work in single show with or without banners. Guarantee plus percentage. Ted Hamilton and Ted Vining, contact.

ART L. CONVERSE
 c/o James E. Strates Shows
 Massena, N. Y., week July 9

WANTED

Legitimate Concessions for Walworth, Wis., July 12-15. No gypsies. Will trade Short Range Gallery on truck for Kiddle Ride. Have August 10-12 open for spot in Rockford area.

EMSHOFF SHOWS
 Per Route

FOR SALE-RIDES

1 used 7-Car Saitner Tilt-A-Whirl, good condition, \$2,900.00; one 8x10 Cake Bottle outfit, \$75.00; one 12x12 Glass Pitch, \$150.00. Best on road. Other business reason for selling.

WEST COAST NOVELTY CO.
 7283 Bellaire, North Hollywood, Calif.
 Telephone: POstar 3-3228

FOR SALE

16x32 Bings and New Truck, van body, good condition, \$1,900.00; one 8x10 Cake Bottle outfit, \$75.00; one 12x12 Glass Pitch, \$150.00. Best on road. Other business reason for selling.

E. J. McCOWN
 Windsor, Missouri

MERCHANDISE TOPICS

Harris Novelty Company, 1102 Arch Street, Philadelphia, has available for immediate delivery a one-piece Tri-Motor Bomber at \$21 per gross. A sample of this attractive toy will be sent on request together with the firm's complete listing.

John R. Jones has been appointed sales manager of the Pioneer Rubber Company, Willard, O., according to J. H. Gibson, president. Jones was formerly field sales manager of the Sundries Division, B. F. Goodrich Company, Akron. Pioneer manufactures Qualatex Toy Balloons, Party Paks and Activity Kits, among other rubber products.

The well-known firm of Kipp Bros., 240-42 South Meridian Street, Indianapolis, announces its "biggest and best" novelty and premium catalog in 76 years of expanding business and urges that you write for a copy of the 100-page book featuring flags, novelty toys, housewares, balloons, blankets, slum, jewelry, plush dolls, hats, glassware, advertising premiums, etc. State your business, give your permanent address and mention The Billboard when writing. Kipp is running many specials at low prices on bingo and carnival supplies, glassware, balloons, slum, novelty hats and plush dolls. Quick action is required to get in on these special prices, the firm reports.

Roy S. Galentine, president of the Galentine Company, 519 East Jefferson Boulevard, South Bend 17, Ind., reports business exceptionally good for this time of year. The firm specializes in jar deals and games, match pack deals, salesboards and premiums. All items are listed in a circular which is yours for the asking. Prices to the trade have been tailored for a strong mark-up.

Empire Amerex Corporation, 392 Fifth Avenue, New York, is now warehousing in the East for efficient deliveries and service on its complete line of fans, fryers and kitchen tool sets. Jobbers interested in carrying this line of quality, fast-moving merchandise backed by national advertising should

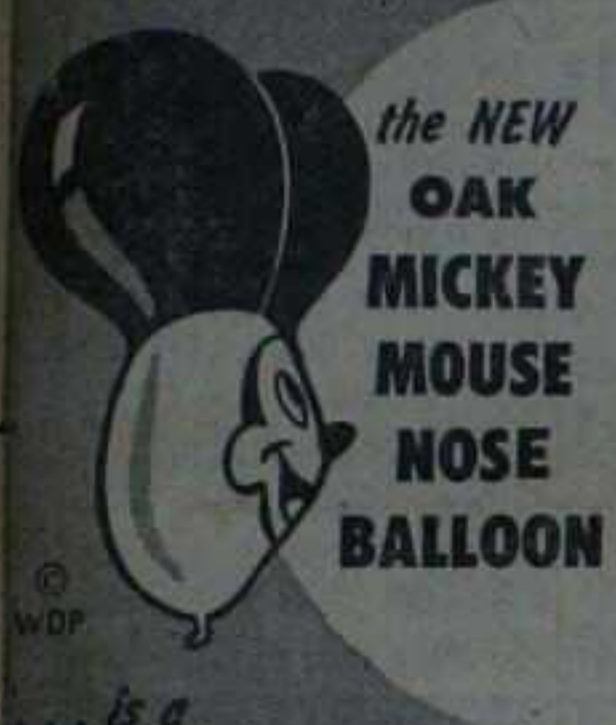
write to Milton Cohen or Sam Siegel, who are in charge of sales.

Bug Tab is the name of an insect exterminator which its manufacturer, Continental Chemist Corporation, 2256 West Ogden Avenue, Chicago, claims does a swift and sure job of removing all types of insect pests. Bug Tab is in the form of triangular three-eighths-inch tablets that come 25 in a jar for \$1 retail. For removal of flies, mosquitos, etc., from the home simply place one tablet in a saucer and touch a lighted match to it. Instantly a white fog is emitted, permeating the entire room and killing the insects. With these tablets, says the firm, any householder can do a professional job of exterminating for a few cents.

Specialty workers looking for something new should write to Tennessee Supply Company Greenville, Tenn., for three new products. Two of the products are vials of powder which may be converted into liquid. One is Windolog, a glass cleaner. The second is Brown's whitewall tire cleaner, while the third is Kleervue eye glass cleaner. Of interest to the trade is the fact that the units may be purchased at \$6 per dozen. Each vial makes at least 10 bottles of cleaning fluid. The price enables the demonstrator to sell three units which produce 20 bottles of cleaning fluid for \$1 and at the same time makes 100 per cent profit.

H. B. Davis Corporation, distributor of name brand merchandise, has issued a supplement to its regular 80-page catalog. The new piece contains only items which are shipped to dealers directly from the manufacturers. Among the products in the supplement are Arvin dinette sets, Superior pool and ping pong tables, Fick's reed rattan furniture, Thayer juvenile furniture, English Bellows hostess carts and fireplace fixtures, Bentwood bridge sets, Hampden outdoor chaises, Stelber bicycles, Mohawk musical instruments, Darra James power tools and General Electric motors. For a free copy write to H. B. Davis Corporation, 145 West 15th Street, New York 11, and ask for the Factory Shipment Supplement.

NOW with NOSE



the NEW OAK MICKEY MOUSE NOSE BALLOON

BIGGER SELLER THAN EVER!

A GOOD JOINT:
• PRE-SOLD THRU TV
• OFFICIAL CLUB-BALLOON

2 BIG BALLOONS!
NO. 14 HMS—WITH BLACK EARS AND STRETCHED FOR BIGGER VALUE AT THE HANDOUT.
NO. 14 HM—ASSORTED COLORS FOR SALE INFLATED WITHOUT BLACK EARS.

HIT THE STREET FOR BIG DOUGH WITH THIS HOT OAK EXCLUSIVE SEE YOUR JOBBER TODAY!

OUR 40TH YEAR
The OAK RUBBER CO.
RAVENNA, OHIO

• HOUSE TO HOUSE MEN
• PREMIUM BUYERS
• WAGON JOBBERS
• CARNIVAL MEN
Make that "Easy Buck" with these sensational values.

G. E. Equipped COOKER-FRYER
Large 6-Qt. Capacity
\$39.95 List \$6.75 ea. in Sample Lots of 4 \$7.25

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN
• ADJUSTABLE—fits any window—double hung—casement—steel construction.
• EXHAUSTS stale air.
• FRESH AIR drawn in from outdoors.
• NO DRAFTS directs air up-down-straight.
• Quiet four 10" blades for maximum volume.
• 110-120 V., A.C. only.
• Packed 3 to carton.
• Carries price tag of \$49.95.

\$11.00 each in quantities of 3
\$12.00 each for sample.
WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS.
C.O.D. or Cash Sales Only.
DANAL SUPPLY
1223 Vine St. Cincinnati, Ohio
Phone: MAin 1-9114

Quick Photo Invention!
PDQ CAMERA
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/4 x 3 1/4 in. Complete, easy to operate portable photo studio. 70% PROFIT. Write quick, get details about the great **PDQ CAMERA**.
PDQ CAMERA CO.
1844 W. Cortez Chicago 22, Ill.

IDENT BRACELETS!
Aluminum, gold plated. 5 styles of Executive Ident Bracelets. 3 styles of 24" Elong Necklaces, heavyweight Mexican Rings. All kinds of nickel-silver Street Rings. Fine for engraving. Rings for grab bags from \$7 to \$19 a gross. Send \$5 or \$5 for samples.
Milwaukee Novelty Co.
1812 N. 3rd St. Milwaukee 3, Wis.

PIPES FOR PITCHMEN

By BILL BAKER

MICKEY PERCELL . . .
announces that he has sold the peddling and novelty privileges to A. Hymes for the Sesquicentennial Celebration to be held in Williamsport, Pa., July 8 thru 14.

FRED EVANS . . .
reports that George (Pug) Stacey was seen working a booth for The Southern Planter at the Ocean City, (Md.) Poultry Festival. From what Evans was able to observe, brother Stacey was doing all right for himself. There were good crowds during all the three days of the affair and everyone seemed to be getting a little of the moola that was floating around.

WHILE EN ROUTE . . .
to Chicago, Tom Arlington paused long enough to pen the info that the big WLS Farm Progress Show will be held September 27-28 on the Francis Lane Farm in Putnam County, Ind., just a couple of miles outside of Greencastle, Ind. Arlington feels that many of the boys in the pitch fraternity would be interested in making this shindig because, with a mob of some 100,000 in attendance, it should prove

to be a little bit of a gold mine for the boys. (Editor's note: After looking over the list of grub that the food committee intends ordering for the fracas, we're inclined to believe that that 100,000 figure is most conservative. It seems to us that it would take more like 200,000 to gobble up that much belly timber.)

FROM LONG BEACH . . .
(Calif.) our old friend Jack Scharding pens the following enthusiastic note. "I have just received samples of the seven-in-one scopes and believe me they are a real instrument of beauty, far superior to the ones we had a decade ago and which were made in Germany. I suppose a number of the old-timers will be glad to get them, but I sure hope they don't all gang up at the same fairs. I will make the following all-State dir: Wisconsin, Indiana, Kentucky, Memphis, Tenn.; Alabama, Mississippi, Louisiana and Arizona. My first spot will be the big celebration on the lake front in Milwaukee during the last week in July. Here's wishing everybody the very best of luck."
www.americanradiohistory.com

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, \$1.20.
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 4 gallon cans to carton. Sold in carton lots only, \$1.40 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.
ADJUSTABLE ANGLE WRENCH 3-pc. set in 4, 6 & 8" sizes. Quality steel. Polished heads. Red lacquered handles. Packed one set to box. Sold dot. lots only \$11.70 per doz. sets.
10-PIECE DRILL SETS From 1/16" to 1 1/2" sizes. Heat treated Chrome steel. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.
COOK BROS., 916 S. Halsted St., Chicago, Ill.

ATTENTION, ALL COIL WORKERS

My New 2-Color Coil Is Ready For Shipping Now
Compare the difference in coils and save with this all new coil which will increase your volume of sales immediately. Use the best looking coil. Sample FREE to all men now working coils.
Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic or porcelain but made of genuine bakelite and will not burn thru. Longer ferril to fit deep distributors. Have carbon resistors in all coils. Your cost of shipping is cheaper.
NEW LOW PRICE \$40.00 GROSS
HAROLD NEWMAN
PHONE—WRITE—WIRE
UNIVERSAL IGNITION CO.
4754 N. CLARK STREET Shop Ph.: LOngbeach 1-3499
CHICAGO 40, ILLINOIS Home Ph.: LOngbeach 1-4983

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
All in plush, satin-lined metal gift case.
Now an item so popular in appeal so high in value and so low in price it's bound to make sales history.
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sires sober, reliable pianist to double
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DRUMMER, 27, EXPERIENCED ALL styles, commercial, jazz, Latin, Dixie, etc. Prefer resort work will travel. Bill Griffen, 56 Montauk Ave., Merrick, N. Y. Phone Freeport 9-7288. 5628

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TENOR, ALTO, CLARINET, FLUTE, AVAILABLE July 11. Les Dickson, 315 N. Roberts Blvd., Dayton, Ohio, or Van Cleave Hotel, c/o orchestra. 5628

TENOR, CLARINET, ALTO FOR COMMERCIAL band or combo. Good tone, reader, references. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. 5628

TENOR SAX, CLARINET, UNION, TONE, read, fake. The standards. Age 48. Don Despard, c/o Le Roy Hotel, Le Roy, Minn. 5628

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FLASHY PLATFORM TRAPEZE ACT - Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312. 5628

SENSATIONAL HIGH DIVING, FIRE appears, somersault into smallest tank in the world, as featured by Fox Movietones, produces impressive results. Large colored posters that really do an advertising job, free. Capt. Earl McDonald, 456 Lamplier Pl., Warren, Ohio. Tel. 45337. 5628

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COMING EVENTS

Continued from page 62

Hopkins—Hopkins Picnic, Aug. 10-12. Geo. L. Hill.
Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young.
Louisburg—Old Settlers' Reunion, July 23-24. Harry W. Atchley.
Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard.
Maryville—4-H Baby Beef & Pig Club Show, Sept. 24. Kenneth Walkup.
Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Sagar, Chamber of Commerce.
Pollock—4-H Club Achievement Day, Aug. 4. J. H. Strzefer.
Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McCuskey.
St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.

Nevada

Ely—Nevada Fair of Industry, Aug. 23-24. P. P. Hoover, P. O. Box 893.

New Jersey

Hammonton—Celebration, July 9-16.
Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

New Mexico

Gallup—Inter-Tribal Indian Ceremonial, Aug. 2-12. Edward S. Merry.

New York

Coopersstown—Jr. Livestock Show, Aug. 7-8.
Coppake—Holstein Show, Aug. 4.
Elmira—Antique Show, Sept. 17-20.
Fredonia—Annual Gala Week, Aug. 21-28. Fire Dept.
Lockawanna—Legion Field Days, July 18-23. Edward Aldrich, 848 Ride Road.
Middleport—Street Fair, Sept. 2-4.
Montauk—Horse Show, Aug. 6.
Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez.
New York—National Baby's and Children's Show, Aug. 4-12.
New York—National Home Furnishings Show, Aug. 26-Sept. 2.
North Tonawanda—Wurritzer Anniversary Celebration, Aug. 23-25.
Oakfield—Firemen's Convention, Sept. 2.
Saratoga Lake—Antique Show, July 31-Aug. 2.
Stormville—Firemen's Celebration, July 27-Aug. 4.
Youngstown—Firemen's Convention, Sept. 2.

North Carolina

Raleigh—National Home Show, Sept. 3-9. E. J. Smith.

North Dakota

Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.

Ohio

Caldwell—Firemen's Fair, July 26-28.
Clarksburg—Field Day, Aug. 1.
Derby—Homecoming, July 27-28.
Dresden—Homecoming, July 19.
Grove City—Street Fair & Homecoming, July 18-21.
Harrisburg—Homecoming, Aug. 19.
Lancaster—Central Rural Electric Co-Op Picnic, Aug. 18.
Lockington—Firemen's Jamboree, July 21.
Miamisburg—VFW Pres. Fair, Aug. 20-23.
Millsport—Sweet Corn Festival, Aug. 20.
New Bremen—Woodmen Festival, July 27.
New Rome—Homecoming, July 27-28.
North Industry—Homecoming, July 24-28.
George Marlow, 91 Payne St., N.W., Canton 5.
St. Paris—Fall Festival, Sept. 22.
Pleasant City—Homecoming Firemen's Fair, July 18-21.
Utica—Homecoming, Oct. 8.

Oklahoma

Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon

Albany—Williamette Valley Ram Sale, Aug. 4.
Beverton—Beverton Horse Show, July 20-21.
Clymer—Volantest Firemen's Convention, Aug. 6-11.
Connellsville—Sesquicentennial, Aug. 9-18. Robert Welsh.
Connellsville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh.
Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 23.
Granite Pass—Gladious Festival & Show, July 28-29.
Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.
Portland—Washington Park Summer Festival, Aug. 11-23.

Pennsylvania

Clark—Homecoming, July 31-Aug. 4. George Lidel.
Connellsville—Sesquicentennial, Aug. 9-18. Ray Booth.
Pittsburgh—National Home Show, Sept. 2-8. Irving Wayne.

Rhode Island

Natick—Old-Timers Jamboree, July 23-28.
Newport—National Home Show, Aug. 14-19. A. F. French.

South Dakota

Corsica—Dutch Festival, Aug. 31-Sept. 1.
Custer—Gold Discovery Days, July 22-24.
Deadwood—Days of '78, Aug. 3-5.
Elk Point—Elk Point Carnival, Aug. 18-19.
Faitb—Annual Stock Show, Aug. 10-12.
Groton—Harvest Festival, Aug. 21.
Huron—Pow Wom Day, Sept. 29.
Kadoka—Labor Day Celebration, Sept. 3-3.
Lakota—Watermelon Festival and Labor Day Celebration, Sept. 3-3.
Lemmon—Jr. Livestock Show, Sept. 24.
Mitchell—4-H Stock Show and Sale, Sept. 11-12.
Mitchell—Corn Palace Festival, Sept. 21-25.
Mitchell—S. D. Market Hog Show, Sept. 25.
Moberly—50th Anniversary Celebration, Aug. 24-26.
Newell—Labor Day Celebration, Sept. 1.
Rapid City—Range Days, Aug. 16-19.
Siouxton—Kiwanis Club Horse Show, Sept. 3.
Vermillion—Old Settlers' Picnic, Aug. 19.
Vermillion—Days of '50, Aug. 23-24.
Wagner—Labor Day Celebration, Sept. 3-3.
White Lake—Labor Day Celebration, Sept. 2.

Tennessee

Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith.
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.
Lewistown—Marshall Co. Jr. Dairy & Coll Show, Aug. 24-25. Emrason Burnett.
Martin—Whitley Co. Dairy Show, Aug. 9-10. A. M. Walker.
Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 5. Felix E. Knight.
Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 2. James T. Gull.
Nolensville—Nolensville Jr. Dairy Show, Sept. 1. Robert S. Mosley.
Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty.
Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10. Mrs. W. K. Fly.
Trenton—Gibson Co. Jr. Livestock & Products Show, Sept. 3-8. Gens Chlcutt.
Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kaykendall.

Texas

Austin—Austin Rodeo, July 26-28. James M. Clay.
Big Spring—Big Spring Rodeo, Aug. 1-4. E. P. Driver.
Center—Center Rodeo, July 13-31. Leo Mockelroy.
Corsicana—Corsicana Livestock Show, Sept. 24-29. R. W. Knight.
Dallhart—KIT Rodeo & Reunion, Aug. 3-4. Nick P. Craig.
Dallas—Dallas Gift Show, Sept. 3-8. 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.
Houston—Gift & Housewares Trade Show, Aug. 19-21.
Kaufman—Kaufman Co. Livestock Show, Aug. 29-Sept. 1. Wm. D. Percy.
Kerrville—S. Tex. Sheep-Dog Trials, Aug. 2-4.
Kerrville—Angora Goat Show & Sale, Aug. 2-4. P. E. Guller, Uvalde.
Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.
Pampa—Top of Texas Rodeo & Kid Pony Show, Aug. 6-11. E. C. Wedgworth.
Rusk—Lions Club Rodeo, Aug. 8-11. Leo Pfander.
Weatherford—Parker Co. Frontier Rodeo, July 28-29. Fred Blorum.

Utah

Brigham—Preach Days, Sept. 7-8.
Cedar City—Southern Utah Livestock Show, Sept. 8-9.
Ferron—Southwestern Livestock Show, Aug. 2-4.
Nephi—Suffolk Sheep Show, Sept. 6-8.
Ogden—National Home Show, Sept. 23-25.
Richfield—Jr. Livestock Show, Aug. 28-29.

West Virginia

Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29. Mary Stimpert.

Wisconsin

Dale—Festival, July 13-15. A. W. Strehlow, P. O. Box 1, Waukesha.
Franksville—Saukran; Festival, July 27-28. A. W. Strehlow, P. O. Box 1.
Kenosha—Jaycee Lakefront Fair, July 16-22.
Milwaukee—Wis. Sports Show at State Fair, Aug. 14-26. Willard Masterson.
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. Strehlow, P. O. Box 1, Waukesha.
Waukesha—Labor Celebration, Aug. 11-Sept. 2. A. W. Strehlow, P. O. Box 1.

Wyoming

Casper—Labor Day Celebration, Sept. 2.
Devils Tower—50th Anniversary Celebration, Sept. 23-24.
Fairview—Pioneer Days, July 24.
Riverston—50th Anniversary Celebration, Aug. 15-18.
Sheridan—All American Indian Days, Aug. 3-5.
Shoshoni—Shoshoni Water Carnival, Aug. 4-5.

CANADA

Alberta

Calgary—National Home Show, Sept. 2-3. Arthur Gilbert.
Cardston—Cardston Rodeo, July 14-17. Bert Gibbs.

British Columbia

Victoria—National Home Show, Sept. 23-29. Arthur Gilbert.

Ontario

Leamington—Tomato Festival, Sept. 7-8.

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Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill. My Caption for Cartoon: Name Occupation Address City State

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

AMI Holds First Pan-American Meet

Distributors From 17 Nations Attend 2-Day Confab; Holds Sessions on Trade Rules

MEXICO CITY—The first Inter-American convention of AMI, Inc., was held at the Reformae Hotel here in Mexico City, June 25-27, with representatives from 17 Central and South American distributing firms along with AMI factory officials attending.

The event was similar to distributor conventions held by manufacturers in the U. S., except that the order of business instead of highlighting sales ideas and operator promotions started out with import and export restrictions, shifting to shipping regulations and problems next.

Business meetings were held daily in one of the banquet rooms of the hotel. Before the sessions came to a close, every subject from AMI's future plans to training distributor salesmen was covered.

Guest speakers during the sessions included Marcelino Bellosta, of Venezuela, who discussed salesmen training; Jeronimo Esteve, of Cuba, who aired financing conditions, and Jose Romero, of Puerto Rico, who covered importing and exporting.

During the convention, Bill Fitzgerald, advertising and sales promotion manager of AMI, presented his firm's public relations movie, which was first shown during the MOA convention last May. The film presented here was narrated in Spanish and is being made available to all distributors and opera-

RMSA Begins Preparations For Golf Fete

CHICAGO—Officers and directors of Recorded Music Service Association met here Friday (29) and began laying the ground work for the association's annual golf outing to be held in September.

A four-man committee was appointed to find a suitable site for the event and begin making the necessary arrangements. Committee members are Phil Levin, president; Joe Filitti, Carl Green and Earl Kies.

Levin said that altho no date had been set for the affair, it would probably take place the week after Labor Day. He said festivities would include a day of golfing, a banquet in the evening, entertainment and dancing. Over 600 guests are expected to attend.

AMI Brochure On 200 to Aid Ops, Distribs

GRAND RAPIDS—AMI, Inc., began distributing a 16-page colored brochure, covering the highlights of its 200-selection phonograph, to its entire distributor organization last week.

The brochure, tho somewhat technical in parts, is basically a location promotion. It stresses design, color and multi-horn high-fidelity. Information on the firm's new record mechanism and speaker arrangement is also included.

Additional copies for operator use are available, fm officials said, at distributor offices or at the factory here.

FOOD ORDERED BY TONS FOR WURLITZER FETE

NORTH TONAWANDA, N. Y.—The menu being prepared for Wurlitzer's Centennial Celebration, August 23-25, reads like a freight shipping report.

According to the firm's Centennial Clarion, chefs of the event are ordering food by the ton. A few examples include four or five tons of steer beef, a ton of lobster, a half-ton of chickens, 6,000 clams in the shell and 100 pounds of pike.

To handle the array of food, Wurlitzer is bringing in over 100 waiters, chefs, assistant chefs and waitresses.

tors in Latin America.

John W. Haddock, president of AMI, was on hand to talk about AMI's future plans, its goals and its expectations.

Quite naturally, the main attraction at the meeting was AMI's 200-selection phonograph. The new model was given a thoro going over and shipping schedules were worked out. All distributors in Latin America will have the new models on display within the next few weeks, it was announced.

POP TUNES TAKE OVER

200 Programming Pattern Takes Shape for Chi Ops

CHICAGO — A programming pattern is beginning to take shape on 200-selection phonographs in the Chicago area.

A survey of music operators here last week revealed that approximately 60 per cent of the records on the average 200-selection model were of the pop tune category. The other 40 per cent were divided between rhythm and blues, country and western, old favorites and location requests.

About 15 per cent of records in the 40 per cent group were devoted to rhythm and blues, 10 per cent to old favorites, 10 per cent to location requests and 5 per cent to specialty or country and western.

Pop tunes.....	60 records..	120 selections
Rhythm & Blues...	15 records..	30 selections
Old favorites.....	10 records..	20 selections
Location requests...	10 records..	20 selections
Specialty numbers.	5 records..	10 selections
		100 records 200 selections

Operators quickly pointed out, however, that it was impossible to establish a pattern or formula which would hold true in all locations. Each location must be treated individually, programmed along the same lines as they were with machines featuring fewer selections, the operators said.

As a result of the time and effort devoted to programming the big boxes, Chicago operators also became aware of another programming asset: Record placement on the machines.

According to operators contacted, grouping of records is often the difference between plus dollars and no dollars at all.

Time Killer

Bob Gnarro, head of AMC Music, said: "Too often, a customer will not play a juke box because there is someone standing in front of it trying to find a record. If the tunes were grouped together—that is, all the pops in the same

Phono Ops Can Do 'Sound' Selling Job

Mfrs. Blueprint Speaker Distribution, Keep Models Abreast of High Fidelity

By JIM WICKMAN

(Editor's Note: This is the second in a series of articles highlighting the developments of the automatic phonograph during the past 10 years. This week's article concerns itself with improvements made by juke box manufacturers in the field of sound reproduction.)

CHICAGO—The music operator who tries to sell his juke box service on its dollar merits—on how much money the location owner can make—is missing a "sound" opportunity.

Too often, such sales tools as the quality of the phonograph's sound system, and the operator's knowledge of balanced sound distribution and his experience in record buying are overlooked by operators selling new locations.

Reduces Chances

The operator who stresses his services and his ability to provide the finest music possible not only makes a good impression and builds confidence, but he reduces the chances of a location changing

operators because a bigger split is offered later.

Altho the bulk of the phonograph promotion has recently been slanted toward number of selections, juke box manufacturers have handed operators reams of sound reproduction and sound distribution selling points during the past 10 years.

Since World War II, each of the four manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—have incorporated high-fidelity systems, cut tone arm pressure in half and then in half again, added multi-speaker arrangements, switched to 45 r.p.m. disks, and improved and strengthened amplifiers. They have also developed auxiliary speakers for every type location and installation, and have provided operators with detailed diagrams showing proper speaker placement in different-sized locations for better sound distribution.

Distrib Will Help

Manufacturers also encourage distributors to help operators sell

Biggie Trend Seen In Juke Operators

Natural Growth, Mergers, Firm Buying, Diversification Boost Music Op Size

• Continued from page 1

coin-operated equipment—amusement games and vending machines—is being stepped up to increase size. Frederick H. Cilano, of Steuben Music Company, Hornell, N. Y.: "The small marginal operator with just music is on his way out. An operator has to have volume and diversification or he is not making money. He has to become big to stay in business.

Consequently, he has to buy out his smaller competitors."

Some operators even mention chain-type operations, with a number of operations in different areas operated separately but owned by a single ownership.

A Trenton, N. J., operator, Hy Pearl, president of Trenton Amusement Company, even looks for stock companies to be formed, with investors taking only the interest on their money and capital remaining in the operations to be used for expansion.

What does this trend to bigger firms mean to the entire business? H. H. Krueger, Fairfax, Minn., operator sums it up this way:

High Costs

"With the high costs of phonographs, records and wages it will take a well-established firm to be able to cope with the trend to bigness, and not some "fly-by-night" operator who gives the location unprofitable commission percentages, poor equipment and service."

But not all operators believe bigger and bigger firms will come. A typical opinion is that from Alfred La Camera, of La Camera Music Company, Sharon, Pa.: "I don't believe the trend in music operating is to bigger companies because the music operating business requires a certain amount of personal contact which would be lost in bigness."

Altho most operators agree that expansion in some degree is vital for success in music operating, they are convinced that sound growth must be well blueprinted. Louis H. Hall, of Hall Music Company, Milledgeville, Ga., expresses a typical view: "Certainly everyone wants to have a big route, but in view of the fact that averages seem to decrease if a route is increased too rapidly, my idea is that an operator must build a route slowly. If he must add another truck and serviceman to handle additional machines, then certainly, this additional number of juke boxes must

(Continued on page 71)

MEMPHIS

Tax Puzzle: What's Due, When, Where?

MEMPHIS — Memphis music operators have found that keeping track of the licenses they must pay on phonographs is almost as big a problem as paying them.

Privilege taxes on phonographs are \$10.25 city, \$10.50 State, \$10.50 county, and \$10 federal, a total of \$41.25. The city license is due on January 1; State and county taxes are due on equipment purchase dates, and federal licenses are due July 1.

Sloan O. Craig, collector of licenses and privileges, said that a recent survey found nearly 200 phonographs missing some type of license. He said that in most cases, the operator had simply forgot the renewal date. When informed, he added, they promptly co-operated.

Craig also said that his survey pointed out that there were 936 phonographs on location in Memphis, an increase of 192 machines compared with last year's figure.

Another operator said that he found by putting records under the category heading where they belonged, the time wasted by customers hunting a song was cut in half.

Phonographs featuring drum type selector panels are also being programmed by classification

(Continued on page 70)

Wayward Wind Holds Lead on 'Natl.' Juke Box

NEW YORK—Gogi Grant's version of "The Wayward Wind" on Era again was selected as the nation's top juke box disk on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Other disks played on the Saturday night (7) program were "It Only Hurts for a Little While," with the Ames Brothers on Victor; "Born to Be With You," with the Chordettes on Cadence, and "Careless Love," with Lou Demarco on Ferris.

Bobby Scott's AMPA version of "Mighty Paul Bunyon" was voted most promising.

(Continued on page 71)

200 Programming

Continued from page 69

more than ever before. Operators state that good records can't build play unless customers can find them.

EP's Move Slow

Because Chicago is solid dime play, few EP's are used by operators. Occasionally, operators use them as on-location promotion -

jacket displays inside the dome.

Operators using phonographs equipped for dual pricing, use more EP's, but even then machines are seldom found with more than one or two banks of the longer playing platters.

A check with leading one-stops in the Chicago area showed that operator record purchases were currently nearly 70 per cent pop, which bears out the programming pattern.

MUSIC OPERATOR FORUM

How Are Juke Ops Expanding Today?



(Editor's note: This is the first in a series of music operator forum discussions on operator expansion today. See separate story beginning on page 1 this week for more comments on this subject.)

Music operators are expanding the size of their operations by adding more juke boxes, buying routes, merging routes and diversifying with other types of coin-operated equipment such as vending machines and amusement games.

This is the conclusion of 112 operators participating in this week's forum. Altho the number of music operators, according to MOF returns, has remained fairly constant the past five years, the number of machines they operate has increased.

A thin majority—or 51.8 per cent—of those replying reported that the number of operators in their areas had remained "about the same" during the last five-year period. Perhaps more significantly, however, is the fact that exactly the same number of operators (27, or 24.1 per cent of the total) reported the number had increased as reported it had decreased. An examination of the returns—representing a cross-section of the nation—reveals that there is no explanation to be found because of geography. It seems reasonable to suppose that in the period from 1951 to the present, the number has remained just about the same.

Five-Year Comparison

Asked whether they were operating more, fewer or about the same number machines as last year, just one-quarter, or 26.1 per cent, replied they were operating fewer, which means that the overwhelming majority in just the last year have either remained about the same or increased. Most operators polled are operating more machines today than five years ago, altho a surprisingly high number—29.1 per cent—reporting they were operating fewer. (Editor's note: The length of time an operator has been in business will be compared to his replies and the results will be analyzed next week to determine if there is a correlation between experience and expansion.)

The trend to increasing the size of operations was confirmed by most operators participating. Continually rising costs—equipment, records, salaries—and constantly tightening competition were the most often cited reasons why this trend to "bigness" had set in and why it would continue. At the same time, many of the group of operators who did not believe there is a trend to bigger and bigger operating companies, gave the same reasons—costs and competition.

It is not difficult to see why this was so. Sizable operators with sufficient capital and backing will buy other routes, diversify and expand rapidly into still larger operations. Average-size and small operators—even tho firmly established—who lack the funds to expand in this way, will grow very slowly or will reach a size permitting maximum service and earning power for a one or two-man operation and will hold that size. In addition, the same size operations—average and small—will be seen merging in order to effect necessary operating economies.

Competition Steps In

The establishment of dime play in some areas and better commission arrangements have both helped to provide operators with a strong answer to increased costs. But where costs cease to be a critical problem, competition often steps in to make it a problem again. In many cases, an increase in size in any one of the aforementioned ways can be an answer to both problems, the majority of MOF operators agreed.

All operators participating touched on the necessity of exacting, purposeful planning in expanding, pointing out the pitfalls of haphazard expansion. Their consensus: There is no virtue in expanding, unless it pays. One operator pointed out that too rapid expansion could mean decreases in average takes. Another noted that constant expansion is inadvisable and that periods of "enhancing and solidifying" what an operator already has is as necessary to sound growth as the growth itself. Several explained the great value to close personal contact between operator and location owner to operating success and that an increase in size at the expense of the quality of service is very poor expansion which will probably boomerang.

HOW THEY VOTED

1. Has the number of music operators in your area increased, decreased or stayed about the same in the last five years?

51.8% Stayed about the same
24.1% Increased
24.1% Decreased

100.0%

2. Are you operating more, fewer or about the same number of juke boxes now as you were this time last year? Five years ago?

Last Year:	Five Years Ago:
29.1% More	51.7%
26.1% Fewer	29.6%
44.9% About the same	17.7%

100.0%

try to keep our route as close together as possible to keep expenses down."

Why Ops Expand . . .

JOE E. JONES, Art Novelty Company, Fort Madison, Ia.: "I think that an operator must keep expanding in order to make up for the locations that either go out of business or switch to another operator."

D. J. PELLITTERI SR., Maestro Music Company, Pueblo, Colo.: "I believe that an operator should expand because I don't think any operator should be happy with a certain amount of locations. The more locations the better. After all, we're all in business to expand."

ALFRED SHARPE, Pla-Mor Amusement Company, Portland, Me.: "It is necessary for an operator to keep increasing since, like all business, you lose accounts and if you stand still you will either be forced out or else your equipment will become obsolete. It gives you a chance to trade off your older equipment and give your customers a change of machines which will bring in more money."

NORVAL LEVY, Philadelphia: "An operator should try to expand because his present locations will not stay as they are. Expansion provides a cushion to protect his income. Expansion can be achieved out of the proceeds of his present business."

How to Expand . . .

J. R. BUSHNELL, Ferrell Amusement Company, Huntington, W. Va.: "Careful consideration should be given to the help and service problem in expanding. It is fine to expand, but not to overload present help to the point where service to present locations suffers. If the expansion can be accomplished with additional help, without excessive overhead, fine. Care must be exercised in seeing that the additional business warrants increasing the payroll."

What Size Operation? . . .

NELS E. NELSON, Alexandria, Minn.: "How big an operator is or wants to be is entirely a personal question—depending on the ambition, desires and the goals which an operator sets up for himself. Personally, I'll try to build up my route until I reach the number of locations that I can handle efficiently by myself. After that, if I want more, it will have to be in buying out some other small operator and then putting a serviceman to work on it. But right now I don't want to have a large route."

DON R. McDONALD, McDonald Merchandising Company, Ottawa, Ill.: "Operating costs make routes of over 100 phonographs easier to run. The trend toward larger routes will continue. It is questionable whether chain-type operations will be widespread (routes located at different areas and operated separately but owned by a single ownership)."

ROSS GERARD, Crafton, W. Va.: "I think that in the future small operators will try to sell their routes to bigger operators, especially the ones that are just holding their own. Some are making plans now to dispose of their routes."

Op Should Restrict Size . . .

REDWOOD MUSIC COMPANY, Eureka, Calif.: "An operator should decide how large a route he wishes to maintain and try to stay within these bounds. This makes for a more efficient operation."

CLYDE WALKER, Walker Amusement Company, Mt. Vernon, Ill.: "I think that in order to show any profit, the juke box operator must stay within a radius of 50 miles or less. Otherwise the cost of long-distance service calls will consume all the profit."

B&B NOVELTY COMPANY, Superior, Wis.: "The cost of equipment plus the additional help is the only thing that stops me from greater expansion. We

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

GREATER BENEFITS FROM DIME PLAY. In his second "Letter to the Editor," Willie Blatt describes how 10-cent play enabled his firm to update equipment, reduce average service costs, plus increasing over-all profit. (Page 75, The Billboard, July 7.)

N. J. ASSN. LAUNCHES PROMOTION CAMPAIGN. Guild sets up six-point merchandising and promotion program to keep members informed of dime progress, other pertinent data on industry on weekly basis. (Page 75, The Billboard, July 7.)

BUILDING JUKE BOX PROFITS. On location promotion—displaying record jackets, pictures of artists, weekly hit tune charts or placards—results in greater profits from phonographs, participants in the Music Operator Forum point out. (Page 77, The Billboard, July 7.)

IF YOU MISSED READING THE JULY 7 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEW 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

Sound Sales Job

Continued from page 69

Most distributors today have speakers in their showrooms simulating actual location installations. Operators are invited to bring prospective location owners to distributor showrooms so that the location owners can decide for themselves which sound system they want.

Actually, the emphasis on better sound began in 1946. Manufacturer advertising that year followed a similar pattern: AMI—"An amplifier designed for extra clarity, fidelity and universal pleasantness"; Rock-Ola—"True Tone Amplifier"; Seeburg—"Scientific Sound Distribution," and Wurlitzer—"The latest in authenticity of tone."

But in spite of the sound promotion, the juke box in 1946 was a far cry from today's models. Each phonograph following the war featured one center speaker. Diameter of the speakers ranged from 12 to 16 inches. Today all four of the manufacturers have multi-speaker arrangements.

New Models

AMI's new feature is called a multi-horn system. It features a flared treble horn at the top of the machine and two unfolded bass horns which extend from the top down the back of the phonograph and out the bottom. Rock-Ola features a horn and speaker combination, a 15-inch bass speaker and a 6-inch rectangular horn.

Seeburg's new phonograph has a four-speaker arrangement, two 12-inch bass speakers and two eight-inch speakers. The speakers are housed separately and angled for more efficient sound distribution. Wurlitzer's new phonograph has five speakers, three 12-inch bass speakers and two four-inch treble speakers. The speakers are distributed equally across the entire front of the phonograph.

The amplifier, which provides the necessary power to drive the speakers, featured anywhere from three to five tubes in 1946. Today's units feature as many as eight tubes.

Tone arm pressure on the record, during the same period, dropped from roughly three ounces to eight grams. Needles, which formerly provided about 3,000 plays, can now be used for as many as 30,000 plays.

Other improvements in the phonographs that affected the sound system included a switch to 45 r.p.m. disks, vertical record playing and printed wiring circuits.

These improvements plus audio engineer instruction provided by manufacturers, gives our operator a selling point that complements his business.

WURLITZER OFFERS THE WORLD'S FINEST PHONOGRAPHS IN QUALITY CONSTRUCTION EYE AND EAR APPEAL EARNING POWER. ROCK-OLA Hi-Fidelity Music Model 1454 Designed for your pampered locations

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

HIGH LOW Mean Average

Table with columns for manufacturer (BALLY, EVANS, GENCO, GOTTLIEB, UNITED, WILLIAMS), model name, and price ranges (High, Low, Mean Average).

Table for BALLY models: Saddle & Turf Club Model (10/53), Golden Nugget (2/53).

Table for GENCO models: 400 (10/53), Golden Nugget (2/53).

Table for GOTTLIEB models: Guys & Dolls (5/53), Pin Wheel (11/53), Poker Face (9/53), Shindig (10/53), Skill Pool (8/52).

Table for UNITED models: Cabana (3/53), Havana (2/54), Hawaii (6/54), Leader (10/53), Manhattan (4/55), Mexico (3/54), Nevada (8/54), Fizzle (9/55), Rio (11/53), Tahiti (8/53), Triple Play (8/55), Tropicalana (1/55), Tropics (7/55).

Table for WILLIAMS models: Disk Jockey (11/52), Hayburner (6/53), Jolly Joker (10/55), Times Square (4/53).

ARCADE EQUIPMENT

Code—AP—Auto Photo, B—Bally, CC—Chicago Coin, Ex—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.

Table for Arcade Equipment models: ABT Challenger (5/46), Advance Shockers, Baseball, 2 Player (G), Basketball (G), Basketball (CC), Bat-A-Score (Ex), Big Inning (B) (47), Big League Baseball (3/51) (W), Carnival Deluxe (U), Coon Hunt (S), Dale Gun (Ex), Drivemobile (M), Goalie (CC) (1/46), Gun Patrol (Ex).

MOST ACTIVE EQUIPMENT

For four-week period ending with issue dated June 30, 1956

Table for ARCADE EQUIPMENT: 1. SEEBURG—Shoot the Bear, 2. SEEBURG—Coin Hunt, 3. EXHIBIT—Dale Gun, 4. CHICAGO COIN—Goalie, 4. BALLY—Moon Rides.

Table for VENDING MACHINES: 1. National 950, 1. PX (10 Col.), 2. Advance D 1c B/G, 2. Rowe Crusader (B Col.).

Table for MUSIC MACHINES: 1. SEEBURG—M-100-C, 2. SEEBURG—M-100-B, 3. AMI—Model-D-80, 3. ROCK-OLA—1436-A, 3. WURLITZER—1500.

Table for SHUFFLE GAMES: 1. UNITED—Royal, 2. UNITED—Classic, 3. CHICAGO COIN—Ace Bowler, 3. KEEHEEY—Bonus Bowler, 3. UNITED—Chief, 3. UNITED—Imperial, 3. BALLY—Jet Bowler.

Table for PINBALL MACHINES: BALLY (Miami Beach, Gayety, Gaytime), GOTTLIEB (Guys & Dolls, Pinwheel, Poker Face), WILLIAMS (Disk Jockey, Hayburner, Jolly Joker).

Table for PINBALL MACHINES (Manufacturers with ten or more games listed below): Heavy Hitter (B), Hockey (CC), Home Run, 5 Player (CC), Jet Gun (Ex), Midget Movies (CC), Moon Rides (B), Photomatic (M), Pitch'm & Bat'm (S), Quarterbacks (G), Rifle Gallery (G), Sideswipe Engineer (W), Six Shooter (Ex), Sky Fighter (M), Sky Gunner (G), Space Ship, Sportland (Ex), Telegiz (1/49), Ten Strike (Ex), Undersea Raider, World Series (W).

Table for VENDING MACHINES: Advance D 1c B/G, Keeney Electric (9 col.), National 930, National 950, PX (B col.), PX (10 col.), Rowe Crusader (B col.), Rowe Crusader (10 col.).

Table for SHUFFLE GAMES: Ace Bowler (CC), Advance Bowler (CC), Bikini (K), Blue Ribbon Bowler (Bally), Bonus Bowler (K), Capital De Luxe Shuffle Games, Capital (U), Cascade (U), Chief (U), Classic (U), Clipper (U), Clipper De Luxe (U), Clover Shuffle (U), Comet De Luxe (U), Criss-Cross Targette Regular (CC), Diamond (K), Feature (CC).

MUSIC MACHINES

Table for MUSIC MACHINES: AMI (Model A, Model C, Model D-80), ROCK-OLA (1436 A, 1438), SEEBURG (M-100-A).

Table for MUSIC MACHINES (continued): Fireball (CC), Flash (CC), Gold Medal (B), Hollywood (CC), Imperial (U), Jet Bowler (B), King (CC), Leader Shuffle Alley (U), League Bowler (U), Magic (B), Mars De Luxe (U), Match Pool (Ge), Olympic (U), Pacemaker (K), Rainbow Shuffle Alley (U), Royal (U), Shuffle Alley, 10 Player (K), Star, 5 Player (U), Star, 10th Frame (9/52), Starlite (CC), Super Frame (CC), Targette (U), Team Bowler (U), Triple Strike Bowler (CC), Venus De Luxe (U), Victory Bowler (B), Vinus Bowler.

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 as 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. 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.

Biggie Trend

Continued from page 69

do more than earn their 'keep'. If our equipment is paid for and we are making money then there is certainly justification for expansion, so long as expenses don't nullify this additional revenue.

There is no question but that expansion of some sort is vital to every operator, according to almost all operators polled on this question. Larry Martini, Petaluma, Calif., operator, sums it up like this:

"An operator should always be looking for new business and expand his juke box routes. You never can stand still in the coin machine business for today's mode of operation is definitely based on an increasing volume of business because of rising operating overhead."

Many operators, tho, put qualifications to constant expansion, pointing out the necessity of planning to make any expansion worthwhile. Harold Meeker, Indianapolis operator, declared: "An operator should not always keep expanding. He should have periods of solidifying and enhancing what he has. Expansion, if wanted, should be done in units that are economically sound for the business and with a definite plan."

A substantial number of operators polled pointed out that they wish to operate only the number of music machines that one operator alone can handle. Contrasted to marginal operations, these are established, experienced operators who wish to remain one-man operations for definite reasons. Nels E. Nelson, Alexandria, Minn., explained the point of view succinctly: "I want just the number of

machines that I can take care of myself—large enough to make a good living but small enough to give good service."

(Editor's Note: For a de-

tailed analysis of the trend to bigger and bigger music operating companies by operators see the Operator Forum in the music machines department).



WORK ON ROCK-OLA MANUFACTURING CORPORATION'S new office addition nears completion. The new wing, which represents an additional 32,000 square feet of floor space to the Rock-Ola plant, will house the firm's sales and engineering departments. Move-in date has tentatively been scheduled for September 1.

Merger Set Between National Vending and Cont. Car-Na-Var

Stock to Be Listed on American Stock Exchange as Continental Industries

NEW YORK—A merger between the National Vending Corporation, Westbury, L. I., N. Y., cigarette machine manufacturer, and Continental Car-Na-Var Corporation, Brazil, Ind., maker of industrial floor polishing and cleaning equipment, was approved this week by directors of both companies.

Remaining step is the approval by Car-Na-Var stockholders at a July 25 meeting. The merged corporation will be named Continental Industries, Inc.

The merger will result in the stock of the vending machine manufacturer being listed on the American Stock Exchange. Currently, only two other vending machine firms are listed on a major stock exchange. They are the ABC Vending Corporation and the Automatic Canteen Company of America (of which the Rowe Manufacturing Company is a subsidiary). Both these firms are on the New York Stock Exchange.

Stock Structure

The stock of the surviving corporation will be recapitalized and will consist of 1,269,574 shares of outstanding common stock and 201,997 shares of Class B stock. The common stock will have prior dividend rights for the first \$1.20 of dividends and the right to one vote per share. The Class B stock will have rights to 10 votes per share and to convert to common at a rate of 10 for one after prior dividend rights are met.

National Vending Corporation stockholders will receive 833,618 shares of common stock, about

two-thirds of the total outstanding, and all of the 201,997 shares of Class B. Car-Na-Var stockholders will continue to hold 435,956 shares of common stock, or about one-third of the total outstanding.

The merged corporation expects a combined annual gross of \$20,000,000 this year. It will have total assets of \$7,500,000 with a net worth of \$3,250,000.

\$13,000,000 Gross

The bulk of CI's sales volume is expected to be provided by National Vending, which had gross sales of \$13,000,000 in 1955. National operates more than 15,000 cigarette, music, candy and drink machines thru 14 regional sub-

siidiaries. It claims to be the largest music machine operator and the second largest cigarette machine operator in the United States.

However, most of the anticipated \$7,000,000 sales increase this year is expected to come from the manufacturing subsidiary, which will become a division of CI.

Manufacturing plan call for the development of a full line of vending machines, with the introduction of a self-brew coffee vender to take place in the next few months.

Consumer Market

The Car-Na-Var division of CI, for 26 years a manufacturer of industrial floor polishing and clean-

(Continued on page 75)

Spruce Up Campaign Increases Nut Sales

'Fresh Appeal' Look Places Bulk Units On Bars, Counters for High Summer Volume

By RAY C. THOMPSON

(Editor's Note: A bulk vending operator now for four years, Ray C. Thompson explains his "fresh appeal" approach for increasing his summer sales. Last fall Thompson wrote three articles for The Billboard, beginning October 22, explaining how he increased sales in his top locations thru "dressing up" his machines with a special brilliant paint and black lighting.)

BELLWOOD, Ill.—"Fresh appeal." That will now be my approach to building up summer sales on my nut vending route, especially in the so-called secondary locations where sales have dipped more than 50 per cent during past summers.

It is even hard for me to believe my initial success thru "fresh appeal," a simple operation of re-

Dr. Davis Named Director by PM

NEW YORK — Dr. Jess H. Davis, president of the Stevens Institute of Technology, Hoboken, N. J., has been elected a director of Philip Morris, Inc. He replaces Walter B. Ryan Jr., Charlottesville, Va.

Dr. Davis was formerly president of Clarkson College of Technology and head of the Department of Mechanical Engineering at the University of Louisville.

He is also director of the Prudential Insurance Company of America, the Hoboken Bank of Savings and the First National Bank of Jersey City, N. J.

Mrs. Garrett Appointed Barvend Promotion Mgr.

ESCONDIDO, Calif. — Mrs. Lynne Garrett has been appointed promotion manager of Barvend Foods, Inc., Roland Finch, general manager, announced. Mrs. Garrett formerly operated her own business here.

Barvend's line of dry soups for vending machine includes chicken, beef onion, cream of onion, green pea, potato and tomato soups.

painting vending machines. But sales in more than 50 of these so-called "fringe locations" increased from 25 to 150 per cent during the latter part of May and June.

By "fresh appeal" I am speaking of brightly painted nut vending machines with fresh, contrasting color combinations and sparkling globes set right on the bar, soda counter, beverage machine, or juke box where they smack the customer right in the eye.

To put my "fresh appeal" program over, I had a heart-to-heart talk with the proprietor of each stop. I sold them on the idea of the sales appeal of brightly colored machines, and in return received a promise of co-operation to boost the sales of nuts.

Once the owner saw the sparkling "new" machine in the brightest possible yellows, Chinese red, vivid orange-tan as well as red, white and blue, plus the highly polished globe filled with a variety of nuts, the "fresh appeal" sold him.

The clincher was the comparison with my vender already setting

(Continued on page 73)

NCA to Open \$319,000 Publicity Drive in Fall

CHICAGO — National Confectioners' Association this fall expects to launch a public relations campaign—including services provided by vending machines—to create active support of candy's rightful place as a food.

To cost \$319,000 the first year, the public relations-publicity promotional drive will be financed thru volunteer contributions from NCA members.

Actual cash pledges to date total \$115,000, according to William A. Fette, Schutter Candy Company, Chicago, chairman of the steering committee in charge of fund raising.

Four additional large firms were reported ready to subscribe \$20,000 each. The chocolate refining field, it was disclosed, was stand-

EXPECT BIG NANCE VOTE IN 1976 A.D.

SANFORD, N. C. — At least the kids are for him, and in all probability will be in the years to come.

So stated the local newspaper about Thurman P. Nance, president of Nance Wholesale Confections, Inc., one of the largest vending companies in the South.

Nance, you see, made a spectacular race for the State Legislature, but lost. However, while the candies he passed out during his campaign did not spark enough votes for him to win, The Sanford Herald stated:

"There is a suspicion that he gained more favor with youngsters than those of voting age . . . and his investment in youthful good will could pay off in more ways than one in the years ahead."

P. Lorillard Shifts 4 Sales Executives

NEW YORK—Two promotions and two transfers within the sales organization of the P. Lorillard Company was announced by Lewis Gruber, vice-president and director of sales.

John E. Murray, Midwestern sales manager, has been transferred to Los Angeles where he will be in charge of West Coast sales. Frank P. Russell, field manager at Detroit, has been promoted to Midwestern States sales manager with headquarters in Kansas City, Mo.

A. Judson Bass Jr., field manager at the Chicago office, has been transferred to the Detroit headquarters. Herbert C. Goldstein, assistant field manager in Chicago, was promoted to field manager.

Bon Vivant Ready On Vending Soups

NEWARK, N. J. — Moore & Company Soups, Inc., manufacturer of the Bon Vivant line of soups, is currently making 7½-ounce soup cans for hot food vending machines.

The line includes about 50 soups, mostly for the gourmand trade. Soups include cream of avocado, puree mongol, cream vichyssoise and cream of watercress.

The firm also has some of the more prosaic soups such as black bean, pepper pot and cream of mushroom.

Sanitation Code Discussion Set For July 16-17

CHICAGO — A special sub-committee will present the National Automatic Merchandising Association's report on the model, over-all Standard Sanitation Ordinance to U. S. Public Health Service officials at a two-day meeting in Washington July 16 and 17.

Special attention will be paid to local requirements which have been particularly trying to operators, manufacturers and suppliers, NAMA officials stated.

The report and recommendations were prepared at a special two-day meeting of the NAMA's sanitation committee held in New York June 13 and 14.

Heading the special sub-committee is Arthur Nolan, Dixie Cup Company, Easton, Pa., also chairman of the sanitation group.

Other members include W. M. Barnes, Coca-Cola Company, Atlanta; Bill Seldy, Lily Tulip Cup Corporation, New York; Everett Newcomer, City Milk Vending Corporation, Masbeth, N. Y.; Morris Gottlieb, National Automatic Service, Inc., Stamford, Conn.; Dr. W. L. Mallman, Michigan State University, East Lansing, Mich., and Herbert Beitel, NAMA legislative counsel, Chicago.

Nu-Matic Sets Lease Plan on Barvend Units

NEW YORK—Harry Gerstein, head of Nu-Matic Machines, Eastern Barvend distributor, has announced a plan which enables operators to lease the drink machines for four years.

On orders of four or more machines, he said, the monthly lease charge is about \$18 per month per machine, with the fourth year's rent payable in advance.

After the basic lease expires, the operator can renew on a year-to-year rental based on 2 per cent of the original equipment cost for sums under \$25,000 and 1 per cent on sums over \$25,000. The leasing is done by the International Leasing Corporation, Los Angeles.

Monthly rent is computed at the rate of \$30.36 per thousand dollars of equipment. Gerstein added that on outright sales of Barvends, his firm will arrange to loan operators part of the down payment on finance plans.

Judkins Retires From Coke Post

NEW YORK—Hollard B. Judkins, a veteran of 26 years with the Coca-Cola Company, has announced his retirement. Judkins was a Coca-Cola vice-president and board chairman of the firm's East Coast and West Coast bottling subsidiaries since 1932.

He joined Coca-Cola as a special representative in 1930 and the following year was made vice-president of the sirup division. In 1934 he was put in charge of all company-owned bottling plants and later served as president of the Coca-Cola Export Division.

He has also been in charge of the bottling administration division and president of the Pacific Coast Coca-Cola Bottling Company.

Vending Ops Receive Flyer From Apco

NEW YORK—Apco, Inc., manufacturer of vending machines and subsidiary of the United States Hoffman Machinery Corporation, has mailed a flyer to its customers describing the world's largest vacuum cleaner.

The truck-mounted unit, which reportedly cost \$250,000 to develop, is used to clean runways for jet aircraft.

In a letter signed by Samuel Kresberg, Apco president, it was pointed out that the facilities and engineering talent of U. S. Hoffman, the same facilities and talent which produced the huge vacuum cleaner, are being used to engineer vending machines for Apco.

Kresberg added that the Hoffman Ordinance Division has been awarded a \$22,630,333 contract for the manufacture of eight-inch artillery shells for the Philadelphia Ordinance District.

John H. Wilson Named Coke V.-P.

NEW YORK—John H. Wilson has been elected a vice-president of the Coca-Cola Export Corporation. He will continue as treasurer, a post he has held since 1943.

Wilson joined Coca-Cola in 1938 and has been assistant secretary and assistant treasurer. Before joining the firm, he was stationed in the Far East by the National City Bank.

J. SCHOENBACH
 Distributor For
oak Manufacturing Co., Inc.
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 President 2-2900
 PHONE or WRITE FOR PRICES

Confectionery Sales Up
 Preliminary Commerce Department figures indicate that manufacturers' sales of confectionery and competitive chocolate products in May were 20 per cent higher than poundage sales and 18 per cent higher than dollar sales in May of 1955.

Spruce-Up Drive Ups Sales

Continued from page 72

in a dimly lit corner of the location. A conventional red, blue or gray machine which just didn't compare with the newly painted machine.

Both at Fault

Comparison was like night and day, and I had an explanation ready. We were both at fault—me for taking sales for granted with absolutely no sales appeal offered, and the proprietor for shunting the vender into a dimly lit obscure corner.

To assure the success of my project, I informed the owner that each time the machine emptied I would replace it with another of a different color scheme, and in all probability with a larger container (globe) if the sales called for it.

My appeal was two-fold, as I discovered, and according to my plans. Primarily the effect offset the big bugaboo that "the nuts are stale" just because the machine was drab in appearance.

Fresh, Try 'em

Second, the sparkling "new" appearance attracted attention, won the support of the location owner who talked about it to his customers, pointing out: "It's a new machine. The nuts are fresh. Try 'em."

Right here the customer is assured by the proprietor, "The nuts are fresh," and he should "try 'em." That endorsement alone was worth all my efforts and time in sprucing up the vender—the time required for sanding, undercoating and repainting.

As an example one stop was a slow, nine-week situation. Since May I have put in two shining new, color combination venders.

Now the tavern owner and I agree: "The machine will be changed every three weeks."

Another Machine

However, should the machine continue to sell out as quickly as it does, I am considering placing a second one in the location. Sales have jumped quite a bit since the vender was set on the bar and is discussed by the owner.

At another location where one machine stood in a dimly lit corner, there are two venders on the bar now that are emptying at the rate of twice a month. In a teenage soda fountain, sales jumped about 50 per cent since the machine was placed atop the juke box.

Spotted on Bars

In several taverns where I had standard painted machines that were shunted off into a dimly lit corner, I now have two venders.

POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH



TERMS: 1/2 deposit with order, bal. C.O.D.

PRICE \$159.00

Write, Wire or Phone

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2218 University Ave. St. Paul 4, Minn. Midway 6-7901

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 Venders.



oak's "GOLD MINE" tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

oak

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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 2013 Fifth Ave. Pittsburgh

Murphy, Overman Form Hickory, N. C., Op Firm

HICKORY, N. C.—Formation of a new automatic merchandising operating firm, Murphy & Company, Inc., here was announced by George D. Murphy, Hickory, and Edward G. (Jerry) Overman, Charlotte.

Headquarters for the new firm will be in a new office and warehouse building now under construction on Lenoir Highway. The company will cover the Piedmont and Western North Carolina area.

In its half-page ad in the Hickory newspaper announcing the formation of the company, Murphy and Overman stated their firm would handle full line vending, including venders for dispensing headache powders and chewing tobacco.

Murphy has been in the vending field here for several years. Overman has been in the vending business for seven years, including service with the Automatic Canteen Company of America.

All the news of your industry every week in The Billboard...

AT BIG SAVINGS

Ball and VENDING GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
 Chicle Ball Gum, 130 ct. 35¢ lb.
 Chloro-Vend Ball Gum 40¢ lb.
 Chloro-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short sticks), 100 ct. 38¢ box
 1-Stick Gum, 100 packs \$1.90

F.O.B. Factory, 150 Lb. Lots
 AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

LOOK AT THIS OFFER!

COMPLETE PACKAGE DEAL! \$64.

Here's What You Get:
 2 Victor Baby Grand Picture Card Venders!
 + 25 lbs. Gum!
 + 4 Packs of Cards

TOTAL COST \$64.!

Cash with order or 1/2 dep. bal C.O.D. Time-Payment Plan Arranged.

PIONEER VENDING SERVICE
 Syd Rubenstein
 590 Albany Ave. Brooklyn 3, N. Y.
 President 4-3358

Both are right on the bar where they are slid by the owner and bartenders alike in front of patrons with the comment: "Try the fresh nuts."

It is my plan to convert from six to eight stops a week to the gaily colored "new" venders so necessary to attract attention in locations where ordinary colors have no attention value.

By the summer of next year I hope to revive at least 100 more stops that are now considered "too slow."

Keeney's 3 VENDERS

SOUP
 COFFEE
 SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New! Keeney's HOT SOUP VENDER

300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hammerhead



Keeney's 19 1/2" W. x 15 1/2" D. x 52" H. HOT COFFEE VENDER

Keeney's SNACK VENDER

Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.



19 1/2" W. x 15 1/2" D. x 52" H. 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

Write FOR FREE CIRCULARS TODAY!
 J. H. Keeney & CO. INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

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HUNDREDS OF MONEY-MAKING VENDING IDEAS

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WE WANT DISTRIBUTORS!

Operators are looking for something new!

Average \$40.00 to \$100.00 per month net profit per location. Small investment—investment returned in 4 months.

Machine placed in Drug and Super Markets on a consignment basis.

Customers save money on service charge and test their own tubes.

BestTest Tube Tester is built for years of trouble-free service.

We have all the necessary forms and information for an immediate start—including sales and marketing plans, plus operating forms and inventory controls.

BestTest machine is only 19" x 19".

Operators—get in on the Bonanza! There will be \$350,000,000 worth of Radio and TV tubes sold this year. Be first in your territory and get the best locations.

Distributors—we have open exclusive territory!

WRITE WIRE PHONE

BestTest Tube Testing Company

19963 LIVERNON AVENUE DETROIT 21, MICHIGAN Diamond 1-2314



Funeral Rites Held In Calif. for W. W. Leslie

MONROVIA, Calif. — Funeral service for William Woodie Leslie, 47, veteran vending machine operator and salesman for Barvend Foods, Inc., were held June 29. Mr. Leslie entered the bulk merchandising field in Lincoln, Neb., in 1929. Seven years ago he sold his route and moved to California where he represented Coan Manufacturing Company for several years. Surviving are his widow, Clara, and four children, Woodene, Michael, Louise and Patrick.

Orange Concentrate Up

Approximately 73 per cent of Florida oranges processed by June 2 were made into frozen orange concentrate, according to Agriculture Department. Altho the number of boxes made into frozen concentrate was 5 per cent larger than the same time last season, the yield of juice per box averaged about 1.5 per cent less. As a result, output of frozen orange concentrate by June 2, at 63.4 million gallons, was only 3 per cent larger than a year earlier. The increase over last season is expected to become a little larger at the end of the current season.

U. S. COMMERCE: MFRS. \$ SHIPMENTS UP 100%

WASHINGTON—Manufacturers' shipments of automatic merchandising machines in five classifications had a value of \$30,109,000, according to a preliminary 1954 census of manufacturers report issued by the U. S. Department of Commerce Thursday (5).

This is an increase of more than 100 per cent dollarwise over the last census of business report compiled in 1947 which showed a dollar value of \$14,535,000.

The five classifications included only cigarette, candy, coffee, bulk and cigar, stamp and service machines. The report did not include refrigerated venders—beverages, milk, fruit juices, ice cream—nor sandwich units. Had these been included, the total value would be far in excess of that reported.

Shipments of cigarette venders led the field in dollar value, showing an increase of \$5,792,000 over the 1947 total. The 1954 figure was \$11,294,000.

Bulk Units Off

The only drop was in bulk vending machines which showed a decline of approximately 200 per cent from a dollar value of \$3,153,000 in 1947 to \$1,929,000 in 1954, down \$1,224,000.

Shipments of candy machines showed a substantial increase. The 1954 dollar value was \$5,748,000 as compared with \$2,909,000 in 1947.

Value of coffee machines shipped during 1954 was set at \$5,967,000. No figures were available for comparison with 1947 totals as coffee machines were just beginning to make appearances on the market.

Cigar, postage stamp and service venders reached a dollar value of \$5,171,000 in 1954. No 1947 figures were available for this category.

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COINMEN YOU KNOW

Denver

By ROBERT LATIMER

DRACO SETS UP NEW BRANCH. Howard Holt, president of Draco Sales Company, has returned to Denver after a sojourn of seven months in Salt Lake City. While there, he set up a large juke box route and opened a new office which will be the Salt Lake City branch of Draco. Mike Savio, sales manager, held down the Denver office while Holt was away.

Elton Dines, head of Dines Music Company, sold part of his route in the Northern Colorado towns of Loveland and Berthoud to Allen Lauer. Lauer had been a mechanic at Dines Music for more than 10 years. . . . E. T. Vigil has purchased the phonograph route formerly operated by Ramon Gutierrez in Denver's Globeville and Barnum districts. . . . Arlo Hensley has purchased the Blackhawk Music Company routes in Denver from W. O. Sampson. Fifty pieces were involved in the exchange.

Curtis Dines, Akron, Colo., operator, has installed 10 new Wurlitzers on his routes thru the Northern Colorado agricultural area. . . . More than a dozen juke box operators around Denver are expected to respond to an invitation of Van Sunderland, Gunnison, Colo., to visit "the world's best trout fishing grounds" along the Gunnison River. . . . Everett Riley has joined his brother-in-law, Ray D. Samuelson, as a partner in the Grand Music Company, Granby, Colo. Plans are to double the size of their routes.

Dan DeGarmo, Sterling, Colo., has purchased the juke and game
(Continued on page 75)

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COINMEN YOU KNOW

Continued from page 74

routes formerly operated by Doyle Harrington. DeGarmo will be associated with Draco Sales Company, Denver, it was reported. . . Century Music Company, Greeley, Colo., headed by George Byrnes and Don Doctor, recently purchased seven new phonographs. Greeley is expecting a heavy influx of tourists this season, says Doctor. . . Mr. and Mrs. Sonny Samuelson, Granby, Colo., have returned home after a Las Vegas vacation. Sonny reported poor luck at the Casino.

Ed Oelrich, owner of Grand Music Company, Leadville, Colo., has purchased what he terms "the highest juke box route in the U. S." The string of phonographs in Leadville and Glenwood Springs have the distinction of operating at or near the timberline level. . . N. C. Albaugh, veteran phonograph operator in Douglas, Wyo., has sold his route to Edward E. Heller. . . Johnny Wilson, owner of New Games Company, Newcastle, Wyo., is rapidly building up a combination juke and game route after transferring his headquarters from Steamboat, Colo., where he formerly operated the Yampa Music Company.

(Continued on page 78)

National-Car-Na-Var Merger

Continued from page 72

ing equipment and materials, plans to enter the expanding national consumer floor wax market.

President of CI will be Harold Roth, president of the National Vending Corporation since its founding in 1947. Other officers will be Max Roth, chairman of the board, now National treasurer; H. C. Keen, vice-president of the Car-Na-Var Division, now Car-Na-Var president; David G. Roth, vice-president, now National vice-president, and Robert S. Hirsch, secretary-treasurer, now National secretary.

Members of the board of directors of Continental Industries, in addition to the officers, will include H. W. Kent, retired, former board chairman of the P. Lorillard Company; Stanley Stacey, president of the Cavalla Tobacco Company, Milwaukee; Patrick J. Clifford, vice-president of the Franklin Na-

tional Bank of Long Island, and Arthur N. Field, New York attorney.

Currently, the Continental Vending Machine Corporation, the manufacturing subsidiary of National Vending, is devoting its entire production facilities to the Corsair cigarette machine.

Second Shift
 Production began in July, 1955, and 8,000 machines were produced in 10 months. Recently a second shift was added at the plant, and current production is at the rate of 20,000 machines a year.

This fall ground will be broken for a 35,000-square-foot addition, which will double the space of the existing plant, which was built at a cost of \$2,000,000.

The National operating subsidiaries involved in the merger are the National Vending Service, Westbury, L. I.; Empire Smokes, Buffalo; M. Eskin and Son, South River, N. J.; Allamat, Bama Distributors and Foodamat Company, all of Birmingham; Champion Cigarette Vending, Charleston, W. Va.; Paramount Cigarette Vendors and Thompson Distributing Company of Texas, both of Dallas; Broward Music Corporation, Fort Lauderdale, Fla.; National Vending Corporation of Florida, Miami; Los Angeles Cigarette Service, Los Angeles; Rockwell Vending Corporation, Santa Ana, Calif., and the San Francisco Cigarette Service and the San Francisco Music Company, both of San Francisco.

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Leaf Issues Trading Cards

CHICAGO—An extensive line of colorful trading cards, designed especially for the new bulk ball gum and card venders, has been issued by Leaf Brands, Inc., Rolfe M. Lobell, vice-president in charge of sales, announced.

Known as Leaf Cards Trading Cards, Item 9401, the series include cowboys, Indians, pirates, presidents, trains, ships, airplanes and automobiles among others, all in color.

Printed on the 3 1/2 by 2 1/2-inch cards is a brief history of the picture. The cards are sturdy, according to Lobell, with "playing card" backs.

Victor Vending Corporation, Chicago, and Oak Manufacturing Company, Inc., Culver City, Calif., each recently introduced a combination ball gum and trading card vender.

Victor has just started shipping its unit, 5 Star Card Vender, to distributors, Harold M. Schaefer, president, announced. The machine operates with one coin chute and one handle. It is 17 inches high, 10 inches wide and 6 inches deep. Capacity is 1,200 cards and 1,200 balls of gum. It lists for \$21.50 f.o.b.

(Continued on page 78)

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Peanuts, Jumbo	.45
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Tabby-Lets, 520 ct.	.33
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Tenn. Games Face Summer Challenge

Four Hurdles Will Make Coming Weeks Hard for Ops, But Business Still Good

NASHVILLE—Business is still good in Middle Tennessee for coin game operators and distributors—despite three hurdles that they can do little about:

1. Seasonal hot weather slump chasing folks out of doors for recreation.

2. Area-wide carpenters' work stoppage that has paralyzed major construction for a month and idled thousands; plus several large industrial layoffs.

3. The Internal Revenue Department drive against alleged gambling on pinball games.

"Despite these factors my business for June equals last year, and my five-month total to date exceeds 1955," declared one large distributor-operator.

Outside Play Good

Two other large operators were only slightly less optimistic, and one found Arcade-type outdoor amusement devices doing much to offset a falling-off of indoor play. He also commented that air condi-

(Continued on page 80)

Ohio Ops Plan To Appeal High Court Pin Rule

CINCINNATI — The recent State Supreme Court ruling which outlaws free-play pinballs, will be appealed to the U. S. Supreme Court, an attorney for the Westhaus Corporation, coin machine firm here, said Friday (6).

Robert N. Gorman made this statement as operators began re-wiring pinballs to do away with free replays. Operators began the change-over following the decision handed down by the Ohio State Supreme Court.

The State Supreme Court ruled that such machines are gambling devices per se, and are not allowed by Ohio law, thus climaxing a five-year fight in State courts.

However, it would appear from the State's high court opinion, that operators need only to delete the free-play features of the machines to make them comply with State statutes.

The court opinion outlined what constitutes a gambling device per se. Under the State Lottery Law, three elements are necessary parts of a gambling device as defined by State law: Consideration; an element of chance; a prize.

Operators are doubtful how the removing of the free replays will affect patronage.

Cincinnati city officials will meet soon to decide how to enforce the State Supreme Court ban. There are more than 1,500 pinballs affected by the court's ruling.

Ponser Firm Changes Tag

NEWARK, N. J.—George Ponser has changed the name of his coin machine jobbing operation from the Eastern Distributing Company to Eastern Novelty Distributing, Inc.

Ponser said that the sale of slate pool table tops is still good and that he is taking on a line of cue sticks.

SAN ANTONIO HOLDS BACK ON PIN BAN

SAN ANTONIO — City Councilmen this week viewed with cautious interest a Bexar County Grand Jury recommendation that an ordinance be passed banning all pinball machines in the city.

Only one of the six councilmen came out strongly in favor of such an ordinance. The others wanted to study the proposal more, several wanted to have the ordinance cover all groups instead of one or two.

The city attorney, asked if such an ordinance could be adopted, said he would have to study a court of appeals ruling which knocked out an anti-pinball ordinance in Fort Worth before giving an opinion.

(Continued on page 77)

BUS RIDERS PLAY GAMES, JUKES

150 Greyhound Post Houses Gross \$500,000 Yearly From Coin Units

By KEN KNAUF

CHICAGO — "Amusement games and juke boxes are an integral part of the transportation business—these are the words of J. V. Scattergood, operating manager of Greyhound Post Houses, Inc.

The corporation operates 150 Post Houses (the restaurant-type establishments where Greyhound buses make stops), in 41 States, and the District of Columbia.

"There isn't one of our restaurants that doesn't have some type of coin-operated equipment," said

Scattergood. "We consider coin machines a very important part of our business. They are profitable to us, and they provide recreation for our passengers and patrons."

There is an average of three coin machines per Post House location, according to Scattergood. Practically all of the spots have a juke box, and most have a pinball game. Pool games have been the high grosser recently, and gun games have been popular over the past few years. Vending machine equipments consists mainly of cigarette units, but many spots have

drink venders and stamp machines as well.

Ops Call Plays

Local operators across the country place the machines at the Post House locations. They generally make the customary 50 per cent gross split with the management. It is usually left up to the operator to place the type of equipment he thinks will do the best, Scattergood stated.

"We give the customers what they want. It's obvious from the money the equipment takes in (an estimated \$500,000 a year) that these games, juke boxes and vending machines are wanted.

"We have rarely had an operator move equipment from out of one of our locations," said Scattergood, "although we do insist that he have up-to-date equipment on location. He is usually happy to put good, new equipment at the Post House. We try to work with the operator as much as possible."

Greyhound Post Houses, which is a separate corporation owned by the Greyhound Company, was established in 1937. From its beginning it has had a policy of providing recreation via games and juke boxes for its customers.

Travelers Like Music

Juke box music, says Scattergood, is especially popular with Greyhound passengers. Pinballs are attractive mainly to the people in

(Continued on page 85)

Boston Looks Outdoors For Game Trade Boost

BOSTON — Amusement game operators and distributors are looking to the outdoor locations to carry sales and receipts to the profit level thru the summer months.

While business is running ahead of last summer, to date, the season customarily is a slack one here.

The picture thru the past month would seem to reflect a slight downgrade in sales of both new and used games. Operators in tav-

erns and other locations do not seem to be able to stimulate locations into taking on additional equipment since, they say, customers are "on the way out from here on thru the summer."

Most of the patrons, with the exception of the regular tavern customers, are out on the road en route to the beaches or just driving. The only noticeable upswing is at the outdoor locations, but even here the lateness of the season has not brought the usual volume of busi-

(Continued on page 82)

City to Vote Again on Pins

PORTLAND, Ore. — Pinballs have been banned here, following a referendum vote in the May primary election that outlawed the games. But another vote will be made in November.

Police have since made the rounds thru Portland, seeking pinballs in taverns, cafes and drug-stores, but their pickings have been practically nil.

For pinball dealers here the problem of storing the games is a big one. The Coin Machine Men of Oregon, game operator group here, has run out of storage space. Stan Terry, spokesman for the group, said donations of pinballs will be made to anyone who wants them.

An initiative petition is in the making now to vote on the question of both legalizing and taxing the machines.

Skill Game OK May Be Held Unconstitutional

TRENTON, N. J. — The attempted action of the New Jersey Legislature to bypass a ruling of the Supreme Court, which held that skill games were illegal if they offered prizes, may be unconstitutional.

Last week the Supreme Court ruled that "it does not matter if skill predominates in the process" if prizes are given. The coin machine industry figured that this ruling would give the green light for ambitious police chiefs and county prosecutors to pull in coin games left and right.

As soon as the Supreme Court ruling was handed down, the Legis-

lature passed a bill which would legalize games of skill. The measure was passed as 1,200 coin machine and Arcade operators went to Trenton to urge the measure be enacted into law.

Referendum Needed

However, chances are that the Legislature's action was unconstitutional, as it takes a State-wide referendum to amend a ruling of the Supreme Court.

Governor Robert B. Meyner has not signed the bill passed by the Legislature, and chances are that he won't. Governor Meyner said that the constitution forbids any extension of legalized gambling except by constitutional referendum.

FUN LANDMARK

Palisades Arcade Starts 40th Season

PALISADE, N. J.—There's an arcade here that could pass as the national museum of coin-operated amusement games.

It's the Berni & Mazzocchi Arcade, located at the Palisades Amusement Park, and it dates back to 1916. Equipment includes pieces from the 19th up thru the 20th century.

Partners Joe Mazzocchi and Lou Berni aren't of the same vintage as their equipment, but they do trace their ancestry back thru generations of operators of the Arcade that bears their names. Bruno Musa, the third man in the operation, has been in the Arcade business 14 years.

The Arcade has about 350 pieces on location, nearly half of which are on 1 or 2-cent play. Mazzocchi estimated that about 10 per cent of the equipment—mostly shuffle games—are on dime play, with 40 per cent on nickel operation. A few pieces are on 25-cent fare.

Old-Time Games

Oldest game in the house is the Novelty Electric Target (circa 1898). Probably the most ingenious is the Machine Shop, which was built two years later. This unit is an exact working replica of a turn-of-the-century shop, complete with miniature artisan. On nickel insertion, the artisan operates the complicated machinery.

Special groups account for much of the patronage. Irving Rosenthal, Palisades president, is constantly promoting excursions to the park, and the Arcade is a major beneficiary. The Arcade's arrangement with the park is on a straight rental basis.

Weekends are the most profitable times for the Arcade, but an

(Continued on page 81)

Ops, City Give Views on Coin License Mess

MEMPHIS — City representatives claim that operators are not buying licenses to cover all of their coin machines on location. Operators, in turn, say that the license system is too complicated to keep track of, altho they are willing to co-operate with city laws.

A survey by city agents has uncovered almost 200 pinballs which did not have licenses. Sloan O. Craig, collector of licenses and privileges, charged last week.

Craig said the survey had been under way since April 15 and that some 350 coin games, phonographs and cigarette venders, besides pinballs, were unlicensed. In each case, the operator was notified and instructed to get license, Craig said.

A spokesman for operators said the license situation was a problem to keep straight and that operators did not intentionally neglect to buy them.

(Continued on page 84)

Genco Readies New Gun Game

CHICAGO—The first new gun game of 1956 is being prepared for production by Genco Manufacturing & Sales Company.

The game is expected to go into regular shipment later this month.

State Fair Rifle Gallery is reportedly an electric rifle unit with an entirely new target system.

The last rifle game to be produced, also by Genco, was Super Big Top, a de luxe model of the standard type rifle game. It was bowed at the National Association of Amusement Parks, Pools and Beaches convention at Chicago last December.

The big trend to rifle games came in the summer of 1954, more than 20 different models of the game produced from then thru the 1955 summer season.

Engineer Shows New Golf Location Game

CHICAGO — A new coin-operated, compact, automatic golf-putting game which could prove one of the forerunners in the current industry-wide search for an all-location piece was unveiled here last week.

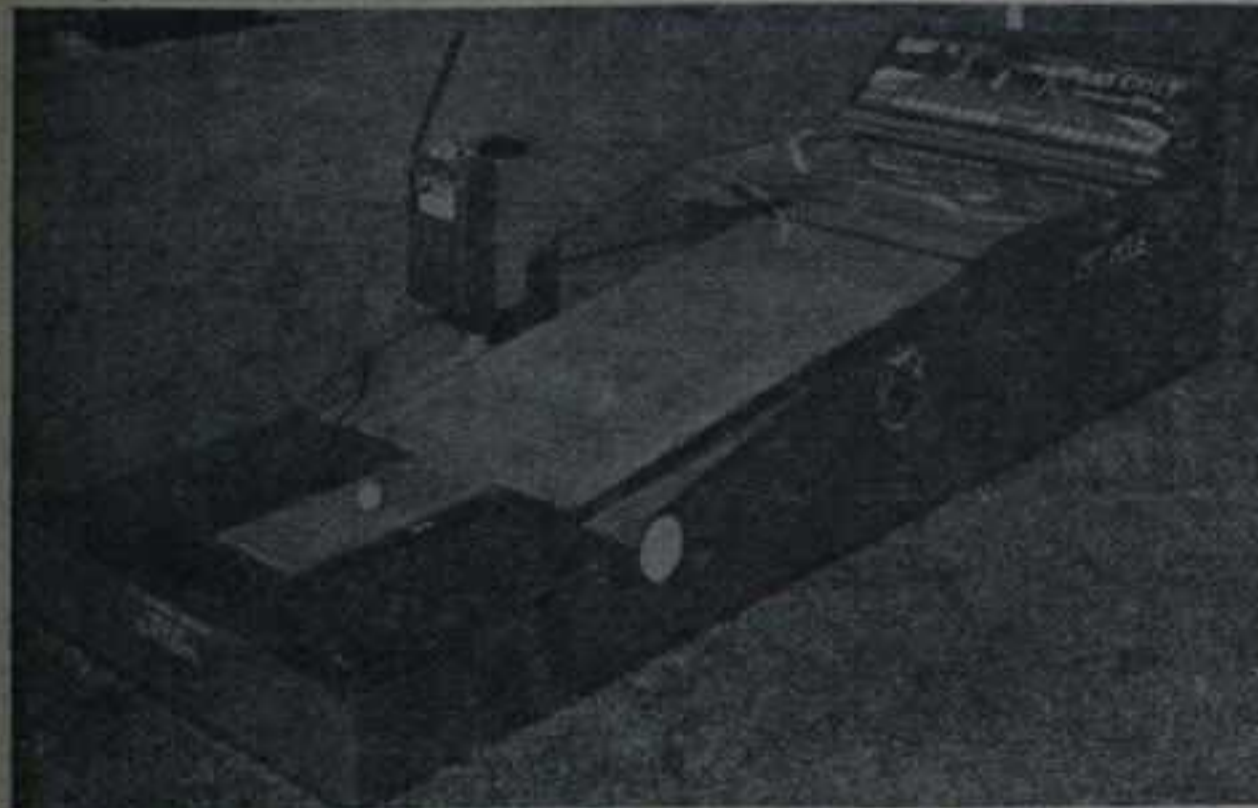
The three by nine-foot 160-pound model, equipped with an electric scoreboard for two players, is the creation of Ralph Koener, Chicago engineer-inventor.

The player stands on a seven-inch elevated wood base, hitting automatically teed-up golf balls with a regulation putter at an electrified cup at the opposite end.

maintaining lighted until the end of the game.

The coin chute and box is attached to the base near the putting end of the game. Players step on left or right-foot buttons to tee up each ball. A plexi-glass sheet extends across the scoreboard end, protecting the cup. Balls are spring-delivered. The "green" is screwed to a plywood base. Gliders level the unit at the bottom.

Koener hopes to interest coin game manufacturers in placing the game into production. He developed and tested a similar game designed in 1949, and found the



unit delivers, one at a time, nine balls per coin insertion. The game is 27 inches high at the scoreboard end.

A sloping carpet green leading from tee to cup can be partially rotated via a knob at the side of the base to provide varying shot angles.

Light-Up Scores

The silk-screened backglass scoreboard registers balls sunk in each of the nine attempts, re-

2 Memphis Groups Thank Ops for Aid

MEMPHIS—City officials and hospital administrators took time out from their normal routine this week to commend the Memphis Music Association for its newly adopted "aid for invalid children" program.

Association members unanimously voted to set aside a portion of the association's monthly funds for aid to invalid children.

Committee members of this new program are Drew Canale, June Bodenheimer and Guy Caupe.

Memphis

• Continued from page 76

any player of the games. This cut much of the play from the high school groups in drug and sundry stores.

3. Distributors say money is tighter now and economic conditions in the area are unfavorable.

4. Coinmen here feel cost of games are high, depreciation is too great and collections too low for the operator to make a profit.

5. High costs of privilege and license fees makes games operations almost prohibitive. Costs are \$56 per year on a pin game, and operators here feel the fees are too high.

"An operator has to net \$4 per week on each game to break even," said Parker Henderson, general manager of Southern Distributing Company.

Fewer Games

"A new game takes a long time to bring back the operator's investment. I see a gradual decrease of games in Memphis. There will always be games in the better locations, of course; the fewer games out, the better collections will be for the remaining operators."

The five major game distributors here handle pool games (they sell these to Mid-South operators outside Memphis, because of the ban), shuffle bowlers, five-ball and in-line pins, guns and shuffleboards.

But all say their new game sales are practically nil and almost all sales are of used games. Sales are below what they were at this time last month, and below what they were at this time last summer.

Newell, for example, said his sales were down 35 to 40 per cent of what they were last month and 20 per cent of what they were last year. From an operator's standpoint (Newell also has games on location), collections are down 30 to 35 per cent from what they were last month and last year.

Routes Full

The outlook for the operator here is well expressed by Henderson: "They have bought, bought, bought—the routes are filled with good equipment. But collections are down from what they used to be. Therefore, they are reluctant to buy more."

Newell, Henderson, George Sammons, president of Sammons-Pennington Company, and Allen Dixon, general manager of S & M Sales Company, all feel that what the game field needs to improve market conditions is "something new and different that will catch on with the public."

None could think of what such a game would be.

The only current bright note is the success of the multi-player pinball game, which has caught on well here.

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

<p>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</p>	<p>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.</p>
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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. 028

EUROPE, AUGUST, ALSO YEARLY. WILL represent responsible Coin Machine firm or commercial business. John Roberto, 1662 10 Ave., Brooklyn 10, N. Y.

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors. installations made in hotels & motels; write or wire for details and prices. Curadio, Inc. 196 Albion Ave., Paterson 2, N. J. ch-aull

8 KLEENEX MACHINES. 5¢ AND 10¢, IN original cartons, plus one gross tissues, best offer. Begar, 227 Covert St., Brooklyn, 1214

Help Wanted

A-1 VENDOR SALESMEN — NEW. Electrically light-heated hot popcorn vendor. Non-coin operated. Compact, sits on bar. All papers accept your ads. We supply popped corn or buy locally. Perfect route deal. Top commission. For details, state experience in reply. Box M-165, c/o Billboard, Chicago, Ill. ch

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER. unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448 ch-328

Routes for Sale

SEALE ROUTE. 150 PIECES, KENTUCKY, Tennessee. Cannot take care of it; must sell; reasonable offers entertained. Nation, Orange City, Fla.

THIS IS A 10-LINE AD
For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

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. 3228

CIGARETTE—CANDY—COFFEE—CIGAROMAT

—FACTORY DISTRIBUTORS—
U-Select-It, Candy & Coffee, Watling Scales, Royal "17" and Mercury Cigarette Machines, Cigaromat, Cigar and Gum Vendor. Write for full information, prices, terms.

TEXAS ASSOCIATED ENTERPRISES
P. O. BOX 1068 AMARILLO, TEXAS DR 3-8232

FOR SALE—USED BINGOS ALL READY for location. Stars, \$25; Tropics, \$35; Tahiti, \$40; Beach Club, \$45; Yaacht Club, \$45; Palm Springs, \$60. Send 1/3 deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. 1214

REFRIGERATED CANDY VENDERS, brand-new, in original crates. Kelvinator refrigerator, 393 bar capacity; at sacrifice price, repeat closest price. R. C. Kinloch, 2600 Biscayne Blvd., Miami, Fla.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tah Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Hole Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hershey's, 25¢ or 50¢ ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. 3228

40 NEW CIRCUS NUT MERCHANDISING Machines. Cost, \$49.95, will take \$25 each. Hubert Horrell, 25 N. Barat, Ferguson 21, Mo. Phone: Jackson 2-0551.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue.
Please use pencil when filling in this form.

<p>1. Clip your ad to this form.</p> <p>2. Check classification you want your ad to appear under:</p> <p><input type="checkbox"/> Business Opportunities <input type="checkbox"/> Help Wanted <input type="checkbox"/> Parts, Supplies & Services <input type="checkbox"/> Positions Wanted <input type="checkbox"/> Routes For Sale <input type="checkbox"/> Used Coin-Operated Equipment <input type="checkbox"/> Wanted To Buy</p>	<p>3. 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.</p> <p><input type="checkbox"/> Regular <input type="checkbox"/> Display</p> <p>4. 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.</p>
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Cincinnati 22, Ohio

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\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

Emco POOL GAMES

\$165.00 TOP QUALITY-LOW PRICE

Size 52"x36"x32"

With Numbered Balls, \$10.00 Extra

BRAND NEW (Lite-Up Bumpers Included)

YOU CAN'T BEAT OUR WORKMANSHIP AND QUALITY

- Slate Tops Available
- Best Price on All Parts and Materials
- Numbered Balls, \$15.75 Set

PLAYFIELD CONVERSIONS

\$25.00 3-Hole Finished Playfield

\$30.00 with Lights in Bumpers

\$10.00 New Rail Cushions

TERMS: 1/2 Deposit, Balance C.O.D. or S/D. All orders F.O.B. Chicago. 100% satisfaction guaranteed.

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EMCO CORP.

53 W. JACKSON BLVD., SUITE 1101 CHICAGO 4, ILLINOIS
PHONE: HARRISON 7-4343

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when answering ads . . .
Say You Saw It in The Billboard

CLEARANCE

All Types - Brand New POOL TABLES

MECHANICAL - WITH LIGHTS - ELECTRIC SCORE

They will not be available long at this sacrifice price

\$125.00 each
F.O.B. Miami

ORDER NOW from
SUPREME VENDING CO. WILLIE BLATT
418 SW. 8TH AVE. MIAMI, FLORIDA

ATLAS . . . More MUSIC for the Money!

A.M.I. MODEL A	\$ 95
A.M.I. MODEL C	150
A.M.I. MODEL D-40	225
WURLITZER 1250	175
WURLITZER 1100	125
WURLITZER 1500	275
ROCK-OLA FIREBALL (120)	275

RECONDITIONED - REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

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A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A. ARmitage 6-5005

Albert Pick Hotels

NOW IN 21 MAJOR CITIES

Moderate Rates	Air-Conditioned Rooms
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Free Teletype Reservations

Contact your nearest Pick Hotel for immediate teletype reservations at any other hotel in the Pick group.

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WRITE FOR YOUR CREDIT CARD
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20 N. WACKER DRIVE - CHICAGO 4

EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO - EXHIBIT

BINGOS		BOWLERS	
Broadway	\$445.00	CC Score a Line	\$425.00
Miami Beach	350.00	CC Bonus Score	325.00
Gayety	310.00	CC Triple Strike	275.00
Big Times	250.00	CC Fireball	225.00
Variety	175.00	CC Flash	175.00
Hi Fi	95.00	CC Feature Frame	150.00
Surf Club	95.00	CC Super Frame	135.00
Palm Springs	85.00	CC Criss Cross Bowler	110.00
Yacht Club	65.00	CC Advance	100.00
Dude Ranch	75.00	CC King Bowler	95.00
Beach Club	75.00	CC Criss Cross Target	150.00
Beauty	65.00	Un. Capital	275.00
Atlantic City	55.00	Un. Clipper	255.00
Palm Beach	50.00	Un. Lightning	225.00
Spot Lite	45.00	Un. League	110.00
Bright Spot	55.00	Un. Leader	125.00
Stardust	375.00	Un. Chief	110.00
Hawaii	69.50	Un. Royal	95.00
Tahiti	53.00	Un. Olympic	75.00
		Un. Cascade	60.00
		Bally Blue Ribbon	325.00

NOW DELIVERING
Chi Coin Twin Hockey - Chi Coin Steam Shovel - Genco Hi-Fly Baseball

1/3 deposit with order, balance C.O.D. or sight draft

MONROE

COIN MACHINE EXCHANGE INC
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

COINMEN YOU KNOW

Continued from page 75

Memphis

By ELTON WHISENHUNT

DISTRIBUTOR'S STOCK RACE MARRED BY FATALITIES. The big annual stock car race sponsored by Clarence A. Camp, president of Southern Distributing Company and other enterprises, was marred recently with two fatal upsets. Camp was one of the racing officials and is co-owner of the track.



CAMP

George Sammons, president of Sammons-Pennington Company, newly appointed distributors for United Manufacturing Company, busy calling on music and game ops in Arkansas. He also handles Seeburg music machines. His partner, Cotton Pennington, holds down the office work while Sammons is on the road. . . . Bill Fitzgerald, manager of Music Sales Company, planning a vacation soon.

Seen at Southern Distributing Company shopping for equipment were these Mid-South ops: Leroy Williams, S & W Sales Company, Bernie, Mo.; J. A. Butcher, Butcher Music Company, Dyersburg, Tenn.; Pete Smith, Smith Amusement Company, Dyersburg; Bill Utz, Dixie Novelty Company, Covington, Tenn.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; T. P. Aaron, West Memphis Amusement Company, West Memphis, Ark.; Owen McGee, McGee Music Sales Company, Jackson, Miss.; J. L. Long, Long Amusement Company, Hollandale, Miss.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark., and James Howard, Dixie Amusement Company, New Madrid, Mo.



DIXON

Allen Dixon, vice-president and general manager of S & M Sales Company, Rock-Ola phonograph distributors and also operator of a big phonograph route, says he plans to use some 200-play Rock-Olas at his top spots when they come out in August. . . . Parker Henderson, general manager of Southern Amusement Company, AMI music machine distributor and also operator of a large music route, has similar plans.

Cig Licenses Hit New High

MEMPHIS—A record 1,394 cigarette vending machine licenses have been issued in Memphis this year, according to a report from Sloan O. Craig, collector of licenses and privileges. This represents an increase of 550 over the 844 licenses issued during 1955, and more than quadruples the number—327—on location six years ago.

"Cigarette vending, according to licenses issued," Craig said, "has become the biggest business of all coin-operated machines in Memphis."

According to a survey made in April (The Billboard, April 21), the number of cigarettes vended percentage-wise in Memphis and Shelby County is 18 to 20 per cent of all sold. The national average is 14 per cent. Explaining the increase, Craig said it saves the small restaurant owner from putting up money for an inventory of cigarettes as the operator supplies it. Further, locations owners do not have to worry about pilferage and time consumed in making sales and taking inventory.

Licenses required on cigarette vending machines are city, \$3 plus a 25-cent clerk's fee payable on purchase of one or more licenses, and State and county, \$3.50 each.

Leaf Issues

The Oak vender, Premiere, is 13 inches high, 13 inches wide and 5½ inches deep. It has a capacity of 800 cards and 1,000 pieces of ball gum. It lists for \$24.95.

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
422 Wilson St., Santa Rosa CALIFORNIA
Phone Paul Spear
Santa Rosa 1498
or write for prices

Electric Scoring
Top Name
Games
Brand New
in Original
Cartons.
We Have All
Brands • CALL US

ALL MACHINES
RECONDITIONED
& GUARANTEED
Ask for:
VENUS \$140
COMET \$125

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

Use The Billboard
classified
pages for
RESULTS!

WANTED GOOD BINGO MECHANIC

This is a real opportunity with excellent salary and fine working conditions for a good man. Christmas bonus, sick pay, vacation, etc. write

BOX #858
o/o The Billboard Chicago, Illinois

BINGO BARGAINS

READY FOR LOCATION

Broadway	\$417.50	Big Time	\$239.50
Beach Beauty	339.50	Variety	119.50
Miami Beach	239.50	Hi-Fi	64.50
Gaytime	209.50	Palm Springs	64.50
Gayety	97.50	Surf Club	69.50

T & L Distributing Co. 1663 Central Parkway
Cincinnati 14, Ohio
Ph.: MA 1-8751

ARCADE EQUIPMENT BUYS!

Completely Refinished Throughout!

GENCO RIFLE GALLERY	\$175	UN. DoL. CARNIVAL GUN	\$200
GENCO WILD WEST GUN	315	EXHIBITED SPORTLAND GUN	185
GENCO BIG TOP GUN	315	SEEBURG COON HUNT GUN	125
GENCO SKY ROCKET	300	GENCO 2-PL. BASKETBALL	169
MUTOS. SKY FIGHTER	125	ROCK-OLA SCALES, Rec. Like New	75
BALLY UNDERSEA RAIDER	125	TELEQUIZ WITH FILM	85

COMPLETELY NEW DOMES FOR "POP CORN SEZ" VENDORS
Complete with Lock, \$32.50 EA. Lots of 5 or More, Ex. \$27.50

ZODIAC VENDOR The Year Round Money Maker!
Complete With 1,200 Fills. **\$395**

CHARLEY PIERI
Get Our List, New-Used Games, All Types
Lincoln 9-3996-7
2257 N. Lincoln, Chicago 14, Ill.

Chunky to Handle Rowntree Sales

BROOKLYN — The Chunky Chocolate Corporation has been named sole United States marketing agent for Rowntree & Company, Ltd., York, England.

Chunky will handle the sale and distribution of the Rowntree Kit Kat bar, a 10-cent seller. The bar had previously been sold in this country.

MUSIC MACHINES

Reconditioned Guaranteed

WURLITZER 1700's
\$595.00

WURLITZER 1800's
\$695.00

RECONDITIONED LIKE
NEW WITH A MONEY-
BACK GUARANTEE!

1/2 DEP., BAL. C.O.D.
Call CHickering 4-5050

YOUNG

DISTRIBUTING CORP.

575 Eleventh Ave. New York, N.Y.

COINMEN YOU KNOW

St. Louis

SPONSORS COIN POOL TOURNEY. Bill Coker, Midwest Novelty Company, is sponsoring an elimination-type coin pool tournament in his South St. Louis area. A grand prize will be awarded the winner at the end of the summer season. . . . Otis Grief Jr., on graduation from high school, has joined his father, Otis Grief in the operation of O. K. Novelty Company. This will make expansion of the firm possible. . . . Jack Gorlick, executive of J. Rosenfeld Novelty Company, is spending the major portion of his time on the road these days, in the interest of Rock-Ola juke box sales.

Sidney and Walter Morris, J. S. Morris and Sons Novelty Company, were recent visitors to Chicago, where they studied route operation methods. . . . Harry Davies, veteran St. Louis juke box operator, is earning a name for himself in the realty field. . . . Harry Siegel, Acme Novelty Company, reports his firm has added a large route of vending machines to its existing juke box, pinball and shuffleboard routes. . . . W. R. Leighleiner has purchased the vending and phonograph routes of Lincoln Amusement Company, East St. Louis, Ill.

Baltimore

GOLDNER AT SON'S GRADUATION. Irving Goldner, president of the Amusement Machine Operators' Association of Greater Baltimore, went to Cambridge, Mass., to attend the graduation of his son from Harvard University. . . . Adolph Solomon, Bronson Novelty Company, recently became a grandfather. Parents of the girl are Lt. and Mrs. Robert B. Solomon, of Fort Knox, Ky.

Sam Weisman, Double-U Sales, is spending his weekends on Chesapeake Bay on his boat. . . . Vic Christopher, Chris Novelty, is recuperating from a recent leg operation. Art Pineau, Chris Novelty exec, said the firm is planning to move into its own building in West Baltimore. . . . Irv Blumenfeld, president of General Music Sales, was visited by Gogi Grant, Era Records' singing star, when the new AMI G-200 juke box was displayed here. . . . Mac and Hy Lesnick, Musical Sales, report that Seeburg sales are ahead of what they were a year ago.

(Continued on page 80)

**PLANT CLOSED
FOR ANNUAL VACATION
Will Reopen July 16**

BUY THE BEST—WE DO!

D. GOTTLIEB & CO.

1140-50 N. Kostner Ave., Chicago 51, Illinois

FOREIGN BUYERS!

We Have in Stock for
Immediate Delivery
**MULTIPLE PLAYER
GOTTLIEB GAMES**
At Exceptionally Good Prices

CABLE or WRITE for COMPLETE DETAILS



INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7717
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

**WANTED TO BUY!! WILL
PAY CASH \$\$\$ FOR . . .**

BALLY CHAMPION HORSE
and all makes and models
KIDDIE RIDES
BALLY BINGOS
UNITED & BALLY
BOWLERS
LATE 5 BALLS

POOL TABLES
ARCADE MACHINES
DRIVEMOBILES
KING OF SWAT
MUSIC
WURLITZER
SEEBURG—AMI



DISTRIBUTORS and LARGE OPERATORS:
Send your complete inventory!

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

Your Money Goes Farther at NATIONAL!

POOL TABLES

RECONDITIONED
\$95
With Complete New
Tops and Bumpers. . . \$125

ARCADE

Wild West Rifle . . . \$315
Shooting Gallery . . . 165

Late BINGOS

Broadway . . . \$425
Miami Beach . . . 295

**Reconditioned
5-BALLS**

FRONTIERSMAN	\$245
EAST ACES	235
WISHING WELL	210
SWEET ADD-A-LINE	200
GYPSEY QUEEN	185
TWIN BILL	165
GOLD STAR	145
DRAGONETTE	140
HAWAIIAN BEAUTY	135
MYSTIC MARVEL	130
LOVELY LUCY	125
GREEN PASTURES	125
PINWHEEL	115
SHINDIG	115
POKER FACE	95
GUY'S 'N' DOLLS	85
GRAND SLAM	85
FLYING HIGH	85

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKingham 1-6466 CHICAGO 14

when answering ads . . .
Say You Saw It in The Billboard

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

BEACH CLUB . . \$ 50.00 MIAMI BEACH . \$275.00
GAYETY 125.00 SURF CLUB . . . 70.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Markie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

POOL GAMES

Largest and Most
Diversified Stock in
The Country . . . **99.50 up**

We Specialize in Conversions

TOPS from \$35.00 **DAVID ROSEN**
Exclusive A M J Dist. E. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

**CLOSING OUT . . .
BRAND NEW POOL GAMES
—VARIOUS TYPES AT BELOW COST!**

LIMITED QUANTITIES USED
JR. POOL TABLES \$100
SR. POOL TABLES 125

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923
1888 Delaware Ave., Lexington, Ky. 1006 Broadway, Cincinnati, Ohio
713 S. Brook St., Louisville, Ky. 129 W. North St., Indianapolis, Ind.

New Products

An attachment for food venders that dispenses a plastic spoon is being distributed here by Lloyd Brogan & Associates, f.o.b. 1331, Santa Ana, Calif.

The unit, Spoon-A-Tic, holds about 210 plastic disposable spoons, one of which is dispensed with each sale of the food. The dispenser sells for \$35, f.o.b. Hawthorne, Calif.

The Spoon-A-Tic is 4 by 6 by 30 inches and weighs about 15 pounds. The unit, made of 20-gauge steel with baked enamel finish, will handle a spoon up to six inches in length. The machine loads from the top, with the front and one side of the cabinet being removed for loading.

The dispenser can be attached to practically all of the food venders now on the market, a representative said.

(Continued on page 83)

BINGO SPECIALS

All Machines in No. 1 Condition — Shopped and Ready for Location

BALLY BIG TIMES . . . \$225.00
BALLY GAYTIMES . . . 200.00
BALLY MIAMI BEACH . . 235.00
BALLY BROADWAYS . . 375.00
BALLY HI-FI 75.00
BALLY SURF CLUB . . . 65.00
BALLY GAYETY 95.00

Bally Night Club—Write
Send 1/2 Deposit, Balance
Sight Draft or C.O.D.

**FRANK SWARTZ
SALES CO.**

515-A Fourth Ave., S.
Nashville 10, Tenn.

SHAFFER GUARANTEED RECONDITIONED PHONOS

SEEBURG	WURLITZER
M100-C \$595.00	1800 Write
M100-B 475.00	1500 \$239.50
M100-A 249.50	1250 129.50
321 Wallbox ... 59.50	5205 Wallbox . 34.50
AMI	ROCK-OLA
E120 \$465.00	1436 \$195.00
D80 299.50	

SEND FOR ILLUSTRATED CATALOG

Nashville

Continued from page 78

tioning, has figured substantially in keeping indoor play at a higher level than would have otherwise been the case.

Darkest spot is the pinball situation, involving from 500 to 1,000 machines. Altho virtually no machines have been taken out of use, operators generally are not taking on additional units until Federal Judge Elmer Davies makes a decision in a case expected to come up for hearing and disposition on July 13.

At that time Judge Davies is expected to rule definitely on a three-year-old case, deciding whether revenue agents can dispose of seized machines. Attorneys representing machine owners are expected to contend that Congress has clarified its statutes to make it clear that the \$250 stamp does not apply to pinballs, subject to skillful operation as opposed to mere chance.

Market Survey

A survey of distributors and operators in Middle Tennessee found conditions generally like this:

Coin Pool Games - Introduced here last August got a quick play in winter months, but the novelty has worn off and this type of business has slackened appreciably in recent weeks.

Shuffle Bowlers - Never widely used in this vicinity, and play has dwindled to a trickle.

Five-Ball Pin Games-Some dealers have not placed them in years, but others find a moderate to steady play with them.

In-Line Pin Games-No new locations due to federal action, but few locations abandoned; play generally has held up, but operators are "watching and waiting to see what the judge will do" in Federal Court July 13.

Gun Games-Fair in some locations; one distributor says he does not buy new pieces, but takes on used gun games and does good summer business at outdoor spots.

Arcade Equipment-Decided improvement with outdoor play.

Shuffleboards - Very slow, as usual, in summer season.

Distributors say they have not noticed much shifting of locations, except for the seasonal changes due to weather and opening of some spots for a run of four or five months, closing out in late fall.

COINMEN YOU KNOW

Continued from page 79

Detroit

By HAL REVES

SETS UP JUKE ROUTE. Tom Frangos, a veteran in the music field, has established the Frangos Music Company, operating juke boxes here. He was vacationing in Chicago last week... Mike Czaplicki, newcomer to the coin field, has formed the Continental Music and Vending Company in suburban Hamtramck, operating a mixed route of juke and chewing gum venders... Marty Rice, who operates the Rice Music Box Company with his brothers, Jack and Harold, has taken the coveted step of buying a new Cadillac.

Jimmy Gray, collector for Frank's Music, has been putting in his vacation in Mount Carmel Hospital, undergoing an operation for

CLEANED, CHECKED, READY TO OPERATE

BINGOS	FIVE BALLS
Broadway \$450.00	Daisy May \$145.00
Beach Beauty 395.00	Four Belles 175.00
Miami Beach 395.00	Frontiersman 225.00
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Variety 135.00	Sluggin' Champ 185.00
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rupture. He is reported doing very satisfactorily, and expected to take a couple of weeks off, convalescing at home... Ed Doran, collector for Frank's, has been spending a couple of weeks on a trip to Houston, with his wife and family, visiting relatives in the South... Slated to leave on vacation at Frank's Music are Laura Eby, of the office staff, who will probably vacation at Grand Rapids, Mich., and Frank Alluvot, Jr., who was heading for Cass Lake, Mich.

Roy Small, conciliator of the United Music Operators of Michigan, is returning from a Florida vacation. Fay Grossman, UMO office (Continued on page 83)

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Fun Landmark

• Continued from page 78

unexpected windfall often occurs in mid-week. Recently, for example, a contingent of Girl Scouts visited the park. In two hours, they spent as much at the Arcade as is usually taken in thru a whole weekend. This was one time the Arcade simply didn't have enough games, with a line formed on virtually every game in the house.

Small Fry Play

Biggest earners are Skee Ball and gun games. One of the Arcade features is a small-fry play area, mostly with penny and two-penny games. These include movies, pistol ranges with moving targets, long-range rifles, Chicken Sam, Bull's-Eye and Rapid Fire target units. Other machines in this area are Skill Jump, Pike's Peak, Tenth Inning and Heavy Hitter baseball games, and Electric Plane.

The youngsters seem to have more loose change than ever before, and the pull of amusement games may be at an all-time high. Inclement weather has caused a 20 per cent drop in grosses from last year. So far, whenever the weather has been fairly decent this year, takes have run well ahead of 1955's figures.

One of the principal shortcomings of the Arcade business, according to Mazzocchi, is the lack of new equipment turned out by manufacturers that is made for the Arcade operator's benefit.

New Items Needed

Mazzocchi doesn't blame the manufacturers, however. He feels

that the demand for Arcade pieces is small compared with the demand for location-type pieces, and that it doesn't pay for producers to tool up too often for new pieces. Arcade equipment, tho, is built to last. Mazzocchi estimates the firm has about \$126,000 invested in the Arcade, and it takes a lot of pennies, nickels and dimes to earn back that kind of money.

Unlike downtown New York Arcades, youngsters comprise the overwhelming majority of patrons

at Palisades. Biggest spenders are in the 8-18 age category.

Mazzocchi and Berni are sons of Phil Mazzocchi and August Berni, their predecessors at the Arcade, who both died in the last six months. Mazzocchi is a third-generation Palisades Arcade man. Bruno Musa has been in the business four years. Prior to that, he operated his own carnival in Europe for 10 years. Headquartering in Parma, Italy, Musa's unit played all over the Continent.

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Boston Looks

• *Continued from page 78*

ness. Weather-wise, the area has had only two good weekends in 12, starting from Easter Sunday.

Gun Games Fair

Pool games have generally run their course in this area. Shuffle bowlers are not bringing in their usual takes, but the five-ball pin games are holding up fairly well. In-line pins show a trend off from last year. Some distributors find gun games fair, while others find very little call for them.

David S. Bond, Trimount Automatic Sales Corporation, says that business in the game field has been somewhat off in the last six months. "We can only hope for improvement in the fall," he said, "but this will depend on the manufacturer to come up with something new."

Ed Ravreby, Associated Amusements, says something new in pinballs would help the slack situation. "The Arcade equipment volume, however, is our mainstay at the moment," says Ravreby, "and this is one branch where volume is up over last season."

Bob Jones, sales manager of Redd Distributors, reports that the over-all picture is a little better than last year. "We are making a big drive to get used equipment in," says Jones, "for the business is in this field, altho the export market is taking most of the machines."

Even with used games going for

less money this year, there was relatively little local movement, however, in this type of equipment. Most distributors polled seemed to be doing the major part of their business in new machines.

Anthony Grazio, Globe Vending Company, voiced the feelings of many operators on current game grosses. "Moving machines from one spot to another seems to have little effect," he said. "It's probably just a seasonal lull before the situation picks up, but it's mighty wearing," he concluded.

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COINMEN YOU KNOW

Continued from page 81

secretary, has been busily lining up an array of disk jockeys and recording artists for personal appearances at six youth shows in the suburb of Hamtramck, resuming a popular summer series which drew great interest and attendance last year.

Ray Taylor, manager of Brilliant Music Company, who has been confined to his home by illness, decided to take his vacation as time off to recuperate. Joseph Brilliant, founder of the company, left for a

New Products

Continued from page 79

A small electric batch counter for registering sales and operating the empty signal in vending machines was announced by the Production Instrument Company, 700 West Jackson Blvd., Chicago. It is easily preset to count any number of sales loaded in a vender, according to the manufacturer, and the new counter closes two SPDT electric switches when the preset number of sales has been made. The two switches rated at 3 amps, 115 volts, a.c., non-inductive load may be used to operate two different circuits. Approximate dimensions, 2 3/4 inches wide, 2 1/4 inches deep, 2 27-64 inches high. No price was announced.

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BRAND NEW POOL GAMES AT GIVEAWAY PRICES!!

POOL GAMES

UNITED	WILLIAMS	GENCO
Hill Pool	Imperial Pool	Baseball Pool
Flash Pool	Siar Pool	DeLuxe Tournament
Club Pool	Klink Billiards	King Size Tournament
Star Slugger	Bank Pool	Supreme Tournament
Role Pool	Senior Bank Pool	

GUNS

Polar Hunt	\$345.00	Dale Gun	\$ 89.50
Sportland Shooting Gallery	195.00	Sky Gunner	145.00
De Luxe Bonus Gun	325.00	Skyrocket	245.00
Jet Fighter	225.00	Mauser Pistol	89.50
Shoot the Bear	145.00	Shooting Gallery	125.00
Coon Hunt	175.00	Rifle Gallery	195.00
		DeL. Carnival	245.00

5 BALLS

GOTTLIEB

Super Jumbo	\$375.00	4 Corners	\$ 90.00
Jubilee	375.00	Chinatown	85.00
Arabian Nights	160.00	Diamond Lil	175.00
Mystic Marvel	175.00	Cuys-Dolls	110.00
Happy Days	95.00	Skill Pool	110.00
Flying High	95.00	Queen of Hearts	100.00
Southern Belle	225.00	Hit 'n' Run	75.00
Grand Slam	110.00	Poker Face	125.00
Quartet	110.00	Pin Wheel	125.00

WILLIAMS PICCADILLY

Big Ben	\$165.00	Times Square	\$ 89.50
Wonderland	195.00	Struggle Buggies	125.00
Jolly Joker	145.00	C.O.D.	115.00
Dealer	125.00	Disc Jockey	85.00
Grand Champion	125.00	Scream	135.00
Lazy Q	125.00	Thunderbird	135.00
20 Grand	85.00	Cue Tee	125.00

ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
 WMS. CRANE GENCO HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Mitter	49.50
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	Write
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

United SOUTH SEAS		Hi-Fi	\$125.00
Pixies	\$375.00	Surf Club	115.00
Triple Play	295.00	Ice Frolics	115.00
Rio	100.00	Palm Springs	125.00
Tahiti	100.00	Dude Ranch	100.00
		Beach Club	100.00
		Yacht Club	85.00
		Palm Beach	85.00
		Bright Lights	95.00
		Bright Spot	95.00
		Evans Saddle & Turf Club	195.00
		Miami Beach	325.00

SHUFFLE GAMES

United POOL ALLEY

United SELECT PLAY United REGULATION

Clipper, High Score	\$275.00
Capitol, Match Score	295.00
Venus, High Score	275.00
Comet, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
Speedy, High Score	175.00
Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
Mars, High Score	225.00
Chi Coin Fireball	195.00
Bally Magic	225.00
Cross Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling Team (new)	325.00
Hollywood	295.00

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 STANDARD-RAPID—Made in Germany
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"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES.....2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!

- 5-0z. Phenolic Balls
- Pocket set in from and permit rebound action
- Dimensions: DeLuxe Model, 72"x34"x32" Regular Model, 52"x26"x32"
- Table Top on Hinges with 2 Locks
- Cash Box inside, also with Lock
- A&T Double 10¢ Chute Bumper Posts
- New Plastic Light-Up



- Anti-Warp Adjusters included
- Repair Kit included

POOL SUPPLIES

- Set of 10 2 1/4" Balls \$12.00
 - Set of 10 3/4" 2 1/4" Balls 16.00
 - A&T 20¢ Coin Chute 8.00
 - Overhead Light w/bklt. 13.00
 - 48" Cues 1.92
 - Cue Chalk, gross 3.50
 - Anti-Warp Adjusters
 - Set of 2 8.92
 - Cue Repair Kit 4.92
 - Billiard Rail Brush 79
- Write for complete list of parts.

Pool Game Playfields

Novelty—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each...\$38.00

Large size tops. Each...\$49.00

Tops with lights in bumpers...\$18.00 each.

MARVEL MFG. CO. 2545 W. Fullerton Chicago 47, Ill. Tel.: Dickens 2-2424

License Mess

Continued from page 78

License Figures

Craig cited these figures: In 1950 there were 715 licensed machines. Just 441 licensed pins were on location at the end of last year, altho 631 were licensed this year, as of June 30.

Privilege tax on pinballs is higher than on cigarette venders or juke boxes. For pins, it is \$15.25 for city tax, \$15.50 State, \$15.50 county and \$10 federal, a total of \$56.25.

Drew Canale, chairman of the public relations committee of the Memphis Music Association, said: "I am sure Mr. Craig's figures are correct and we are willing to work with him in every way.

"A factor which causes these oversights is the variances in dates licenses are to be purchased. The federal license, for example, is due July 1. The city tax, on January 1.

State and county taxes are due when the old license expires. It is easy to see the difficulty in keeping up with a large route, with each machine at a different spot in town."

KANSAS DISTRIBUTOR-WURLITZER

Wurlitzer 1800 Phonograph	\$725.00	Wurlitzer 1400	\$195.00
Wurlitzer 1700 Phonograph converted to dual file strips	550.00	Wurlitzer 1100	65.00
Wurlitzer 1650, 45 rpm Hi-Fi	325.00	AMI D-80	295.00
		AMI D-40, 45 rpm	195.00

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902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

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When you compare quality with price, Active is never undersold!



Joe Ash says...

Los compradores en el extranjero encuentran estos aparatos libres de controltempo a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y val-ioneros (music machines) nuevas o reconstruidas listas para operacion.

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GOTTLIES & CO. in S. Jersey, Dal. and E. Pennsylvania.

666 N. Broad St. Fremont 7-4495 Phila. 30 Write or wire for prices

Your American Red Cross Is Always There After Disaster Strikes

WITH BASEBALL AT ITS HIGHEST PITCH

Williams DELUXE 4-BAGGER

REPLAY OR NOVELTY

GETS and HOLDS the CROWDS!

You're in FIRST PLACE with RICH CASH EARNINGS because it's the only authentic baseball game using Williams animated base running unit!

4 ways to score REPLAYS:

- TOTAL RUNS!
- BATTING AVERAGE!
- BEATING PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Food Stores—chains—supermarkets
drug stores—and other locations
CASH-IN heavily with

Williams CRANE

PLAYERS ACTUALLY RUN THE BASES!

BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!

PITCHER ACTUALLY THROWS THE BALL!

Previous High Score Remains On Backboard—A Powerful "Carry-Over"

4 ALL NEW ADVANTAGES:

- Twin Coin Chutes
- Formica Playfield
- Improved Bat
- New "BATTING AVERAGE" Feature



HOW IT OPERATES:

Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load over Hopper, (3) Swing Bucket Empty Bucket into Hopper, (4) Lift and (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

There can be no substitute for Williams CRANE. It is a carefully engineered unit wherein all operating parts are in perfect-working relationship. It's the best. Accept only Williams CRANE!

act today!

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SHOE SHINE MACHINES
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Exclusive Natl. Distributor for Canada



... guarantee
Billboard advertising
a true measure
of value

Greyhound Spots
• Continued from page 76

the locale. Other games - guns, pool, fortune tellers—are played by both groups. Swami napkin dispensers with fortune card features are spotted at many of the restaurant tables.
A number of the larger Greyhound terminals, such as the one in Chicago's Loop, have well-

equipped amusement game Arcades located in separate rooms. More of these are being planned, according to Scattergood. The Arcades, however, are not operated by Greyhound Post Houses. They operate under an agreement with the Greyhound Company.
The Post Houses, basically, are modern restaurants. The corporation is expanding, putting in new restaurants, and replacing cafeterias in other spots.

LOWEST PRICES IN THE INDUSTRY!

¾" REPLACEMENT

SLATE TOPS

FOR REGULATION SIZE POOL TABLES

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ARAMITH GRADE

TOP QUALITY, PLASTIC FINISH ROTATION POOL BALLS ARE NOW AVAILABLE TO YOU. FOR REAL FLASH AND ACTION, ORDER ARAMITH SETS. THEY LOOK AND PLAY LIKE IVORIES.

ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 ¼". Per set \$21.75

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ARAMITH Each \$2.50 REGULAR Each \$2.00

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Tally Ball Sets (Peas), Nos. 1-10, Incl. Per set .65

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.

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Greatest Action You Ever Saw!

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- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two Sided Play! 1 or 2 can play! at opposite goals!
- Ball Type operating lever for complete operating comfort!
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- 5c or 10c per player! Optional 6 for 25c

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For Sidewalk Engineers From 6 to 106

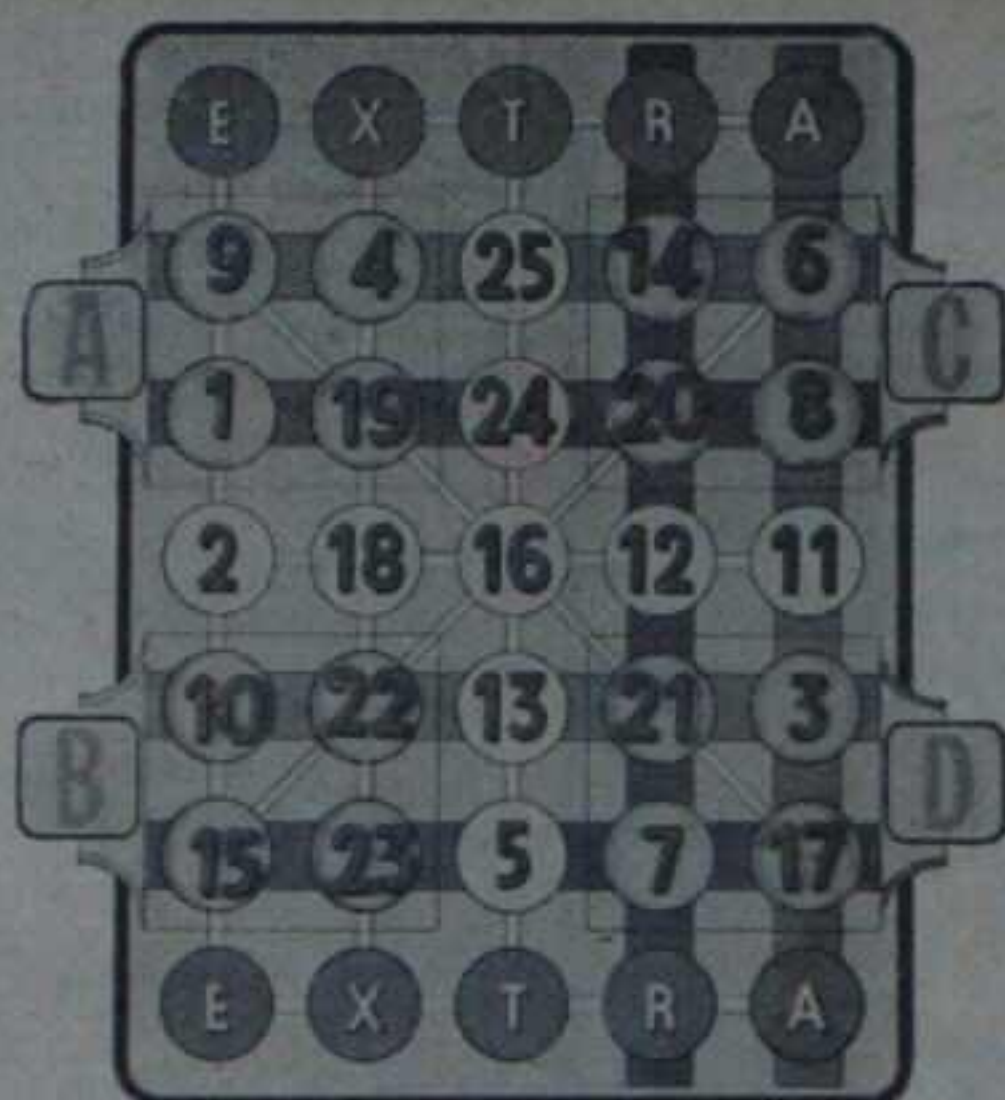
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- In Free Play or Regular Models!
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 LITES 1 LETTER IN NAME

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- SELECTION FEATURE
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