## Billlineard

# English TV Market Spells U. S. Profits 

Sale of Film Shows to British Commercial Video Can Return Over 10\% of Its Cost by jack singer NEIV YORK, Aus, 20 .-The dise
tance from Now York to Encland in not much Neveter than from New
Yook to Hollywod Brot to TV film distributors who look upon dengraphic areas in terns of mar
kets for their IV film series, Engfond is closer.
For with the coming of commerGon distributors a are finding, that the Englkh market today can provide
Hhem with as much rownue as can Them with as much revenue as can show in New York-which has al
ways been the most lucrative syi ways been the most lucrative
dication market available.
Furthermore, as English marcind andiences grow, reveone fs fret pected to increase even more. Arexcrican distributors are currently
obtaining 10 per cent or more of The production cost of a show from in England.
To a distributor who has already gutten the bulk, or more than the production and distribution costs of \& series from the Anverican market, en English sale to one of the three program contractors there can be is important windfall indeed. And with competition in the American ayndication field as-intense as it is toalay, the sale in England of peoperty em often be the torning point between profit But
But what, if any, are the probBems thit American distributors furn their celluloid into a profitable intercontinental bookkorping enBritish maket and what are the terms on which they buv? These are rome of the quations that American distributors studying the fintill mintet for the finst time ane soling.

Quota Problem
The m major problem Kibutors face in selling theil $\left\{\begin{array}{l}\text { Wo England arises from the } \\ \text { finat the British commercial }\end{array}\right.$ foram political and economic presfries have informally agroed to -

## Seek Union Vs. British

NEW YORK, Aug. 20.-In view propram contractors have estabporpram confractors have estab ith distributors, some executives here feel that it would be advanhere feous if Anerican firms would tugeous if American firms wound Aritish market.
Such a move, it's pointed out would in 110 way violate tho antijurisdiction over international business operations.
The Motion Picture-Association of America performs a similar
fimetion for the theatrical film

## Auto Racing Will Roar On Despite AAA's Withdrawal

New Speedway Group Already Set; Fair Racing Remains Strongest Attraction



## HOW TO BE IN TWO PLACES AT THE SAME TIME


 Woum fing to mean still making a TV appearance

## By herb dotiten



Ts and tanisimely, chorus promot-
The recent
The recent decision of the American Antomobile Association-
racing's oldeat supervisory groupto withdraw will have little or no effecr upon the sport, according to the consensur.
Actually, the Three-A will not
retire from racing until the end vous commitments can be carried out. But already, scarcely less than three woeks after its announced vithdrawal, another organization has been set up to succeed it, with promoters spark-plugging the formation of the new group.
Recent track deaths and acei-
dente were cited hy the Three-dents were cited by the Three-A in announcing it was quitting the field. Emphasis now placed in racing on speed, power and human endurance is not compatible with the street and highway safety cam-
paign conducted by the Three-A paign eonducted by the Three-A added.
Te some in auto racing, there ing to them. the Three-A's Contest Board had been a money-loser for

## NEWS OF THE WEEK

## Columbia's Neir Record Club <br> Analyzed by The Billboard.

Culunhitia Record's cutry into the mail order reard Club field, amnouneed last weck, crethal raction of relail outces is mised. The The
tian
Creatar of 864,000 Quection
TTD Debut Newiv Nourcly Show
To Debut New Novelty Show
Lou Givan, the creator of The $\$ 84,000$ Questian lime come up with an new TV. tiurcles show, The Big Surprise," which NBC,
TV his bought to boef its Saturday night line-up. ...........................Page 2

## Auto Industry To Spend $583,000,000$ On Nillt II

The wie of nightime network TV is being incressed considerably by the nation's automobile munufacturens and related industries. They are spending more than $\$ 83,000,000$, hetiven 10 and 50 per cent more thin hut

## Reruins of Netwark Film Shows

Bring Mont Distributor Profit
Thie renws of network film shows are becomIng more of a source of profit to TV Film
vndicaters than firt-rum shows, which have syndicators than first-ruin shows, which have
to recom their production costs in syndication to recoup their production costs in syndication before distributors ean begin to earn a protit This new pattern will probably be accentuated

First State Fair Midway
Does Whopping Business
Thumping midvay business highlighted the
 two foreign iin eoted fotors now in the United
States paced the whopping busines revistered States, paced the whoping businecs regitered
by thr Amuemut Commano of Amerita on
tee nuthess ..................... Pase is

## Leroy Holmes Tmene Released <br> By New Juke Box Music Group

Rocky Trail to Pcacoful Valley", neew ree is the latest release of National Juke Box Music, the enterprie fommed to interat music
 Operations thruout countiy urged to support

## Coin Operaton Stave Off Noise-Diving Coffec Sales

The nation wide heat waye brings about an expansion proyram in coffce, dairy, products and cold drink veading Operators mitititive increases owerall volume of coffec vending
husines
Dublic socentane of dativ ithes business. Public asceptanee of dairy tems in

DEPAITMENTS AND EEATURES

several soangins and gave ne promise of changing.
In recent years, the ThreesA had or grown in racing. It contimued, ion. It sponsored the biggest and chest mace of them ill-the ammaal femorial D.y Indiamamolis 500 mile race, worth $\$ 170,000$ in prize money, and, with accersory snetioned other or thativ anctioned other champooship big car ra
races.

> NASCAR Grows
anwhile, however, stock car mices moved in and up, and the abonal Association for Stock Car la., soon became the top dog in hat field. And, at the same time ther racing organizations, chie mong them the Interiational Moor Contest Association, which sancFid racing mainly at haits in the Auto and south, held their ownAuto racing consistently has been tremendous cronvd-puller ever ince the early days when automobiles were rare and a troupe of drivers barnstormed the country to give the natives their first glimpse
in many cases not only of racing in many cases not
but of automobiles.
Thru the years, racing has underfowing the barnstorming exhibio tons, racing developed into an orn. The brick-surfuced Intian apolis Speedway was built. So,
so, were many board tracks, hume sowls, maxt of them half-milers, a few as big as a mile and an eighth.
Racing became entrenclied as the biggest attraction at many fairs.
Two promoters forght to a in conTwo promoters fonght to gain con-

## Fair Racing <br> Pulls Crowds

## MiOACO, Aige 20 --Anto riced

 at Minwest fairs are pulling everybit as well as last year and, in some cases, even better
The Mason City (In), Fair ricked op tse biggest ut? fuee thowis bing (Mim.) Fhir carly bat tormgut 10 per eent higher than in 54 , and the Burlington (la.), Fair bad three capacity crowds.
mated by Al Sweeney under the sanction of the International Motor Contest Association.

Reports of similar good bosiness at other early Midwest fains were turned in by Frank Winkley,
other Miswest IMCA promoter.
Stepped-up advance campaigers Stepped-up advance campaigers
were credited in part for the strong were credited in part for the strong
business. Sweeney olberved thit be early concluded that stranget build-up would be tequired to sut tain businesy and that, as a result, he increased his outlays for pulbHielty and advertising.

## TELEVISION

## AUTO SPENDING HITS HIGH <br> Industry Budgets 83 Million On Night TV Programming <br> $\$ 83,400,000$ to be spent by the $\mid \$ 10,400,000$. This an estimated $\mid \$ 13,900,000$. Ceneral Motors, of

nation's automotive industry and netwark TV next season is any
kind of a factor in creating demane -and TV's sales power has been demonstruted time and again-the of prosperity. For upon the yer of prosperity. For upon the succes the bealth of many businessesdiecty and indirecty relod.
are spending money maxt season on network video like they never have before. Together they have in$\$ \$ 4,800,000$ from the $\$ 5,600,000$ they spent on network video during 40 and 50 per cent. This does not paid by local dealers for spot and
local TV. The mast striking increase in exfers of General Motors, the nation's leading carmaker. Last year its net-

## ABC Sels Guns <br> On '64G' Seg

NEW YORK, Aug, 20, - In a
move to get out from under the Question,". ABC-TV has shifted its programming sehedule around so ferent time slots this comins seaso than had been originally planned. was slated to air Tuesdays at 10 p.m. in the period now being domshifted to Fridays at 10 "p.m. inthat had been assigned the $10 \mathrm{p} . \mathrm{m}$. Friday berth, will air Thursdays
at $9: 30 \mathrm{~nm}$.

## Ralston Buys NBC-TV Slot

NEW YORK, Aug 20-RalstonPurina this week locked up the last
open half hour on NBCTV, Wednesday, 10:30-11 p.m, siot which only can offer a limited has not been selected, but it may be "Dunninger" or a low-budget
quixi show. Purex had an order for the time, but changed its mind and shifted to saturdays. mour also was hear inking Arlat third of its Perry Como Show The program already has been
sold to International Cellucotton sold to International Cellucotton,
Dormeyes and Noxema.
'GWTW' LIVE? 'WAR \& PEACE'? BOTH, SAYS NBC

## NBC-TV now has in the think

 srage two of the most ambi-tious live dramatio sho conceived for TV. They are video adaptations of the Margaret Mitchell novel. "Cone With the Wind," and Leo Tol-
stoy's "War and Peace", now stoy's "War and Peace," now
bring made into a motion pic-
ture.
Details of the dramatio project are not known, but there is currently a TV adaphand at NBC and Peace" at would undoubtedly drama sented as a spectacular and half. at least an hour and a

## soared to $\$ 25,400,000$. Levt ver $\$ 13,900,000$, Ceneral Mot spending all Carysler spent $\$ 16,750,000$. This the first time car divisions, but for upward to $\$ 21,400,000$. Ford Mor Mo divisions, such as Delco batterie and CM tine. This $\$ 9,200,000$ for its TV using TV <br> AUTOMOBILE AND RELATED <br> INDUSTRY TV ADVERTISERS

SUNDAY
United Motors, GM subsidiary, one-third,
"Wide Wide World" Lincoln-Mercury, Toast of the Town,: Chrysler-Plymouth, "if a Creat Life,"
Dode Motor, Break the Bunk ABCTV United States Rubber, 27 participations nited States Rubber, ${ }^{27}$ participations,
"Color Spread,"

## . $\$ 1,800,000$

5,500,000
3,000,000
2,900,000 $2,800,000$ monday
$1,900,000$

## Studebaker-Packard, TV Reader's

Digest,- ABC-TV.TV Reader's
Firestone TMre Vooce of Firestone, ABC-TV.
Coodrich Rubber, -Burns and Allen,
\$2,600,000
Goodrich Rubber, "Burns and Allen,"
Ford Motor Company, hall, Prodicer's
(as-...... 1,700,000
Plymouth Motors, NeTvs Ciravan, tivee weeks
$1,800,000$ out of four, CBS-TV ........... wee ws $1,200,000$ tuesday

Dodge Motors "Make Room for Daddy,"
(alt). ABC-TV
Chevolet Motors, Dinah Shoore, quarter
1,500,000
Cherrolet Motors, 10 hour shows, NBC-TV A. C. Sparkplug, (alt.) "Big Town," NBC-TV
Pontine Motors, hour dramatic show, (alt)
$1,900,000$ Pontiac Motors, hour dramatic show, (alt)
NBC TV .......
wEdNESDAY

## American Motors, "Dismeyland," hall,

Plymouth Motors, News Caravan, CBS-TV
Tidewater Oil, John Daty and the News,
ABC-TV ….......
33,900,000 1,600,000 thursday

Chevrolet, Dinah Shore, quarter hour, De Soto Motors, You Bet Your Life. NB \$1,900,000
Chrysler institutional "Climax," 3 weeks 3,800,000

Chrysler institutional, "Shower of Stars, $4,300,000$

 friday
Chevrolet Motors, "Men in Black", ABC-TV .
$\begin{aligned} & \text { Cherrolet Motors, "Men in Black," ABC-TV } \\ & \text { American Oin Person to Person," Easter } \\ & \text { line }\end{aligned}$
\$2,700,000
Gulf Oil -lit. CBS-TV
$1,000,000$
Simonize, "Big Story" (alt), NBCTY ......... $1,700,000$ saturday

Buick Motors, "The Honeymooners,-
Ford Motors
Ford Motors, "Star Jubilee," CBS-TV,
Texas special Conpuny, Jiminy Durinte, three
weeks out of four NBC TV
week out of four, NBCTV
oldmobile Motors, Saturday nighit
Oldsmobile Motors, S.aturday night
spectaculars, NBC-
$3,000,000$
2,900,000
3,800,000 nent.

## NBC-TV Sets 'Big Surprise' As Gleason Problem Answer

this week came un with the answer comedian, if "The Big Surprise" to its Suturday night Jackie Gleason<br>and Como pull their weight problem-a new Lou Cowan pack age, "The Big Surprise," which will of produced by the two men head. ing his firm, Harry Fleischman and ing his firm, Harry Fleischman and Steve Carlin. The show will go into the 7.30 Steve Carim. The show will go into the $7: 30-8$ p.m. time period, Saturdays, preceding then Como show, Gleason and his "Honeymooners" go on at $8: 30$ next fall out CBE.7iy Ninc TC next fall on CBS-TV. NBC-TC ex- the sdat $10: 30-11$ time period, but Purex and Speidel have already age. Swift, which had the time period, could not make up its mind not interested in the new show w An ironical aspect of the show's Tuesday $10: 30-11$ time period, but pects to have quite a jump on the "My Favorite Husband." Aa added

Post-Freeze Recipe
Given in FCC Study
WASHINGTON, Aug. 20 -

Over $\$ 8,000$ a month; VHF's in
the red averaged $\$ 8,750$ loss and
UHF's 18,060 . be rod average
UHF's $\$ 8,260$.

$$
\begin{aligned}
& \text { Monthly revenue for lalf the } \\
& 143 \text { VhF's wes } 830,000 \text { or over, } \\
& \text { With } 90 \text { per eent of this group in } \\
& \text { the profit-making category, Stations } \\
& \text { falling belowe }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ang below a } \$ 80,000 \text { intake } \\
& \text { showed only } 49 \text { per sent in the } \\
& \text { profit groups. Only one fourth of } \\
& \text { the UHF's hit } \$ 00 \text { non }
\end{aligned}
$$

$$
\begin{aligned}
& \text { the UHF's hit } \$ 30,000 \text { or more } \\
& \text { monthly, and only three quarters } \\
& \text { of these made a profit. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { of these made a profit. } \\
& \text { Network programming featured }
\end{aligned}
$$

trongly in station revenue. of the haif or more hours of NBC-CBS over $\$ 30,000$ a month, 64 took in mafority of these ( 94 percent) wern in the group that stayed out of the
red, Of the 42 VHF's carving red. Of the 49 VHF's carrying less,
or no network programming or no network programming, only
eight hit the monthly $\$ 30,000$ mark. Among the smaller stations making less than $\$ 90,000$, non-nets succeeded only 43 per cent while 61
per cent of the network cirriers got out of the red. The same story turned up an UHF: 18 out of 49 reached $\$ 30,000$ plus on network of these in the profit group. With less network programming, only two ont of six in the $\$ 30,000$ eate-
rory stayed in the black. Among

## NBC TO PACKAGE

## Replacement Set for 'Phil.-Good. Playhouse'

 aging of the take over the pack for Alcoa and Coodyear, which
retains its time perin retains its time period. The new program will be similar to the old phasize lighter mayerial and have budget of $\$ 50,000$, about $\$ 17,000$ more than "Playhouse"
costs.

## osts.

The "Playhouse" was probably responsible for more major contributions to TV dramn than any other
show of its kind. Among ite die show of its kind. Among its dis-
coveries are Paddy Chayevsky Gordon Duff, Horton Foote, Ered Coe, Robert Allen Arthur, J. P. Miller, and other creative talent of
similar stature it hat simiar stature. It has pioneered a
type of drama-with an emphasis type of drama-with an emphasis
on reality-unique in TV entertain

The current package is actually of madio by Pierson Mapes, the head of radio and iv of the Hutchins
Agency, which handles Philco. He Juction to Talent Aco the pro Al Levw-Dave Suskind firmes, the NBC undoubtedly will many of the oroducers and writern responsible for the show's success

Billbioard


## THE BILLBOARD SCOREBOARD

New IV Spot Campaigns-
Who Bought Them Where

## A guide for TV slations and advertisers on new contracts set from July 31 thru August 6 .

The Following data is tabulated from a weckly surcy of all
y . TV stations made by The Bilboartd. It shows the new
 the suricy
campaigns.

## NATIONAL SUMMARY

Product and Advertiser
Anahist, Anahist Co.
Bab-O, B. T. Babbitt, Inc Dromedary Food Products, Hills Bros.
Forida Valencia Oranges, Florida Citrus Commission Griffin Shoe Polish, Griffin Mfg. M-O-Lene Rug Cleaner, Grant

Product and Adiertiser Peak Anti-Freeze, Commercial Solvents Corp.
Poll Parrot Shoes, International Shoe
Taystee Bread, American Bakeries
Whitman Chocolates, Whitman \& Son

## REGIONAL SUMMARIES

## Eastern

Bab-O, B. T. Babbitt, Inc. Broohparh
Plastics
Bulova Watches \& Radio, Bulova Watch Co.
Dash Soap \& Flakes, Procter \& Gamble
Dromedary Food Products, Hills Bros
Florida Valencia Oranges, Florida Citrus Commission 4-Way Cold Tablets, Grove Laboratories
Glim Cleaner, B. T. Babbitt, Inc. Griffin Shoe Polish, Griffin Mfg. Co.
Helena Rubinstein Beauty Preparations, Helena Rubinstein, Ine.
Kool Cigarettes, Brown \& Williamson
Koylon Foam Mattress, U. S.
Liden's Menthol Cough Drops, Ludens, lne.

Molson's Ale, Molson's Brewert
Nabisco Food Products,
National Biscuit
Old Gold Cigarettes, P. Lorillard Poll Parrot Shoes, International

Two T Pic Crust \& Frosting, Taylor-Reed
Raleigh Cigarettes, Brown \& Williamson
Rath Black Hawk IIam, Rath Packing
Robin Hood Flour, Internationa Milling
Serntan Health Fond. Scrutan
Super-Anahist Tablets, Anahist U. S. Rubber Footwear, United States Rubber
Viceroy Cigarettes, Brown \& Williamson
Wildroot Toilet Preparations
Wildroot, Wildroot, lue.

## Southern

H-A" Hair Arranger, Boyer International Labs., Ine. Ful-O-Pep Feeds, Quaker Oats Lilt Permanent Wave, Procter \& Gamble
Mr. Roberts (Movie), Warner
Muriel Cigar, P. Lorillard
eak Anti-F reeze,
Solvents Corp.
Purina Chows, Ralston Purina
Taystee Bread, American
Water Maid Rice. Lomisiana

## Schwimmer for Williams Segs

CHICAGO, Aug. 20. - Walter Schwimmer, hustling president of ing his way to the West Coast thi week to negotiate with Eli Schiff and Mae Williams for her new TV film series, "Break Through," a halfhour musical film show. The turn ing points in the careers of such
famous entertainers as Al Jolson famous entertainers as Al Jolson,
Sophie Tucker, Judy Garland, just to name a few, are portrayed by Miss Williams, in her inimitable mamner, as she sings the songs that have become so pop
forts of these stars.
It may be recalled that severa years ago, Mae Williams was stricken with polio, and since her
recovery, has traveled thruout the world soliciting funds for the Sister Kenny Foundation. Her inspiring story was the feature recently on "This Is Your Life.

## Oakley Mdse. Gross to Top $\$ 10$ Mil in ' 55

HOLLIWOOD, Aug. 20.-Sales of Annie Oakley licensed merchandise are expected to top $\$ 10 \mathrm{mil}$
lion this year, Mitchell J. Hamil burg, Flying A Productions v.-p. said this week. Flying A now has licensing agreements with 48 Amcrican and 12 Canadian manufacturers.
Most popular item, according to Hamilburg, is the lunch pail, with two million orders on hand. Others are records, being turned out by
Simon \& Schuster Simon \& Schuster, of which about
one million have been sold, and one million
comic books.

## 'Big Surprise ${ }^{\prime}$ <br> - Continued from page 2

rently number one in the rating publicity and is the most talked of new property in TV since "Disney land."
Many of the same facets of
" $\$ 04,000$ Question" are embodied in "The Big Surprise," tho it is not a quiz show. It is rather in the novelty class. It uses a confidential
agent who gives the program's proagent who gives the program's producers some emotionally-loaded
situations from the subject's life situations from the subjects life play a game in which the drama or play a game in which the crama or
comedy of the situation is resolved by a pay-off. The confidential agent then gets a crack at a $\$ 100$,
agent agent then gets a crack at a
000 jackpot which can be won by solving a riddle. In the event, it cannot be solved by the contestant, a description of another person is giv en by the agent to a machine which selects someone identical to the person described to get chance at the jackpot.

Re-Ēvaluate Attitude
There is no question but that the success of "The $\$ 64,000$ Question, and now the purchase of "The Big Surprise" indicates that sponsors and agencies are beginning to re evaluate their attitude toward quiz and novelty shows. If such programs can get top ratings c:in-the nation may be in for can-the nation may be in for a
deluge similar to one several years deluge similar to one several years
ago. Currently, the top packagers in
the business are grinding out new quiz show ideas. Wilbur Stark and Jerry Layton have one called "The American Sweepstakes, whic, cal sums. Another offers $\$ 100$ week for life, and still another in oi. well.
Another aspect of this is the beefing up of quiz shows now on TV. Goodson and Cowan's "Stop the Music will incorporate thi carry-over factor next season in two
ways: Giving a hint on each show us to what the mystery melody will be next week, and bringing on to the show a home viewer who cor rectly identifies the mystery tune by telephone the previous weck And there will be more attention
to contestants and less to production numbers.

## THREE-PLY WINNER

Music, Movies, Roller Derby Click at KTLA
HOLLIWOOD, Aug. 20.-With "Orrin Tucker Show," bowed in at ix stations, including three net out- 7.2 the first month and will probets, in stiff competition for the ably do considerably better now audience, Klaus Landsberg, general that it's
manager of the seventh, indie Landsberg has had more success RILA, is building viewers by of- with motion picture features than ring a specialized type of pro-
anyone else in a definitely anti-
movie town, with "Sunday Night and ming-primarily music, movies wher derby.
Whether this format will work he fall and wiuter programming of ested, but during the hot weather sicge it's undoubtedly successful In July, for instance, ARB rating of the leading channel, N.XT (CBS) was 5..5. Indie KTTV which banks on TV film, and KTLA were neck and neek with 4.5 and 4.4 respectively. KRCA i\BC) was fourth at 3.5 , with the other three stations trailing considerably behind.
Landsberg has a knack of building musical programs into rating contenders and has twice as many hours devoted to music as any
other single chamel. Until a disother single chamnel. Cntil a dis-
pute resulted in Lawrence Welk leaving the station earlier this nonth, the Welk show had been for five vears, and at the last rating was sixth with 26.6
The hour-long "Western Vari ties" Friday night garnered 14.4 oeng ontrated only by "Playhouse 10 other programs on the air durong that period "Bundstand Re ng that period. "Bandstand Re4 -plus and bows only to "G.E Theater" at 18.3 .
Spade Cooley (8-9 p.m., Saturday with 13.., tops all but "Life "Home Town Jamboree," the hour Home Town Jamboree, the hour out-audienced only by "Superman," "Badge 714" and Harry Owens. movie town, with sunday Night $2^{\circ}$. now 18th with a 20.4 .
The success of the Roller Derby is another phenomenon. On for two hours from 9 to 11 p.m. Monday, it gets a 12 -plus rating, and during its course is topped by but thrce programs," Medic," "Those Whiting Girls" and "Robert Mont-
gomery." On again from 10:30gomery." On again from 10:3011:30 p.m. Saturday, its rating ranges from 9.6 to 6.3 and plays who hits 79 for his oper Potter, who hits 7.2 for his half hour. Landsberg makes no bones about the fact that his programming that of his top three competitors. Despite the fact that the ratings under these circumstances are impressive, he contends that what counts isn't the ratings but the product that the advertiser sells thru the show.

## Guild Stars <br> Legit Talent

NEWV YORK, Aug. 20.-Guild Films has been using featured performers from some of the top shows on Broadway to grace the cast of its new vidfilm series, "1 Spy, now Among the here.
Florence Henderson from "Fed are Leon Belasco from "Silk Stock Leon Belasco from "Silk Stock"Damn Yankees." Raymond Hassey plays the spymaster.


NBC and CBS STEINMAN STATION
air McCollough, Pres

## 

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Bardahl Oil, Bardahl Mfg. Corp. Florida Yalencia Oranges, Gallo Wines, Gallo Winery Griffin Shoe Polish, Griffin Mfg Co. $\mathrm{M}-\mathrm{O}-\mathrm{L}$
cochi S Necelii Sewing Machine Sales

Old Gold Cigarettes. P. Lorillard Poll Parrot Shoes, International Shoe
Pillsbury Flour, Pillshury Mills,
Whitman's Cluecolates, Whitman
White Rain Creme Rinse, Toni
$\qquad$

## Midwestern

ist. Anahist Co.
, Brylcreem, Harold F. Ritchie, Canterbury Tea \& Coffee, Cream of Wheat Cereal, Cream of Wheat Corp. Bros. Drewry's Ale \& Beer, Drewry's,

Fhagg Shoes, General Retail Florida Valcucia Oranges,
Florids
Citrus Hep Acrosol Insect Killer, Bostrick Lab., Inc. General Foods ronwear Xylon Hosiery Manchester Hosiéry Mills M \& M Candy, M \& M Co.

H-O-Lene Rug Cleaner, Grant
Malt-O-Meal Com Flakes,
Malt-O-Meal Co.
Manischewit/ Kosher Wine Mars Candy, Mars, Ine.
Mounds Candy Bar, Peter \& Paul
Old Gold Cigarettes. P. Lorillard Poll Parrot Shoes, International Reader's Digest, Reader's Digest Reddi-Wip Cream, Reddi-Wip
Spray Gum, Labor Savers, Inc. Vicks Inhaler, Vichs Chemical Whitman's Chocolites, Whitman \& Son
Bahing Bread, Cimtinental

## Southwestern

nahist Co.

## .

## \& West Coast

## BADCE 714

. . . best non-network mystery series . . . best performer, Jack Webb
All time favorite, BADGE 714 wins big audiences for your sales messages. Now available for first run syndication sponsorship-third series of 39 thrilling half-hour episodes.

## NEW HONORS FOR

## LIFE OF RILEY

. . . best non-network comedy series . . . best performer, William Bendix
All time comedy favorite with the whole family, starring William Bendix. New 39 half-hour series available for first run sponsorship in many markets.

## VICTORY AT SEA

. . . series performing greatest public service
. . series contributing most toward raising cultural standards of film programming . . . best Documentary, Commentary or Instruction Top award winning drama of World War II. 26 unforgettable half-hours that win larger audiences every time they're run.

## LILL PALMER

. . . best non-network woman's show
All time great woman's show. 26 sparkling 15 -minute interviews with famous guests including Bea Lillie . . . Thornton Wilder . . . etc.

## MBC FMM届 DIVMSMOM

## SERVING ALL SPONSORS...SERVING ALL STATIONS

# 4 ALL TIME GREATS! 

## NBC Film Division tops

## Billboard Poll. . . with 8 "bests" in the <br> 3rd Annual Program \& Talent Awards

Quality television programming seems to grow in popularity as the years pass. Proof? Voters in the latest Annual Billboard Poll selected 4 of NBC Film Division's all time favorites as their choice for "Best"...twice as many as the second leading distributor of syndicated films.
For top-rated audience building programs, see your local NBC Film Division sales representative, now! He'll tell you all about these programs, and some of NBC Film Division award winners of tomorrow.

And our new contenders for future honors.


## THE GREAT GILDERSLEEVE

Great, new, hilarious situation comedy.
"Gildy" has everything it takes for top TV comedy. 39 half-hours available for sponsorship.


## STEVE DONOVAN, WESTERN MARSHAL

Already considered most exciting new Western Hero in 20 years. 39 action-packed half-hours ready to sell for you.


## ALL REALITY ASIDE

# Board Takes Pull at the Old Pipe And Dreams Up Ideal Programs 

Board was wed the Advisory out from the summer heat, let their imagination go and build a dream show. With unlimited budget, free choice of time talent and facilities as the material ouch dreams are made of, the leard drew up the blueprints.

One outline in the plans stood out sharply-the boari's dreams apparently contradict reality. While the actual trend is toward nnce shows on tilm, the members voted 51 to 35 for a live program with another 31 in favor of a combination of live
and film. Again, altho production is actually centering in Hollywood, the majority wanted Ni.w York as origination point for their dream shows: 14 more wanted both Hollywood and Aew York, while two minderlumed anvwhere except the
The straight dramatic format proved to be the most popular, lint speceial ideas not fitting the gencral labels or a eombination of weets-minsic and crama or variety and drama-
In spite of the rousing success now empored by the 67.000 Question, the andience proticipation format received act murel of a nod. The "ivide Wet me Work, ", planded by seven board memphanded by seven board mem-
ben wha wanted their dream slans to range the globe. On shows on range the globe. On
the other hand six felt that they could turn out a top-notch production right in their own lome

NEXT WEEK
The TV Editorial
Advisory Board will tell.
ABOUT DREAM SHOW IIME AND TALENT
towns of Detroit, Miami, Fort Dodge, lat., etc
Musical comedy and Broadwa appealed to 11 who dreamed of an opening night, every night. With most taking ad vantage of the theoretical unlimited budget, four members pointed out that their dream shows did not have a high price tag attached. Maturity and cultural content were top considerations of seven others. Only two members pointedly guarded perhaps with an cye on futu
prodtction. And one agency affected by the hot weather, fell he had to be realistic
However, Andrew Vladimir, television director, GothamVladimir Advertising of New York, proved he could really dream on a grand scale when he added that his show ". . should have a Telepulse and American Research Bureau rating of 100 ." While not designed to rock the industry, the dream show study has turnec out an interesting and not altogether antic pated programming picture.

## HOW THEY VOTED



| 2. Is il fine or film | Live | Film | Exts |
| :---: | :---: | :---: | :---: |
| Networks and Stations | 14 | 7 | 1:3 |
| Ad Agencies | 16 | 2 | 6 |
| Networl: Spousors | 2 | 1 | - |
| Regional. Local and Spot Advertisers. | 12 | 1 | 1 |
| Distributors | 3 | 10 | 4 |
| Producers, Labs, Equip | 4 | 14 | 7 |
| Crand Total | 51 | 35 | 31 |

3. Where will it be produced?

Networks and Stations ...... 10 Ad Agencies Aetwork Sponsors
Regional. Local ant Spot Advertisers Distributor
Producers,
Citant Total ...
-

## News in Brief

LUCY HE-RUNS SET
OVER CBS . .
The reruns of "I Love Lucy," which Lehn \& Fink will sponson again nest scason, are slated to be aired on CBS Saturdays in the
$6: 30-7$ p.m. slot, which was the alternative period Leha \& Fink could 6:30-7 p.m.
have had.

DEPEW TAKES OVER
ABC CLOSED CIRCUIT
ABC's closed-circuit department will continue in operation under the management of Richard DePew, who's been assistant to Boh Lewine, the web's national program director. DePew member of the programming department responsibilities of handling the web's closed-circuit activities. DePew moves into his new job immediately, following the resignation this week of Bill Balaban, who's joining TV film producer Lou Edelman in Hollywood.

## NBC TO AII:

MIRANDA FILMI
NBC: will air the Jimmy Durante film featuring Carmen Mirianda, Who was strichen with a heart attack and died the night she connpleted the picture. In radio, a taped program was nsually shelved it similar
sitnations. But Producer Bill Harmon said that both he and Durante felt that Miss Miranda would want the show telecast and that the surviving members of the family are in accord.
SIEGEL TO PRODUCE
COLGATE VARIETY
Max Siegel, who spent five years with Max Liebman as a
writer and associate producer has been signed as producer of this coming season's "Colgate Variety Hour." Siegel was previously a
theatrical film producer and Broadway legit executive on a nun-
theatrical film producer and Broadway legit executive on a num-
WCPO-TV TO AIR
PAY TV PANEL.
WCPO-TV, Cincinnati, will air a series of three panel disenssions in subseription television on September 13, 15 and 16 . The pateel Shiatron and Telemeter and the pay TV firms, including zemith, stubscription television. The discussions will be given full coverage by the Cincinmati Post, owner of the station.

## CBS Daytime Segs Dizyy in Revolving Door

NEWY YORK. Aug. 20. - The CBS-TV dantime peromatity show CBS-TV davtime personality show

roster has tahen om some of the attributes of a revolving door in hifting their weight around from she time slot to another, while
sher sereral new ones have entered and a big batelt have left the picture
Hardest hit bo bankrollers' exits R Robert Q. Lewis, who has bee dickering with ABC on the possibility of moving ower to that web. Four adwertisers. Who have been sponsoring five quarter hours per
week of Lewis. have bowed out of the stanza. heaving Lewis with only two gharter-hour segments
per week filly sponsored and one guarter-hour period sponsored on rollers who hare pulled stakes are Ahat Seltaer. Heleme Cintis. S. C.
Tohnson and Comeral Mills (which ounhrolled two gharter hours per

The Boh Cirasby afternoon show however. has come out on the plus side of the hedser in the shutle.
Alhat Selter has moved into the Tuesday 3:4,5-4 p.m. segment and
Camation Milk and Larsen CanCamation Milk and Larsen Can-
ning have loonght alternating p.m. period with. Tomi shifting to in the process The shifts leave in the process. The shifts leave
Crosbr with two quarter hours per weck for sale.
Exiting the Camry Moore show are Best Foods. Toni, and Borden's Entering it is Jasland, who bankrolled the show earlicr this year.
The wed, meanwhile, is still The web. meanwhile, is still wide open for spousorship on it newly furbished "Morning Show"
fand its new afternoon Jack Paar sund it

National Biscuit Sponsors 'Journal'
HOLLTWOOD. Aug. 20.-The
VCA-TV swadicated series, "D Hudson's Siceret Journal." which will make its clebut this fall, is being
sponsored in 17 Midwest and sponsored in 17 Midwest and
Sonthwest mathets by National BisSonthwest mathets by National Bis-

5TH AMENDMENT
AFTRA Will Discipline 18 Pleaders

NEW YORK. Aug. 20. - The hearings of the IIouse Un-American Committee this week in Foley
Square were concloded with 18 not of 23 actors pleading the F ifth Amendment, one invoking the First Amendment, and three citing no :eorge Hall-told a full story of is former Communist associatious. Practically all except one wituess re legit actors who have appeared - 1

Their mion, the American Felration of Telecision and Radia nembers who tahe the J'ith Amendment before Congressiontal , p to now, 16 c action gainst the wittesses who ned the fifth Amendment. but it is ex. pected that discip

## Award Prizes On Ford Fund

NEW YORK, Aug. 20.-The two $\$ 5,000$ first prizes in the Ford Foundations Find for the Repuband James Benjamin, and Lillian and James Benjamin, and Lillian
Schocn Andrews. The brother choch Andrews. The brother
riting team won in the docu"rritag team won in the dacteactual acconnt of the adjustment of a Puerto Rican youth during his first few days in New York.
Mrs. Andrews, the wife of ABC director Marty Andrews. Won in the drama division for "The Contspirators." a story of the last days
of Elijah Lovejoy, the abolitianist cditor.
Second place in this division went to "W'e Cant Be the First," by Jo Sinclair, anthor of the novel. vere given to winners in the diret. mentary division, and 10 to wisness mentary division, and
in the drama division.

 voted ZIV 5 first place awards for best quality product. This August these new awards



## TV FILM

## Strip Shows Loom as Hypo For Syndicator, Producer

HOLLYWOOD, Aug. 20.-Dislarge numbers of half hours, generally two vears production and up, are happily watching the growth of ss small-scale bonanza, the strip .how.
Expected to give added impetus to stripping is the new contrac signed between producers and the SAG (The Billboard, August 20 and elsewhere this issue). It's not unlikely that across-the-board pro gramming will, during the next two portant shot in the arm for imsyndicator and film maker.
Strips have already had their film, primarily within of selling film, primarily within about the outstanding example is Official Films, which wa openly perturbed about the number of episodes in "My Little Margie" and the "Stu Erwin Show" when it acquired the series.
\$1.5 Mil in Pacts
The two programs, with a total of 256 half hours, have turned out the Official catalog, with sales contracts bettering $\$ 1.5$ million in

## 'Big Story' to Join Ranks of Filmed Show

NEW YORK, Aug. 20. - "Big live half-hour drama shows, is reportedly being prepared for con-

The stanza, a Pyramid ProducThe stanza, a Pyramid Produc-
tions property, will start the new
season in live form on its Friday night NBC spot for American To bacco and Simoniz. It will probin Hollywood shortly thereafter These film episodes are slated to hit the air early next year. The exiting of "Big Story" from the live program ranks leaves only
two other live half-hour drama shows on the networks next season They are CBS' "Appointment With night." "CBS' "General Electric will each consist partially of live shows, but most of the of liv on these programs will be filmed

## ZERO OR TEN, RATING'S OKAY

## HOLLYWOOD, Aug. 20.- What do rating services mean

 to retail stors in the opinio of Ken Barton, manager ofthe Sears-Roebuck outlets in the Sears-Roebuck outlets in
the Southern California areathe South
nothing.
Sears has sponsored "Kingdom of the Sea" over Station KCOP for the past several months. and the show has bounced around from close to
0 to nearly 10 . Barton, however. has his own unique method of sampling the audionce hes getting
He advertises a leader product on the program, doesn't publicize it anywhere else, and that people will have to ask for it. Recently when the rating was close to its lowest ebb he advertised a bargain in silk stockings. He promptly sold The rating's good enough,
gross of $\$ 5$ million (Billboard, June ) almost bound to be exceeded. The reason is that stations are buying them rapidly for their strips, and are looking for other 100 -plusepisode series to program like wise.
The 126 segments of "Margie," for instance, would take a channel two and ne-half years to run off
on a regular schedule, and few program dircetors are of a mind to length of time.
In stripping,
In stripping, however, the station can run off the whole batch in four
or five months, and daring that ime does not have to repeat a ingle episode. With most of the contracts made for four runs, a station can play the entire batch in about one and a half years, utilizing it in various time periods to draw he largest possible audience. At the same time, an outlet can often derive a good deal of benefit from the network publicity, the start of the second run being almost simultaneous with the end of the
web first zun in many markets. Defer Payment
Under the new SAG contract producers may defer rerun payment until six months after the first telecast of each respective run,
or until the :iring of the run in a minimum of 70 markets.
In the past, many producers
have disliked multiple-run pacts because they Had to make residual payments immediately upon the
completion of a run in a single market. With this roadblock re film maker to get in as many ar: soon as possible, since total re sidual pay has increased relatively sidual pay has increased relatively
little, from 100 to 140 per cent of minimum, and everything after
greater and greater emphasis being placed on the publicizing of a show
during its first run, its salability drops sharply as the length of time over which its subsequent runs are drawn out increases.

## Practice Spreading

The telefilm strip is primarily a Western development, altho a num
ber of stations in the East are beginning the practice also. The first to strip a top program was KRON TV, San Francisco, with "Lone Wolf" early this year. The technique has caught on fast, with an estimated 40 to 50 stations now utilizing it, and KTTV, Los Angeles, with 11 across-the-board programs, belie
merical leader.
What this means to producers is that film wi'l be eaten up at an eves faster rate, and markets for
new products wil. be continuously new products wil. be continuously
opened up. For the station, the opened up. For the station, the
strip has proved a solid sales-getstrip has prcved a solid sales-get
ter. Primarily, an advertiser is Primarily, an advertiser is
more likely to place a spot in the same show five nights a week than in five different programs. Secondarily, more spots can be placed would ordinarily be glaved in that slot.
NBC Film Rejects Musketeers' Deal
 vision was to have taken over dis "Three Musketeers" Film Export's this week was canceled. The syndicator changed its mind on scanning all 26 of the pictures. IFE has been, for some considerable time, trying to
for its product.

## 'Highway Patrol' Is Sold in 120 Mkts.

## NEW YORK, Aug. 20. - Ziv's New Orleans, among others, have

 Highway Patrol" is proving a highly salable piece of vidfilm merchandise. The series, starringBroderick Crawford, has already Broderick Crawford, has already
been sold in 120 markets and
purchased the property. been sold in 120 markets and
racked up five regional deals. racked up five regional deals.
Regional buys were made by Regional buys were made Sunshine Biscuit for five Southern Pfeiffer Brewing for eight and Weidemann Brewing for five. A Bakery.
ional the majority of the beer companies has been mainly to and food spons, local supermarkets reat interest in have shown a Among them are Morning Milk Mission Macaroni, Kroger super market chain, which has bought it Weidemann Brewing for five. A
smaller buy was made in two marsmaller buy was made in two mar- histories of highway patrols all kets by Hamm's Beer. In addition
over the nation. Ziv claims it has
sold the show in 90 per cent of the Francisco, Los Angeles, Dallas and Itop markets in the country.

THE BILLBOARD SCOREBOARD

- Top Vidfilms Among Teens


## and Their Pulse Multi-Market Ratings

|  viewers of the ype coverect ithey atract per ioo tiewewine tome. The averaze multi. marke rating tor each heries sis alto shown and is based poon the raing scoreded by <br>  men, $\qquad$ |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Rank Order | Tilte and Distributor of Series | $\begin{gathered} \text { Teens } \\ \begin{array}{c} \text { Per } \\ \text { Homes } \end{array} \end{gathered}$ | $\underset{\text { June }}{\mathrm{Alg}}$ Rating |
| :---: | :---: | :---: | :---: |
|  | . Biff Baker, U. S. A. (MCA) | . 34 | 8.3 |
|  | .Soldier of Fortune (Seven-Up) | 33 | 8. |
|  | Times Square Playhouse (Ziv) | 32 | 6.8 |
|  | . Cisco Kid (Ziv) | 31 | 10.5 |
|  | Life of Riley (NBC) | 31 | 16.1 |
|  | . Science Fiction Theater (Ziv) | 28 | 10.8 |
|  | Terry and the Pirates (Official) | 27 | 5.2 |
|  | Story Theater (Ziv) | 25 | 2.2 |
|  | . Meet Corliss Archer (Ziv) | 25 | 11.7 |
|  | .Foreign Intrigue (Official) | 25 | 9.1 |
|  | Joe Palooka Story (Guild) | 25 | 4.8 |
|  | Kit Carson (Coca-Cola) | 25 | 7.0 |
| 13. | .Beulah (Flamingo) | 24 | 5.2 |
| 13. | .Files of Jeffrey Jones (CBS) | 24 | 4.4 |
| 13. | Laurel and Hardy (Governor) | 24 | 7.8 |
| 13. | .Little Rascals (Interstate) | 24 | 12.1 |
| 13. | Mr. and Mrs. North (ATPS) | 24 | 6.3 |
| 13. | Royal Playhouse (MCA) | 24 | 3.5 |
| -13. | .Superman (Flamingo) | 24 | 13.1 |
| 13. | Victory at Sea (NBC) | 24 | 9.2 |
|  | . Dick Tracy (Combined) | 23 | 5.8 |
| 21. | . Paris Precinet (UM\&M) | 23 | 6.0 |
| 21 | Ramar of the Jungle (TPA) |  | 7.9 |
| 21. | . Range Rider (CBS) | 23 | 9.9 |
|  | Secret File, U. S. A. (Official) |  | 5.8 |

## THE BILLBOARD SCOREBOARD

## Top 25 Vidfilms Among Kiddies

| This weekly feature of The Billboard's TV Film department shows the relative viewers of the type covered they attract per 100 viewing homes. The average multimarket rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population, On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children. <br> For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York. |  |  |  |
| :---: | :---: | :---: | :---: |
| Rank Order | Titte and Distributor of Series | Children <br> Per 100 <br> Homes | $\begin{aligned} & \text { Avg. } \\ & \text { June } \\ & \text { Rating } \end{aligned}$ |
|  | Abbott and Costello (MCA) | 107 | 10.1 |
|  | Hopalong Cassidy (NBC) |  | 9.7 |
|  | Annie Oakley (CBS) | 98 | 12.5 |
|  | Dick Tracy (Combined) | 98 | 5.8 |
|  | Cisco Kid (Ziv) |  | 10.5 |
|  | Gene Autry (CBS) |  | 9.4 |
|  | Superman (Flamingo) |  | 13.1 |
|  | Little Rascals (Interstate) | 95 | 12.1 |
|  | Ramar of the Jungle (TPA) | 93 | 7.9 |
|  | Wild Bill Hickok (Flamingo) | 93 | 10.7 |
|  | Soldiers of Fortune (Seven-Up) | 89 | 8.2 |
|  | Terry and the Pirates (Official) | 89 | 5.2 |
|  | Range Rider (CBS) | 88 | 9.9 |
|  | Laurel and Hardy (Gover | 87 | 7.8 |
|  | Badge 714 (NBC) | 86 | 18.8 |
|  | Kit Carson (Coca-Cola) | 86 | 7.0 |
|  | Cowboy G-Men (Flamingo) |  | 5.3 |
|  | Hans C. Andersen (Interstate) |  | 5.8 |
| 19. | Victory at Sea (NBC) |  | 9.2 |
| 20.. | Death Valley Days (Pacific Borax) | 52 | 9.8 |
| 21. | Your All Star Theater (Screen Ce | 49 | 3.0 |
|  | Meet Corliss Archer (Ziv) | 48 | 11.7 |
|  | I Led Three Lives (Ziv) | 37 | 15.9 |
| 24.. | Amos ' n ' Andy (CBS) |  | 11.2 |
|  | The Visitor (NBC) | 34 | 3.9 |

## Re-Runs Gain in Importance; May Pass First Runs as Revenue Source

NEW YORK, Aug. 20. - The
newest pattern taking shape in the ever-changing TV film syndication business is the elevation of the network re-run show, which up to syndicat played first-run programs, to a position of honor in the roster of a syndication firm's properties According to some observers of
the TV film scene, the network reruns may soon reach the stage where they will become more imsource of profit to syndicators Many of them already haveor to these observers, is not that the to these observers, is not that the
re-run properties are being sold for higher prices than was formerly the case, but difficult to get pro-
increasingly duction costs plus profits out of
syndication alone of a high-cost,
first-run show.
The network re-runs, on the
other hand, have gotten most, if
not all, of their production costs
from the network sale. Conse-
quently, syndicators can start mak-
ing a profit with them much more
easily than they can with a first-
run property, for which they first
have to recoup production costs.
Ironically, one of the reasons
for today's difficulties in syndica-
tion of first-run series is the popu-
larity, among advertisers, of the
re-run shows. Many sponsors are
buying re-runs with money that
would otherwise be spent for first-
rum shows because of the cost.
As a result, distributors today
are taking on more re-run shows
for syndication and are producing
and distributing fewer first-run

## series. They are, of course, more anxious than ever to close

 anxious than ever to close a na-tional deal before syndicating a tional deal before syndicating a
first-run property, for in that way first-run property, for in that way
they greatly lessen the risk of losthey greatly lessen the risk of los-
ing money on the show. Among ing money on the show. Among
the distributors who have set up
new national sales departments new national sales departments
within the past month or so are Ziv-TV and ABC Film Syndication.
A factor that will probably make the net-work re-run stanzas even
more popular with distributors is the new Screen Actors Guild con tract which gives actors payment,
for the first time, from second-run showings of a film. This principle, when and if adopted by other unions. will probably make it more
difficult for distributors to sundicate first-run shows profitably in comparison to syndication of net-
work re-run shows.

## Playhouse Sets 2 More Series

HOLLYWOOD, Aug. 20--AuBrewster Morgan vidfilm company, expects to get into production on two more series following the comlournal" ${ }^{\text {D }}$. Hudson's Secret 39 -pic production schedule.
New Western series, to be called "Fort Delivery," is being prepped from the Saturday Evening Post stories of the same name by Paul Horgan. Horgan, who won a Pul the Rio Grande, has started work on the scripts.

Also scheduled for resumption is Authors' Playhouse" itself. Solow filmed nine half hours last year by Bristol-Myers. The other three John Steinbeck stories, were shown on "Omnibus."

## Thanks, Everyone



THE BILLBOARD SCOREBOARD-AMERICAN RESEARCH BUREAU RATINGS
The Nation's Top Television Programs
 Revent study is published over a four-week span
plete
with with all cilies
be:ome atailible

The 10 rop-rated shows are lissed first for each naarket,
film series playing in that market. Listings are by rank order, according to rating.
All film shows listed are sold on a syndicated


| INDIANAPOLIS $\qquad$ . 3 STATIONS THE TOP 10 TV SHOWS IN INDIANAPOLIS (* Indicates Non-Network) |  |
| :---: | :---: |
|  |  |
| 1. 564.000 Question. WISH.............. 62.9 | 6. Studio One Summer Theater, WISH....29.0 |
| 2. Tve Got a Secret, WISH...............46.7 | 7. Climax, WISH ......................28.5 |
| 3. Toust of the Town, WISH............40.8 | 8. U. S. Steel Hour, WISH..............28.2 |
| 4. Four Star Playhouse, WISH............34.7 | 9. Godfrey and Friends, WISH...........28.0 |
| 5. Godfrey's Talent Scouts, WISH........31.1 | 10. Millionaire, wish ...................27.6 |



1t. Lutle Rascals (Interstate), WTTV.
M. W. Th, F-5:00
 13. Faverfiten Story (ZAV), WIV), WTTV, S-10:00.
is. The Whistler (CBS), WTHE T-10:15..... 16. China Smith (NTA), WTTV, Th-10:00.
 I Am the Law (MCA-TV), WISH. M-10:
Ethel Barrymore Theater (Interstate),
20. Cisco Kid (Ziv), WTTV, Su-5:00.........
20. Pride of the Family (MCA-TV), WISH, 22. Superman (Flamingo) WFBM, T-5:30.....
22. 1 Led Three Live (Ziv). WTTV. T-9:30)
24. + Ames Bros. (R. Cola) WISH SH: 24. Grand Ole Opry (Flamingo), WISH, W-10:15, 6.7 27. WISH. S-10:15 ..................... (MCA-TV), WFBM 28. Inner Sanctum (NBC) WTTV, M-10:00 30. + Soldiers of Fortune (Seven-Up), WISH,
S-6:00 Fortune (Seven-Up), WISH,

| WASHINGTON $\qquad$ THE TOP 10 TV SHOWS IN WASH | ......................... 4 STATIONS <br> NGTON (E Indicates Non-Network) |
| :---: | :---: |
| 1. $\$ 64,000$ Question. WTOP ............. 42.4 | 6. Disneyland. WMAL.................26.2 |
| 2. Robert Montgomery Presents, WRC.... 27.7 | 7. Lux Video Theater. WrC............25.8 |
| 3. I've Got a Secret, WTOP........... 27.2 | 8. Best of Groucho. WRC..............25.0 |
| 4. Toast of the Town, WTOP.........26.26.6 | 9. The Medic, WRC..... |
| LOCALLY Originated film series in rank order |  |
| 1. I Led Three Lives | WRC-M. 10:30-11:00........ Summer Theater, 10.5 |
| 2. Badge 714 (Mys.), | 7:00-7:30...........Annic Oakiey, 7.6 |
| 4. Man Behind the Badge (Mys.), MCA-TV.....11.3 |  |
| 5. Follow That Man (Adv.), MCA-T | WMAL-F. $60: 30-11: 00 . \ldots . . . . .$. The Window, 8.5 |
| 6. Ramar of the Jumgle (Adv. | WTOP-w, 7:00-7:30........... Litule Rascals, 9.7 |
| 7. Mre-Mrs. North (Mys.), ATPS...............10.7. | WTOP-T, 8:30-9:00 .....Arthut Murray Party, 12.6 |
| 8. Cowboy G-Men (West.), Flamingo .........10.2 | WMAL-F. 8:00-8:30 ..... Midwestern Hayride, 11.6 |
| Littie Rascals (Comedy), | WRC-W. 7:00-7:30 . . . . Ramar of the Jungle, 11.0 |
| 10. Sheriock Holmes (Mys.), UM\& M | WRC-M, 7:00-7:30........Soldiers of Fortune, 5.8 |
| 11. Little Rascals (Interstate), <br> WRC, M to F.9:00 a.m. ................. 8.8 | 38. Terry and Pirates (Official), WTOP, 10:30 a.m. . .................................. 3.2 |
| 12. Heart of the City (MCA-TV). WMAL, T-9:30. 8.7 | 39 Wild Bill Hickok (Flamingo), WTOP, |
| 13. Science Fiction Theater (Ziv), | Su-11:30 a.m. ............................ 3.1 |
|  | 40. Bandstand Revue (Paramount), WTOP, |
| 14. Mr. District Attorney (Ziv). WMAL. T-10:30, 7.6 |  |
| 14. Annie Oakley (CBS), WTOP, F-7:00....... 7.6 | 40. Secret File, U.S.A. (Official), WTTG, Su-6:30. 2.8 |
| 17. Inspector Mark Saber (Koch), <br> WTTG, T-9:30................. 6.7 | 42. Wresting-Chicago (Imperial), <br> . 2 2.3 |
| 17. Joe Palooka (Guild). WTOP, Su-4:00....... 6.7 | 43. Hand to Heaven (NTA). WTTG, Su-6:00.... 2.2 |
| 19. My Hero (Official) WTOP. Su-3:30 ....... 6.4 | 43. Greatest Sperts Thrills (Winik), WMAL, |
| 20. Meet Corliss Archer (Ziv) WMAL, T-8:00.. 6.3 | Su \& M-7:30............................. 2.2 |
| 21. ${ }^{\text {+Soldiers }}$ of Fortune (Seven-Up), WTOP, M-7:00 | 43. All Star Theater (Screen Gems), WT |
|  |  |
|  | 46. Heart of the City (MCA-TV), WMAL, |
| 24. Ellery Queen (TPA). WTTG. Su-10:00 ..... 5.6 | 46. Rev, Oral Roberts (Kling), WMAL, Su-1:30.. ${ }^{2.0}$ |
| 25. Hopalong Cassidy (NBC), WRC, Su-4:00.... 5.5 | 48. Counterpoint (MCA-TV). WTTG, W-10:30... 1.9 |
| 26 City Detective (MCA-TV), WMAL, F-9:00... 5.3 | 49. This is the Story (Sterling), WMAL, Su-4:30.. 1.8 |
| 27. $\dagger$ Patio Page (Oldsmobile) WTOP. T-7:45 ... 5.0 | 49. Colonel March (Officiai), WTOP, Su-11:30... 1.8 |
| 28. Times Square Playhouse (Ziv). WTTG. T-8:30. 4.7 | 51 Police Call (NTA), WMAL, Su-10:30 ...... 1.5 |
| 29 Stories of the Century (Hollywood). | 51. This Is the Story (Sterling), WMAL, S-6:30., 1.5 |
| WTOP, S-6:30. | 53. Yesterday's Newsteel (Ziv), WTTG, |
| 30. Cisco Kid (Ziv), WTOP, Th-7:00,........ 4.4 | M. T. F-7:15 |
| 30. Call the Play. (Station), WTOP. F-11:15.... 4.4 | 53. Post Time. U.S.A. (Tel-Ra), WTTG, T-7:45.. 0.9 |
| 32. Pride of the Family (MCA-TV), WTOP. | 53. Post Time. U.S.A. (Tel-Ra). WTTG, S-10:00.. 0.9 |
| 32. Lone Woif (MCA-TV), WTTG, Su-9:00..... 4.1 | 56 Thes Is the Life (Westheimer \& Block), |
| 34, Range Rider (CBS), WTOP. M-6:00 ........ 3.8 | 57 Facts Forum (Facts Forum, Inc.), WTTGG, ${ }^{0.6}$ |
| 34 Eddie Cantor (Ziv). WMAL. M-10:00..... 3.8 |  |
| 36. Town and Country Time (RCA), WMAL. | 57. Futton Lewis Jr. (Gen'l Tele.). WTTG. T-7;30-0.3 |
|  | 57. Hoillywood Off-Beat (MCA-TV), WTTG, W-8:00 |

COLUMBUS
3 STATIONS
HE TOP 10 TV SHOWS in COLCMBUS $\boldsymbol{e}^{*}$ Indicates Non-Networt


| 1. $\ddagger$ Death Valley Days (West), Paclfic Borax $\ldots 29.8$ <br> 3. Man Behind the Badge (Mys.), MCA-TV <br> 4. Favorite Story (Drama), Ziv <br> 5. City Detective (Mys.), MCA.TV <br> 6. Superman (Adr.), Fhamingo <br> 6. Mr. District Attorney (Mys.), Ziv <br> 8. Waterfront (Adv.), MCA-TV <br> 9. Amos ' $n$ ' Andy (Comedy), CBS <br> 9. Sclence Fletion Theater (Drama), Ziv |  |
| :---: | :---: |
| 11. Inner Sanctum (NBC), WTVN, Th-9:30 | 28. A |
| 12. 1 Am the Law (MCA-TV), WLW-C, S-11:00. . 10.8 | 19. Victory at Sea (NB |
| 13. Liberace (Guild). WBNS, T-10:30..........10.6 | 29. Eddic Cantor (Ziv). |
| 14. Counterpoint (MCA-TV), WBNS. 5 -9:30 ... 10.4 |  |
| 15. Terry and Pirates (Officia), WBNS. Th-6 | 12. L2 |
| 16. Wild Bill Hickok (Flamingo). |  |
| 17. \$Soldiers of Fortune (Seven-Up), WBNS, M-10:30 ... .. ................................ 9.0 | 73. This Is the Life (Westheimer WBNS, Su-10:15. |
| 18. Renfrew of the Mounted (Geo. Bagnall), WBNS, S-12:00 noon. ...................... 8.6 | 33. Famous Playhouse (MCA-TV), WBNS, |
| 18. Hopalong Cassidy (NBC). WTVN. F-6:30 | 33 Lone Wotf (MCA |
| 20 Ramar of the Jungle (TPA), WLW | 77. Ellery Queen (TPA 7. Beulah (Flamingo). |
| 21. $\ddagger$ Ames Bros. ( R, C. Colh), wLW.C. T-6:00. 7.9 | 19. Flash Gordon (UM\&M), WLW-C. |
| ${ }^{21}$ 1. Ramar of the Jungle (TPA), WLW-C. M-6:00. 79 | ${ }^{\text {to }}$ ( This Is the Life (Westheimer \& Block), |
| 21. Meet Corliss Archer (Ziv), WBNS, S-10:00.. 7.9 |  |
| ${ }^{\dagger}$ Patti Page (Oldsmobile), WBNS, <br> T \& Th-6:45. | 10. Greatest Sports Thrill WIVN, M-6:30. |
| 25. Cisco Kıd (Ziv). WLW-C. F-6:00........... 7.1 | 10. Greatest Sports Thrills (Winik) |
| 26. Wild Bill Hickok |  |
| WBNS. Su-12: | Call the Play |
| Pride of the Family (MCA-TV), WBNS Su-6:00 |  |

## BALTIMORE

THE TOP 10 TV SHows in baitimore (* Indicates Non-Network)


| 1. I Led Three Lives (Adv.), Ziv.............. 18. | WBA1-W, 10.30-11:00. |
| :---: | :---: |
| 2. Badge 714 (Mys.), NBC................... 16. | WBAL-T, 10:30-11:00. . . . . . . . . . . Wrestling, 14.6 |
| 3. Annie Oakley (West.), | S. 5:30-6:00.......... Matince Movie, 1.5 |
| 4. Mr. District Attorney | 4 |
| 5. Eddile Cantor (Comedy), Z | WBAI-M. 10:30-11:00......Summer Theater, 18.9 |
| 6. Patti Page (Music), Oldsmo | WMAR-M \& F. 7:45-8:00............ News, 3.7 |
| 7. Little Rascals (Comedy), Int | 6:00-6:30.............Early Show, 5.7 |
| Little Rascals (Comedy). | W, 6:00-6:45...........Early Show, 6.1 |
| 9. The Whistler (Mys.). CBS | WMAR-Su, 11:00-11:30 . . . Nocturne Movies, |
| 10. Superman (Adv.), Flamingo................11. | WBAL-W, 7:00-7:30............... Various, |
| 11. Litule Rascals (Interstate). WBAL, S-4:00.... 10.6 | 23. Times Square Playhouse (Ziv), WAAM, |
| 12. Waterfront (MCA), WMAR. Th-10:30.....10.5 |  |
| 12. Death Valley Days (Pacific Borax), | 23. Hopalong Cassid |
| WMAR, S-6:30............................ 10.5 |  |
| 14. Little Rascals (interstate) WBAL. Th-6:15...10.3 | 25. Wresting F |
| 15. Wild Bill Hickok | WAAM. |
| 16. Hopatong Cassidy (NBC), WBAL, $5.6800 . .19 .7$ | 26. Flash Gordon (UM\&M), WBAL, S-6:30 |
| 17. Times Square Playbouse (Ziv). | 27. Kit Curson (Coa-Cola), WBAL, M-6:00. |
| WAAM. S.10:00. | 28. Wild B |
| 18. Lttle Rascals (Interstate), WBAL, M-6:30... 7.3 |  |
| 18. Ellery Queen (TPA), WAAM. T-11:00...... 7.3 | 29. Pride of the Family (MCA). WMAR, S-6:00.. 3.2 |
| 20. Science Fiction Theater (Ziv), WBAL, <br> S-7:00 | 30. Danperous Assignment (NBC), WMA M-11:30 |
| 21. Little Rascals (Interstate), WBAL, | ii. Your All Star Theater (Screen Gems) |
| Su-11:30 a.m. | WMAR, T Th |
| 22. + Soldiers of Fortune (Seven-Up), w8at. | Ames Bros (R. C. Cola), WMAR, W-7:15, 21.1 |
| Th-7:00 ................................ |  |

(Continued on page 18)

## EXTRA FILM PROFITS

## Sale to British Can Bring 10\% of Cost <br> - Continued from page 1

problem, the British producers are
aiming toward distributing their series in the U.S. Several of them including Harry Alan Towers and Hannah Weinstein, have already made deals with one American distributor, Official Films, whereby Official shares in the ownership of over American distribution
over American distribution.
A similar deal was made this
month by Towers with CBS month by Towers with CBS-TV can Rifles." Such arrangements. which are likely to be duplicated by other British and American advantages In effect they put the British and Americans in parthership, giving each partner the status of having a definite entree into the market across the ocean.
From the Americans' standpoint there are several other advantages England. For one thing, it eliminates any difficulties that may exist in taking American dollars out of the country. The money earned bs oin American firm selling in England could be used to help pay production costs of series that are shot there. Another advantage. which takes on increased importance in view of the Screen Actors minds recent battle to obtain aidoitional payment for second rim England do not require actors to be paid additional money when the films are rerun. This cuts producetion costs considerably and therel) permits a show to be sold in the permits a show to . for lower prices.
However, despite what undoubt edly will be a large increase in the land, it's not expected that there will be enough of them to satisfy the needs of the British commercial programming schedules. And tho many of their shows will be live, low-budget affairs, it's expected that competition for quality programming will encourage the British contractors to devote more than 20 per cent of their schedule to American series, whose costs have already been absorbed by salc in the U.S. and consequently can be purchased fairly cheap.
mercial TV program contrinthe goverument owned and operated British Broadcasting Corporition television network provides American film distributors with another outlet for sale of their shows in England. The BBC up to recently has been neither willing nor able to pay too much for American films. However, the competition it faces from the commercial outcts is expected to change this situation madically. There are already signs
that the BBC fully intends to that the BBC fully intends to increase both the number of Ameriit will pay for them. It's folt price ever, the commercial outlets will be more important as a buver American series than the BBC There are currently three tractors licensed to purchase programs for the three commercial tolevision stations located in Londen, Manchester and Birmingham. Thee are: Associated Rediffusion, litd.; Associated Broadcasting Compan

GIVE TO DAMON RUNYON CANCER FUND
I.td., and Gramada, Television, Ltd A fourth contractor. Wiunick Telelist a month ago and a replacemen is currently befing songht.

Packaging Firms Associated Rediffusion has been assigned the task of providing proGondars thrn Fridavs Associated Broadcasting will program the LonBirm station on wechends and the Birmingham seek. Gramatan will during the Manchester outlet on Mondays thru

Fridays. The fourth contractor will $\mid$ American distributors are sellin handle the programming for the their series to one of the three conBirmingham and Manchester sta- tractors for the entire United King. tions on weekends. The London dom. This contractor, in turn, will station is scheduled to go on the make arrangements with the other air September 23, while the other contractors to use the series. The before the end of the year. before
Among the officers of Associated
Rediffusion are Roland Rediffusion are Roland Gillett, program director; Captain J. Brownrigg, administrative head; George Lasky, sales and advertising manager. ABCs executives inclute ers, program director; Riclard Meyer, sales and advertising director; Prince Littler, chairman of the tor; Prince Littler, chairman of he
company. Granadat is headed by Company. Granadat is headed by program director; Eddie Pola is in charge of light entertainment programming; Victor Peers is executive administrator.
As a result of the fact that all three program of contractors work three program contractors work
very closely with each other and series to
fusion.
The American shows that have reportedly been sold to program contractors in England thus far in clades Dragnet. "Douglas Fairlous Cassidy:" i Love, Hop, "Amos ' $n$ ' Andy," "Range Rider," Liberace. "Lissic," "Ford Theater," I Led Three Lives," "Science Fic tion Theater." "Eddie Cantor Theater," "Mr. District Attorney," "Inner Sanctum." "Orric and Harriet," the Ray Milland show.
Among the shows reportedly bought by the BBC are "Victory at Famous Playhouse," "I Am the

FILM SPEC Guild Has New Color Drama Plan
NEW YORK, Aug. 20.-Now in the planning stage at Guild Films is a limited series of hour dramatic shows in color which would be offered to advertisers as special presentations. Each how presentations. Each show is expected to have a budget of about 175,000 and will use the top names available.
They will be filmed bere and abroad and made exclusively for Guild. It is believed they "111 be The aim of the film syndication and production firm is to offer local advertisers programming which can compete with spectacelars.
$\square$


## CINCINNATI

| 1. $\$ 64.000$ Question, WKRC.............57.1 | 6. Two for the Money, WKRC..........25.4 |
| :---: | :---: |
| 2. Lux Viseo Theater, WLW-T..........34,3 | 7. Five Gut a Sectet. WKRC.............25.9 |
| 3. Alt Star Baseball Game, WLW-T......27.2 | 8. What', My Line? WKRC..............24.2 |
| 4. Best of Groucho, WLW-T............26.4 | 9. *Three Ciny Final, WI.W-T............24, |
| 5. Disneyland, WCPO...................25.9 | 10. This is Yout Life, WLW-I...........23.0 |
| locally originated film series in rank order |  |
| Mc/ Ditrict Attoraey (Mys.), Zif. ....... 20.6 | WLW-T-W, 9:un-10:00.......U. S. S. Steel Hour, 1 |
| Mayor of the Town (Drama), MCA-TV.....16.9 | WCPO-T. 9:30-10:00..............The Searih، 18.3 |
| Hacket Squad (Mys.), ABC.................14.1 | WKRC - W. 8:(0)-4:20........ Kraft TV Theater, 16.5 |
| I Led Three Lives (Ady.), Ziv................14.1 | W1.W-1-Th. 7:30-x:00...............Climax, 23.2 |
| Science Fiction Theater (Drama), Zit.......12.8 | WI.W-T-S, 10:30-10:30. . Mitlion Dollar Move, 18.0 |
| Eoston Blackie (M)s.), Ziv...............12.7 |  |
| Fairbanks Presents (Drama) ABC.......12.4 | WI:W-T-T, 9:30-10:(0)............ The Search, 18.3 |
|  | WKRC-F, 10:30-11:10...................Tonight, 17.5 |

## SYNDICATED FILM MAN

 Seen Big Winner in SAG-Producer Tussle of the contract is a boon to all pro-
ducers since it permits them to plat
ahcad for a considerable period of time On the other side of the ledger,
the pact prohibits advance buyout
of residuals (because of certain abuses which had crept into the practice) for all players hired by
the dav and for others making up to double the minimum rate. The complex acconnting system pro-
ducers are forced to keep will, a a restit. get even more complex.
Total residual pay is upped frot (10) to 140 per eent of minimum

NIELSEN TOP 10 TV WEB SHOWS


## 88

Wichita Wuady Says
KTVH'S new miluon DOLLAR MOVIE PACKAGE, RECENTIY PURCHASED FROM GENERAL TELERADIO, IS NOW AVAILABLE ON A PARTICI
TION BASIS TO HELP YOU

## SELLISELL!SELL!

## KTVH

## Screen Gems <br> Sets Promotion


 bankrollers greater local audience
promotion to supplement that pro-
in the case of the inetwork stamzas,
and by Sereen (ems, in the case of
the nationally spot-looked pro-
grams.
grams.
The contest. Which gets under-
way October 1. Was planned by
Hery
$\qquad$ will be selected from the ranks of
the station program directors who + $=$ starting October 2.
ner will be given a 13 -day mid-
winter Caribbean crnise for two. winter Caribbeat ernise
Other prizes include projectors and
screens. hi-fi systems. air condi-
ins. tioners, deep freezers, cameras and
gold wrist watches.
The eight nationally sponsored
Screen (ems shows are; "Rin Tin
Tin." "Captain, Midnight." "Falstalf
Celcbrity Plashouse, "Ford Thea
ter." Father Kuows Best" The
Patti Page Show. "Damon Run-
yon Theater
Texas Ranger
Craftsmen Moves 'Fights' men Films has moved its "Createst
Fights of the. Century inte 20
warhets in the two werhs the pach-
age has heen asailable from the
wndicator.
Latest stations to hew the sports
show are. WOR-TV. here and
CKI.W-TV. Windsor-De.troit.
The show Feature: some of the
top fights in- the history of the
sport

## PULSE TOP 20 IV WEB SHOWS <br> (July, 1955)



## NBC May Offer

Color Jungle Spectacular


RR-GK Expands Com'cial Dept.

## HOLLYWOOD. Aug. 20.-E

|  <br> to. Superman (Adv.), Flamiazo..................... 9.7 |  |
| :---: | :---: |
| 12. Passport to Dinger (ABC). WCPO, T-7 | 24. Ramar of the Jungle (TPA), |
| 13. I Am the Law (SICA-TV), WKRC, M-10:30.. 9.2 | WLW-T, S-11:30 a |
| 13. Call the Play (Station Distrib.), <br> WLW-T, F-10:15 | 27. Wrestling From Hollywood (Paramount WCPU, T-7:00 |
| 15. IPatti Pape (Oidrmobite). <br> WKRC, T \& Th-10:15. | 28. Pride of the Family (MCA-TV), WKRC. Su-6:00 |
| 15. Heart of the City (MCA-TV), WKRC, S-9:30. 8.2 | 28. Greatest Sports Thrilis (Winik). |
| 17. Litile Rascals (Imerstate), WKRC, | 30. $\dagger$ Ames Bres. (R. C. Cola). WCPO. F-9,io.. |
| M to F-6:00. | 30. Ramar of the Jungle (TPA). WLW-T, F-6:00. 3.3 |
| 18. Lone Wolf (MCA-TV). WKRC. W-10:30... 6.9 | 32. Liberace (Guild). |
| 19. Range Rider (CPS), W1 W-1, Th-6:90...... 6.9 | 33. Bie Fights (Big Fights, |
| 19. Eddie Cantor (Ziv), WIW-T, F-8:30........ 6.5 | WKRC, Th-10:2 |
| 21. Life With Father |  |
| 22. Wild Bitl Hickok (Flamingo). | 35. Your Star Showcas |
| WLW-T, W-6:80,.......................... 4.6 | 15. Into the Nigtrt (Sterting), WLW-T, S-4:wo.. 20 |
| 22. Jimmy Demaret (Award) WKRC, Su- | 37 Bandstand Reyue |
| 24. Wild Rill Hichik (Flamingo), | WKRC, Su-4:30...................... 1.5 |
| WKRC. Su-12 | This Is the Life (Westheimer \& Block |
| ¢ S | WCPO, Su-10:00 a,m. ............ |
|  |  |

## Auto Spending at New High

| That are the program preferof these giants of inctustry? | the leaders in low cost thonsand. |
| :---: | :---: |
| Generally speahing, their main en- | These companies spend an esti- |
| or is to overwhelm the view- | mated 20 to 30 per cent of theis |
| of the nation with blockbuster | advertising budgets for nighttime |
| presentations which compel view- | network TV. Their expenditures |
| ing. They are the laading elients | have mabled the webs to become |
| or NBC.-TV's spectaculars, for | relatively free of the important ra- |
| BS-T's specials, and for ABC- | dio advertisers-the tobaco cont- |
| "s "Disneylad." They are inter- | panies and the soap companies- |
| in the all-family audiences | in nighttime TV. It was thought |
| ich tune in at the prime time fiscs of the eveting. | that they would play the same role in TV. |
| The roster of their talent in- | It has enabled the networks to |
| cludes the top names in show busi- | spend astronomical sums for spee- |
| ness. Bul Hope. Betty Hutton, | taculars, and their talent, and tis |
| ckie Gleason, Fred Coc and Max | be sure they could find buyets. |
| man work for Cieneral Motors. | And it has enabled the Americant |
| uses Ed Sullivan and two | public to benefit immeasurably be- |
| 年的s which should be replete | cause of the kind of entertainment |
| names. Chrysler has Ciroucho | they are now getting - Broadway |
|  | plays, top comedians, and, in the |
| a Hollviwed hour drama eo | future, top motion picture product. |

## Viewers Like Live Shows

NEW YORK, Aug. 20.-A survey made by Trendex clearly indicates that televiewers prefer live pro-
gramming over film. Of the viewers polled, 15.6 prefer live shows, 6.0 liked film, and 42.2 had no preference. The two most important reasons for their taste for live programming was that its picture wis crearer
realistic.
The majority of people liking film had no clear reason for their preference, tho many referred to their viewing of film. The se for also showed that 70.8 per cent could correctly identify whether a program was live or film. and that were incorrect as to their identiti-

TRENDEX TOP 10
TV WEB SHOWS
(August 1.7, 1955)


NOW IN 82 MARKETS A SMASH HIT!
"Championship Bowling


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## LEGIT

 Vie With DecorBy BOB SPIELMAN Acts in the Beverly Hilton's Bali Room are going to be in compemay not be easy. Conrad Hilton has unveiled the plushest nitery outside Las Vegas, and it may take a special kind of performer the surroundings and onto the stage. Will "Jordan, in a semi-revue
called "Boast of the Town," does a journeyman-like job as a comic and emsee, but didn't come up to the heights of his last Sunset Strip
stint. His Ed Sullivan routine has stint. His Ed Sullivan routine has
grown out of its novel infancy, and grown out of its nove change.
French import Gilbert Becaud is only moderately successtul as a
vocalist but does better when he vocalist but does better the piano accompanies himself on the piano
British ventriloquist Arthur Wors-

## Mr. Ballantine

Palace Theater, New York
The Palace press blurb says that Mr. Ballantine's sharp satire of
magicians is skyrocketing him to the top among the star comics." because in this reviewer's book, Mr Ballantine has long been one of the fummiest, horrible magicians around
these parts. Currently, he is living up to every minute of that opinion. once more a sock act.
Elsewhere, the agenda, after week's hiatus for a package show,
is solidly on the eight-act vaude beam. The Three Jets, Negro mal tapping trio, get the proceedings of to a solid start. Those excellen
marionette artists, Martin and Florenz, contribute their topflight pup peteering, altho they canine
amateur.
Cedrone and Damian Mitchell, whom this reporter has ap-
plauded heftily in niteries, tribute their vagaries which set a Palace audience to taking mental nip-ups. Before the week is out the customers will likely discover Stan Fisher offers a somewhat over-arranged, but nonetheless
virtuoso performance on the harvirtuoso performance on the har-
monica. This is good stuff, but it seems that a prolonged stanza of "Murder on Tenth Avenue" overcalls musical savvy on the part of
a Palace audience. The Three Renowns, adagio burlesquers, are
sock as usual. The Texans, man spinning and bull-whip snapping novelty finale.
For one reason or another, the ping trio, are back in the house. This reporter wonders why,

The Vagabonds
Hotel Sahara, Las Vegas
One of the funniest acts to play Las Vegas returns this week to the Congo Room of Hotel Sahara, when the vagabonds, backed up by ample variety talent, provide
one of the Strip's top attractions.
The Vagabonds, with rare comedy talent, bring in a few new old standbys, to maintain their position as the top
play Las Vegas.
Backing up the main attraction in second spot is fiddler Maria do everything but handsprings. She draws top applause of the how.
Back after many years' absence is funnyman Chaz chase, who by now has found a few new things to devour in his
taining routine.

## taining routine.

The opening act is Condos and Brandow, a pair of song-and-dance
men with a good routine and talent to match.
Chorus numbers are by the Sa -
Harem dancers. Music is by Cee Davidson and his ork,

Oncken.

BROADWAY SHOWLOG
Performances Thru
August 20, 1955 dramas
ey is clever, but in trying to foist the same routine that he did on the "Colgate Variety Hour" onto a highly sophisticated audience he team of Augie and Margo got good reception.
When it comes to impersonations, Jordan is still top man in the business, and he gave the act a new wrinkle by doing tibe wand at al.
Basically it's a room for big shows. The stage is a prosceniumtype, jutting out into the audience,
hereby affording an unobstructed view from all angles. The one view from al angles. The orformer is faced with the problem of having about a third of the crowd directly o his sides and rear.
The Empire Eight, a dance act in Chicago, occupied the spotlight for two numbers. The six gals and two guys went over well, and it's
likely that this kind of thing is more suited for the house than the intimate-type show.
Bernard Hilda ork provides top accompaniment and danceable music.

Roy Hamilton
Basin Street, New York
This nitery has booked in a class rhythm and blues package, lean-ctiton-a repeater-and to cean-cut, swinging Buddy Johnson
band, featuring Ella Johnson. Hamilton, whose big baritone voicings have established him as a big pop
seller on Epic, as well as an r.\&b. seller on Epic, as well as an r.\&b. recaps of his broadly phrased hits, ncluding I Believe. However neither the mike set-up nor the
height of the room presented the tall warbler to best advantage. The Johnsons, brother and sister ury disk clicks, and for the jazz fans who may have straggled in, there was a special treat via the
Milt Hinton trio featuring the eader's remarkable string bas soloing, with Osie Johnson on drums and Al Williams at the keylocally, impressed as a broad jazz talent. $\qquad$
Spike Jones
Riviera Hotel, Las Vegas
Spike Jones and His City Slickers fill a brand-new role this week a a replacement act. But that
about the only new thing that can about the only new thing that can
be said about the Musical Insanities of 1955 in the Riviera Hotel's Clover Room.
The current date was originally booked with Edith Piaf. She was ryn Grayson. When the latter be came ill, the Spike Jones aggrega-
tion was enticed into filling the date. The City Slickers are living ceptable to discriminating night lub

## LEGIT

## 'Day by Sea' Not Exactly a Picnic

## By bob SPIELMAN

N. C. Hunter's British play, " $A$ Day by the Sea," about what a dirty trick life is, sputters, back-
fires and shakes like a Model T but fires and shakes like a Model
never manages to get rolling, even a particularly fine cast. The players manage to inject a fair amount o interest into what is a pretty bar ren vehicle. It debuted this week
t the Huntington Hartford Theat the Huntington
ater in Hollywood.
The playwright throws a numbe of characters together in a house
by the sea and then waits for some-
$\left\lvert\, \begin{aligned} & \text { thing to happen. The wait is still } \\ & \text { on. There is a British diplomat who }\end{aligned}\right.$ party is more like a play.
on. There is a British diplomat who $\begin{gathered}\text { party than a play. } \\ \text { There are some flashes of fine }\end{gathered}$ is throwing his life away in a mad $\begin{aligned} & \text { There are some flashes of fine } \\ & \text { humor and some genuinely dra- }\end{aligned}$ scramble for success, his old sweetheart who is seeking escape in pro-
miscuous love, an alcoholic doctor a frustrated middle-aged governess the diplomat's mother and an old man who ha
tain climber.
Hume Cronyn, as the diplomat
says at the end, "There is no end. There is no beginning or middle either. Basically, neither characters learn more about them, but the
humor and some genuinely dra-
matic moments but they stand out like peaks above a desert consisting profundities. Hunter does not seem to share the general British talent for subtlety and understatement.
Plaudits go to Croyn, Jessica Tandy, Dennis King, Aline Mac
Mahon, Halliwell Hobbes, Meg
 Jenkins, Leo Britt, Veronca Hode for superb portrayals of struggling for superb portrayals of struggling
characters in a struggling play.

## Cast Superb, But 'Skin' Still Belabors Obvious

## By bob Francis

Be it understood at the start, the hat-tossers, when Thornton Wilder's "Skin of Our Teeth" was unveiled at the Plymouth
back in 1942. It was tagged with such adjectives as provacative, "brilliant" and "profound." In fact, so hysterical were some of the encomiums, that your correspondent began to wonder whet
sat in on the same play. Now he has seen it again, the version wher as part of "Oaris "Salute this summer as part of our salute on limited-run view at the ANTA Theater. The verdict is the same. Wilder's parable anent the indestructability of the human race is still a hodgepodge combination of symbolism, pseudo-philosophy and farcial whimsey, hooked-up for a
three-act span to belabor the three-act
obvious.
Doubtless, this revival will have its ardent, drum-beating admirers Robert Whitehead has provided with a brilliant foursome of stars, and Alan Schneider has stagided scripting may be worth. Even in a puerile play, an evening with such players as Helen Hayes, Mary Abbott is bound to be rewarding. As Tallulah Bankhead did in the carries off major honors. When she plays the sultry eternal temptress in her own particular style, she makes Wilder's lines sound
sith" is concerned, that takes a real performer Since Miss Hayes never gives a bad performance, it is to be expected that she would
special stamp on Mr. Mankind's special stamp on Mr. Mhe, too d deserves.

Windy City young set, got a hot reception and drew big hands on Ain't That a Shame" and "Un chained Melody.
Lenny Dee teamed up with his organ to let loose the boogie woogie, throwing in lill. Dee had good timing, drawing applause al the way.
The Hi-Lo's Quartet, leading of the show, blended well with Louis Basil and the orchestra on "Jeepers "Roepers Around the Clock" special The boys showed they co
away with the music, too.
Felicia Sanders, good to be "Blue Star" and "Dancing in the Blue Star and Dancing in on the "Blue Star" number.
Yonley, musical clown, capered for laughs with midget violins, clarinet, tamburine, and a whole bag full of props. Got top response
when he "shed tears" that landed when he shed tears the audience. tive rows back ine little harsh with of soft notes, sang her feature. Plenty of power in her voice.

Mr. Abbott, turned back to acting after long years of directorial chores, is admirable as the philo-
sophically snowed-under prototypo sophically snowed-under prototype
of human durability. Miss Reed again is properly omnicient as a again is properly omnicient as a
sort of latter-day Cassandra, the
role she created in the original role she

## Peggy Le

Ciro's, Hollywood
The pear shaped tones of song abletly exuded by thrush Peggy Lee have long spelled top box office. Her stand her is no differen han her previous runs, and should prove to be an equal financial success. Essentially Miss Lee essays the same tunes that have dotted her career; the frenzied Afro-Cuban beat of "Lover" performed a la marathon, another up-tempo in
"ust One of Those Things," the "Just One of Those Things," the tender tones of "The Touch of
Your Liss" and the sofe-pedaled "Learning the Blues," the latter a Learning the Blues, the latter a new entry in her reperturn all the way, with deft touches of added appeal in her stage mannerisms. Hal Loman, dancer, warm up the boards. $\qquad$
Charlivels, Kemeth Spencer
China Th
Sweden
The three Charlivels, in their hectic melange of mosic; hokum Kenneth Spencer, popular Ameriifty (English) fem puppet manipuator, features on the final bill of the season.
Other good acts are the Impero Brothers, equilibrists; Danya and Alvares, dance team; Cycasso, rap"flying sker; Du Marte and Denzar, flying skeletons" novelty dance; Spanish dancers; Mogens ElleSpanish dancers; Mogens
gard, accordionist, and three Skating Ryles, fem roller-skaters. Ec-kert-Lundin produces the show and conducts the China pit band.
Wolfram.

## Post-Freeze

## Continued from page

UHF's making less than $\$ 20,000$ a month, only three out of 40 with out network programming got by. On the competition ront, the survey lists 44 of he 143 HF's competing with 50 or more sta44 with no 44 with no competition. To stations taking in over $\$$ no fears. Under $\$ 30,000$ but above $\$ 10,000$, only about a thind of the post-freeze VHF's made out in competition with two or more rivals, while 80 stayed healthy when there was no competition. Among 73 UHF's who had to face VHF rivalry, less than a third made a profit, while two
thirds of the UHF's with no competition made the grade.
Revenue varies in close ratio to ing to the survey. Out of 43 VHF's in cities of 175,000 or over, 37 or more. Getting down to comor more. Getming
munities of less than 75,000 , only 13 out of 64 stations got into the higher revenue brackets. In addition,
7500 population accounted for
21 out of the 41 VHF's continu21 out of the 4.
ously in the red.

## DRAMATIC \& MUSICAL ROUTES

Bus stop: Central City Colo.
Can-can: (shubert) Cuicago.

Lios Ang les.
Kinational) washington.
Rand
Pand


Communications to 1564 Broadway, New York 36, N. Y.

# Col. Moves Ahead With Club Plan, Bolsters Dealer Pitch 

## Label Vetoes Deals Offered By 'Hustlers' <br> By BILL SIMON

NEW YORK, Aug. 20.-Earlier this week, before most of the Columbia Record clab presenta(The Billboard, August 20), the record company already was hard at work revising its advertising copy to strengthen the enroll thru
your dealer" angle, and to insure generally the dealers' stake in the Club plan.
Altho diskery executives reported that preparatory discussions dealers several months back, the dramatic introduction of the plan apparently caught the great mass
of retailers flat-footed, and initial reactions may best be described as "mixed," tho the mixture
many of a violent nature.
As the week progressed, initial of abating in favor of "ed signs see" attitude. In a number of markets, dealers were organizing meet-
ings to combat the Club, but in many sectors, as diskery and distributor representatives were able to parry dealer doubts first hand, the remained to be seen what effect the national consumer ads, breaking this Sunday (21) would have on the holdouts, and whether or not these dealers would turn away
customers who appeared at their stores with subscription coupons on Monday morning
Altho a number of the more antage so far as to cancel their Cogone so far as to cancel their Codealers, including some opposed in

## Form Record <br> Automat Firm

HOLLYWOOD, Aug. 20.-For mation of Record Automat; Inc.,
and completion of the firm's first location test of its disk vending location test of its disk vending
machine was disclosed this week by Glenn Becker, president of the

While firm marketing plans have as yet not been formulated, Becker established rack jobbers in metro politan cities would eventually be Equipment woukd be leased, rather than sold.
Firm's machine is designed to hold 4845 r.p.m. records of 15 Selections. or a totat of have no phono playing equipment and, according to
Becker, will sell only the top 15 hits.
Machine was tested here last week at a suburban supermarket,
with future plams calling for tests in industrial locations.

## Film Deal for Eddie Fisher?

HOLLYWOOD. Aug. 20.-Negotiations that might possibly lead to the motion picture debut of ducted here. it was learned this
week, with Milton Blackstone, week, with Milton Blackstone, Fisher's personal manager; Music Corporation of America execs and
Colambia Pictures' Producer Jerry Colambia Pictu
Wald huddling.
Columbia allegedly wants Fishe to star in a musical version of "Mr duction which starred Gary Cooper.

## CATCH ERROR IN AD COPY

NEW YORK, Aug. 20.Columbia's ad agency sent out
the full-page plates on its club the full-page plates on its club program to the 40 large city newspapers for insertion Sun-
day (21). Late this week day (21). Late this week
somebody reread the fine print and discovered the membership coupon return address was not right. It was immediately changed to read "Take or Mail This Coupon to Your Columbia Records Dealer, or if there is none near you mail direct to $\therefore$ etc, ${ }^{\text {W }}$ Every paper could make the change except, unfortunately, The Chicago Tribune. Same thing happened to the radio spots
which have now been changed which have now been changed to emphasize desirability of the
member filing the application member filing the app
thru his record dealer.

## Tubb Limiting <br> P.A.'s to 3 in Spring, Fall

NASHVILLE, Aug, 20.-Foll artist Ernest Tubb will limit p.a tours to three in the spring and

three in the fal. during 1956 , it was anornced here this week by Two of the spring tours are already Two of the spring
set, Tucker said.
The tours are being limited so that Tubb may devote more time and other Tubb business ventures in Nashville. Tucker, who recently lishing firm here, said that more exploitation will be done on pub-
lished material in the company catalog and that plans are bein
made to broaden the catalog.

GOODY TO CASH IN ON COLUMBIA DISK CLUB PLAN

NEW YORK, Aug. 20. -
Sam Goody may have worked out a neat way to collect some extra sales dividends on Co-
lumbia's new record club plan. He is mapping out a plan. He is mapping out a whereby a prospective Columbia club member will receive an extra free LP if he sends Goody rather than mailing it to Columbia or a local dealer. Goody is going ahead with a regular co-op ad schedule set-up with Columbia on the record club, but at the same time he plans to augment the co-op space with his own spe-
cial ads (placed a few days cial ads (placed a few days
after the co-ops), offering mail-members the extra LP premium (any LP of their on any label.) The copy will probably stress the fact that
by enrolling thru Goody, members will receive two free LP's-Goody's and the regular premium platter offered by Goody regards the promotion as virtually self-liquidat-
ing since the 20 per cent he ing since the 20 per cent he
will collect from Columbia on will collect from Columbia on each member's purchases the giveaway if the customer sales requirements of four al. sales requirements of four al-
bums. Anything over will be gravy. At the same time, of
course, Goody will be building up a tremendous new mailing list-a factor which probably
figures as a more powerful infigures as a more powerful in-
centive to him than the 20 per cent commission

Victor Voices

## Opposition to

 Club PrincipleNEW YORK, Aug. 20.-Major record manufacturers other than
Columbia this week indicated that Columbia this week indicated that
thad no intention of entering they had no intention of entering
the mail order record club field, the mail order record club field,
and that they would adhere closely to the normal dealer-distributor articulate, stating that it would "take its gloves off and fight Columbia all along the line, page for page and dollar for dollar." Larry Kanaga, RCA Victor vice-president
and record operations manager, and record operations manager,
stated that in his opinion the Coumbia plan was not in the best interests of dealers. Victor's attitude is that the dealer will be
undercut pricewise by Columbia. "You must sell to dealers, or sell direct-
stated.
Earlier in the week Manie Sacks, vice-president and general
manager of the RCA Victor Record Division, issued a statement that the label would not start its own
record club; that it plans to strengthen the existing dealer organization; that the best way to do
this is thru aggressive dealers with this is thru aggressive dealers with
competitively priced quality merchandise. New Customers
The Victor price slash, Sacks noted, was keyed to this philosophy. He added that Victor's efforts ing new customers for dealers. As an example of this activity he pointed to the label's Personal Mu-
sic Service plan (The Billboard June 11).
(Continued on page 55)

## Capitol Signs Judy Garland <br> HOLLYW்OOD, Aug. 20.-Cap-

 tol Records continued its talen eran singer Judy Garland to a recording contract. Pact, announced by artist and repertoire topper AlanLivingston, calls for Miss Garland Livingston, calls for Miss Garland Lo etch albums only.
Capitol has already scheduled Miss Garland's first album, titled "Miss Show Business," and will co-
ordinate the release of it with the ordinate the release of it with the
singer's 90 -minute color telecast for the "Ford Star Jubilee" via CBS network on September 24. Album will include 16 songs associated career. She most recently was under contract to Columbia Records, and At peared in A Star is Born. disclosed other contracts had been signed with pop artist Bob Roubian,
and with three country and western and with three country and western
artists: Ray Parks. Cloria Henson artists: Ray Parks.
and Freddy Frank.

## Hy Grill Now Pop A\&R Exec With King Co.

NEW YORK, Aug. 20.-Hy Grill Records as astist and repertoire exec, artist and talent scout. He will function primarily in the pop field.
Grill was with Decca Records for approximately 15 years, and
was at RCA Victor, reporting to Dave Kapp when the latter headed up the pop a.\&r. department several years ago. He has also been
with Leeds Music. Grill will operate out of King

## No Cause for Alarm

The Billboard as an entertainment business paper, is vitally interested in maintaining the health of certain primary markets with substantial buying power. One of the most important of
these is the retail music-record market-composed of established these is the retail music-record market-composed of established
record dealers who represent an annual dollar volume of record dealers who represent an annual dolla
$\$ 100,000,000$ for manufacturers and distributors.

Altho The Billboard is constantly searching for methods to help broaden the base of consumer sales, we would be opposed to any program dedicated to the weakening of the present
retail dealer structure. This stand of The Billboard is an obvious netail dealer structure. This stand of The Billboard is an obvious The Billboard's convictions about Columbia's LP Record Club Plan.

## To Expand Sales Thru Dealers

We are aware-just as the dealer is-that this is a bold, competitive move by the label to increase its own volume. But we are also convinced that it is the dedicated intention of the present Columbia management, thru the LP Record Club Planto expand the total sale of ALL records THRU THE ESTAB-
LISHED RETAIL DEALER. In evaluating such a major departure as the Columbia plan, it is impossible to forecast all potential developments. Thus, it becomes necessary to evaluate me men behind the move; their motives, intentions and their sincer

But facts also supplement faith. In this regard it may be oointed out that it does not make sense for Columbia to damage mail present dealer-distributor in order to gain a foothold in the he mail order business is figured as comprising 15 per cent of he total LP dollar volume. Most executives place the figure at considerably less. Mr. Dealer, ask it of yourself: Is there any rhyme or reason for the Columbia management to cripple itself at the dealer level because it wishes to gain a stake in the mailorder field? The answer is Nol The stakes are immeasurably larger in the retail field and it is foolhardy to think that Columbia will jeopardize its status therein.

By the time the dealer reads this, Columbia's first newspaper ad barrage will be history. Let's take a look at some of the most
Effect of "Armchair" Record Buying
The immediate reaction is that armchair buying will hurt store traffic and store buying plenty. However, such does not seem to have been the case in the book industry which has been The unit volume of books sold thru regular retail stores is greater now than ever in its history (dollar volume is much, much greater). Leaders in this industry say that other factors are significant in this growth, but that the tremendous advertising and promotion conducted by the book mail-order clubs has created a large reading public; a public not content with accepting books selected for them by clubs; a public that is going into the stores in greater numbers. Drop in on one or two of your town's better book dealers. We believe they will confirm this.
Doesn't it appear logical that such a pattern will develop in Doesn't it appear lo
the record industry?

Dealers Giving Lists Away?
Any regular customer or non-customer that a dealer signs up for the Columbia Club IS sent to Columbia headquarters. Furthermore, thru the monthly reporting plan the dealer does Furthermore, thru the monthly reporting plan the dealer does feel that Columbia is going to eventually "run off" with the dealer's list and leave him high and dry. The Billboard doesn't

## What Revenue Can Dealer Expect?

 Based upon the advice of their mail-order experts, Columbia ions; if three are $\$ 3.95$ items and 3 are $\$ 4.98$ items, that is $\$ 26.79$ per member annually. Twenty this is $\$ 5.35$. Thus 100 members would produce $\$ 535.00$ per year on this basis. The figures seem optimistic. Of course, the dealer who aggressively builds and maintains an active list ofclub members will naturally invest money to do it. Nevertheless, club members will naturally invest money to do it. N

What About the Bonus Record?
On paper they look like fine recordings designed to please, but, more important, designed to whet the appetite for the Burchase of more. The first Classical bonus is Sir Themas Jazz bonus is Jazz at Columbia . . . Swing, with Goodman, James, Krupa, Ellington and other jazz greats. The sleeves of these records (like the monthly Club magazine) also make a solid pitch for store buying of albums available only thru dealers.

The dealer has a carbon of all his membership cards. He gets a monthly report giving the name and the amount of purchase of each of his members along with his 20 per cent
commission. How he tries to get inactive members active is up commission. How he tries to get inactive member
to him; he will at least know who is and who isn't.

Here The Billboard finds some area for disagreement. Columbia's yardstick for participation is "established Columbia Record Dealers" based upon the recommendation of their distributors. This list was 6,200 dealers on Monday of last week.
There have been some dropped and some added since then, but we understand the figure is now about 6,000 to 6,400 dealers. The Billboard believes there are many more "established dealers" than this figure. Columbia management admits some may have
been missed. We urge any dealer who has not been certified to participate in the plan and wishes to do so to contact the nearest Columbia distributor. The Billboard does not approve of confining the opportunity just to some dealers. However, we have seen much evidence that Columbia is vetoing opportunities to give the plan to other-than-record dealers-hustlers and promoters outside the established manufacturer-distributordealer structure. Th
the regular dealer.

Coming: Dealer Battle for Members
Recently much progress has been made in alleviating the competition of large mail-order discount houses at local levels but inevitable, that such dealers will jump on the Columbia LP Club plan to regain contact and revenue from lost mail-order

New C\&W Tunes Keep Climbing In Pop League

## NEW YORK, Aug. 20.-The new

 trend for country and western ma-terial in the pop record market was spotlighted this week, with both
the majors and the minors rushing to cut three new folksy items-
"Learning to Love," "Shifting, Whispering Sands" and "Suddenly
There's a Valley." Trinity Music has six records to date on Learning to Love, writJohnny Harper. In addition to
Lafawn Paul's initial Abbott waxing of the tune, which is starting to show some action in the South-
west, the song has been cut by Martha Linn at Victor, Peggy King, Columbia, Jean Dinning for Essex, and Jean Strange on Dot. "Suddenly Theres a Valley,"
Hill \& Range tune, originally
stirred up some action on the Era stirred up some action on the Era
label, with Gogi Grant. This week,
the song was the song was cut and rush-released
by Julius LaRosa on Cadence, Jo Stafford at Columbia,
Andrews for Capitol.

In the case of LaRosa, Cadence cut the side Thursday (18) night,
and flew dubs out to distributors in 192 key areas yesterday, with orders for each distributor to make
dubs in turn and get them to deejays. At the same time, LaRosa CBS-TV show Saturday (20) with repeat performances of the ditty
scheduled for his other CBS-TV show next
and Friday.

## RCA Near on M. Levy Deal

 NEW YORK, Aug. 20.-Altho itcould not be confirmed at press
time, RCA Victor reportedly is on
the verge of signing an mique deal the verge of signing an unique deal
with jazz impressario-publisher Morris Levy. Levy, who buys the
talent for the Birdland and Embers niteries here, promotes the annual
Birdland Tour and operates the Patricia, Planetary and Kahl pub-
lishing firms, may be expected to set up a special "Birdland" jazz terprises and talents.

## Lerprises and talents. Levy previously had been re

 ported buying into Roost Records,later pulling out of that deal to open negotiations with the new
Am-Par diskery, negotiations which since have been discontinued. nurture new talent for Victor, as well as lend the Birdland endorsement to the series. Also, as a spe-lespie-Charlie Parker Concert tapes on the Upbeat.)

## Pubbers Worry Over Give-Away Disk Trend

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| :---: | :---: |
| of |  |
| ords, coupled with |  |
|  |  |
| rial disks, "samplers," bonus | share to subsidiz <br> Radi |
|  |  |
|  |  |
| publishers to a high point. |  |
| he, office of Harry Fox, pub- | two |
| 's agent and trustee, this week | rd shows |
| that in its audits of |  |
| rount of giveaway |  |
| otional | gimmicks for studio |
| r purpose-must be consid | as mail pullers. |
| en computing publishers' ro | Freddie Robbins' |
| Writers have already | over CBS and Bill Sil |
| on the matt | tional Radio Fan Club |
| sured publishers to take action. | Record Hops are |
| e Fox office notes that the | d across the cou |
| 12 -inch sampler disks | increasing freq |
| turned out at a reduc |  |
| , that disks by Liber |  |

Shaw Artists Splits From Deutsch Firm
NEW YORK, Aug. 20. - The
Shaw Artists Corporation here and its West Coast associate, the Milton Deutsch Agency, split up thi
week. The parting, which came

## Recognition

Sought by CGA
HOLLYWOOD, Aug. 20.-Peti
ions for recognition of the Com posers' Guild of America as the col ective bargaining agent for com-
posers and lyricists have been sent to the Independent Motion Pic-
ture Producers' Association and the Society of Independent Motion president of the Guild, announced
IMPPA and SIMPP represent
cluded in the Association of Motion Picture Producers, latter comprising the nine major film studios,
whose composers unanimously voted the CGA as their agent in a
National Labor Relations Board election last week.
As a result of the NLRB election, the CGA represents the first
labor organization to have been

Blaine, big indie distributor and owner of Jubilee Records, late this tions whereby the label will be
sold to a syndicate. Blaine said he will remain in the distributing
business with "both feet" and business with "both feet" and
would even expand his distributing operation. Blaine now has branches in New York, Detroit, Cleveland
Philadelphia and Newark, N. J Tradesters figure his total billing
are well over $\$ 3,000,000$ annually Blaine will handle the Jubilee line as a distributor. One of the
factors motivating Blaine in selling Jubilee is that record manufacurers took a dim view of his being

# Arranger Is Unsung Hero, But Key Man in Pop Tunes 

Blaine Sets Sale of
Jubilee to Syndicate

NEW YORK, Aug. 20.- Capi-
tol's Nelson Riddle scored more
records in the top 10 best selling categories this year than any other arranger, according to a survey of
arranger credits on records that have appeared in the top 10 slots
of The Billboard's pop best selling retail record charts since January 1 .
Five out of 52 records in the top 10 this year were arranged by
Riddle; four by Hugo WinterhalRiddle; four by Hugo Winterhal-
ter; three (each) by Jack Pleis, Jimmy Carroll, Billy Vaughn, Hugo Two prime examples this year Peretti and Dick Jacobs; two
(each) by Archie Bleyer, David Archie Bleyer's arrangement
Carroll, Joe Reisman, Cy Oliver
for the Chordettes Cadence wax-
ing of "Mr. Sandman" and Hugo
Martin, Richard Shores,
Miller and Bill Haley.
The rest of the 52 best
platters were either "arrang
the date" or the name of the
ranger was unavailable.
Arranger Unsung
The arranger has long be
sung and usually unlisted
label in the pop record mar
spite or the fact that in many
on arrangement has as much
more to do with a disk's
as the artist or the tune.
Two prime examples th
were Archie Bleyer's arran
for the Chordette's Cadence
ing of "Mr. Sandman" and
Winterhalter's arrangement
Jaye P. Morgan's Victor
"arets All I Want From
Quantity-wise, Winterhalter
turer. For Blaine to expand his
distributing operation, the sale of
the label would seem a logical
move.
Altho papers were not yet com-
pleted this week, Blaine said a
$\$ 24,000$ non-returnable deposit
had been turned over to his at-
torney, virtually clinching the deal.
The price for Jubilee, he added,
was slightly under $\$ 200,000$. The
change-over is to be effective soon.
Herb Dexter, now with Blaine, will
remain as a.\&r. exec.
9 Years Old
Jubilee is nine years old. The
catalog includes sides by the
Ravens, Four Tunes. Della Reese,
the Orioles, Conrad Janis, Polly
Bergen, Monica Lewis, Salt City
Five, Gene Harris, Spring Street
Stompers, Jo Ann Tolley, Trudy
Richards, the King Sisters, Betty
St. Clair, the Stylers, Kermit
Schaefers Blooper series, and Stan
Rubin's Tiger Town Five.
The deal includes all masters,
including the kiddje line. The
buyers are reported as new in the
disk business, but prepared to put
$\$ 500,000$ into the line to expand
it. Personnel will be added on the
West Coast, Midwest, South and
East.
Hamp

NEW YORK, Aug. 20.-Station
station's disk jockeys, including
WINS, indie outlet here, will WINS, indie outlet here, will
henceforth refuse to play copy" records. The new policy, which
has been crystalized by program $\begin{array}{r}\text { Peter Roberts. } \\ \text { List of Originals }\end{array}$ director Bob Smith, draws a clear
distinction between "cover" records and "copy" records-defining the
latter as those disks which copyoften note for note-the arrange-
ment and stylistic phrasing of the singer. When an original disk is
followed by "copies," WINS will play only the originals. The policy,
Bob Smith said, will be applicable in all fields-pop, country an Yesterday Smith distribut Yesterday, Smith distributed printed copies of the policy to the The station also began prepara-
ion of list of original disks. issued within the past several months "copy" records. These originals, which are to be
played rather than the copies, inplayed rather than the copies, in
clude the Nutmegs' "Story Un-
told" on Herald; Lavern Baker's
"Tweedle Dee" on Atlantic; Billy Tweedle Dee" on Atlantic; Billy
Vaughan's "Melody of Love," Dot Gene and Eunice's "Ko Ko Mo, Combo-Aladdin; the Penguins
"Earth Angel," Dootone; the
Charms "Hearts of Stone," DeCharms "Hearts of Stone," De
Luxe; Crazy Otto, Decca; Fat Domino's "Ain't It a Shame?" Im-
perial; Chuck Berry's "Maybel-
lene," Chess; Otis Williams' "Gum lene," Chess; Otis Williams' "Gum
Drops," DeLuxe; Pricila Wright's "Mans, in a Raincoat," Unique;
Roger Williams' "Autumn Leaves," Kapp; Lillian Briggs' "I Want You
to Be My Baby," Epic; Ruth Brown's "Oh What a Dream,"
Atlantic, etc.
Smith said the station and its chief personnel decided upon the policy in the interests of fairness to
the original artist and label. It back be recalled that me month back, Atlantics Lavern Baker had as a result of copy records issued hits.
Smith said he expected com that he would offer them and thei artists the same treatment, which concerned was the fairest to ald out, does not involve the release and spinning of cover disks-which
is an integral part of the disk business and which is regarded a completely ethical by all.

## Essex Names David Platz

## NEW YORK, Aug. 20.-David

 Platz has been named general proLtd., with headquarters in London.The appointment was made by The appointment was made by
publisher Howard $S$. Richmond, who just returned from abroad.
Platz, who for 13 years was with Southern Music of England where he subsequently became profes-
sional manager, takes over officially on September 1.
$\qquad$ mond s Ludlow Music, Inc. At the of British origin to work on in England. It is anticipated that the
main segment of Essex Music will
comprise songs of British origin
tually scored more best selling
platters this year than Riddle since platters this year than Riddle since
four of the latter's five best selling four of the latter's five best selling
arrangements were back-to-back hits by Nat (King) Cole-"A Blos-
som Fell" backed by "If I May" som Fell" backed by "If I May,"
and "Darling Je Vous Aime Beaucoup," backed by "The Sand and The fifth was Frank Sinatra's Learnin' the Blues." Winterhaler's four best selling scores were "Count Your Blessings" and "I Count Your Blessings" and "I
veed You Now"; the Ames Brothers' "The Naughty Lady of Shady Lane, and the Jaye P. Morgan R.\&B. Hits

Several covers of rhythm and blues hits showed up in the top 10 pop sellers this year, and, in some cases, the arrangers of the original
r.\&b. platters obviously deserve
much of the credit for the sales suchess of the pop-covers. "In addition to this unofficial rangers utilize ghost scorers, altho the original concept of a platter's them. Prominent ghost scorers (AM-

AM-PAR Label
Lines Up 50\%
Of Distribbers
NEW YORK, Aug. 20. - AM-
PAR, new disk subsidiary of American Broadcasting-Paramount The-
aters, has lined up 50 per cent of its distribution outlets, according to AM-PAR prexy Sam Clark. The abel is scheduled to put out as its Mickey Mouse Club" line the first of next month. It is aiming at an Among those set to handle the ine are: Malvern, New York; Eric, San Francisco; Are, Detroit; Man-
gold, Baltimore; Hit, Cincinnat; erts, St. Louis; Jather, MinneapKrupp, El Paso, Tex.; and Davis

## Mantovani Is

 Booked Solid For U. S. TourNEW YORK, Aug. 20. - The ish maestro Mantovani has been ish maestro Mratovani has been
solidly booked without an open date between October 1 and November 6. The London recording ganize a 40 to 50 -man unit in New dian juntake of on a brief Canain East Northfield, Mass., and hits
New York for two sessions in CarNew York for two sessions in Car-
negie Hall October 5 and 8 .
He will then tour as far west as cago October 29 and 30 . Novemin his third Carnegie Hall appearThe tour has been booked by Columbia Artists.
Along the Mantovani route, Lonwindow displays and special EP issues for juke operators. Window display contests on the Mantovani theme will be conducted among
dealers. By mid-November, London plans to have two new special Mantovani releases in the stores. Both will be 1-inch LP's. One,
which will include "Lazy Gondolier" and other previous single is-
sues, will be entitled "Musical Modes." The other will be instru-

## VOX JOX

## By JUNE BUNDY

HOP HAPPY: Dan Evans, WOHO, Toledo, O., dropped in on Manhattan disk company offices last week to line up taped interviews for airing on his "Hi-Ho Show" when he returns home. Dan reports
considerable success with non-commercial "Record Hops," which he bas been emseeing on a regular basis for Toledo teen-agers. He notes
that his fan club often sets up Record Hops of their own, using club that his fan club often sets up Record Hops of their own, using club
dues for funds. Lois and Arlene Selmeyer are top officers in the dues for funds. Lois and Arlene Selmeyer are top officers in the
Evans fan organization.... Alan Dary, WORL, Boston, may be doing the first international Record HoD, if he takes, an offer to fly up and
stage one in Nova Scotia, Canada.. . . Jim Rodio, WCMC, Wildwood, stage one in Nova Scotia, Canada.
N. J., writes woefully that a rulin the American Federation of Musicians has "forced a closing of the WCMC Record Hops at Hunts Starlight Ballroom on the boardwalk. Reason for shut-down is that name bands appear at the ballroom on
weekends, and a local union ruling prohibits record dances being held weekends, and a local union ruling prohibits record dances being hed in halls where union musicians perrorm. ... Gene Edwards and Jay
Nelson, of WRIT, Milwaukee, Wis., write enthusiastically about the
station's new record station's new record hop policy, with teen-age dances held every Friday
night at a downtown YMCA. Top recording artists guest and WRIT's night at a downtown YMCA. Top recording artists guest and WRITs Bill Baldwin, Irv Miller and Joe Landry.

SURFACE CHATTER: Ray Corbin, KTFY, Brownsfield, Tex., writes, "All it takes to get a good new record rolling in our area is to play it three or more times on the same show in one day. Otherwise when a good one comes out and we dont give it the kind of special treattent it has to be a nation-wide click before our audence reale plenty of plays from the first day they come into the
releases
files reles.". ${ }^{\text {fild }}$ "What's wrong with the record companies?" asks
Howard (Buzz) Jones, KWBB, Wichita, Kan. "Let's have some times on records again, plus credit for orchestras in addition to the vocalist."
Mass., seconds the motion, also tininks disk outfits should include the year tunes were written, since listeners often call and ask for that info.
(Continued on page 57)

## DEALER DOINGS

DETROIT: Virgee Hill has moved his record shop, Hill's Music Center on the east side of town, to a new location several miles farthe east, on Mack Street, establishing it there under the name of Hill's
Record Shop. The move was necessitated by the location of a new Record Shop. The move was necessitated by the location of a new
housing development on the old site. Hill plans to continue his policy housing development on the old site. Hill plans to continue his policy
of handling all types of records. The new store will feature indirect of handing a modern glass front with a large neon sign,

In Greensboro, N. C., William C. Friedman has opened a new store, to be known as Wilber Music Company. Not only
will the shop carry phonograph records and players, but will will the shop carry phonograph records and players, but will
also handle a full line of pianos, musical instruments, instrument supplies, sheet music and teaching materials. . . . Eddie Brill's Music Store in Passaic, N. J., is being completely remodeled. phono divisions of Lyon \& Healy, Inc., Chicago, has added to his duties those of the television-radio-phonograph division. He succeeds Gerald Ward, who has resigned.

## M. W. Allen, of the Allen Sight \& Sound Shop, San Luis Obispo

 Calif., sounds off about the adoption by Victor (along with it, HMV and Columbia of the sealed packaged idea, earlier espoused by Angel Angel at least provided demonstration records. Capitol's plan was most attractive, since the dealer was given one free record with everyorder of two copies each of current releases and had the privilege of buying any titles for demonstration purposes at one-third regular cost But very few customers are going to buy factory-sealed albums without
hearing them, altho we do have a number who will do this for hearing the
Angel sets."

Ann Rafferty, of the H. L. Green Company store in Easton, results. "I play the hit songs continually in the store and make a point of asking customers if they are acquainted with the latest hits. If they are not, I get them to listen to them, and then they will invariably take home several that they like." A radio promotion gimmick that is working for Kreigh Music Company, Bartlesville, Okla., is the daily playing of a mystery tune. The first listener calling in the correct title gets a free record of his own choice. . . The National Association of Music Merchants cautions that it is none too early to order
Christmas wrapping paper from the NAMM Supply service.

## JUKE BOX WRAP-UP

Three-man executive committee of Music Operators of America to mect at leakhand, Calif., and begin outuning 12 -month program to Copyright Act. Committee consists of George A. Miller, president and general business manager; Harry Snodgrass, secretary, and Martin Britz treastrer.

Third Natiooal Juke Box Music licensed tune ready for distribution.
on M-G-M.
Canadian businessmen find juke box field a sound investment up three firms to operate music routes in Ontario and Quebec. Hire operators to handle the route work, while realizing a top profit. ment on page 94.

## 4 Trend Masters To Olympic Firm

HOLLYWOOD, Aug. 20. Olympic Records, indie diskery
organized here last week, has pur chased four masters from the bank rupt Trend Record Company cata-
log. Jim Dixon, president of the to handle the newly acquired
Included in the purchase are two sides by Herb Jeffries, the Hi-Lo's and Jerry Fielding ork, in
dddition to two sides featuring Jeffries alone. Firm plans an album erfries alone. Firm pla.
by the singer as well.

NEW YORK, Aug. $20-$ New-
Dise, the full-price po disk lin Disc, the full-price pop disk line
launched last year by Simon and launched last year by Simon and
Shuster, has acquired a new status as a special promotion lin designed to hype the book puberties. The label will no longer be erties. The rabal will no longer be
sold in the retail market, according to the publisher's recording director, Arthur Shimkin.
The first production under the new New-Disc set-up is a recordAllen of "I Love Her, That's Why, a song by Dick Manning and A
Hoffman with the same title as the forthcoming Burns and Allen book, which $S$ \& $S$ will publish in October. The $S$ \& $S$ plan is to send the book and the record to disk jockeys. If the tune shows strength, the New-Disc master may be put
up for bids by other diskeries. If any New-Dise original makes it and put them out on Pocket Books' and put them out on Pocket Books
39 -cent Bell line and on $\& \& S^{\prime}$ 's Little Golden 25 -cent kidisk line. $\mathrm{S} \& \mathrm{~S}$ intends to use the same prommissioning title songs, from top
coutside writers or staffers. As far as publishing the actual songs, the
book firm does not intend to go into regular music publishing, but merely is interested in protecting
the material it commissions until such time as it is deemed wise to turn it over to an active firm. first recording of "The Bible Tells Me So" by the composer, Dale Evans, and her husbana, Roy
Rogers. The master has been
turned turned over to Little Golden to cash in
status.

## Paxton Buys 2 Copyrights, Former Hits

## NEWY YORK, Aug. 20.-Music publisher George Paxton this week

 acquired two copyrights fromsmaller smaller firms; it ems which
achieved hit status a few years back. The tunes are "A New
Shade of Blues" and "Bim Bam Baby." The former was in May-
pole Music, owned by the late pole Music, owned by the late
Ruth Poll, and the latter was pur-
chased from Paul Cases Case Music.
recorded previously by Billy Eckstine, Ella Fitzgerald, Ray An thony and others, while "Bim Bam
Baby" was one of Frank Sinatra' Baby" was one of Frank Sinatra's
last Columbia hits. Besides securing reissues of these, Paxton has lined up several new recordings.
Both items have been placed in
Path Paxton Music, affiliated with the
American Society of Composers Authors and Publishers.
Paxton also has set seven records on a new tune. "Por Favor," all of end of August. This number is in
Paxton's Broadcast Music, Inc., firm, Winneton Music.
This week, Paxton's professional manager, Wally Schuster, flew to
the Const

## NOVEL SWITCH IN PROMOTION

HOLLYWOOD, Aug. 20.-
It's usually the promotion man that makes the disk jockey
trek with the recording artists. trek with the recording artists.
Relatively new to this area, Irwin Zucker, who exited the publicity department of
M-G-M Records last June, M-G-M Records last June,
reversed the situation this
tel week in having singer Rush
Adams squire him around to Adams squire him around to
local d.j.j.s. Zucker has opened a Los
Angeles office and will conAngeles office and promotion centrate on record promotio
in Southern California.

## Cadence Saturates Deejays on Album

NEW YORK, Aug. 20.-Cadence Portner, WIND, Chicago. Boston Records kicked off its new Don tives," Friday night (12) with an unusually extensive deejay saturation campaign blanketing the 48 States. From 11 p.m. Friday to 1 tions in 20 key U. S. cities aired se lections from the Shirley LP, with a third of the outlets playing the en ire album. The promotion was NEW YORK, Aug. 20.-Increasing use of longplay disks by jockeys is indicated on seve
eral levels. Major labels reeraal levels. Major labels re-
port their $\underset{\text { services are being taken in in- }}{\text { port }}$ creasing numbers by stations. The adjacent Cadence Rection of label-station co-opera tion in the promotion of LP's Additional use of packaged records by deejays may also be sparked by the excitement engendered at the consumer level by the current Columbia LP mail-order record planinvolving as it does such con-
siderable promotion in all key media.
view of recent efforts by manufac LP exposure on the deejay level Cadence's new sales chief, Joe up in co-operation with the label's distributors in each city), estimates that the LP was heard by between $5,000,000$ and $7,000,000$ radio listeners during the two-hour Friday night period. In line with this, he since been shipped to other stations with an eye towards setting up similar deejay saturation campaigns.
Feature gimmicks of the promo-
tion will be a special "Don Shirley tion will be a special "Don Shirley
Day," co-op ad campaigns with local dealers and copy listing stations and deejays scheduled to play
album at specific times of the day. Al (Jazzbo) Collins introduced we LP on the air on the NBC net
work program, "Monitor," Friday (12) night. In New York, the LP vas spun by WNEW's Jack (Milk and Bob Garrity, WINS; Murray Hal Tunis, WABC; and by lateWOR, and Wally Parker, WAAT, Newark, N. J.
Dick Martin, WWL, New Oriret, played the album in its enNelson King at WCKY, Cincinnati. Howard Miller did the honors over
WBBM-TV, Chicago, and Bob
deejays included John Scott, WEEI; Sherm Feller, WVDA, and On the West Coast, nine Los Angeles stations and seven San Francisco outlets aired the Shirley LP
Friday night; while Detroit's dayime deejays (Robin Seymour, WKMH; Don McCleod, WJBK, and Ed McKenzie, WXYZ) gave it a spec
noon.

## New'Wen Dee' Label Formed

NEW YORK, Aug. 20.-A new disk label, Wen Dee Records, has disk label, Wen Dee Records, has

been formed in Bristol, Pa. Harry been formed in Bristol, Pa. Harry
Hollenbach is president, with HowHollenbach is president, with How-
ard Cook and Jimmy Wisner headard Cook and Jimmy Wisner head-
ing artists and repertoire. Katheing artists and repertoire. Katherine Bircks is in charge of sales, Helen Pinters in charge of adver-
tising, and Dick Gersh is handling tising, and Dick Gersh is handing

Talent signed included the Hi Lighters, the Four Plaids, the Del Rio Sisters and Julie Joyce-all for the pop department; and Bobby Harris, the Vocal Tunes and the
Four Keyes-for rhythm and blues. Four Keyes-for rhythm and blues.
A country and western wing reA country and western wing re-
portedly will be set up next month.
Dottie Checchi, the pert, popular librarian and girl Friday at staWMEX, Boston, is leaving the business to become a postulant in the Franciscan Missionaries of The Immaculate Conception. Mis s Checchi will be sorely missed by
her legion of friends in music, including some of the top disk stars underway.

## A NEW DAVY WAXED BY TNT

SAN ANTONIO, Aug. 20.-
Red River Dave, local cowboy singer and composer, has written a new song, "When Davy Crockett Met the San
Antonio Rose," based on a Antonio Rose," based on a
folk tale. folk tale. The song was recorded by TNT label here last week,
using the violin that Davy using the violin that Davy
Crockett once called his own. The violin is housed in the Witte Museum here and was brought to the recording stu-
dio by an armed guard. Red River Dave sang his own song as well as playing the violin for the recording session.

## STORE BROADCAST SYSTEM

## New 'Supravision' Set in Syracuse Supermarkets

NEW YORK, Aug. $20 .-$ A new
development in store broadcasting development in store broadcasting weather service with an indoor ad vertising system and product mer-
chandising - will be unveiled in September by Storecast Corporation of America. The new system called Supravision, will be intro-
duced in the Syracuse Division of American Stores Company, which comprise 37 Acme Supermarkets.
These stores will carry programs of the Rural Radio Network, the farmer-owned State-wide system.
Programs will be transmitted by Programs will be
five FM stations.
five FM stations.
Supravision differs from other store programming services in tha it includes a device called the mu bined lighting fixture, high-fidelity music transmitter, section market and aisle display medium. It is to aisle advertising displays, wil receive follow-thru merchandising
services which are guaranteed by services which are guaranteed by

Storecast and the supermarket operators. These include preferred
shelf position, shelf frontage, stock shelf position, shelf frontage, stock
supervision, special product identisupervision, special product identi-
fication and periodic off-shelf feature displays.
Storecast Corporation stated that 15 clients were already set, and ertisers would likely be in the initial storecasts. The ad rate is $\$ 50$ per week for 26 participations in the present area of the 37 supermarkets.
Stanley Joseloff, president of Storecast, which has pioneered in
providing background music for providing background music for
shoppers, states that 70 per cent shoppers, states that 70 per cent
of the nation's supermarkets are now providing a permanent music now prov
service.
Storecast claims to be the largest single user of FM time. The five stations in the Acme network are
VRRA, Ithaca; WRRC, Cherry Valley; WRRD, DeRuyter; WRRE, Bristol Center, and WRRL, Wethersfield-Bliss.

# Recond dealers welcome СоІUМВ1A ¢ R RECORO CLUB WITH Natoowwoe ovation! 

"Sensationa!!" "Club's the Greatest!" "Bonanza for Record Dealers!"

"Sold 100 Subscriptions First Day!" "Greatest Innovation Since 'Lp'!"
"May Prove Salvation of Industry!" "All for Dealer's Welfare!"

## A few excerpts from hundreds of telegrams and lefters received:

RECORD CLUB PROMOTION THE GREATEST. BACKING YOU ALL THE WAY. OUT TO SELL HALF OF DALLAS.

ERIC KASZYNSKI
TOWN NORTH MUSIC, DALLAS, TEX.
CONGRATULATIONS ON YOUR NEW RECORD CLUB PLAN. IT'S THE GREATEST INNOVATION TO AID RECORD DEALERS TO DATE. THANKS.

ROY GLEASON
WEBSTER RECORDS, WEBSTER GROVES, MO. COLUMBIA "Lp" RECORD CLUB PLAN MAY PROVE TO BE SALVATION OF INDUSTRY. THANKS FOR THINKING OF DEALERS IN THIS CRITICAL MATTER.

> THE MUSIC BOX JENKINTOWN, PA.

JUST READ DATA ON COLUMBIA "Lp" RECORD CLUB. SENSATIONAL. SHOULD PROVE BONANZA FOR RECORD DEALERS. CONGRATULATIONS.

NICK PETRELLA
PETRELLAS RECORD SHOP, PHILA., PENN.
IT WAS AS EASY AS LISTENING TO ORMANDY TO SIGN THE FIRST SIX PEOPLE WE SPOKE TO. CAN FORESEE AN ABUNDANCE OF NEW AND ENTHU SIASTIC RECORD BUYERS THROUGH YOUR CLUB. SIASTIC RECORD BUYERS THROUGH YOUR CLUB. AND WELL EXPLAINED. ALL FOR THE DEALER'S AND WELL
WELFARE.

> DAN DANZIGER WASHINGTON, D. C.

CARL EQUINTA, CARL'S RECORD SHOP, HELPER, UTAH, POPULATION 4000, SOLD 50 MEMBERSHIPS FIRST DAY. DROVE 250 MILES TODAY FOR ADDITIONAL APPLICATION BLANKS.

BEN NELSON
EDWARDS, INC., SALT LAKE CITY, UTAH
COLUMBIA "Lp" RECORD CLUB GREATEST INNOVATION SINCE ADVENT OF "Lp." AT LAST ONE MANUFACTURER IS THINKING OF THE DEALER. CONGRATULATIONS.

JACK ROSEN
THE RECORD SHOP IN PHILADELPHIA
CONGRATULATIONS ON RECORD CLUB. INDICATES ADDED VOLUME FOR DEALERS.
H. ROYER SMITH CO.

PHILA., PENN.

WE AT MODERN MUSIC ARE VERY EXCITED ABOUT THE COLUMBIA "LP" RECORD CLUB AND CERTAINLY WANT TO CONGRATULATE YOU ON THIS FINE PROGRAM. MOST OF ALL WE WANT TO THANK YOU FOR INCLUDING YOUR DEALERS IN THE PROGRAM. WE FEEL THAT IT WILL STIMULATE THE RECORD BUSINESS TO NEW AND GREATER THINGS.
C. H. McMILLAN

MODERN MUSIC, INC., MEMPHIS, TENN. CONGRATULATIONS ON THE WONDERFUL COLUMBIA "LP" RECORD CLUB PLAN. WE ARE BUSILY ENGAGED IN SELLING MEMBERSHIP APPLICATIONS AND PLANNING LOCAL AD. VERTISING COMPLEMENTING YOUR NATIONAL. EFFORTS.

> TRADE WINDS MUSIC HOUSTON, TEXAS

100 PER CENT ENTHUSIASM FOR RECORD CLUB. CONGRATULATIONS FOR ONCE AGAIN LEAD. ING THE WAY IN INDUSTRY. HAVE ALREADY SIGNED 20 MEMBERS. HOPE TO HAVE 2000 BY CHRISTMAS. THE CLUB HAS ALL NECESSARY INGREDIENTS. CAN BE NOTHING BUT SUC. CESSFUL.

JIMMY MOSES
MOSES MELODY SHOP, LITTLE ROCK, ARK. CONGRATULATIONS. COLUMBIA "Lp" RECORD CLUB GREATEST YET. TWELVE MEMBERS SIGNED TODAY. YOUR FORWARD THINKING WILL BE A BOOST TO OUR BUSINESS.

JAYSON FELDMAN
JAYSON MUSIC, QUINCY, MASS.
the greatest thing that happened to the RECORD BUSINESS SINCE THE INVENTION OF MUSIC. SOLD 100 SUBSCRIPTIONS TO THE COLUMBIA "Lp" RECORD CLUB FIRST DAY.

GEORGE DEIBEL
DEIBEL, INC., ST. LOUIS, MO.
record club sensational. starting our SIGN-UP CAMPAIGN AT ONCE.

LOU MASON
MIDTOWN MUSIC SHOP, PHILA., PENN.
RECORD CLUB PROMOTION THE GREATEST. SURE TO BE SUCCESS. THE WORKINGS ARE GOOD. WILL DO MY LITTLE PART TO PUT IT OVER.

JIM TIPPETT
WIRTZ BOOK CO., MONMOUTH, ILL.

CLUB THE GREATEST.
R. RINKEL

HIGH POINT MUSIC SHOP, PHILA., PENN.
COLUMBIA "LP" RECORD CLUB THE GREATEST. RAN OUT OF APPLICATION FORMS IN 3 HOURS. MY BUSINESS WILL TRIPLE. MORE POWER TO COLUMBIA.

DEAN SAUM
TEMPLE CITY, CALIF.
CONGRATULATIONS. YOUR CLUB IS A WONDERFUL IDEA. IT IS AN ANSWER TO A LOT OF PROBlems that are plaguing the industry.

LEO A. SECUNDA
GREAT NECK, N. Y.
RECORD CLUB PLAN WILL NO DOUBT BRING US MANY MAIL-ORDER DOLLARS NOW BEING DIVERTED FROM THE RECORD INDUSTRY. WE ARE PLANNING AN EXTENSIVE DIRECT MAIL CAMPAIGN IN OUR TERRITORY.

> ALEX A. GETTLIN PHILA., PENN.

WE THINK YOUR RECORD CLUB IDEA IS FINE. WE'VE ALREADY SIGNED UP THE FIRST FIVE CUSTOMERS THAT CAME INTO OUR STORE UPON OUR OPENING THIS MORNING.

JAY VOGEL
VOGEL'S RECORD CENTER, LINDEN, N. J.
CONGRATULATIONS. WE BELIEVE THIS TO be a really great idea and will work for the BENEFIT OF ALL CONCERNED.

JOHN T. CARBEE
CARBEE MUSIC CO., bURLINGTON, vT.
WE'RE BEHIND COLUMBIA "Lp" RECORD CLUB $100 \%$. FEEL THIS SHOULD BRING NEW RECORD CUSTOMERS INTO THE STORES.

BEVERLY HILLS GRAMOPHONE SHOP beVErLY HILLS, CALIF.

CONGRATULATIONS ON YOUR DARING APPROACH TO A SOLUTION FOR ONE OF OUR PRESSING PROBLEMS. WE CONSIDER IT A FINE IDEA.

RADIO SERVICE CO RICHFIELD, UTAH

These and thousands of other forward-looking Columbia Records dealers are already on their way to years of extra profits through Columbia "Lp" Record Club subscription commistions. Increase your profits for years to come by building your club membership now. Your Columbia Records distributor has additional supplies of promotion and subscription material-visit or phone him today for any supplies you need.

# COLUMBIA RECORDS 

## MUSIC AS WRITTEN

PA JOHNSON NOW
HAS DEEJAY SHOW
$\qquad$ singing Johnson family, has turned decjay, with his own daily morning show aired over WCCC, Belmont, N. C., and a pick-up network of 11 Southern stations. He will continue to record with his family, but
One of the Winners
at the San Remo
Music Festival of i955

## BILLBOARD SAYS "WATCH IT!" <br> "Love's Not A Dream"

BAKER MUSIC, INC.
the group's persopal appearance
schedule will be slashed to conform with his new jockey chores. The family cut new sides here this
week for RCA Victor. Daughter Betty Johnson, who records for Vic tor as a single artist and with the a couple of yed out on her own a couple of years ago, and is now
top canary on Dom IfeXeill's ABC network radio show "The Break fast Club" from Chicago.
MRS. WERTZ WINS
COLUMIBIA DRAWIN
COLUMBIA DRAWING
Mrs. Ira Clara Wertz, of the
Wertz Music and Appliance Company, Newberry, S. C., this week
was the lucky winner of Columbia Records' Ford Thunderbird draw ing. The diskery had held territional final, holding out the Thunderbird as bait to draw deal-
ers to its ammal meetings. ers to its anmual meetings. The
winning ticket was drawn by thrush Peggy King.
BALLANCE SNARES
DISK SEG ON KCOP
Bill Ballance has been signed to headline his own Monday thru Fri-
day two-hour record and humor program, "The Bill Ballance Show," starting September 12 via KCOP Hollywood. Deal which marks Bal


Ceneral Manager Jack Heintz.
Show will feature Ballance in his role of disk jockey airing phono-
graph records, an adaption of the - standard radio d.j. to television.

## - Hollywood

a Date Storm, recently signed
a Dot Records eontract, flew to
Chicago last week (18) to cut eigh sides under the supervision of Dot


Inga
Bell
MILLS MUSIC, INC.

## breaking wide open <br> FOR A SMASH HIT <br> "EAIIN' GOOBER PEAS" RUSTY DRAPER

 mercury \#70019 PURE MLSIC
## NATION'S \#I SONG <br> "ROCK AROUND THE CLOCK"

MYERS MUSIC, INC.

122 N .12 th Si.

BIG HIT!
Eddie Fisher's DON'T STAY AWAY TOO LONG
and orchestra backed Miss Storm On the session. ... Les Paul and Mary Ford have recorded "Amu-
kiriki" for the sound track of the kiriki" for the sound track of
production of the same name. production of the same name. ... of his fifth consecutive year at the Aragon Ballroom this week, his $208 t h$ at a dance location. Mexico cluding his stand at Zardi's and his Hollywood Bowl concert. . . . Ian Bernard has signed as, musical director for Dick Haymes' stand at he Cocoanut Grove. . . . Dootsie Williams holds his second annual Dooung musical vocal groups on the
vorer label this week. . .. Joe Burton trio have beer. signed to But an album for Sunset Records.

## Riddle Leads

## - Contimued from ;age 21

PAR's new artist and repertoire Leydon, Bill Bebe and Kermit

Arrangers and their best selling
Arrangers and their best selling the aforementioned waxings by Winterhalter and Riddle) are, as follows: Jack Pleis: Teresa Brewer Decea's Four Aces's "Mr., Sind
man": Decea's "Unchained," by A Hibbler: Jimmy Carroll (for Co-
humbia), Rosemary Clonev's "This humbia), Rosemary Clooneys This Old House," Joan Weber's "Let Xic
Co. Lover" and Mitch Miller" Yo. Lover and Nitch Millers
Also, Billy Vaughn (for Dot)
the Fontane Sisters "Hearts of
Stone." Pat Boone's "Ain't It a
Shame," and his own "Melody of
Love." Hugo Peretti (for Mercury
With. Me. Henry" and "Tweedle Dee," and Sarah Vaughan's "Nak
Yourself Comfortable" Dick
 Sorely" and Johnyy and "Sin- Desmond's
"Yellow Rose of Tevas."
Also, Cy Oliver (for Decca)
Gotta Give" and "Love Mee
Leave Me" (a two-sided hit). Divi
Carroll (for Mercury), another two-
sided hit, the Crewents" "Eartl
Angel" and "Ko Ko Mo"; Joe Reis
"Ko Ko Mo" and "Papa Loves
Hambo", Archie Beyer (for Ca-
dence) Bill Haeses "The Ballad of
Davy Grocketi" and" the Clor
dette's "Mr. Sandman"; O. B. Aa
ingill (for Epic) Roy Humiton ingill (for Epic) Roy Hamilton'
"Unchained Melody" and the
Nen Baxter (for Capitol) his own "UnAlso, Dick Maltby (for Label
"Also, Dick Maltby (for Labe (iet"; Perez Prado (Victor) his own
"Cherry Pink and Apple Blossom
. White"; Dave Terry (for M-G-M) Joni James' "How Important Can
It Be": Bill Haley (for Decia) his

- And, Les Paul (for Capitol) his own "Hummingbird"; Cliffie Stone
(for Capitol)
Temnessee Ernic (for Capitol) Temessee Ernic
Ford's "Ballad of Davs Crochett" Richard Shores (for N1-G-M) Art
Mooney's "Honey Babe"; Kcrmit Money's "Honey Babe", Kcrmit
Levinsky (for Epic) Somethin' Smith's "It's a Sin to Tell a Lie"
Skip. Martin (for Abbott) th Skip Martim (for "Abbott)
DeCastro Sisters
Love". Cheach Me to his own "The House of Blue


## New C\&W Teams

- Continued from page 21
"Shifting. Whispering Sands," Dot disk by Billy Vaughn with folksy narration by Ken Nordene
on both sides. was-released this on both sides, was - released this
week. RCA Victor brought the week. RCA Victor brought the
Johnson Family up to Manhattan to cut the song, and their version will be out Monday, Meanwhile Mercury is slicing the song, and
Dot is covering its own record with another version by Vaughn, com amother version by aughn, com-
pressing the narration and instrumental backing onto one side. The song. penned by M. and V. Gilbert,
is published by Dot's Gallatin firm.

THE LUCKY HITLE BELL
Will Bring You Luck WATCH FOR IT:

## Around the Horn

September 25 marks the beginning of a 30 -day tour for Faron Young and His Country Deputies, the Wibliburn Brothers, Jimmy Dickens and His Country Boys, and Rod Brasfield in the markets where Pillsbury and Ballard flour are sponsoring "Stars of Grand Ole Opry" TV shows. On the route will be New Orleans, Tampa, Jacksonville, Fla,;
Atlanta; Savammah, Ca.;. Charleston, S. C., Norfolk and about 20 other Altanta
cities.

That Ralston-Purina deal recently consummated, which has "Grand Ole Opry" televising over the ABC network every fourth Saturday begirn fom 15 , has further interesting ramifications. We learn from good sources that Ralston-Purina is making alternating with "Grand Ole Opry" on Saturday nights. From what we hear, Red Foley will come out of Springfield, Mo., on one of the Saturdays; Webb Pierce will emanate from the same spot on another, with the fourth slot now in the process of being filled. Whole deal is slated to be wrapped up in another week

"Country Music Fan Fair," emseed by Grant Turner, is a new program schectuled for WSM, Nashville designed to give fan club members an opportunity to promote their folk music favorites. The Officers and members of "Opry" talent fan clubs will be prescuted on Officers and members of Opry talent fan clubs will be prescuted on the shows. . . Justin Tuib flew to New York Monday (15) to com.
plete arrangements for his first song book, to be on newstands within plete arrangements for his first song book, to be on newsstands within
30 days. according to Gabe Tucker. ... A series of Army recruiting Ole Opry" stars and will be released soon nationally. Featured on the segments are Faron Young, the Wilburn Brothers, Grandpa Jones, Ernest Tubb, the Carlisles, Marty Robbins, Little Jimmy Dickens, Ferlin Huskey, Hawkshaw Hawkins and Hank Snow.

Charles Wright, back in Dallas after a three-week d.j. tour with Jimmy Littlejoln to plug "Never, Never, Never" and Walking the Streets," reports that C. G. (Red) Matthews, a.drr. man for Ekko Records, recently spent a week in Dallas for recording sessions and to sign talent. Matthews cut sessions
with Buddy Griffin, Jess Willard and Riley Crabtree and signed Mack Hamilton, of Port Arthur, Tex. He is reportedly dickering Mack Hamiton, of Port Arthur, ex. He is reportedy dickering Fairway \usic, Hollywood, is due to arrive in Dallas September 2 on a material and talent hunt.

Ferlin Huskey and the Hushpuppies will entertain during the week Rugust 28 at the Arlington ( (1a.) Fair, promoted by d.j. Comine $B$. in, and Tonmy Hill. lead guitar, the brother of Cordie Hill, ptember 7 feature at Centrial
nug's "Narshall Jamborec.

Texas Bill Strength is back in Columbia, Tenn., after a jaunt to the West Coast that offered him the opportunity of guesting on a number of shows and visiting with fork artist rriends. En route west Strength guested on Red Foley s Ozark
Jubilee," aired from Springfield, Mo. On the Coast he visited Jubiee, aired from Springfield, No. On the Coast he visied on "Town Hall Party" with Ritter, Johnny Bond, Wesley and Marilyn Tuttle and Freddie Hart; with Jolly Joe Nixon and Cliffic Stone over KXLA. Pasadena; with Hank Penny and Sue Thompson at Riverside Rancho, and on the Spade Cooley TV show. While there Strength signed a recording contract with Capitol and cut "Yellow Rose of Texas" and "Cry, Cry, Cry."
(Continued on page 60)

## RHYTHM-BLUES NOTES

Slaw Artists' vice-president, Jack Archer, planed to the West oast late this week to set up plans for handling his firm's bookings in Shaw Artists and the Milton Deutsch Agency in Hollywood (sed eparate story). Mcanwhile. Coast bookings are being handled from han's Nont York office, with Archer handling one-nighters and Joe

Ben DeCorta's "Big Blues-O-Rama" package hits the road Friday (26) for an eight-week tour. Set up by Frank Sands and Bob Astor, of the Gale Agency, the package includes the Cardinals, Little Walkin' Willie and His Swinging Bluesmen, Jimmy Reed, blues chanter Jr. Lewis, Edyie James and dancer Nema.
Bands of Lonis Jordan and B. B. King will be featured at the r.\&b, ance scheduled for the Mumicipal Auditorium September 3.... Okey Dek (James Smith). decjay with IDDOK, New Orleans, in New York AIT, Chicago. with Lloyd Webb handling the mike. Called the Spider Wcbb Show," it will air daily from 9 a.m. until noon. Charles Geeter, formerly with WTNJ. Trenton. N. J., new to the staff of WHAT, Philadelphia. Geter replaces Mitch Thomas, decjay who from WHAT to WDAS, Philadelphia.
Bob Holloman, who runs a two-hour and 45 minute daily r.\&b. show over WSWN, Belle Glade, Fla., notes with satisfaction that a lot of r.\&b, artists are cleaning up their lyrics. Deejay Robert Bragg is taking over the bandstand at WIBB, Macon, while Gostin Freeney is on vacation.
Atlantic Records has put out a new singles catalog.... The Sheiks" "Walk That Walk," released on Cat in April, is stirring up a lot of noise at this late date, particularly in Atlanta, Nashville, and points South. . . . Fortune Records has signed a new group, the Five Dollurs, nd a new siugle, Andre Williams.

The many fans of Shirley and Lee will be pleased to note that they've entered' the best-selling chart. The disk is "Feel So Good" on Aladdin, and it's their first chart entry since their serics.



## Record Club Plan Spurs Dealer Push

NEW YORK, Aug. 26.-In the little to do with Columbia as posfirst week of Columbia's Record sible in the future. The Schirmer Club operetion, a number of deal- chain, consisting of Boston Music ers representing most areas jumped in Boston, G. Schirmer in New
into action in an effort to amass into action in an effort to amass York and The Liberty Music Shops made up its mind about the deal in the New York area have been Out of this competitive spirit have particularly adamant in condemncome a number of gimmicks and ing the company
procedures entirely new to the record business.
Schwab's, in Mason City, Ia. hired five door-to-door salesmen to sell memberships. If a salesman firds that the household doesn't own a record player, he offers to put one in on a trial basis
One St. Louis dealer has initi-
ated a chain, whereby each subscriber is given three enrollment coupons, and for every new member he has recommended, the party gets a sampler LP gratis. Then each of the new members is given a chance to recommend three mor
potential members, etc. potential members, etc.
In one big Midwestern city, a dealer has approached churches
and organizations, offering to inand organizations, offering to in-
stall a $\$ 1,500$ hi-fi sound system stall a $\$ 1,500 \mathrm{hi}$ ifi sound system
for any such group in exchange for 1,000 club subscriptions. Walker in Omaha has contacted a mailing selling, in order to to door-to-door before my competition beats me to the punch."
In Philadelphia, several dealers bility of paying customers to sign bility.
on.
Department stores, some of whom discovered a good thing in ago, prepared to set up "demonstrator" booths in different parts of the stores.
Meanwhile, a number of first publicly that they would have as

## Columbia Inks

## Barbara Ruick

## MONDAY, AUGUST 29

hear

## "A CHANCE

 AT LOVE"as featured by
PAUL WESTON
and his orchestra on
Columbia Records
40561

YOUR COLUMBIA DISTRIBUTOR WILL BE READY WITH STOCK.

HOLLYWOOD, Aug. 20. Singer Barbara Rutick has been signed to a five-year term record-
ing contract with Columbia Rec ords, with Columbia repertoire topper Mitch Miller scheduled to arrive here rext week for Miss Ruick's first recording session.
Pact was negotiated by Personal Manager Milt Ebbins, with Miss Ruick joining the cast of "Carousel in a co-starring role with Frank Sinatra. She also inked a pact with
20th Century-Fox this week In a number of areas, dealers In a number of areas, dealers
have been reported, scheduling meetings, some to organize a prolest to the club, and others to dis-
cuss the pros and cons and to determine whether such a protest is advisable. One of the latter, scheduled by a Long Island group, will be the first in a series of foams. According to a spokesman or that group, Columbia execs will fe invited to answer questions at future meeting.

HOW'S THAT?
Pubbers Ask Cleffers for Contributions
NEW YORK, Aug. 20.-A flock of songwriters, many of whom are on record as never having received a kind word from a publisher, ubbed their eyes and even sent heir morning orange juice out for analysis last week.

Several psychiatrists who administer to cases on the fringe of the music business, however, assured dreaming Freud wasn't involved at all, unless he was masquerading as Goldie Goldmark.
The cause of this confusion acally was a letter sent out by Sheldon Music, over Oldmarks "Dear Writer:
"Sheldon Music has been fortunate enough to be asked for new nate enough to be asked for new all the a. kr . mer. in our business. Involved in the record companies is material needed for the following artists who are coming up for record sesions within the next four weeks. And the letter goes on to name uch people as Perry Como, Eddie isher, Kitty Kallen, Teresa Brewer, Rosemary Clooney, the Crew Cuts-18 top names in all. "If you feel that you have anyists, we are more than anxious to
listen," wrote Coldie "Will you 20th Century-Fox this week. - please call us for an appointment."

## EDITORIAL

## No Cause for Alarm

- Continued from page 20
customers. On Sunday (August 21) this was evident in large nellspaper ads placed by well-known mail-order dealers offering their own premium for the privilege of enrolling the customer in the club.

Members Columbia Obtains Direct?
Here is the area of fear among so many dealers. Columbia has been forthright in stating that they NEED 20 per cent of the members direct in order to maintain the program. It is felt in many quarters that the percentage will be much higher. Not, we believe, if the Columbia sales and distributor organization has any thing to do with it, and it does. They believe it is their job to get every member thru a dealer. In a sense the sales organization within Columbia is in competition with the basic direct plan. Columbia management also states that a formula is being worked out for a dealer to take over a direct after the member has fulfilled all or part of the minimum annual purchase member has

The Plan: An Operating Reality
The Billboard will be criticized from many quarters for a stand not in opposition to a major change in the industry. Such both dealer and consumer would evolve out of the evils of the $45 \mathrm{vs} .331 / 3 \mathrm{r} . \mathrm{p} . \mathrm{m}$. battle. Such was the case more recently when we stood solidly behind RCA's drastic price adjustments of "Operation TNT," when we felt that while assuredly the move was a competitive one, it was also one to improve the lot of dealers every where and bring to the consumer a better product for less money. Cranted that Columbia's LP Record Club is a startling move. However, while there are some "bugs" to be corrected, The Billboard believes it will benefit dealers and constmers alike



## A Great Standard Becomes A Big NFW Hit!


with Chorus and Orchestra directed by
DICK JACOBS CORAL
61494 ( 78 rpm ) and $9-61494$ ( 45 rpm )
hits ame a habit on...

A ROLLICKING SMASH!

## LINER NOTES

## LONDON READYING OPERAS

FOR SEPTEMBER ISSUE
London Records intends to have three new complete opera recordings in the stores by the time cisco. Two of these will be Russian operas recorded by the Belgrade (Yugoslavia) Opera CompanyBorodin's "Prince Igor" and Moussorgsky's "Khovatchina." The latter has never been available here in a complete disking. The third issue will be Benjamin Britten's "Turn of the Screw," based on the Henry James short story, and conducted by the composer

London also will mark the local season of the British D'Oyle Carte Company of Gilbert and Sullivan specialists, who are celebrating the 75th amni-
versary of their first U.S tour is putting out the D'Oyle Carte's "Princess Ida" duction, No. 13, and the final issue in the complete repertoire series. The D'Oyle Cartes currently heading east following their appearances at the

## JAZZ ON THE UPBEAT

## Vanguard issuing

## THREE 10-INCH LP'S

Sanguard Records doesn't go along with the idea that 10 -inch jazz LP's are a thing of the past. While the diskery intends to cut a pile of 12 -inchers this month, this week it is issuing three new 10 -inch
collections. One is by the Sir Charles The collections. One is by the Sir Charles Thompson Trio, and two are by the Ruby Braff-Ellis Larkins trumpet-piano duo. The latter sets are called "Two Part Inventions in Jazz." The forthcoming 12 -inchers will feature such talent as Jimmy Rushing and the Jo Jones Septet. Rushing and Jones, of course, aie Basie alumni, as are group members Walter Page, Freddy Greene (still with Basie), Emmett Berry, Benry Giteen and Lucky Thompson. Ex-Woody
Hermanite Nat Pierce fills Basies piano chair in Hermanite
the combo.

UNIVERSAL ATTRACTIONS
ADDS JAZZ DEPT.
The latest booking agency to recognize the expanding market for modern jazz is Ben Bart's Universal Attractions. Universal is opening a "Pro gressive Jazz Department under the direction of
Walter Hyde, who during the past 10 years has been associated with the Gale Agency and with Shaw Artists. Hyde expects to pull in some top calibre names within the next two months.
1956 BIRDLAND TOUR
KICKS OFF IN FEB
Next season's Birdland Tour, organized by Bird land's Morris Levy, will kick off February 3. The talent line-up is certain to include Sarah Vaughan, Count Basie ork, Al Hibbler and Lester Young, with more names still to be signed. The Gale Agency again will handle the booking. Levy, who also
G. \& S. Festival in Colorado. They open in New York at the Shubert Theater on September 27 and remain on until November 26.

London's star soprano, Renata Tebaldi, inciden tally, will be on hand for the San Francisco opera
opener, which will be "Aida."
ANGEL TO RELEASE
TROILUS \& CRESSIDA
Another British opera, Sir William Walton's Troilus and Cressida," will have its American premiere at Los Angeles October 7, presented by the San Francisco Opera Compary. Simultaneously,
Angel Records will release a disk of highlights from Angel Records will release a disk of highlights from
the work sung by Richard Lewis, who created the the work sung by Richard Lewis, who created the
role of Troilus at the world premiere last year, and role of Troilus at the world premiere last year, and
Elisabeth Schwarzkopf as Cressida. The composer directed the recording, and will come here to supervise the American performances. This version of the ancient tale reportedly is based more on Chaucer's version than on Shakespeare's.

By BIL

operates Patricia Music, is buying up all available foreign disk masters of his big copyright, "Lullaby of Birdland." He just landed the American rights to the Metronome (Swedish) version and the Blue Star (French) disking. Now all that "Moish" needs is a label to issue them on, and it may turn out to be Am-Par or even his own Birdland label. Levy re-
ports also that he has acquired the tapes to a Dizzy ports also that he has acquired the tapes to a Dizzy
Gillespie-Charlie Parker concert, cut several years ago while both uttists were between contracts. He has whtained all the proper releases from the muhas obtained all the proper releases from the mu-
sicians involved, including Pakker who okayed the release several months before his untimely death.

## PASSING NOTE

AND ADDED LICKS
King e recenty named "New Star Vocalist" Tedd; King comes to cown September 10 for a week at the Elegante, Brooklyn. Miss King recently completed her first 12 -inch LP for RCA Victor's jazz department with arrangements supplied by Al Cohn. Her former label, Storyville, still has some unissued masters by the thrush. . . Stan Pat, manager of the Dorothy Ashby trio, out of Detroit, has signed the
unit with Shaw Artists Unit with Shaw Artists. . . Erroll Garner is at hell heptember 6 .

Bethlehem's new tenor sax discovery, Bob Hardaway, came thru town "with the Ray Anthony ork He's the son of "Bugs" Hardaway, famous

Another album artist with a name band is
ate New Jazi's Phil Woods, who is featured on alto sax two weeks starting September 1 .

## - Reviews and Ratings of New Popular Albums

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## Classical Best Sellers

 (All Categories)
## Records are tanked in ordet of their national sales strength at the retail level, without repard to musical category or date of retease, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES patineurs-Boston Pops Orchestra (Fiedler)

RCA Victor LM is18
2. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PA-PANA-Philadelphia Orchestra (Ormandy) ... Columbia ML 4983
3. RIMSKY-KORSAKOFF: SCHEHERAZADE-Philadelphia Or-
4. beethoven: Symphonies nos. 1 and 9 -nBC Symphony (Toscanini) . . . . . . . . . . . . . . . . . . . . RCA Victor LM 6009
5. OfFENBACH: GAITE PARISIENNE; CHOPIN: LES SYL-

PHIDES-Philadelphia Orchestra (Ormandy) ........................... 895
6. RESPIGH: PINES OF ROME; FOUNTAINS OF ROMENBC Symphony (Toscanini)
7. RACHMANINOFF: PIANO CONCERTO NO. 2-Pennario,
St. Louis Symphony (Golschmann) ...........Capitol P 8302

St. Louis Symphony (Golschmann) ............Capitol P
8. NBC Symphony (Golschmann) ............RCA Victor LM 1005
9. RESPIGHI: FESTE ROMANE; CHURCH WINDOWS

Minneapolis Symphony (Dorati) ............... Mercury 50046
10. RACHMANINOFF: SYMPHONY NO. 2-Pittsburgh Symphony (Steinberg)

Capitol P 8293
11. THE FAMILY ALL TOGETHER-Boston Pops Orchestra (Fiedler) ................................. VA 1879
12. THE ART OF THE ORGAN-E. Power Biggs. .Columbia SL 219
13. RAVEL: DAPHNIS ET CHLOE - Minneapolis Symphony
(Dorati) $\ldots$................................ Mercury 50048
4. DVORAK: SYMPHONY NO. 5 ("New World")-NBC Sym-
5. CALLAS PORTRAYS PUCCINI HEROINES ....Angel 35195
16. BEETHOVEN: SYMPHONIES NOS. 5 AND 8-NBC Symphony (Toscanini) .....................RCA Vietor LM 1757
17. TCHAIKOVSKY: SWAN LAKE-Mimneapolis Symphony (Do-
18. MUSIC FOR A SUMMER NIGHT-Boston Pops Orchestra (Fiedler) ............................... RCA Victor LM 1910
19. J. STRAUSS: Waltzes-Kostelanetz Orchestra

Columbia ML 4993
20. STARLIGHT CONCERT - Hollywood Bowl Orchestra

## - Reviews and Ratings New Classical Releases

## 

added atraction. Taylor, as usual, is a
|riendy, fintormal nalrator, and his com rriendy. arormald narrator, and his com-
ments ace luci, acessible to young
people, but not obtrusive for more sophis
icated listeners. The ork is people, but not obtrusive for more sophiss
ticated blisteners. The ork is pood, and
especially in the brass work, which comes
with Neal Hefti's new crew. . . . The Gil Melle quintet, Blue Note diskers, will be at Birdland for This is LL 1262 and jo............ 8 This is a lush, plush job, with name
power in both the artist and composer.
Mant Mantovani gives these popular Gershwin
Works a sensitive readinge the piano of
Julius Katchen brings a classical techworks a sensitive reaung. elassical tech-
Jolius Kathen brings a
nique to the performance. Package should nique to the performance.
prove a very strong item.
 SOHN ChARLES THOMAS Sings ${ }^{\text {s }}$ SONGS OF SENTIMENT (1-EP) - SINGS
Camden CAE Camden CAE 250 Thomas apparently was past his prime
Then
when these sides were cut. Included, how-

added, attraction of "The Rhapsody in
Blue." Other new versions also are ex. pected. Nevertheless, stores who feature
price merchandise will find this Remingprice merchandise will $f$
ton issue a good leader.


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ing of top vocalists. His repute is
spreading among pop guitar fans of
late, and the latter should lift this
out of the one-market clat country juzz demarkeped class, This is is
peak, with exith
excellent characteristi solos by Bud lsuacs (steel guitar) and
hoedowa jazz fiddle by Dale Potter

as well as some very flashy fingering

##  conflete colvilge plil

You can subscribe to the COMPLETE COVERAGE PLAN by agreeing to take only one (1) Factory Sealed copy of each new classical release (Red Label) which will be shipped to you automatically every month.

## The COMPLETE COVERAGE PLAN entitles you to

a flat $\mathbf{1 0 \%}$ discoumt on all records purchased under the Plan automatic coverage on all new classical releases - - coverage against loss of sales
$100 \%$ exchange privilege to be exercised twice a year-- coverage against possible slow-moving stock

NOTE: ONLY ONE (1) COMPLETE. COVERAGE PLAN SUBSCRIPTION AVAILABLE PER STORE

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

# HONOR ROLL OF HITS 

## THE NATION'S TOP TUNES for surrey wook ending August ir




## 

Your campaign for October, November and DecemberThree Biggest MONEY MONTHS of the Whole Year!

Be ready to Cash In on all the tremendous opportunities for Extra Profits
. . . from traditionally stepped-up fall demand
. . . from the Christmas gift market, which gets BIGGER and starts earlier every year!

The Billboard is on your team-helps you


CARRY THE BALL to greater sales than ever with

## The Annual

FALL MARKETING SPECIAL ISSUE october 1
Providing the Nation's Dealers - Your Customers with the Help and Ideas they Need to sell more Records and Phonos - More of Your Goods this fall!

- On-the-spot Case Studies of Praven Dealer Phono and Record Merchandising Plans.
- How dealers can sell more phonas.
- How record manufacturers back up dealer sales efforts.
- How to plan tie-in pramotions an records and phonos to sell
more of both.
- How now tronds in record packaging arz helping dealers sell
- Tape equipment and pre-recorded tope-a wrop-up of what's
available and the growing opportunities for dealers!
- The start of Billboard's brand now fall merchandising program for Pop and Packoged records.
- PLUS-all of Billboard's valuable pop chart and music and
record-solling features and news!


## And You're

## THE WINNER <br> ALL THE WAY!

Your ad in this big Special Marketing Issue gives your whole saies campaign the TERRIFIC EXTRA DRIVE to go way over the topl . . . because it's seen by more record and phonograph dealers who use it longer - than any other Billboard "Dealer" issue of the yearl


## SEPTEMBER <br> 22

WRITE, WIRE OR CALL RIGHT AWAY . . .

## A GREAT FOLLOW UP TO 'HOUSE OF BLUE LIGHTS'



## TRIO

## With A Tremendous Rendition of



Be Sure To Hear This Great Hit!

## NOW SHIPPING EVERYWHERE

MERCURY 70697

## The Billboard Music Popularity Charts

## Best Sellers in Stores

## For survey week ending August 17

RECORDS are ranked in order of theit current national. selline impotance at the retail level, as determined by The Bilboard Weckiy survey of the top volume dealers in every tmportant matrket
acea. When situaifican action is reported on booth sides of a This poisition on the chambined to such determine case. Werek


1. ROCK AROUND THE CLOCK (ASCAP)-B. Haley......... 16 Thirlcen Women (BMI)-Dec 29124
2. AINT THAT A SHAME? (BMI)-

Tennessee Saturday Night (BMI)-Dot 1.13377
3. YELLOW ROSE OF TEXAS
(ASCAP)-M. Miller.............. 3 Blackberry Winter (BMD)-Col 40540
4. LEARNIN' THE blUES (ASCAP)F. Sinatra.........................
5. HARD TO GET (ASCAP)G. MacKenzie. Boston Fancy (BMI)-X 0137
6. YELLOW ROSE OF TEXAS
(ASCAP)-J. Desmond...
You're in Love With Someone (ASCAP)-
Coral 61476
7. SEVENTEEN (BMI)-B. Bennett Litule Old You-All (BM1)-King 1470
8. BLOSSOM FELL (ASCAP)-Nat
(King) Cole.
IF I MAY (BMI)-Cap 3095
9. HOUSE OF BLUE LIGHTS
(ASCAP)-C. Miller................ 1011
Can't Hetp Wonderin' (ASCAP)-Mercury 70627
10. Maybellene (BMI)-C. Berry..... iv 2 Wee Wee Hours (BMD)-Chess 1604
11. ITS A SIN TO TELL A LIE
(ASCAP)-S. Smith \& the Redheads. 8 I2 My Baby Just Cates for Me (ASCAP)-Epic 9993
12. HUMMINGBIRD (ASCAP)-
L. Paul \& M. Ford..........
13. TINA MARIE (ASCAP)-P. Como.... - 2 FOOLED (ASCAP)-Vic 20-6192
14. WAKE THE fOWN AND TELL

THE PEOPLE (ASCAP)-L. Baxter. 163 tai Never Stop Loving You (ASCAP)-Cap 3120
15. SEVENTEEN (BMI)-Fontane Sisters. 111 Could Be With You (ASCAP)-Dot 15386
16. AINT THAT A SHAME? (BMI)-
F. Domino. ..........
17. ILL NEVER STOP LOVING YOU (ASCAP)-Doris Day........
18. SEVENTEEN (BMI)-R. Draper..... 23 Can't Live Wiat 'Em, Can't Live Without Them
(BM1)-Mercury 70651
19. GUM DROP (BMI)-Crew Cuts. Present Arms (ASCAP)-Mercury 70668
20. AUTUMN LEAVES (ASCAP)R. Williams...........
Take Care (BM1)-Kapp 16
21. LOMANI (BMI)-J. La Rosa........ 17 6 Mama Roun (ASCAP)-Catere 126
22. UNCHAINED MELODY (ASCAP)L. Baxter....................... I1 21 Medic (ASCAP)-Cap 3055
23. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)-M. Carso
Hold Me Tight (ASCAP)-Col 40537
24. SONG OF THE DREAMER (BMI)E. Fisher,

Dontt Stay Away Too Long (ASCAP)-
Vik 20-6i96
25. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)P. Prado. .......................
Matic Elema Rumba (ASCAP)--Vic 20.5965

DEALERS AND OPERATORS

Top Ten Tunes Poster is on page 48<br>Tomorrow's Hits . . . Today Poster is on page 50

## - THIS WEEK'S BEST BUYS

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

I WANT YOU TO BE MY BABY (Victory, BMI) -Lillian Briggs-Epic 9115

I WANT YOU TO BE MY BABY (Victory, BMI) -Georgia Gibbs-Mercury 70685

> A nip-and-tuck struggle for top position has been going on the past two weeks between these two competitive versions. Timing and solid promotion by the manufacturer has helped Miss Briggs to hold her own up to this point, tho Georgia Gibbs is a formidable opponent and is beginning to make her weight felt. The Epic record appears on the St. Louis territorial chart this week and is doing nicely in Boston, Philadelphia, Cleveland, Battimore and Durham. In some areas the Mervury disk is starting to pull ahead. The Briggs record has "Don't Stay Away Too Long" (Meridian, BMI) on the flip; the Cibbs record is coupled with "Come Rain or Come Shine" (A-M, ASCAP). Both versions were Billboard "Spotlight" picks, the former in the "Talent" category.

| Please send <br> Ont Year,...................... $\$ 10$ (1) year at single copy prise USA and carada is \$13) <br> Forsign Rate. . . . . .............. $\$ 20$ Payment enclosed 996 |  |
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| The Billtoard - 2160 Pattarson | - Cincinadfi 22, |

## - Most Played in Juke Boxes

For survey week ending August 17
RECORDS are ranked in order of the greatest number of plays in
fuke boxes thruout the country, as determined by The Billboard's fuke boxes the of the nation's juke box operators. When significana play is reported on both sides of a record, $\begin{array}{llll} & \text { points are combined to determine position } & \text { Weeks } \\ \text { on } \\ \text { on the chart } \\ \text { In such a case, both sides are } & \text { Last } \\ \text { on }\end{array}$ 1. ROCK AROUND THE CLOCK (ASCAP)-B. Haley. ........
2. LEARNIN' THE BLUES (ASCAP) I:. Sinatra. . . . . . . . . . . . . . . . . . .
2. AINT THAT A SHAME? (ASCAP)P. Boone. . . . . . . . . . . . . . . . . . . . 3 Tennessee Saturday Night (BMI)-Dot 15377
4. BLOSSOH FELL (ASCAP)Nat (King) Cole. . . . . . .
5. HARD TO GET (ASCAP)(. MacKenzie. . . . . . .
6. YELLOW ROSE OF TEXAS (ASCAP)M. Miller M. Miller. . . . . . . . . . . . .
7. HUMMINGBIRD (ASCAP)L. Paul \& M. Ford. . . . . . . . Goodtye My Love (ASCAP)-Cap 3165
8. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)P. Prido. Ataric Elena Rumba (ASCAP)-Vic 20-5965
9. HONEY BABE (ASCAP)-A. Mooney . 715 No Regrets (ASCAP)-M-G-M 11900
10. IT'S A SIN TO TELL A LIE (ASCAP)S. Smith \& the Redheads. . . . . . . . . .
$8 \quad 13$ M) Baby Just Cares for Me (ASCAP)-Epic 9093
10. AIN'T THAT A SHAME? (BMI)Fits Dommino...........
L. La (8M1)-Imperial 5348
2. SOMETHING'S GOTTA GIVE (ASC.AP)-McGuire Sisters....
. SEVENTEEN (BMI)-Fontane Sisters. . 18 ๑ If I Could Be with You (ASCAP)-Dot 15386
4. UNCHAINED MELODY (ASCAP)L. Baxter. ......................... 1617 Medic (ASCAP)-Cap 3055
14. YELLOW ROSE OF TEXAS (ASCAP)-J. Desmond..... Youre in Love With Someone (ASCAP)-
Corat 61476
16. POPCORN SONG (BMI)-C. Stone... 14 Bartacula (BMI)-Cap 3131
16. SEVENTEEN (BMI)-B. Bennett. .... - 1 Litte Ote You-All (BMI)-King 1470
18. UNCHAINED MELODY (ASCAP)A. Hibbler. ............
18. BANJO'S BACK IN TOWN (ASCAP)1. Brewer......................................
How to Be Very, Very Popular-Coral 61448
18. LONGEST WALK (ASCAP)J. P. Morgan

Swance (ASCAP)-Vic 20-6182

## - Most Played by Jockeys

For survey week ending August 17
sides ar. ranked in order of the greatest number of play, on disk jockey radio shows thruout the country. This Reswits are based on The Billboard's weekly Week- Last among the nation's disk lockeys. Last and Week The reverse side of each record is also listed. Week Chart

1. ROCK AROUND THE CLOCK
B. Haley........................
2. YELLOW ROSE OF TEXAS-
M. Miller.
3. AINT THAT A SHAME?-P. Boone 416

Tennessee Saturday Night-Dot 15377-BMI
4. LEARNIN' THE BLUES-F. Sinatra. . 217 If 1 Had Three Wishes-Cap 3102-ASCA
5. HARD TO GET-G. MacKenzie. . . . 59 Boston Funcy-X 0137-..ASCAP
6. TINA MARIE-P. Como.

Fooled-Yic 20-6192-ASCAP
7. YELLOW ROSE OF TEXAS-

You're in Love With Someone-
Coral $61476-$ ASCAP
8. HUMMINGBIRD (ASCAP)-
L. Paul \& M. Ford. .

Goodbye My Love-Cap 3165
9. SEVENTEEN-Fontane Sisters....... 18 2 If I Could Be with You-Dot 15386-BMI
9. WAKE THE TOWN AND TELL

THE PEOPLE-L. Baxter.......... 17
iH Never Stop Loving You-Cap 3120 -ASCAP
11. BLOSSOM FELL-Nat (King) Cole... $7 \quad 7$ It 1 May-Cap 3095-ASCAP
12. LONGEST WALK-J. P. Morgan..... 15 2 swanee-Vic 20-6182-ASCAP
13. SEVENTEEN-B. Bennett.

- В...

14. ILL NEVER STOP LOVING YOU -D. Dity. ....................
15. UNCHAINED MELODY-L. Baxter... 621 Medik-Cap 3055-ASCAP
16. IT'S A SIN TO TELL A LIES. Smith \& the Redheads. My Baby Just Cares for Mc-Epic 9093-ASCAP
17. LOVE IS A MANY-SPLENDORED

THING-Four Aces. . . . . . . . . . . . .
Shine On, Harvest Moon-Dec 29625 -ASCAP
Shine On, Harvest Moon-Dec 2969
18. DOMANI-]. La Rosa. . .............. . . 19

Mama Rosu-Cadence 1265-BMI
19. MAN IN THE RAINCOAT-P. Wright - 3 Please Have Mercy-Unique 303-BMI
20. SOMETHING'S GOTTA GIVEMccGuire Sisters. . . . . . . . . . . . Rhythm 'a' Blues-Coral 61423-ASCAP
The Billboard Music Popularity Charts POPULAR RECORDS

- Territorial Best Sellers
For survey week ending August 17

Listinss ate based on late reports secured fro
Atlanta

1. Yellon Rose of Tetas. M. Miller, Col. 2. S. Smith \& the Redheack. Ept. Doris Day. Col.
2. Rock Around the Clock, B. Haley, Dec. 5. Rock Around the Clock, B. Haley, Dec,
3. Tha Marie, Perry Como. Vic.
4. The Lonsest Walk. J. P. Morgan, Vic. 7. The Longest Walk. J. P. Morgan, Vic.
5. Humaniugbird, L. Paul \& M. Ford, Cap.

## Baltimore

1. Seventeen, B. Bennett, Kng.
2. Alit That a Shame. P. Boone, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Yellow Rose of Texas, M. Miller, Col.
5. Yetlou Rose of Texas, , D. Desmond, Cor.
6. Rock Around the Cloek, Besmand, Holey, Dec.
7. Hard to Get. G. Mackenrie. X
8. Tina Mrori

## Boston

1. Yellow Rase of Texas. M, Miller, Col,
2. Gum Drop. Crew Cuts, Mer.
3. Rock Around the Clock, B. Haley, Dee
4. Hard to Get. G. Mackenzic, X
5. Longest Waik, P. P. Mortan. Vic.
6. Serentecn, Fontane Sivters, Dot
7. Seventecn, Fontane Sisters. Dot
8. Yellou Rouse of Texas, J. Desmond. Cor
9. Tu Never Stop
10. IV1 Never Stop Loving You, D. Day, Col
11. Piddley Patter Patter. P. Page, Mer.
12. Doman,

Buffalo

1. Ala't That a Stame? P Poone, Dot
2. Serentera. B. Benett. Kng.
3. Yellomen. Ros. Bennelt. Kng Thile, Col.
4. Yellom Rose of Texas, M. Miter, Col.
5. Hosse of Blue Likhts, C. Miller, Mer.
6. Domani, S. Roka, Cde.
7. Sous of the Dreamer, E Fisher. Vie.
8. Love Is a Many-Splendored Thing

Chicago
9. Rock Around the Clock, B, Hatey, Dec

10. Autumn Leaves, Re, Williams, Kap. 6. Maybellene. C. Berry, Chs, Kal
11. Guan Drop. Crew Cus, Mer.

Four Aces. Des
10. Wake the Tomennett, Kng.

## Cincinnati

| 2. |
| :---: |
| 3. |
| 3. |
| 4. |
| 5 |
| 6 |
| 7 |
| 7 |
| 8 |
| 8 |
| 0 |
| 10 |

 4. Gum Drop. Crew Cuts. Mer.
5. Seventeen. R. Draper. Mer 6. House of Blue Laphitht. Mer. Miller, Mer.
7. Wake the Town and Tell the People
8. Biosasom Fell. Nat (King) Cole. Cap. 9. Keatuekian Soage. Hilloppers. Dot
10. Wake the Town and Tell the People

Cleveland

1. Malbellene. C. Berry. Chs
2. Yellow Rose of Texas. M. Miller, Col.
3. Aellow Rose or Texas. Mi Milier. Col.
4. Autumn Leaves. R. Wiliams, Kap.
5. Bible Tells Me So. N. Noble, Wng.
6. Gum Drop. Crew Cuts. Mer,
7. Love Is a Many-Splendored Thing
8. House of Blue Lights. C. Miller, Mer.

Dallas-Ft. Worth

1. Roek Around the Clock, B, Huley. Dec.
2. Yellon Rose of Texas, A1. Millet, Col.
3. Uran Rose of Texas, A1.
4. In's a Sian to Tell a Lotes. D
S.
5. Ain't That a shame? P. Boonce, Dot
6. Maybellene. C Berry, Chs.
7. Hard to Get. G. Mackennie. X, Imp.
8. Hummingbird, L. Paut \& M. Ford, Cap.


Los Angeles

1. Rock Around the Clock, B. Hatey, Dee. 2. Learmin the Blues. F. Sinatra. Cap. 4. That Old Black Maric, S. D. Maviser. Jr, Dor.
2. Till Nity Doris Day, Col.
3. Hard to Get, G., MacKenzie, X
4. Unchained Melody, L. Batere, Cap.
5. Man In the Raincoat, M. Martowe, Cat 9. It's a Sin to Tell a Lie
6. Smith \& the Redheads, Epi,
7. Yellow Rose of Texas, M. Mdicr, CoL.

Milwaukee

1. Ain't That a Shame? P. Boone, Dot 3. Yellow Rose of Texas, J. Desmond, Coc. 4. Rock Around the Clock. B. Haley, Dec. 5. Maybellene, J. Lowe, Dot
2. Wake the Town and Tell the People 6. Wake the Town and Tell the Pap
L. Baxter, Cap.
3. Seventeen, R. Draper. Mec.
4. Domanin, R. La Rosa. Cde.
5. Hard to Get, Go. Mack
6. Unehained Melody, L. Baxier, Cap

Mpls.-St. Paul

1. Rock Around the Clock. B. Hatey, Doc. 3. Yellow Rose of Texas, 3. Desmond, Cor 4. Kentuckian Song. Hilltoppers, Dot 6. Yellow Rose of Texas, M. Miller, Cot. 7. Wake the Town and Tell the Prople
2. House of Blue Linghts, C. Miter, Mer, S. Smith \& the Redheads, Epi
3. Wake the Town and Tell the People
M. Carson, Col.

## New Orleans

1. Prpcorn Somp. C. Stone. C
2. Rock Around the Clock, B. Hatey, Dee 5. Sonk of the Dreamer, E. Fisher,
3. Hard to Get, G. Mackencie. 6. Sweet and Gentte, A. Dale. Cor.
4. My One Sin, Nat (King) Cole, Can 8. Seventeen, E. M. Morse. Cap.
5. Fil Never Stop Loving You

Doris Day, CoL,
New York 1. Rock Around the Clock, B. Haley, Dec. 3. Learnin' the Blues, F, Sinatra. Cap 4. Ain't That a Shame? P. Boone, Do
5. Unelhained Melody. A. Hibbler, Do 6. Sweet and Geate, G. Gibbs, Mer 8. Cherry Pink and Apple Blossom White Prado, V
10. Hones Bube, A. MacKenzie. X

Philadelphia

1. Roek Around the Clock, B. Haley, Doc.
2. Ain't That a Shame? P. Boone. Dot
3. Wake the Town and Tell the People
4. Yellow Rose of Texas, M. Miller, Col.
5. Domani, J. La Rosi, Cdc.
6. Yellow Rose of Texas, J. Desmond
7. Seventeen, Fontane Sisters, Dot
8. It's a $\operatorname{Sin}$ to Tell a
S. Smith and the Redheads. Ent.
9. Ain't That a Shame? Fats Domino

Pittsburgh
Yellow Rose of Texas, M. Mitier, Col, Maybellene, C. Berry, Chs . Rock Around the Clock, B, Haley, Dec.
5. Ain't That a Shame? P. Boone, Dot Ain't That a Shame? P. Boone, Dot
Moon Must Have Followed Me Howe 7. Til Kirby, Vic. Loving You
8. Longest Walk, J. P. Morgan, 9. Kentuckian Song, Hiltooppers, Dot
19. Razzle Dazie, B. Haley, Des. St. Lovis 1. Maybellene, C. Berry. Chss
2. Am't That a Shame? P. Boonc, Dot 4. Seventeen, R. Draper. Mer.
4. Yellow Rose of Texas, M. Milier, Col.
5. Wake the Towa and Tell the Propie 6. House of Blope Lights, C. Mitler, Mer. 7. Rock Arond the Clock. B. Haley, Dce.
8. I Want You to Be My Baby L. Briges, Epi. 9. Domani, J. La Rosa, C Cenzie, $x$ San Francisco 1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap. 2. Learnin' the Blites, F. Sinatra, Cap 4. Hard to Gee, G. MacK eaniee, X. Xp.
5. Cherry' Pink and Apple Blossom white 6. Ain't That a Shame? P, Boone, Dot
S. Smith \& the Redheads, Epi 8. Blossom Fell, Nat (King) Cole, C?p.
9. Somethiag' Gotta Give) 9. Something's Gotta Give
McGuire Sisters Cor 10. McGuire Sisters, Cor.

## Seattle

. Ain't That a Shame? P. Boone, Dot 2. Yny You, Platters, Met, Mose of Texas, M. Miller, Col,
4. Rock Around the Clock, B Halcy, Dec 4. Rock Around the Clock, B. Hatey, Dec.
5. Man in the Raincoat, P. Wright, Unit. 6. Hard to Get, G. MacKenzie. X 7. Seventeen. Fontane Sisters. Dot
8. Hummingbird, L. Paul \& M. Ford, Cap.
9. Man From Laramie, W. Schumana, Vic. . Cattle Call
E. Arnold \& H. Winterhaticr Vic

1. Rock Around the Clock. B. Haley, Dec
2. Ain't That a Shame? P. Boonce. Do
3. Learnin' the Blues, F. Sinatra. Co 4. Humminghird, L. Paul \& M. Ford, Cag.
4. Its a Sin to Tell a Lie S. Smith \& the Redheads, Rpi.

# RCAVICTOR 

 AND YOU,

## Let's look at the RCA Victor Record for 1955

1The new low price of only $\$ 3.98$ per Long Play Record is bringing you, the dealer more new buying customers than you've ever seen before!
2 Simplified pricing (just 5 basic lines) provides you, the dealer with the most streamlined merchandising operation in record history!
3 Increased discounts on traffic merchandise are giving you, the dealer a larger dollar gross for your day-to-day operations! Three quality record lines (RCA Victor, RCA Bluebird and RCA Camden) are giving you, the dealer the opportunity to sell more recordssto more customers in every price range! RCA Victor's Store Modernization Program lets you, the dealer re-style your layout for faster, easier selling at a price you can afford!

Full page ads on a regular basis in Life and The Saturday Evening Post ...consistent commercials on NBC-TV Spectaculars, other network television and radio shows...all combine to attract millions of new customers for you, the dealere

RCA Victor's"Fabulous 55th"Anniversary Release bringsyon, the dealer the greatest values in record history...and customers must come to your store to buy. (See following two pages).

8RCA Victor's new Personal Music Service Plan is positive insurance that you, the dealer need never lose a sale on merchandise temporarily out of stock. Every retail sale through Personal Music Service must be made in your store.

## A STATEMIEXT ABOUT MȦIL-ORDER RECORD CLLBS BY MANIE SACKS. VICE-PRESIDENT AND GENERAL MANAGER, RCA VICTOR RECORD DIVISION

He have received many dealer inquiries as to whether RCA Victor plans to start its own record club. We do not. It has always been our conviction that the record dealer has always been the backbone of the record industry, and all our plans have been designed to strengthen the dealer's position. The best way to realize the tremendous grouth potential we see for the record industry is through aggressive dealers, stocked with competitively priced, quality merchandise. That is why we lowered the price of our Long Play records as much as $40 \%$ earlier this year. As a result, record sales have soared to a new high, and dealers, both large and small have benefited. RCA Jictor has no intention of adopting any plan that will by-pass.the dealer, cut his, income, take record customers out of his store or narrow the consumers' freedom of choice of the wide variety of fine recordings on all labels now available to them. We are out to find new customers for our dealers, not to compete with them for retail sales. We will continue to direct all efforts toward making sure that our dealers never lose a sale-or a customer.
-
RCA
VICIOR


# ENHOY MUSGAL HIGHLUHTS FROM <br>  ANNVERSARY REIEASE LIFE 

Colorful counter merchandiser for
"Fabulous Fifty-Fifth"Highlight albums. Holds ten each of the Long Play and 45 EP Pop Shoppers-10 Red Seal Selectors -and 25 full-color Supplements. Low silhouette. Will fit any counter.

## To promote this fabulous release...the

Full-page ad for the two Highlight albums in September Life, Saturday Review and all Catalogs.

Full-page, full-color ad on the 24 "Fabulous Fifty-Fifth" Anniversary albums in October issue of Life.

Color commercials on NBC-TV Producers' Showcase, Sept. 19; and Martha Raye Show, Sept. 27.

Hard-hitting radio commercials on the NBC Monitor program-all during September and October!

Eye-catching "Fabulous FiftyFifth" window display in dazzling full color. Big 30 by 40 -in. size.



MONIT

## 

# RCA VICTOR GELEBRATES 55 FABULOUS YEARS OF RECORD LEADERSHIP 

With the First Great Release at the New Low Prices... And Two Great Traffic-Building Sampler: Records!

In January, 1901, the Victor Talking Machine Company released its first record. Now RCA Victor marks the 55th anniversary of that occasion with the greatest store traffic-building, record salesboosting promotion in its history: RCA Victor's "Fabulous Fifty-Fifth" Anniversary Release! It's the profit opportunity of your lifetime -24 great new albums, twelve exciting new popular albums featuring top-selling artists, and twelve Red Seal albums of best-selling classics! Each in superb "New Orthophonic" High Fidelity sound.... all at the lowest prices in RCA Victor history! *


#### Abstract

And here's the really Big News - two exciting Sampler Records in full-color covers . . . double assurance that this promotion will create traffic and sales galore for you! The Pop Shopper contains complete selections from the 12 popular albums in the release. It's available in both Long Play and 3-record 45 EP. The Red Seal Selector contains excerpts from the new Red Seal albums. Each sampler is a $\$ 3.98$ value ... yet you'll sell them at a profit for only $98^{d}$ each! Placed right on your counter in the handy merchandiser (shown at left)-these exciting highlight albums will sell themselves...and help you sell more RCA Victor "Fabulous Fifty-Fifth" Anniversary albums too!


## biggest ad campaign in record history

Full color streamer. Full color Supplements showing entire "Fabulous Fifty-fifth" release.

Ready-made ad mats for local newspaper use, plus mat kit to make up your own advertisements.
"Fabulous Fifty-Fifth" brochure. All you need to know to make the biggest profits you've ever had!
and-three exciting bonus surprises!


Order these great sales aids call your RCA Victor record distributor right now!


## - COMING UP STRONG

> Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. The Longest Walk...........Jaye P. Morgan
(ASCAP) RCA Victor 6182
2. Love Is a Many-Splendored
Thing $\ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$. Four Aces
(ASCAP) Decca 29625
3. Only You $\ldots \ldots \ldots \ldots \ldots \ldots$. . . . . . . . . .
(BMI) Mercury 70633
4. You Are My Sunshine . . Ferko String Band
(BMI) Media 1013
5. Why Don't You Write Me? . . Snooky Lanson
(BMI) Dot 15385
6. Moments to Remember. $\qquad$ Four Lads
(ASCAP) Columbia 40539
7. I Want You to Be My Baby . . Georgia Gibbs
(BMII) Mercury 70685

8. I Want You to Be My Baby .... Lillian Briggs<br>(BMI) Epic 9115

NOTE: This chart does not have a set number of selections. The number
will vary from week to week. will vary from week to week.

## - Tunes With Greatest Radio-TV Audience <br> Tunes, listed alphabetically, have the greatest audiences on net work station programs in New York. Chicago and Los Angeles work, station programs in New York. Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Lists are based Coverage Index.

| Radio | Television |
| :---: | :---: |
| A Blossom Fell (R)-Shaprio-Bernstein- | A Blossom Fell (R)-Shapiro-Bernstein-- ASCAP |
| Banjo's Back in Town (R)-World-ASCAP | Alubama Jubilee (R)-Remick-ASCA |
| Bible Tells Me So (R)-Paramount-Rogers -ASCAP | Apollo Umberto Silvano Roberto Romano- Witmark-ASCAP |
| Blue Stur (R)-Young-ASCAP | Bella |
| Domani (R)-Montauk-BMI | Blu |
| Don't Stay Away Too Long (R)-Bourne- ASCAP | Domani (R)-Montauk-BMI |
| Female on the Beach (R) (F)-NorthernASCAP |  |
| Fooled (R)-Harms-ASCAP Hard to Get (R)-Witmark-A | Experience Unnecessary (R) - Pincus ASCAP |
| Hummingbird (R)-Jungnickel- | Gobelues (R)-Longridge-ASCAP |
| If I May (R)-Roose | Heart (R) (M)-Frank-ASCAP |
| I'll Never Stop Loving You (R)-FeistASCAP | He's a Tramp (R) (F)-Disney-ASCA |
| It's a $\operatorname{Sin}$ to Tell a Lie (R)-Bregman, | Jungnick |
| Kentuckian Sone (R) (F)-Frank-ASCAP | Want You to Be My Baby (R)-Victory- |
| Kiss Me and Kill Me With Love (R)-Chappell-ASCAP | Kentuckian Song (R) (F)-Frank-ASCAP <br> Learnin' the Blues (R)-Barton-ASCAP |
| Learnin' the Blues (R)-Barton-ASCAP <br> Longest Walk (R)-Advanced-ASCAP | st Waik (R)-Ad |
| Love is a Mary-Splendored Thing (R) (F)-Miller-ASCAP | Love Is a Many-Splendored Thing (R) (F)-Miller-ASCAP |
| Love Me or Leave Me ( R )-Bregman, Vocco \& Conn-ASCAP | Nineteenth Hole (R)-Jericko |
| Man From Laramic (R) (F)-Columbia Pictures-ASCAP | Pete Kelly's Blues ASCAP |
| Man in the Raincoat (R)-Cunada Ltd, BMI | Piddly Patter Patter (R)-E. B. Marks- BM1 |
| May I Never Love Again (R)-BroadcastBMI | Rock Around the Clock (R) (F)-MyersASCAP |
| Piddly Patter Patter (R)-E. B. Marks- BMI | Sailor Boys Have Talk to Me in English (R) -E. H. Morris-ASCAP |
| Rock Around the Clock (R) (F)-MyersASCAP | Siamese Cat Song (R) (F)-Disney-ASCAP |
| Something's Gotta Give (R) (F)-RobbinsASCAP | Something's Gotta Give (R) (F)-RobbinsASCAP |
| Sweet and Gentle (R)-Peet-BMI <br> Toy Tiger ( R ) ( F )-Northern-ASCAP | Strange Noises in the Altic (R)-Cromwell -ASCAP |
| Unchained Melody (R) (F)-Frank-ASCA | Sweet and Gente (R)-Peer-BMI |
| Wake the Town and Tell the People (R)-Joy-ASCAP | Two Lost Souls (R) (M)-Frank-ASC |
| Yellow Rose of Texas (R)-PlanetaryASCAP | Wake the Town and Tell the People (R)-Joy-ASCAP |
| You Are My Sunshine (R)-Southern- | Yellow Rose of Texas (R)-Planetary ASCAP |
| Young ldeus (R)-Harms-ASCAP | Young Ideas (R)-Harms-ASCAP |

## - Best Selling Sheet Music

Tunes are ranked in order of their cur-
rent national selling rent national selling importance at the
This Last Weeks

Week Week Chart
Yellow Rose of Texas. 53 Planetary
2. Rock Around the Clock ............ 210 Myers
3. I'll Never Stop Loving You $. \ldots \ldots, \ldots,{ }^{6} 6$
4. Unchained Melody... 120 Frank
5. Hard to Get. . . . . . . . 410 Witmark
6. Bible Tells Me So. ... 10 Paramount-Roy Rogers
7. Seventeen ............ Lois
8. Hummingbird $\ldots \ldots$. 9 5 Ross Jungnickel
9. It's a Sin to Tell a Lie. 11 11 Bregman, Vocco \& Conn
10. Wake the Town and Tell the People.... 15 Joy
11. Cherry Pink and Apple Blossom White..... 61 Chappell
12. Ain't That a Shame?.. - 1 Commodore
13. BLOSSOM FELL. . . 1315 Shapiro-Bernstein
14. Man in the Raincoat. . 7 Canada, Lid.
14. Learnin' the Blues. . . . 14 11 Bartom

## PERCY FAITH PLAYS "TROPICAL

 MERENGUE"
here's the first pop version of america's latest latin dance craze -Bocked by "We Won't Soy Goodbye


# OPERATION PUSHPOP'55 ROLLS ON! 

Make the most of the campaign to Keep the Pops Alive in '55<br>Order These Useful MERCHANDISING AIDS Today!<br>\section*{}



# COLUMBIA CHECK LIST 

## NEW POP RELEASES



Hawk-Eye
Your Love
A Satisfied Mind
The Bible Tells Me So Just a Little Bit More Now is the Time Tropical Merengue Tropical Merengue We Won't Say Goodbye
Start Dancin' With a Smile, No. 1 Start Dancin' With a Smile, Frankie Laine Mahalia Jackson Eileen Rodgers Percy Faith Les Elgart No. 2

## best selling pop singles

 Week Ending August 12, 1955The Yellow Rose of Texas Blackberry WinterMoments to Remember Dream On, ${ }^{M}$
I'll Never Stop Loving You
I'll Never Stop Lovin
Wake the Town and Tell the People
Hold Me TightSong of the Dreamer I've Got So Many Million Years


Go On Bye
Mitch Miller
Four Lads
ailor Boys Have Talk to Me in English


Humming Bird
My Little One
Blue Star
My Love's a Gentle Man
Ain't Cha-Cha Comin' Out
T-Tonight
St. Louis Blues
Too Late
Let Us Be Sweethearts Over
Guy Mitchell
Again

## NEW FOLK RELEASES



Hawk-Eye
I Can't Make My Dreams
Understand
Maybelline
This Broken Heart of Mine
I Don't Want It on My Conscience
I Can't Go Home Like This
Fool That I Am
The Record
Pistol Packin' Mama Has Laid Her Pistol Down
Them Can't Make a Devil

- BEST SELLING FOLK RECORD

Week Ending August 12, 1955
Don't Tease Me
I Just Dropped in to Say Goodbye
Old lonesome Times
There She Goes

Carl Smith

Corl Smith

Bobby Lord

Marty Robbins
Ray Price
Silly Wall

Charlie Adams

Ther

21382
$\mathbf{4 - 2 1 3 8 2}$

40558
$4-40558$
40554
$4-40554$
40549
$4-40549$
40543
$4-40543$
40545
$4-40545$

# HONOR ROLL OF HITS <br> TRADE MARK REG 

# The Nation's 10 Top Lunes for the week ending-AUGUST 20, 1955 

. . . based on Billboard weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators



## BEEP BOOP (BOOP BEEP) THERE'S NOTHIN' LIKE LOVE

(FROM COLUMBIA PICTURE "MY SISTER EILEEN") 20/47-6224



## SLOW TRAIN BLUES <br> VIENNESE LANTERN

PUSHPOP POSTER SHEET NO. 2
The Best of the

for the week ending-AUGUST 20, 1955 (one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of Billboard Music Popularity Charts

## DAY BY DAY

## LOVE aMANY-SPLENDORED THING

## GUM DROP <br> A SATISFIED MIND <br> YOU ARE MY SUNSHINE <br> ONLY YOU



# The Billboard Music Popularity Charts P•PULAR <br> RECORDS 

## - Review Spotlight on . . .

## RECORDS

McGURE SISTERS. . . . Coral 61494<br>give me love (Hill \& Range, BMI

## ......SWEET SONG OF INDIA (BVC, ASCAP)

 The girls have a sock two-sided hit here, which should grab off maty plays from jocks and juhes. "Give Me Love" is a moving plaint, with a drivin' beat and a becutiful hunk of harmony by the McGuirss. The sisters are equally effective on the flip with a smooth, interesting voed treatment on the standard, based on the old Tomeny Dorsey instrumental.ALAN DALE. .. Coral 61495 .. BOCKIN: THE CHA-CHA (Porgie, BMI)

Dale has his first really big record hit in a long time riding the charts now, and his uew disk should prove an equal success. It's a shrewd blend of r.\&b, and the cha cha leat, with an infectiou rhythm and a soch performance by Dale and a vocal group. Flip is "Wham" (Peer, BMII).

DORI ANNE GRAY. . . Mercury 706s
.LEARNING TO LOVE
(Trinity, BMI
Mercury's new young canary sings a brightly paced. exuberant love song with an appealing air of seductive sweetuess. The tume has a warm comitry and western flavor and an infections melody. The Lafiann Paul waxing of the song on Abbott is showing some territorial action. and a flock of covers on the the are scheduled for releate this week and next. Flip is "The Smoky Momentain Walt": (BMII:

## - Reviews of New Pop Records



DICK JACOBS OBK
Sweethearts on Parade . . . . . . . . . . . . . . . 79 (.ORAL. 614 -9-Jacobs, arranger of matry hit disks, makes it strong hid moder his of the oldie. The mood is swingy. semiof the odie. The mood is swingy. sembtempo. (Mayfair, ASCAP)
Ill Know My Leve - -8
The melody here is the ever-lovely The melody here is the ever-dovely dramatically a ha Ravel's "Bolero." adkiing a vocal choir. L'mistal, cffective wis that coukd attract plenty of attention. (Budd, ASCAP)

RAY ANTHONY AND GORDOX MacRAE People Vill Say We're in Love . . . . . . . (APITOL 3214-The hit ballad from the stage version of "Ohkhoma!" should get th new ease on lie with the wew him proces it in straight pop style here with the dance band. Good was (Villiamsum, ASCAP)
The Surrey With the Fringe on Top. ... 79 MiteRae does a warm. thoroly satistying job) on this special from the same pur term stock item. (Williamson, ASCAP

TIIF: LEE GORDON SINGERS
You Never fave to Stand Alone MARQUEE 1019-1nsiprational ballad by Philadelphia's Murray Arnold is giver a lush reading by the Cordon singer with haritone solo by the cleffer. Pleseant crough sound to win plenty of tivk jockey support. (Mills, ASCAP)
Angel Bells. ... 74
Carillon bells give a pretty tume a nostaigic, music-box flavor. Pleasiut sound. tue
from the Iee Cordon mixed chorms tmake this a contender. (Mills, ASCAP)

TIIF CAVALIERS
Somewhere, Sometime, Someday . ....... 78 DEC.C. $29.56-\mathrm{F}$, the hus do it with a solid bug sound
 Sis Oliver. Wiateh the lads. (Roosevelt, B\I
Honor Bright 79
New vocal group chants a light love ditts. Conventional, but pleasant. (Melgar, ASCAP)

THE FASTUFIN WIND ENSEMBLE
Tamboo-Samba . . . . . . . . . . ........... $7^{7}$ MERC(R) 706.8 -Heres a flashy inmell. Well performed by the Eastman F:usemble. this mousual inelody will be played hy diseerning deejays, (Mills, ASCAP)
El Toro March and Aztec Dance . . . 75 Descriptive pieces, finely played. F'or decias looking for mustal wax. (Mills AsC:AP)

STEVE ALLEN AND GEORGE CATES ORK Atumn Leaves $\ldots$. ............................. 7 CORAL $61+8.5-A$ strong version of the beatiful melody, (ieorge Cates lush ork is accompanied by Steve Allen on the piano. and it all adds up to a fine sound ing side.
High and Dry.... its
This side's an interesting instrumental relased in mood and deriving much of its instrmmental flavor from r. \& b b. musi al patterus.

David carrolit.
............. 7 AERCCORY 70680 - Lively borple featuring piano. This bripht disk with jochs (Pure, BMI
Red Petticoats..., 74
David Catrail : ork Eive the meliady . (Studio, BMI)


ELIS I FITGGERALD
Soldier Roy



 Stark, вMI
A Sativfied Mind.... 75 Simbiar comment for
coser. (Starrite, BMII) (Continued on pate 5t)

## tom COLUIMBIA

## two top versions

The "original" by BOBBY LORD
(SOARING ON THE COUNTRY BEST-SELLER CHARTS)
and NOW
KEEP YOUR EYE ON THE BIG POP VERSION BY FRANKIE LAINE


Bobby Lord's "Hawk-Eye"
b/w "I Can't Make My Dreams Understand" 21437

Frankie laine's "Hawk-Eye"
biw "Your Love"
columbia@records

## 17 Day Sales Movement

 Indicates Smash Hit Of The Year!104 DEEsings


WING 90015


## The Billboard Music Popularity Charts POPULAR RECORDS

## - Reviews of New Pop Records

- Continued from page 52


 called "sthmalir" tidules.
AMES BROTHERS

 one has been pulled gut of an album to grib a share, A lively, tivenable
side wwh the tade in tine form.
Should do fuhe businew it spotted. Should do juke businet it spotted.
(Peer. BMII) (Peer, BNII)
Ree Whike)
Reve Whikey....67 from the athum:
Annther excerpt
much Anuther excerpt from the the thit
much tew, etfitice than the
(Malden, BMI) orr vce wright The Young t.overs waltr
SAVOY ticx-Altho the from the r.ab. fiela. both the matterial and syyline here are stricty pop. There could be wetion on bowh of these entev. here
verion- (Savor. BMit,
To Wrone Is to Sin...73 the sweet-voleed Utru-h. (Cromrouds, he fotr teves
 Tune is a three-beat hem, a senti-
mentat tale of diappointed love. mental tale of dixappointed love.
Nike atcompaniment by Sid Bisk.
Reme, ASC API (Rene. ASCAP)
Three Litute Chickens...74
A rollicking nowelly of the old pasttime of chicken stealine. A cute lyric.
and the Fowi Tuise, belt it ouls with and the Four Tune bels it on
lively rilythm, Llawell. B.an NORMAN BROOKS
Lavely Girt ........................74 nicely rendered by Brooks. Singer
projects well on war and with the arsiot of a heoner than and weratite wor
ing this and flip could penetate plays ing. thit and flip could pencrate plays
and salce. (Frank, ASCAP) If 1 Had Two Heart . . . 72 The voice with the Jolwon" sound
in an upheat tem that moves. Guod material that shows the voice to bent THE JAN RAYE OCARTET AND LII.XNX CARROIL,
Whatever Happened to Yos........7
BATON 213-The old Cusal vehicie BAION 213 -The old cuat sehicte
(Dinah Shorg was his vocaliot on the
 tinctive piping from the onetime
Losius Prima thrash, Could kict en

Sweet Sue.. .70
The well-trodden line- of this standThe well-trodden liner of thin stand-
ard are handed neaty by Nis, $C$.
with nowel vocal suppor by the groum, Pleasant side. (Shapiro-Hern-
tein. AsC AP)
THE GU3 DROPS
Gum Drop
KIN(
it

 -xclur.
Don'l Tuke It So Hard,..68
The new erour spotiphted in amother The new mrour spotiphted in andher
nowd effor. Couth win some apport
 d dishlint


## CATHY RYAN

KIvG 1H9-Cathy Rean, whit onse sint with Art Moome's ork. have a it well, 1 he instrumental arrantement it unusuat. Deejigys should pive
it a whirt, (Jog. ASCAP). 24 Hours a (Doy. ASCAP)
A stinks fiem with a Vear)...72 72
trastion in the lyric. Mow Ryan's
chanting chanting if backed by a chorus and
pood insrumentation, (R-F. BMI)

DON, DICK N' JIMMS
Love I a slany-Splendored Thing CROWN 15x-The prety Hime tionc,
coming dhant stronaly viat the Fowr Ace wish, pets a whlid pop-cype per-
formance here, Whiler, ASC \& In Madrid.

 CNE ChRISTY
 with dartins of the coul ect, come- upp
with an umat, hin piece of material that many jocks and fanx will wotton ete Kello. Asc.AP,
Altho Filla Filsteraide original has a
head head tati, there should be ennuph
Clarisiy lails to insure a fair sale
on her cool. stylifed interpretation.
-
jert southern
What Do You See in Her?, ............ 7
DECCA 29647-Miss S\% deejay Jans DECCA 29647-Miss S.S deejay fans
should rush to the support of this typically intimate item. in the mood
of, for example. "How Did He or. for example, "How Did He tive sale over a long puil. (Fxaus, An Oceasional Man....72.
Special material item from "The Girt
Runh may run into some nir retrictions, but should find a revectablesire andience regardless. Both faces here could probably do their best in an LP. (Saunden, AsCAP)
HfRL Lefferies
Love Me or Leave Me .........7. 72
OLYMPIC 501-Altho Jeffires ithe with this flick-tune cover, the talent packiase of Jeffries, the Hi-Las and
the Jerty Fieldiny ork could anss the ertry Freiding ork coovanamayen of that particular West coast hip
petsuasion. A really
Autumin in Rome...77
Jeflfies lends virile. suave vocal char
acter to the exotic. Summy Kalin-P, ot
Weston turne. Should win a lot oot Wevion tune. Should win a tot of
new fans for the quality warbler.
RUSS MORGAN ORK
Anpel Bells
DECCA
Decca
group does a partieularly pretty bit ot harmonizing on this pleasant, simple
ditty, (Mills, AsCAP)
Banjo Tango. ... 71
Bunjo Tango....7t
The tilte telis about all there is to tell
about this abour this side. Innocuouss stuff., per-
formed with polish. (GIen merr formed
ASCAP)
THE GOOFERS
What Does That Dream istean What Does That Dream isfean: ....... ${ }^{70}$
CORAL $61480-\mathrm{A}$ novelly item with a country havor. Cute lyrics and uptempo provide enough sparkle tor
juke activity. (Masictime, BMI)
Dee-Do, Dee-Da. ... 68
Group capitalizes on current fator
for a novely lyric. A sationatory for a novelty lyrice, A satihfactory
ennuph rendition in the "Sh1-Boom"
(radition. ennuph renditron
Iradition. (Stratton. BMI)
BUDDY COSTA
Anna Mari
PYRAMI
${ }^{\text {PYR MAMI }}$ AOGi-On the upbeat vide. ${ }^{7}$ this is a Samba that creates conider-
ably more excitement than tlip. In a cutepory more often reserved for in-
strumental strumental treatment. the Costa, yoice
comes thru pleasantly, (Ruco, BMI) Marko .... 68
 A colorfit voice. showeased in only a
so-so arrangement, still comes thru
well
Conta bis well. Costa has vocal savvs and
could score on future waxings. (Per-
feetion, BMII) fetion, BMII
DELILA REESE
Timee Atter Time, ................. 70
JUBILEE 5214 -The ncw thruhh turns in a sanguine reating of the one-
time Sinatra hit. with rich ork backime provided by Sid Bass. (Sinatra,
ASCAP) Fine Sukar.... 67
Fine Sukar.... 67
tn the stout blues depariment. the
thruwh isn't nearly In the shout blues aeparment.
truth int nearly as effective. ec-
pecially with this weak materiat, (Cue, BM)
THE LEATHERNECK

walt/. Makes a pleasant novely
with its harmonica sounds (a)
with its harmonica sounds. (Zodiac,
Buy
Slow Train Blues. ... 67
Invorumental,
(Zodiac, BMI)
EDDY PHILLIPS ORK
Thankfol
KING
KING 1493-A vocat group is ingot 70
lighted liyhted in a ballad that moves is nicely.
Ork lends pleasing shuffle-bes imp. Could pleasing shuffle-beat bach
City. BMI) Darting, Where cin Be? Daring, Where Can You Be?....66
A plaintive ballad in a minor mood. Lacks allad in a minot of the fiip but
could peet juke play from the (enuld pet juke play from the terp seh.
(Windy City, BMI) SINDY STEWART
In Nuevo Laredo.
" 156 A-A good showcaving for oine 70 of the youngest of the current com-
crs. Lush arrangement make the
tunce move nicely with voal tune move nirrely wement makes the
to match, (Trinity, BMI) $\underset{\text { to match. }}{\text { to }}$ (Trinity, BMI)
Routine delifery here by the young
thruih of what could be succerir thrush of what could be a succennor
to "Tweedice Dec." (R o osevelt,

EDDIE DEXTER
EDDIE DEXTER
The Verse of Stardus
CAPITOL $32122-$ White this is one of the best and best-known verses in
popp music. it's necessarily milked thin pop masic. it's necessarily milked thin
evetimne side to itself without the
chorus. Orking is gimmicky chorus. Orking is gimmicky with
whisting and
and

Moranlyht. .68
Another oldic gets old-time flavores
orkine, plas whisting. Dancey stati.
(Mills. ASCAP)

## he fole hues

Take Me Out of Your Heart CROWN 15\%-An old-fashioned type ${ }^{\text {68 }}$ dity is projected with competence by
a kood mixed group. (Modern. BMi) Kock-a.Bye....62 6 Rokk-a-Bye Baby" is refurbithed
wilh a peudo t. \&b, styling. Doesn"t quite make it. (Stmon House. BMI (Continued on page 56)


## SEECO

The World's Leader in LatinAmerican Recordings Complete Catalogue Featuring

- Long Play - Extended Play
078 and 45 RPM Write for new tong Play Cotalogue.
if pays to stock SEECO
SEECO ${ }_{3}$ Disw. cont SEECO, the Major Latin-American Label


## when answering ads

SAY YOU SAW IT IN THE BILLBOARD!


## REAL RECORD CO.

148 N. Passenen Ave., Pasadena 1, Claliformis
DISTRIBUTOR LIST

 ${ }^{4}$ uruedes Home Furnith
viniceson, Ariz.


Micronhen Muik
Racoran solese coir.
Sontion Antorote, coio.

Midene inisp:
Âmew voith in r.
Philodethin Record

Âmberacorsopita, co.

Silmatarg Dis,
Benet oisa, co.
$T$ Tanaision corp. of soision, meses.
 Lumberna ${ }^{\text {com }}$ Atercrot, mich: Seatue p, wis. wo. bigstate poxito co.
 Eation pecero Distro.

## Nix Deals Offered by Hustler

## - Continued from page 20

prineiple to the Club, have elected |certain to greatly stimulate conoo battle their competition rathe attitude of these dealers, some of whom have come up with clever enrollment gimmicks. is, "The Club is here whether we like it or not,
and if members are to be gotten, and if members are to be gotten, we've got to get,"
other dealer does." At any rate, Columbia's reported million-dollar ad campaign aimed at establishing the club was
due to be comntered "dollar for due to be comntered "dollar for pitch will be on the basis of quality pitch will be on the basis of quality
and its lower ( $\$ 3.98$ ) LP price (see
separate story). These major drives separate story). These major drives,
plus the umprecedented and highly phis the imprecedented and highly
competitive campaigns of the regu-
lar mail order club
 and phonographs
Apart from the problem of dealer acceptance, which it "undoubtedly tial week, ran into a wide variety of unanticipated smags that called
for quick decisions. During the
week, the diskery was besieged by week, the diskery was besieged by
all sorts of "hustlers"-door-to-door sales organizations, matil solicitors, etc. One ontfit reportedly guaran-
teed the diskery 100,000 subteed the diskery 100,000 sub-
scribers. This, and all other bids scribers. This, and all other bids
from non-franchised Columbia dealers were turned down, accord-
ing to Columbia sales director Hal ing to Columbia sales director Hal
Cook.
The diskery initially presented the plan to 6,200 dealers judged the plan to 6,200 clealers judged
by the diskery as "Class A" LP aecounts. Any other dealer who
wants to get in on the plan is advised to contact his distributor who
will verify his qualification as a "franchised" Columbia retailer. According to Columbia, at week's
end, over 1,000 additional dealers had asked to be included.
Dealers this week expressed con-
cern that: 1) Columbia might at cern that: 1) Columbia might at
any time decide to cut down or cut out the dealers' 20 per cent commission; 2) if a subscriber drops
his store-solicited membership Columbia then would sign up the party direct; 3) Columbia would eventualy open its entire catalog.
rather than a limited number of selections, into the mail order market, thereby eliminating the need for store purchasing entirely; 4)
Columbia wanted their customer lists, and that once the company had these, it could dispense with the dealers.
Columbia's answers to these
fears, voiced by President Jim fears, voiced by President Jim
Conkling, were: "We guarantee that we will continue to pay commissions . . Club buying is limited to a selection or an alternate
each month. It is not our intention each month. It is not our intention
to open up the catalog. Whatever to open up the catalog. Whatever
we may do ultimately will be what we feel is in the best interest of the dealer."
It was guaranteed further that whenever a member decides to resign from the club, or becomes inactive, Columbia will notify the dealer immediately, so the dealer can try to stimulate new interest. Columbia also denied the contention of some dealers that once the diskery had dealers' lists, it could dispense with dealers. (This aspect is treated in adjacent commentary.)

## Victor Opposition

 - Continued from page 20cent of total markets are now covered by PMS. By October 1 every
distributor will have offered the distributor will have offered the
PMS service to his dealer. Victor PMS service to his dealer. Victor
draws a sharp distinction between its own plan and Columbia's. It regards PMS as primarily a service to dealers, wherein those who are out of stock on an item can accept payment. forward a coupon to Vic-
tor headquarters and have the package promptly mailed to the package p
customer.
Victor believes that 80 per cent of the coupons come from dealers who are out of stock on particular
items and that the plan will indicate to dealers what items should be stocked more heavily.
PMS goes to three classes of
retail outlets: Regular record dealers, of whom 98 per cent are expected to participate; recordappliance dealers, of whom 60 per cent are expected, and "crossroads"
stores-radio-TV-appliance dealers stores-radio-TV-appliance dealers not now carrying records.
follows:
follows:
Capitol Records have no immediate plans for entering into the mail order field with a record club,
said President Glenn Wallichs. Admitting that disk clubs have made some inroads on normal record chamnels, Wallichs reiterated that the dealer continues to be the most important outlet of the industry and that the label's prime consideration was the dealer.
Decca Records execs said they had no intention of entering into a
record club. Mercury had no comrecord club. Mercury had no com-
ment as yet.
AM-PAR President Sam. Clark
said: "Finding ourselves in the London Records' exec Leon C. position where we do not have Hartstone said, "We believe in the catalog material in strength as of
this time, we feel it is only fair to dealer. We have no plans
for a club of our own." He added this time, we feel it is only fair to for a club of our own." He added
wait, watch and see what the he believed in across-the-catalog wait, wateh and see what the
Columbia experiment will bring
selling, quality merchandise comColumbia experiment will bring
forth." $\begin{aligned} & \text { selling, quality m } \\ & \text { petitively priced. }\end{aligned}$

CERTAINLY, BABY (Angel)
SUNNY GALE (Victor)
THE LORELEIS (Spotligh
CHARLIE \& RAY (Herol CRAZY, CRAZY (Peer) PEREZ PRADO (Victor)
DANCIN IN MY SOCKS (Lowell)


A HAPPY SONG (Ludlow) (Mercury)
ART MOONEY ORCH, (MGM)


HIS HANDS (Hamblen)
MAHALIA JACKSON (Columbio)
TENNESSEE ERNIE FORD (Copitol)

## JUST DROPPED IN 10 SAY GOODBYE (Peer)

## I WANT YOU TO BE MY BABY

georgia gibes (Mercury)
LILIAN briggs (Epic)
NOBODY KNOWS (Bess)
MAHALIA JACKSON (Apollo)
RENE LA RUE (Jrinity) RENE LA RUE (Trinity)
JIM LOWE (Dot)
RUN ALL THE WAY (Bess)


THAT'S All I ASK OF YOU
Hats all I ASK OF YOU
TROPICAL MERENGUE (E. B. Marks)
PERCY FAITH ORCH. (Columbia)
WILD ROSIE (Rosarch)
FOUR TOPHATTERS (Cadence)


"CHICAGO'S LEADING POLKA BAND"
LI'L WALLY
and The Lucky Harmony Boys strikes with
'WISH I WAS SINGLE AGAIN'
FLIP
'OOH-LA-LA POLKA'
No. 145
ORDER NOW
JAY JAY RECORD CO.
3 aito n. harding avenue chicago 18, ulunois
PHONE: PI 6-10378

## Albert Pick Hotels <br> IN 20 MAMOR CITIES



Air-Conditioned Rooms Rodio ond Television Rodio ond Television
No Chorge for Children Beautiful Guest Rooms
Free Teletype Reservations

Contact your nearest Pick Hotel for immediate teletype reservations at an other hotel in the Pick group.

$$
\begin{aligned}
& \text { WEWAtkins } 9-9048 \\
& \text { CHICAGO call } \\
& \text { HArrison } 7-1732
\end{aligned}
$$



## Pick Hotels Corporation <br> ofr   20n. wacker drive - chicagos

when answering ads SAY YOU SAW IT IN THE BILLBOARD!

The Billboard Music Popularity Charts FOPULAR RECORDS

- Reviews of New
Pop Records
- Conttnued hom, page 54 Charlene bartlik rbe Rain Soas ...................... 62
PRESIDEN1 1004-in the days of
uriden PRESIDEN1 1004 In the day ot
"Riders in the Sky" and "Mule
Irain," this might have tounded ceat Irain,", this might have sounded iees
trantic and tese sonatived. (Goday.
BMI) Toin' the Bop..... 62
The modern witerbug dance is oftered so antiem vis this lyric, which
mecrimposed on "Lityl Brown sperrimposed on "Litule Brown Jug."
Nothing to get exicitod about. (Weman. BMi)

| Jaz2 |  |
| :---: | :---: |
| LIONEL HAMPION ORA |  |
| Midamgh Sun . .................... 80 |  |
|  |  |

 aibum, oas oceen setugn veary lockey
play and couid do okay as a singie. play and couid do okay as a single.
not umited to the cool' set, of evee not umited to the
to lazi ouyera. Cry
Alrmall Spechal.... 75 A powerhouse, sometimes poppish ar
rangerment of the Benry rangement of the Benry Goodman
swing elassic, teaturing Buddy Rick swing elassic, Keaturing Buddy Rich
 generai, bur unlikely tor real taz
connoosscura. (Rezent, BMI)

## Children's

Lify edwasin)
Jimiay Cricket
Give a Lifle Whatu
DECCA 88190 - Anothet sei or or
"Pinocchio"
tunes,
Cultt Edwards, Again, excluding an
obviousiy
obviousily winning delivery, saies are
suranteed via the colortul linet are suranied via the colortul liner, care
vully designed to catch a youngster,
ancy
tancy.
CLIF EDWARDE
The Bird and the Crieket
and the Willow Iree
When You winh Upon a star $\ldots \ldots . .18$
DECCA 88189 -Here
Hechs by Cliff Edwardm, origina
 package alone, the disk will be :


Cherry Pink and Apple Biossom Whito-
Maddon (Chappell)
Stowaway - Morris (Meirose)
Every Day of My Lite-Robbins (Miller)
Don't Worr-Wrigh (Williams) Don't Worry-Wrieht (Williams)
You My Love-Dash (o) nder the Bridges of Paris-Southern (Hum
a Range)
Mamu-Macmelodies (Southern)
Mrnt Angel-Chappell (Williams) Earrt Angel-Chappell (Williams)
incetely-Dash (Arc-Regent)
That's How
Chappell (Chappell) Song Was Born-
Learnin ${ }^{\text {(Bartan }}$ the Blues - Campbell, Connelly
(Barion)
Johnin and Julle-Iott (Leeds)

## Ruby Diskery

Debuts in D. C.
WASHINGTON, Aug. 20.-A
new independent Washington renew independent Washington re-
cording company will issue its first popular disk under the label nounced here this fall, it was announced here today by Jim Sfarnas, managing director of the local firm. Starnas who is a Washington attorney and promotion director it would be the first here, said it would be the first Washington company to enter the popular recording field with a national distribution of disks. Pressing and processing wilh be done under a secial arrangement with Capitol
Records. Dolly McVey who appeared in Washinglon, who has night clubs, is the von and Miami night clubs, is the vocalist on the
initial record of "It's My backed hy "Nobody Told Me."




## The Billboard Music Popularity Charts COUNTRY \& WESTERN RECORDS

## - Best Sellers in Stores

For survey week ending August 17 RECORDS are ranked in order of their current national selling importance at the RECORDS are ranked in ordet of theit current national seling imporfance ar the
retiil level, as determined by The Billoards weekly survec of dealers trubut the
nation with a high volume of sales in country and western records. When significant nation with a high volume of sales in country and western records,
astion is reported on both sides of a record, points are action is reporied on
comben to termine position on the char. In such a
casce, both sides are listed in bold type. the leading Week side on top.

1. I DON'T CARE (BMI)-W. Pierec
hour Good for Nuthing Heart (BMI)-Dee 2y+ko
CATTLE CALL (ASCAP)-
E. Arnold \& H. Winterhalter

KENTCCKIAN SONG (ASCAP)- ic 0)-6139
3. SATISFIED MIND (BMII)-P. Wingene
4. SATISFIED MIND (BMII)-R. \& B. Foley $4 \quad 10$
5. SATISFIED MIND (BMI)-J. Shepark. ............. 610 TAKE POSSESSION-Cap 3118
6. JLST CALL ME LONESOME (BMI)-E. Anold. ... 11 - 2

THAT DO MAKE IT NICE (BMI)- Vic 20-6198
7. IN THE JAILHOUSE NOW (BMII)- W, Picree $5 \quad 30$
7. MAKING BELIEVE (BMI)-K. Walls. .............. 7 2
9. TIIERE SHE GOES (BMI)-C. Smith. . . . . . . . . . . . .

Old 1 onemme Times (BMI)-Col $213 \times 2$
10. ALL RIGHT (BMI)-F. Young

GO BACK YOU FOOL (BMI)-(Cap 3169
11. BABY LETS PLAY HOUSE (BMII)-E. Presley...... 127 IM LEFT, YOU RE RIGHT, SHE'S GONE (BMII)-12 Sun 217
K. Wells. . . . . . . . . . . . . . . . . . .

MOST OF ALL (BMII)-H. Thompson................ $15 \quad 2$
13. Nimple Simon (BM1)-Cap 3188
14. IELU Hou Mind? (ASSAP)-Vic 20.6057
15. CRYIN, PRAYIN', WAITIN', HIOPIN (BAII)-H. Snow.
tim Gliad 1 Got to Se

## - Most Played in Juke Boxes

For survey week ending Augusi 17
anked in order or berasi ne weekly survey of operaturs uning a
the hivh proportion of country and western records. When igniticant action is reported on both sides of a record.
This

Week | L.ast $\begin{array}{c}\text { on } \\ \text { Week Chart }\end{array}$ |
| :--- |

## YOU TURNED ME DOWN Caputol <br> RECORD <br> NO. 3215



Personal Management: Mildred Myers 6525 Sunset Boulevard - Hollywood 28, California - H0. 9-6259

## WESTERN RECORDS

## - Review Spotight on . . .

 RECORDSJEAN SHEPARD
Beautiful Lies (Central, BMI)
I Thought of You (Fairway, BMI) Capitol 13676-A warm, expressive vocal treatment of two lovely ballads. Both sides feature strong, sincere lyric content, and attractive backing. Jean Shepard's first big hit "Satisfied lould pull enough spins to give her a seond wink int the charts.

THE WILBURN BROTHERS
Temptation Go Away (Lancaster, BMI
Nixed Up Medley (Remick; Harms; Broadway: ASCAP)
-Deca 29614)-The twins warble with appealing sin
cerity on "Temptation Go Away." a spirited item with a fine set of lyrics, featuring a get-thee-behind-Satan theme. Flip spotlights some excellent juke wax, with the boys singing out with zingy exnberance and at
bouncy beat on a lively medley- Told Them All Abont lou," "No Foolin"" and "Put Your Arms Around Me Honey."
HiNK LOCKLIN
Let Me Confess (Copar, BMI)-Deccat 29599-A plain-
ive weeper sung with sincerity and soch emotional im-
pact by Locklin. Intriguing lyric theme concerns a hins bands promise to stop rumning around if his frau will
do the same. Flip is "Ill Always Be Standing By" do the same.
(Copar, BMD).
INAIY PATTON
Old Jalopy (Dandelion, BMI)-Sims 104-Patton wraps
Th strong, original material (somewhat in the style of dis House) with a showmanly vocal and artful plirasing. Lyric explains a mans attichment for an old "Tem-Age Heart" (R. \& R., BMI)

## - Reviews of New C \& W Records



## Lite Without You 

 ANN JoNES My Heari Can't Say Goodtre. SIMeart Can't Say Goodbye.Seffective
This


good piece of material here tand
chants an nite song. Backing could
be livelier. (Heart, ByII
$\qquad$
His baby onty has eyes for him, he
chants. Makes a routine side. (Heart,
BMI)
moon mullican
Mexicall Rose
KING
1481 warber-pianist The popular hilibility ${ }^{70}$ this swingy rendition of ortan for
green. Fair juthe materist
$\qquad$
Ditto for another Western standard.
SLEEPY SKIDMORE \& THE IAZ
Whatta'ya Think Im Gonnu Do.
likely to
exposure.
Tm Sendine
Tm Sending You This Record deejay
His heart Hhe heart is on the record, change
the needte, he cautions in wallo time. An idea, but the sound is none too good.

## COUNTRY \& WESTERN




BUDDY DeVAL

|  | OH HONEY, WHY DON'T 'CHA / Dolores Diane LONNIE COLEMAN \& JESSE ROBERTSON FABOR 124 |
| :---: | :---: |
|  | REMEMBERING YOU/ Give Me A Chance <br> FABOR 125 <br> TOM TALL |

」 HERE TODAY AND GONE TOMORROW / You Thought I Thought
JIM EDWARD \& MAXINE BROWN
FABOR 126
with BONNIE

## The Billboard Music Popularity Charts COUNTRY \& WESTERN RECORDS

## - This Wezk's Best Buys

NO SELECTIONS THIS WEEK.

## - C \& W Territorial Best Sellers

for survey week ending August

| Birmingham <br> 1. Satisfied Mind, J, Shepard, Cap. <br> 2. 1 Don't Care, W. Pierce. Dec <br> 4. That Do Mike It Nice, E. Arnold, Vic. 5. Popeorn Song, C. Stone, Cap. <br> Charlotte <br> 1. Satisfied Mind, R. \& B. Foley, Dec. 2. 1 Don't Care, W. Pierce. Dec, <br> 2. I Dont Care, W. Pierce. Dec. 3. Satisfied Mind, S. Shepard, Cap. <br> 4. Cattle Call, E. Arnold, Vic. <br> 6. Satisfied Mind, P. Wagoner, Vic. <br> 6. Satisfied Right, <br> 8. Makirz Believe, K. Wells, Dec. <br> 9. There She Goes, C. Smith, Col. 10. Baby Let's Play House, E. Presley, Sun <br> Cincinnati <br> 1. Cattle Call, E. Arnold, Vic. 2. I Don't Care, W. Pierce, Dec. <br> 3. Satisfied Mind, P. Wagoner. Vic. <br> 5. Cryin', Prayin', Waitin', Hepin' H. Snow, Vic. <br> Dallas-Fort Worth <br> 1. Satisfied Mind, R. \& B. Foley, Dec. <br> 2. Can't Care, W. Pierce. Dec. <br> 4. Cryin', Prayin', Hopin', Waitin' <br> 5. H. Snow, Vic. Thempson, Cap. <br> 6. In the Jailhouse Now, W. Pierce, Dec. <br> 7. Live Fast, Love Hard and Die Young F. Young, Cap. <br> Houston <br> 1. Satisfied Mlnd, P. Wazoner, Vic. <br> 2. IDon't Care, W. Pierce, Dec. <br> 3. Blue Dariin', J. Newman, Dot 4. So Lonely, Baby, Rusty \& Doug. Hic. 5. Hurry Back Home, C Walker, Dec, <br> 5. Hurry Back Home, C. Walker, Dec, 6. Just Call Me Lonesome, E. Arnold. Vic <br> 7. Season of My Beart, G. Jones, Sdy. <br> 8. Yake Possession, J. Shepard, Cap. 10. Most , <br> 10. Most of All, H. Thompson, Cap. <br> Memphis <br> 1. Satisfied Mind, R. \& B. Foley, Dec. 2. Yellow Roses, H. Snow, Vic. |
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## FOLK TALENT AND TUNES

- Continued toom pose 24

Dollar Cowboy Bar, Jackson Wyo
were Sonny Houston and the Tune Jesters, while next door at the Silver Dollar Bar were Jimmy
Wakely and the Three Rays Western girl trio. . . Eddy Dyer who recently closed as featured
comedian with the "New England Hayloft Jamboree," is now touring Canada with Bill Monroc's Blue Crass Boys, a "Grand Ole Opry unit. Raura and Lynn (the
Pine River Sweethearts) plaved Palace Gardens, Formosa, Ont., August 21 and have been set for several appearances on "Main
Street Jamboree" when that show resumes broadcasts in Hamilton Cumberland Ridge Runners have Cumberland Ridge Rumners have
moved to WLAM, Lewiston, Me. for Tuesday and Thursday half hour programs. . . . Ken MicKinze and his western band are still going land, Me, working two half hours a week. Crew consists of Dick Monroe, accordion; Joe Gallion
bass; Pete Dixon, fiddle, and Mc Kinze, guitar and vocals.

Curley Gurlock, of Station CJCA Edmonton, Alta., who with A. V
Bamford is promoting folk talen shows in the area, reports that he has been using such first-class Johnny and Jack, Jim Reeves, Ma Wiseman and Hank Locklin, all of whom clicked handily with the
Northern audiences. . . Red Kirk, Northern audiences. ... Red Kirk,
who has been holding forth at WLEX, Lexington, Ky., for a year
and a half, has moved to Asheville. and a half, has moved to Asheville
N. C., where he will be heard N. C., where he will be heard
daily on WSKY. Bingham, partner in Murray Nash Associates, Nashville, has returned
from a three-week motor trip to the Coast, reporting plenty of action along the way. . . Red Kirk, WSKY, Asheville, who with Ray ates composed "Saith the Lord," ates composed "Saith the Lord,"
has signed an exclusive writer contract with the Nash firm.

Curly White has added a new show to his programming schedule Billed as the "Saturday Night Barn Dance," it's heard from 8.10 each Saturday. Show features the "Grand Ole Opry" gang on records. plus studio sousd effects and
square dance records with calls. square dance records with calls.
... Eddie Skelton, WMCH, Church Hill, Tenn., is back at the mike spinning the regular edition of his morning show. "Country Junction, after receiving word from the Arm that he doesn't have to report for active duty.
Mary McCoy, who deejays the country stuff from KMCO, Conroe Tex., caught the "Big D Jamboree" on Charlene Arthur's portion of the show. Mary works a 15 -minute live seg over KMCO every Saturday morning, in which she sings and plays the guitar. On Saturday afternoons she spins a two-hour record show over the station.
Nervous Ned Needham is emsee-
ing the "Rag-Mop Ranch Hands, ing the "Rag-Mop Ranch Hands," a live show heard daily over
WMOP, Ocala, Fla., from $2: 30$ 2:45 p.m. Show features Pete Peacock on bass; Chico, steel guitar Danny Freeman on lead guitar.

Bob Prather is now twirling the "Morning Star Time," 6-7:30 daily, over WEAS, Decatur, Ca
Kirt Alexander is spinning a five hour c.\&w, show, "Sunday Down South, over the same station. Don Rowland is now airing his "Cousin Don's Hillbilly Juke Box." $5-8$ p.m., Monday thru Friday, and
from $6-8$ p.m. on Saturdays, over KSIG, Crowley, La. Rowland formerly spun the show over
WFAI, Fayetteville, N. C., until February of this year, when he
moved temperarily to WMOP moved temporarily to IVMOP July 7. . . . Lew Banks, of WHIE Griffin, Ga., says he needs wax
from Decea and Mercury. WHIE recently added the "Hillbilly Hit

## "arade" heari from 1-1.30

on Saturdays.
Johnny Gee, who spins em rom WHPE, High Point, N. C., infos that he and the Moutain Boys are playing dates along with Dr.
Spookany, hypnotist-magician. Gee nd his group appear twice daily Owensby is handing Deejay Bill Owensby is handling 75 per cent
of Station WEWO's (Laurinburg, V. C.) country \& western proTramming, Campollsville, Curley Sanders, urrently working outd Ky., urrently working outdoor dates, ome shows with Jimmie Logsdon vome sho
(Decea).

Bill Bosse, KWHI, Brenham, ex. exclaims: "I ve got a terrific 'wo-hour Saturday afternoon show, oing great. Tve got more request han I can handle. Country music is gaining in popularity in this Bob Kinney, WCHN, Norwich .. Y., infos that Martha Carson and group are skedded to play the Chenango County Fair, Norwich, August 13. . $\left.\begin{array}{l}\text { Wi. Bill Belk type- } \\ \text { writes from WTYC, Rock Hill }\end{array}\right]$ rites from WTYC, Rock Hill, . C.: "On our program, 'Fort Mill is Calling,' we are giving away new Pee Wee King albums for correct ritles of mystery songs. Have re cived good listener reaction on audience reaction, in is known as listeners to phone in their we ask on new opw lay. Have received good reaction on the new idea. Am to give away Eddy Arnold albums or the best letters telling us why they like Amold as a c.\&w. singer. Have given away over 100 of these albums thus far."
About the subject of record serv ice from the diskeries, Clarence Kneeland, WICH, Jewitt City, deejays writes: Notice so many doejays complaining because they don t get service from some of the of them take the time to write many of them take the time to write and they do come in? I try to acknowl edge any disks sent to me, except for the regular weekly shipments of the major labels, and these I send little note once a month or so if can't get in to see the distributors in person. As a result, I have no complain
ceive."
Paul Hendrickson, KXGN, Glen dive, Mont., did a whole show of T. Texas Tyler music when the dive played a one-nighter in Glendive recently. * Sammy Lilli-
bridge, KFRC, Longview, Tex. opines: I read that someone Cattle Call.' I like it fine and play it plenty. As the times change, so do we., " Southern Louisiana billy fans recently at Thibodeaux La., reports Jolly Cholly Stokley Texarkana Slim emseed the affair which featured Joey Gills (Feature) Dudley Bernard (Regal), Merle th Drifter (Feature), Sonny Thibo deaux, Clem anc Kirk, and country \& western band. Show wa originated by Harold Legendre ville, Bill Bentley, KSTV, Stephen Nille, Tex., advises that Jimmy
Newman is still the top dog around Newman
his area.

Bob Neal's (WMPS, Memphis) Eighth Anniversary Jamboree took Vace Friday (5) at Overton Park, Presley, Red Sovine, Sonny Jemes, Jim Wilson, Johnny Cash, Wanda Jackson, Bud Deckelman and Charlie Feathers participating. Harmie Smith is sitting in at the while T. Tommy Cutrer is off two week vacation is off on Ford, WRIB, Providence, informs: 1 have recently started a drive linquency. I am using, the slogan, Deejay': War on J. D.,' and would jockeys who may have any sug gestions on the subject. How about
you other deejays pickin up the slogan? What we say on the air has a lot of influence with the kids. If we use it to advantage, c.\&w. music will further its place in the hearts of the millions in this country not yet acquainted with our type of show and what it stands .
E. C. McCarty, c.\&w. jockey of WCTT, Corbin, Kv., shoots the way tune their radio dials to WNOX, Knoxville, each week day for a listen to Lowell Blanchard and his gang, which includes the Taylor Sisters, Judy and Merril, and Joe Tuggel, all former:y of WCTT, who team up under the leadership of Claude Boone. John Lair, of Renfro Valley, was all smiles when I contacted him recently about the showing of his 'Don't Blame the Children,' which he wrote, and which has been
recorded by the Coon Creck Girls recorded by the Coon Creck Girls
and Ferlin Huskey. Back home at WCTT, Arch Wyatt, Mack Rains, Charlie Banks and yours truly keep spinning the c.\&w. disks down this way. Red Parson and the Martin Sisters are still singing some mighty fine sacred material on my Sunday Hymn Time' program."
Claude White, formerly of WBUY, Eexington, N. C., is now doing a hillbilly characterization WWPF, Palatka, Fla. White is known on the air as Country Carolin Claude. . . The North Carouna Cloggers recently at the "VNOX Ten nessee Barn Dance," held in the new auditorium-studio of WNOX, Knoxville, sccording to deejay Lowell Blanchard. ... Uncle Herm, the "Grand Ole Opry" recently and sat in on a session with Jimmie recently signed by Mercury Herm spins "Uncle Herm's Opry," 6:30-
(Continued on page 64)

## Casex

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GON: AGAIN PRAYER"

## JUST A W/HILE \&s 200

 Sage $\theta S_{\text {and }} \partial_{\text {Records }}$The Billboard Music Popularity Charts RHYTHM \& BLUES RECORDS

## - R \& B Territorial Best Sellers

For survey week ending August 17 Listings are based on late sales reports secured via Western Union messenger serv-
Atlanta

## - Reviews of New $R \& B$ Records

BILIY WARD AND HIS DOMINOES Sweethearts on Parude

emphanires the march thy thm, Neat and uncommon r. \& \&b, war. could pet
good pop play. (Nayfair, ASCAP) Take Me Back to Heaven....79 fined, celestrial mude which wo many fikb, sleffecs are turning out now. (Bath

## (wos mibuk)

All It, well AIADDN 39, A...................7 mice and with a toush of spitilual
quality. Solid instrumentation, re-
lased and ennitive. back the strone
thantune of Mibuarn. (Aladdin, BMt)
My Happinens Depent (Aladin, BMI)
My Happhnews Depeads on You, 75 , 75
Milturn sings out with real heart, Millburn sings out with real lieart,
and he's hasked hy a good funky sumu. A nice, slow blues. (Aladdin,
BMI.

## TDOLORES WARE

Sweetnew
WING moi7-Mise Ware hands this

every line. Has a tood chance to to
rack up some spins and sales. (Brent,
BMII,
Thrill-1.u-Dill.... 73
The thrulh, with multi-voice dubbing.
atirs up some excitement on an up-
tempus f.Mh, shout, (iood perform-
ance of slimm materiat, (Brent, BNII)
the gypsies
$\mathbf{T m}$ Good to $\mathbf{Y}$ ou Raby
GROOVE 117 -A good-rockin'.....73 is proiested witl polish and power by an excellent proup. Could pet
sume pop play. (Pine Ridge, AsCAP) One-Two-Three-Go....74,
Simitar lare with tront, driving ork. Simitar fare with tronk, driving or
(Deep River, ASCAP)
shithey genter
Hon Can 1 Tell You? ............... 75
FI.AlR b076-Miss Gunter hands this Ohatay tues batliad an intense, effective
reading that would reding that sould regiter some ap-
peal in the pop market As well as the
isb. peat in the pop market As well ws the
f.Ab. Field. Panther, ASCAP) Ipyy Opie Ooh....
A puod thooting and seatting effort
hy the distinctive thrush (Elair, BY! (Comtinued on page 62)

## The Late

## JOHNNY ACE

Every Release A HIT!


Going "POP"

## "ANYMORE"

(Don't overlook the flip side)

## Going Strong

"HOW CAN YOU BE SO MEAN"
DUKE \#114

Tinmperial Recoinds
A RED HOT LABEL! RED HOT

WEE WILLIE WAYNE 'TRAVELIN' MOOD'
b/w II Remember' No. 5355

Sure 708 Be On The Charte! SMHEY LEWIS t Hear you KHOCKIV'
b/w 'Bumpity Bump No. 5356
Breabing Bo in Philly! THE BARONS I Know i was WRONG b/w My Dream, My Love No. 5359

2 Nem Big Hite! TOMMY LAMPKIL LOVES PLEA
b/w 'Eternal Love No. 5361

THE JEWELS WATURAL NATURAI DIITY
b/w Please Return No. 5362
1
Thinperial Records anyoon caurs?


NOW... the further adventures of Maybellene.. COME BACK MAYBELLENE

by JOHN GREER

$b / w$ "NIGHT CRAWLIN'"
a new PIANO RED breaking big
"GOODBYE"
"SIX O'CLOCK BOUNCE"
G/4G-0118
a Rocker by The DuDroppers
"I WANNA LOVE YOU" "YOU'RE MINE ALREADY"

G/4G-0120

Exciting Rock \& Roll Group... The Gypsies

"1-2-3 GO"<br>"GOOD TO YOU BABY"<br>6/46.0177

Grode records - 155 EAST 24th St., NEW YORK, N. Y.

The Billboard's
Review Spotlight's on
LOVE YOU, LOVE YOU, LOVE YOU

## b/w

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"SHE DON'T WANT ME NO MORE"
"I DON'T 60 FOR THAT"

## Jimmy Reed

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"HEY, SISTER LIZZIE"
The Spaniels
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"YOUNG LOVERS WALIZ"
( Florence Wright Savoy 1168 "PIDDILY PATTER" Nappy Brown Savoy 1162 "BLOW, MR. LOW"


Big in Los Angeles! Breaking Nationally!
"I Wanted You" The Jaguars Aardell \#0003
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Hollywood 28, Calif. Ho. 77909

The Billboard Music Popularity Charts RHYTHM \& BLUES RECORDS

## - This Week's Best Buys

GUM DROP (Toombs, BMI)-Otis Williams and His Charms-De Luxe
This record has been on the market for over two months, but is seeing its first big push just now when a pop version of the tune
is gaining wide acceptance. In some areas like Detroit, this veris gaining wide acceptance, In some areas, like Detroit, this version has also had a big pop following. R.\&b. customers there and Nashville have been the record's biggest supporters, however. Flip is "Save Me, Save Me" (Leeds, ASCAP).

## - Review Spotlight on . . . RECORDS

FATS DOMINO
All By Myself (Commodore, BMI)
Troubles of $\mathrm{My} \mathbf{O w n}$ (Commodore, BMI)-Imperial 5357 -The inimitable Domino has another hit platter in this disk. All By Myseff is an up-tempo ditty with sock pacing. Troubles of My Own is another moving Domino treatment of an attractive blues.
THE CLOVERS
Nip Sip (Goday, BMI)-Atlantic 1073-The Clovers' new disk is relaxed and swingy, with a cute lyric and solid
vocal performance. Fine for the boxes and deejays. Flip is "If I Could Be Loved by You." (Progressive, BMI).
NAPPY BROWN
Well, Well, Well; Baby-La (Savoy, BMI)-Savoy 1167Brown warbles with uninhibited brightness and charm on a clever novelty with amusing lyrics and an effective phrasing gimmick. A potent platter with strong juke
appeal. Flip is "Just a Little Love" (Crossroads, BMI).

## - Reviews of New R \& B Records

- Continued toom page 62 the title. The thrush deserve
material. (Modern, BMI) JOHN LEE HOOKER
The Syndicator
MODERN 966 - The racket men threaten his happy home. A typlical Hooker blues wail. (Modern, BM Hug and Squeeze....68
Moderate jumper offers nothing out-
standing. (Modern, BMI) Moderate jumper offers
stang. (Modern, BMI) THE PYRAMIDS
Deep In My Heart for You
FEDERAL
FEDERAL $12233-$ New eroup do.... 65
fair with routine material. (Gallo-
Oits, BMI)
fair with
Otis,
BMI)
And I Need You....63
Same comment. (Gallo-Otis, BMI)
BOBBY HARRIS
Don't
Do It Bat

Same comment. (Gallo-Otis, BMI)
side. DEE 1933-Adequate rhythm Crazy, Crazy, Crany....60
Novely ditty chanted in rapid tempo. Frantic type wax, but without much
appeal. THE SHEPPARDS
Love THERON ii2-The material here is 60 THERON 112-The material here is
a good t.\&b. balla, but deserves
better performance and recording. better performance and recording.
(Toole, BMI) (Toole, BMI)
Cool Mambo... 60
The same may be said for this
mambo novelty with a tock and roll mambo novelty with a tock and roll
flavor. (Toole, BMI)

## Reviews and Ratings of

 New Classical Releases- Continued from page 32

FANTASIA AND FUGUE IN D MI-
NOR (BWV 903) (1-10")-George Mal- $\begin{aligned} & \text { cording. } \\ & \text { consider }\end{aligned} \begin{gathered}\text { Most Bach }\end{gathered}$
NOR (BWV 903) (1-10)-George Mal-
colm, Harpsichord. Loadon LD 9187 .. 70
Malcolm has turned out a surprising,
remarkable brace of interpretations of rwo hardier staples from the harpsichord
titerature. Eschewing the sometimes halrraising dramatics of the very popular, but dated, Landowska recordings, Mal
colm plays in pure, clean, still hiphly ox
pressive and musical style. Coupling the pressive and musical style. Coupling the
two popular works offers a plus attrac
tiveness, but perhaps most important o
all would be il would be the beautiful, balance
sound of the instrument as captured by London's engineers.

BACH: CANTATA NO. 170, "VER-
GNUGTE RUH, BELIEBTE SEELENLUST"; CANTATA NO. S4, WIDERSTEHE DOCH DER SUNDE"; AG.
NUS DEI, FROM MASS IN B MI NOR (1-12")-Alfred Deller, CounterTenor; Leonhardt Baroque Ensemble.
Vanguard the Bach Guild BG 550 ... Fanguard the Bach Guild BG $550 \ldots$...
For some reason, these are the same two cantatas coupled on a Westminster
disk, conducted by Scherchen. At any
rate. these versions merit exposure for
Deller's beautiful singing - similar in
in

 WORLD'S FASTEST CRITICS CHOICE: CHOSEN BY PAUL
HUME (1-12") - RCA Victor LCT
 RCA Victor has permitted Paul Hume,
editor of The Washington Post-Times Her-
ald, to rummage thru its bulging vaulta ald, to rummage thru its bulging vaults
and choose 12 old vocal records for trans-
fer to LP. While the idea is intruigut fer to LP. While the idea is intriguing, it
has not resulted in an album of wide in-
trinsic and trins mappeal. It hops about a good deal
and mixed in with the gold is some baser
stuff, stuff, at least to ears other than Humess,
Vocal collectors, tho, will be thankful for
Kin Kipnis' reading of Schubert's "Erikonig,"
plus items by Chaliapin, Elizabeth Schu. plunn and Pierre Bernac. They might
mann wonder why composer Samuel Burber is
included in the role of bait included in the role of baritone. There
will be no doubt among them why Mar-
garce wiaret Truman is absent. Moderate males,
gaxcept in Washington, D. C.

## RENAISSANCE AND BAROOUE MU-



| Bach Guild BG 548 |
| :--- |
| Sch |
| .................... | Scheit proves an excellent guitarist in

all respects, tho Segovia fans may find
these reatia these readings a little "pure" next to the
inescapable Latin flaver of the master.
But Scheit should develop his protagonists also, because he invests these light,
lovely and rare pieces with just the
proper airiness and ornamentation. The composers represented begin chronologi-
cally with Milan (d.1561) cally with Milan (d.1561) and end with
Silvius Leopold Weiss (d.1750). Fine stuff for buyers of "early" music and guitar
followers in general. RIMSKY-KORSAKOV: MOZART AND SALIERI (1-12")-Mark Reizen, Bass; Ivan Kozlovsky, Tenor; Orchestra and
Chorus of the Bolshol Theatre; Samuel Samosud, Cond. Colosseum CRLP
10420
The one-acier to a poem by Pushinin,
which helped propagate the legend that Mozart was poisoned by his jegend thas rival
Salieri, has been recorded once before. But for those secking this esoterica the
vocal vocal glory brought to the readings by
Reizen and Koslovky will act as a strong
lure Als ture. Also included are four songs by the
Russian basso, and they, too, are beauti-
fully done
Russian basso, and they, too, are beauti-
fully done. Deaters will find, too, that
the sound here is much mote acceptable
the sound here is much more acceptable
than the average Colosseum product, a
welcome altribute.

24 HOURS SERVICS ON REOUST Rutrpssed in ovality of Any Pitc $W^{1 / 2} \boldsymbol{F} \ln 5,000$ lots - Lach $\mathbf{\delta}_{\mathrm{t}}$ in 1,000 lots Postcards $\mathbf{\$ 2 3}$ per $\mathbf{1 , 0 0 0}$ (opy Mepalive $8^{\prime \prime} \times 10^{\prime \prime}, 51.25-$ Positards, 75 Mounler Colo Postard in $\$ 33.85$ FULL COLOR POSTCARDS, $3 \mathrm{M} \$ 99.50$ A Divislon of JIMES \& KRIEGSMAMN
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If your act is booked in or near Cincinnati the week of No
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 It's the hotel avery
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| FOR SALE <br> Well ertablished profitable, non-competitive wholesale phono record business In the heart of New York record district, Other interests compel sale. $\$ 8,000$ cash needed. Write <br> - BoX 1010 <br>  |  |
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My deepest appreciation to all who sent floral offerings, letters and wires of condolence in my hour of sadness. Your thoughtfulness and love for my wife, JEAN, will always be remembered.
ervest dellabaite

EANES-willard
 EASTON-Florence,

 41. wite of o. B. Peldman, Side Show
taiker on the Coleman Bros.' Circus,
Aug in of infuries sustained in an auto mobile accident neas Beaumont Tex Tex
Her daunhter, Patsy Ann, wais killed in
the same aceident. In addition to ter husband and daughter, she so so survived
by a son, Dickey. and anoter daughter,
Bobby. Burial in Crocketh Te Bobby. Burial
GREBEN-Max, booking agent. Harry Greben, Chleago Hollymood, Cailf, hosppital,
his widow and two children. HECKENDOR
S1, tenor
Ster
 on radio programs with the vincent
Lopez, and Tomy and Jimmy Dorsey
orchestras. and also sang on radio sta-

## In Memory of Walter "WHITEY" LONG

MILDRED \& ELIZABETH


## in LOING MEMORY

OF OUR DEPARTED
AMELIA

Who Left Us August 22, 1953

VERNON, BILLY and VERNON JR. KORHN


## II LOVIIG MEMORY

 of my brotherPETER KOURMPATES


PASSED AWAy AUGUST 28, 1952
Bill Kourmpates


In Cherished Memory
of
My Dear Husband

## BILLY C.

WILLIAMS
Who Passed Away August 24, 1953

I miss you more and more each day.

GLADYS WILLIAMS



## - Continued from page 60

 7:30 a.m. . Monday thru Friday,and the "Country Juke Box." from and the "Country Juke Box." from
11-12 a.m., Monday thru Friday, over WRIS. . . . Lewis Kanode i whirling the 'Gettin' Up Time" show 5:30.6:55 a.m., and also the "Pickin and A-Singin' Time" show 12:30-1:30 p.m., over WRAD, Rad-
ford, Va. Station has just gone to 5000 watts Roy Hines, WPAG, Ann Arbor Mich, is currently working the
Toledo Beach Ballroom. Erie Toledo Beach Ballroom. Erie Lich., Ranch Boys. Clark and the
Hines is also Lazy Ranch Boys. Hines is also
skedded to work live music and record shows direct from the Chel sea (Mich.) Fair. August 17; the Monroe (Mich.) County Fair, August $8-13$, and the Wayne County
4-H Fair, Belleville, Mich., August 21 .
Faron Young and His Country Deputies, along with the Wilburn Brothers, Doyle and Teddy, enter
tained recently at the Officers Club of the Third Army in a sur prise show for Gen. A. R. Bolling, on the occasion of the latter's re tirement. A highlight of the eve ning was Faron's reminiscing of
the time he put in under General Bolling's command, when he entertained at th. Officers' Club almos
every week. The show-stopper every week. The show-stopper however, was the duet on "Cheat in' Heart," as sung by Young and
General Bolling. Top civilian of ficials as well as high-ranking of ficers from the Pentagon were on
hand to see General Bolling move hand to see General Bolling move
into civilian life after some 3 was present to film "Life Goes to a Retirement of a Commanding
General.
Jerry Green, recently released
from the Armv, is spinning the from the Army, is spinning the "Country Capers" show over
KFPW, Fort Smith, Ark., $3: 30$ $4: 30$ p.m. Monday thru Saturday Green's show is the first c.\&w
program to be aired over the station, and consquently, he says lots of records, both current and
past, are needed. Green invites all partists passing thru his area to drop
by kins, proprietor of "Pop's Country Store, , aired over WXGI, Rich-
mond, Va., is back at the turntables after a two-week active duty tour with the Army, ...Jimmy
Myers, who twirly em from DeMyers, who twirls 'em from De
catur, Ill.,...etters that he'll be doing the "Mr. Deeejay, U. S. A."
show over WSM, Nashville, Sepshow over WSM, Nashvile, Sep
tember 30. Most requested artists on his show, he writes, are Ernes
and Justin Tubb, followed by Car Smith, Hank Snow, Faron Young Pee Wee King,
Jimmy Dickens.
Merle Kilgore, KBSF, Sprin (Continued on page 106 )

| This in the shath in a series of articles by Jay Marsball, well-known Americaa magician, emsee and coosedias, and his wife, Frances Ircland, operator of the L. L. Ireland Magic Company, Chleago, who reecently flew to London for the international magic conclave sponsored by the London Magic Circte. They later toured the Continent and returned to the States eariy in June. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent. |  |
| :---: | :---: |
|  |  |
|  |  |
| heart there is a dream, and that dream is that some day he will |  |
| play the Palace, New York. It may |  |
|  |  |
| but it still means a great deal. Oncehaving played the Palace, the |  |
|  |  |
| dream changes, and the performer visions himself playing the Palladium in London, the ace variety |  |
|  |  |
|  |  |
| theater of the world. |  |
| On April 11, Jay Marshall's |  |
| dream came true. He played next to closing on a bill of 12 acts of |  |
|  |  |
| to closing on a bill of 12 acts of mostly well-known British favor- |  |
| ites, and finished to a hand that delayed the opening music of the start act. Critics of all the big |  |
|  |  |
| London dailies plus the trade magazines, came in in a long pro- |  |
|  |  |
|  |  |
| cession and paid compliments like crazy. The theatrical agents, Lew |  |
| and Leslie Grade, smiled happily on their newly found boy, and Val |  |
|  |  |
| Parnell, the famous manager of the Palladium, invited us to coffee |  |
|  |  |
| Palladium, invited us to coffee between shows with his family. |  |
| Present at this gathering was |  |
| Mr. Parnell's father, once a famous ventriloguist (Fred Russell), and now, at 93 , catcher of all first performances of the Palladium. |  |
|  |  |
|  |  |
|  |  |
| performances of the Palladium. The knife in the heart to every- |  |
| one present was the knowledge that the newspapers of London are |  |
|  |  |
| that the newspapers of London are on strike. Jay worked two fine weeks at the Savoy Hotel cabaret |  |
|  |  |
| prior to this, with no notices possible, due to the strike. Now here |  |
|  |  |
| were critics with praise popping out of their ears and no place to |  |
|  |  |
| print it. However, due to the strike. many trade publications included |  |
|  |  |
| reviews, especially of important shows, and found a number of |  |
|  |  |
| those, all with joyous words to say abont the American boy at the |  |
|  |  |
| Palladium. |  |
| Forgive this digression into the personal, but as a show person, |  |
|  |  |
| you know how important this is to us. Let us tell you about this unique theater. |  |
|  |  |
| The Palladium is the top vaudeville house in all the world. |  |
|  |  |

## BURLESQUE BITS

## By UNO

Eve Adams, who will be a fea-
ture on the circuits the ture on the circuits the coming
season, is being held over at the Gayety in Norfolk, Va. She is
booked by Trixie Rogers, New York agent, whose other Manhat tan placements are C. T. Jackson, a newcomer from Reno, Nev., now Greta Hanson, in her second year at the Club Flamingo, and Evonne and Kyra at the Moulin Rouge...
Fairfax Mason, vocally gifted as Fairfax Mason, vocally gifted as
well as personable, currently at the Club 59, New York, where Gean Denise is host, is a winner of two
beauty contests with the titles of Miss Connecticut" and "Miss AtCity, N. J., reopened for the season August 20 with Geraldine (Sequin) Gamer co-featured with Lana
Richards; Steve Mills and Joey Cowan, comics; Connie Ryan, straight man; Larry Kane, house inger and Jan Cafara and Michelle Dorian. Paul Morokoff returns as leader. Harry (Eppie) Oakene, Jarty Knopf and Bob Miller, continue as manager, treasurer and istant treasurer respectively Among those attending the funera services in Riverside Memorial Chapel, New York, on August 15 for Mrs. Lillie Weinstock, 71 , wife of the late Joe Weinstock, old-time
theater and show operator, were her sons Eddie and Harold; two brothers, Benny and Dave; Attorney Paul Weintraub; Charles Hert-
ig, a former partner of Mr. Weintock, and Dave Berk, theater orker. . . Harry Rose, former ork leader with the Lew Kelly
show, and his wife, Anita, who was soubret with Bamey Gerard's "Dollies of the Day," both Colum
bia wheel shows, are celebrating their 35th wedd,
Bridgeport, Conn., where Harry in house manager of Loew's Majestic Theater.
Burly, which has been outlawed in Boston since 1953, may be back there as the result of a recent Massachusetts Supreme Court decision against censorship. The situation came up after the City
Board of Censors had found the French of Cilm, "Gans had found the French film, "Game of Love," im-
moral but not obscene. The pic mill be allowed to rim, the court ruling that the State censorship Hynes said the rulings "will prob ably apply to burlesk just as they do to the movies" and, asked what would happen if anyone applied
for a license to run burlesk, said we'll have to wait until someone applies.". . Kitty Roth flew from will be the next sixago where she will be the next six weeks or more taking care of the wardrobe for
over 100 players in the cast of over 100 players in the cast of
General Motors' new Powerama show tenanting Soldier Field. . . Carrie Abbott starts another long return engagement at the Club $\mathbf{P}_{\mathbf{P}}$ galle, New York, on September 15 Manny Hertzig, who was
partnered with the late Joe Weinstock in the operation of the Re public Theater on West 42d Street Manhattan, is seriously ill in Doc

## STRIP GIRIS WANTED

EMPRESS BuRLESK Theatre

OUTDOOR

DETROIT, Aug. 20.-Riverama Detroit's first major festival since strong Wednesday night (17) with the first performance of A1 Shee. first major water show to be presented here drew a better than
three-quarter house at the 6,500 seat amphitheater. House is scaled Th.
The amphitheater was conScott Fountain lagoon at cityowned Belle Isle Park. The Shee-
ham swim show faced the handicap ham swim show faced the handicap
of breaking in a new location in this type entertainment. In addi ganized in a short time. Fress, radio strong.
In addition to the water show gr..m is also being staged at the of Woodard Avenue and the foe each Center. Program is changed seats going at $\$ 1$ and no reserves Program will include the Detroi Symphony Orchestra plus vocalist on Sunday night ( 21 ). Other enter-
tainers during the week will include Illinois Jacquet, Charlie Spivak Cuy Lombardo. Hubert Castle Frances Brunn, Terry Sisters, and
closing program of fireworks on August 27.

## N. H. Group to Remodel Irack, Add Race Days

 ROCHESTER, N. H., Aug. 20-Three men announced thi tion to hold additional pari-mutu nochester Fair. which is to be he September 18-24. They are John E. Laurence Osgood. of this town vice-president, and Richard H.
Moulton, of Concord treasurer. Osgood has been in charge of
racing at Rochester Fair for the past eight years. Orr and Moulton tising and public relations firm. in no way conflict with the fair The city has already approved to begin the project next summer. program and extensive remodeling to $\$ 100,000$.

## Swenson Wins In Neb., lowa

DAVENPORT, Ia. Aug. 20.hit a winning pace since it entered Midwest fair route. Show pulled
a full grandstand at the Mississipp Valley Fair and Exposition here
Tuesday night (16) after scoring a record attendance at the All-lowa Fair, Ced
matinee.
The stunt unit broke its own record, established last year, at the
Martin County Fair, Fairmont Minn., Friday and Satturday (12-13) and set a new attendance mark at
Neb., Sunday night.
Christopher Patrick O'Reilly is
now featured in the now featured in the loop-the-loop,
replacing Dario LaCosta, who was fatally injuried at Roseburg, Ore., in July.

## DATES EXPECTED Tourada Plans Stalled for East Showings

NEW YORK, Aug. 20.-There is more than one organization pro noting the Portugnese version of and the Jes Cortes version got into Jose Rosa Rodrigues entered the ield in March thru management of International Presentations Corporation here, but no show dates
were secured, Cortes scoring first with his show which had been of fered recently in Manila. He rancisco Cow Palace.
or the Rodrigues sha to contract in the U.S., altho Will Glass, of in the U. S., altho Will Glass, of are being held relevant to a show-
ing in New York or Miami. The Rodrigues show, meanwhile, booked into Tokyo for a month in Osaka, Japan, and Manila.
In Tourada the bull is not killed but the final action is merely simu
lated. The Rodrigues troupe consists of 20 to 23 men, 10 horses Spanish fighting bulls are used, a tho any Statewide performances
will get animals from Mexico, Which also breeds good arena ing performance is a riding extibi tion perforsting session with exibicostumes, tents and banners, and other acts.
Intentions were to get of the U. S., but action by the Soci ety for Prevention of Cruelty to
Animals chapter has stalled the plans. The SPCA, th:o, approved
Tourada as presented in San Francisco thru one of its officials which have the promoters believing that
this major block against the shows this major block against the
has now been overcome.

## Warwick, R. I.,

 Sets FestivalWarwick will hold I., Aug. 20 .gust 26 thru September 5 and is preparing to do it in a big way ber of Commerce. There will be : historical tours, industrial exhibits, water and sports events, parade
fireworks, block dances and nightly historical pageant.

## Gresham Ore., Fair <br> Pulls Record 171,789

GRESHAM, Ore., Aug, 20.- year ago," said Hennessy. "How-
Manager Duane Hennessy, of the ever, an audit showed one teller's Multnomah County Fair, this week report completely overlooked opening date with licking the weather bugaboo that has plagued recent fairs. The fair closed a 10
day run Saturday ( 13 ) for a new
all-time attendance record, 171 789 paid admissions. This com-
pared with 162,996 in 1954 , a record up to that time.
Hennessy said the perfect weather thruout the fair was a big
factor in pulling the crowds and ex pressed belief the early dates-August 4-13-solved the weather prob-
lem. A year ago, the fair fought rainy weather thru mueh of its run Another record hung up this year
was the biggest single day, when some 31,000 poured thru the gates Fair management corrected an ear lier report that opening day failed to
wise.
"We were surprised and disap
pointed that first figures did no pointed that first figures did not
match the 11,386 opening day

## WHOPPING MIDWAY PLAY MARKS ILL. STATE FAIR <br> Rides, Shows Up 24\% as Gate Hits <br> Normal Pace; Grandstand Biz Off



- Continued from page
tle ended in a draw. The late billing and sent out skilled crews Ralph A. Hankinson, operating untually controlling the East and the late Alec Sloan the Midwest, where his events were held under the ban-
ner of the International Motor Contest Association.
So far as racing is concerned, in the East, the IMCA in the Midwest. Sam Nunis. an ex-Hankinson
staffer, became the leading promoter in the East, and Al Sweeney a former Sloan man, the top promoter in the West. Another ex-
Hankinson staffer, Pat Purcell, is now general manager of the Na-
tional Association for Stock Car Racing.
The late Steve Hannagan, one of the press agent greats of all time,
was publicity director of the In dianapolis track. He beat the drums so hard and well that the Hoosier
race each year drew the largest crowd of any event in the nation. Estimates vary, but the annual attendance at Indianapolis rang
between 125,000 and 150,000 . Hankinson and Sloan, skilled exploitation, circused the build-ups for their speed events with intensive
 even during the low of the depres even during the low of the depres
sion 30 's auto racing was the big gest of attractions at fairs.
It was during the 30 's that It was during the 30 s that racing-appeared on the scene. It built. Circuits were set up in various parts of the country, and
drivers hopped to a different track drivers hoppe
every night.
World War II halted all auto racing. But at war's end, the sport returned more popular than ever
Both big ear. (speedway) and midget car racing flourished. And racing, stock car racing form of the cars were battered old relics But as their popularity mounted late models were introduced and their popularity soared still higher fanned by the fans' desire to see the make of their own cars in ac${ }^{\text {Mid }}$
ble favor, except in a few loca ions. They were dwarfed when ompared to the bulky stocks and predictable when contrasted to the


## Pasture Ovals

The tremendous popularity of auto racing immediately after
World War II sparked a rush to get in on it, Many farmers, not ing the size of racing crowds and
the little return they were getting bulldozers and almost overnight built tracks. Many of these sur-
vive-and in not a few areas the territory is over-raced and worn thin. A great number of the tracks prospered-as what didn't-in the large number folded as busines conditions leveled and the farmers concluded that they couldn't
Now, stocks and speedway car are faster than ever. And, they're That added
That added power has brought some change and it promises to Recently built tracks-and thos Recenty in the pracks-and those or are being engineered to take the high speed-and for even higher speeds anticipated.
Crystal-balling the future, auto race promoters and fans agree that
auto racing is here to stay and flourish as race tracks are re-built
and built to anticipate the evermounting speed of race cars.

ACA's vastly stronger line-up of attractions. Chief among the new rides in operation was the Velare Rotor, a Scrambler and a Rock-o-
Plane, all never seen here before. Plane, all never seen here before.
The consistently high-grossing Sky Wheel, back here for the fourth year, was again the leading moneyrner.

Games, Concessions Big Holow also aided in building the midway gross. Taking advantage
(Continved o, page 67)

NEW RIDE CLICKS
Iwister Proves
Money-Getting
Power at Fairs
$\underset{\text { Twister, newest ride turned out by }}{\text { CHICAG }}$ the Alan Herschell Company,
North Tonawanda, $N$. is proving a powerful money-getter, according reports reaching here this week.
At the Troy, 0 ., Fair last weekend, a Twister owned by Floyd E. cooding snared top money among
the major rides. Gooding said it grossed 25 per cent more than other major rides which, gross-wise, ound up closely bunched.
Gooding reported heavy repeat business, with people of all ages
patronizing the new device. He patronizing the new device. He
said there was "a lot of hollering nd screaming and when you have ride." "Our experience in loading and unloading the ride was better than anticipated," Gooding added. galls Jr., was reported as the top
25 -cent ride at the La Porte (Ind.) Fair thru Wednesday (17). In total money, it was surpassed only by the
Scooter which operated with a 35ent price.
Ingalls at the time pointed out that he had booked his Twister,
Moon Rocket and the Ridee-O into the La Porte Fair the late date and that the Twister's location as a result was not good. "But we ertainly are riding high with the

## Cooke Scores

Hillbilly Park
Booking Rise
LANCASTER, Pa., Aug. 20-air business done by the Cooke and Rose tatent agency is down oted this week, but said the slack has more than been taken up by nillbilly inse in industrial shows and Cooke covers nearly every such park in the East.
Cooke is being aided by his nephew Dano V. Cooke in the ab-
sence due to illness of Harry $P$. Rose, partner in the operation. Rose has been recuperating since
June from a heart condition and is onfined to his home.
Cooke will forego his usual California vacation due to added pressures of business, but plans a fair meetings.
Several lucrative dates have and the Maddox Bros. and Rose, in addition to "Crand Ole Opry" talent and Red Foley's "Ozark
Jubilee."

## AUDITORIUMS-ARENAS

## Trotters Have Surprises Up Sleeve for New Season

SENSATIONAL NEW MAJOR RIDE
Two years have gone into the planning ond designing of this new high speed, fuli-sized mojor ride. Appeals to the kiddies, teen-agers and adults, Will outgross
many rides costing twice as much. Requiras a $57 \times 57 \mathrm{ft}$. spoce, will load on ono somittriier and roquires only two men to set up. tong, easy terms arranged. KING AMUSEMENT CO.

Mt. Clemens, Mich.

## CONCESSION SUPPLY CATALOGUE

Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not

receive yours in the next tew days, we will gladity send a copy upon roquest. | POPCORN | COTTON CANDY | COOK HOUSES |
| :--- | :--- | :--- | SNO-CONES $\mid$ CANDY APPLES $\mid$ GRABS It you operate any of these stands, be sure you have our catalogue. Co along with

Cold Medal this year and get top quality products at money-saving prices and the GOLD MEDAL PRODUCTS CO.


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State Your Needs
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\section*{ROLL or FOLDED Adverising in the billeoand since 1904 \\ CISH WITH Opote pricts. \\ }



By TOM PARKINSON
It's game-time for a new sea son with the Harlem Globetrot ters, and they have some surprises up their promotional doings. doings.
Auditorium-arena managers who will play host to the cage marvels and local promotion men who on the Whent Where the Trotters usually have carried four teams in a unit and offered double-heade ball schedules, this year will se ing single games ing single games. Augmenting side new set-up win be con vaude programs. What used to be half-time entertainment, now is to be expanded into a second half of the program
Each unit will be strong on court talent, in the opinion of
Trotter brass. Altho Goose TaTrotter brass. Altho Goose Tatum has left the organization, Globetrotters of comparable stature will be on hand.
Abe Saperstein's organization has about 50 players unde contract. This breaks down to teams designated as the East figure these units are evenly balanced, both with time-tested Trotters and newcomers. Pub licity for any given date will cover only the players in the unit coming there. This is the same pattern they have followed in the past, of course, and fea tured players are assigned to each unit.
A team of Trotters return Tuesday (23) from Europe where it played 90 games in 19 countries, and it launches a 12 -game series of outdoo field, Mass. With it will be

10 novelty acts, and its op position is the Hawaiian Surfriders' team, which made the European jaunt, too.
About October 1, players and coaches will assemble in Chicago. Newcomers will drill in one gym, veterans in another A week of workouts will show coaches what players can do and on this basis the make-up of the three units will be decided upon.
That is when the featured players of each team will be designated. No one knows now how they will be assigned. But likely to be in these starring
roles are such players as Bob roles are such players as Bob
Hall, for whom great things Hall, for whom great things
are being predicted; Sam are being predicted; Sam and strong on comedy, and Andy Johnson, All-American from the Pacific Northwest The early-October assignments are expected to hold up thru the season for the most part. Some changes will be made, but they are likely to be minor and few. Thus a promotion man can know early who is scheduled to play his date. Trotters are designated as floor, pivot and corner players, and any moving of players among the units generally is three departments.
A week of charity games will precede the Eastern unit's tour, but they will get started in earnest on October 14, when they play at the Chicago Stadium for the Chicago American. The West unit goes to Mexico in mid-October for an entended stay. And the South unit will begin its season a few days later. Ahead of each is a heavy schedule of travel and games arenas thruout the continent

\section*{CONEY ISLAND, N. Y.}

Hurricane Connie, to the wel- three milk bottle games, two Coke come surprise of all, wrought little bottle games, a ciggie game, a pan damage to Coney, outside of a severe loss in two days of patronage. By Sunday (14) the effects of the storm had simmered down to nil and business was back to normal. ... Dora Misurac, one of concessionaires, has increased her holdings this season. Her operations now cover over a block long of games and attractions, all located on one side of Jones Walk stretching from the Bowery to around the corner of Surf Avenue. Eleven of these concessions are a
new flashily furnished photo galnew flashily furnished photo gal
lery, balloon dart game, cat game

\section*{Cotion Carnival} Sets Week Later Dates for 1956

MEMPHIS, Aug. 20.-The Memphis Cotton Carnival will run week later than usual next year Dates have been set for Tuesday May 15, thru Saturday, May 19. George Webb, Memphis Cotton Carnival Association president, saic that the Royal American Show had confirmed that they could op erate on those dates. The Royal American Shows will open on Front Street Saturday, May 12, and op
erate thru the Cotton Can erate
dates.
The third week, rather than the second week in May, was selected conflict with the scheduled appearance here May 9-10 of the Metropolitan Opera Company
As a result of the later dates open its season a week later than in past years.
gottle games, a ciggies game, a pa
game and an add-em-up. Most of these are a replacement for the ong-time Assembly restaurant that tenanted the corner of Jones Walk and Surf Avenue. Supervising the ntire set-up is her nephew, Eddi Sammy Kursar already destined to succeed him.
Work on the new overhead ram hat will span Surf Avenue to connect the remodeled BMI station at West 8th with the Oceanarium, to enable the public to reach the fish-
ery without having to come in contact with vehicular traffic on the trect, is almost completed and
street presents a pretty appearance. Frank Scimeca is a Coney new ery booth, specializing in Hero sandwiches, on Stillwell Avenue. Helping him is his mother, Nettie,
and his daughter, Rose Marie.
The Bob Sled on the Bowery,
now being operated by Joe Bonsignore and his son, John, numbers among its employees Sam Yakia, ticket seller for the last 20 years, first at Thompson s Roller Coaster was run by Bonsignore Sr., and which, the early part of this season, had to vacate for a city streetwidening construction.... A feath ing fought some of the best in his days, is Ring-Side Johnny Kartalis, who is his own chef and has been or the last six years in a wellpatronized eatery on Stillwell Ave-
nue near the Boardwalk. Partnered
(Continued on page 69) GIVE TO DAMON RUNYON CANCER FUND

\section*{THE TLT-A-COH(RL Ride}


\section*{Our New "Perfection"}





STANDARD KIDDIE RIDES
MANUFACTURING Co.
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S3500, Merry-Go-Round, Parker, 28 brand now top and side woll. Also 12 ff. Long Range Gallery on International
truck, \(\$ 2500\) CAL ZIMMERLI 4152 Juniata St. St. Lovis, Missouri

\section*{FOR SALE} six months in park; never moved, like

\section*{A. B. COOPER}

FOR SALE



CAROUSELS-ORGANS KIDDIE RIDES-TRAINS

\section*{II. E. Ewart Company}


\section*{SIMULTANEOUS SHOWS}

\section*{N. Y. Coliseum to Open With 3-In-1}

\author{
NEW YORK Auc. 20. - The lems that may arive from bulk
} huge new Colisemm being com- imports
pleted here wil open April 28
vith three shows going on simulwith three shows going on simul-
taneously-the International Motor taneously-the liternational Motor
Sports Show. luternational PhiSports Show. Intermational Phi-
lately Exhibition, and Sitional lately Exhibition, and Nitional
Photography Exhihition. Fach will Photography Exhibition. Bach wil building.
Altho renting agent Janes F Walsh would mot go into further details. he said more than 20 other shows have been contracted thus far. On May 12 the nine-day In-
ternational Home Puilding Expositernational Home Puilding Exposi-
tion will get under way, the first event to use all four floors and 301,000 square feet of floor space
the structure has to offer.
The structure has to offer.
The exposition section will be one phase of the development which sprawls over the Cohmbus
Circle area at 5 , \(t_{1}\) Street and Central Park West. Also eontained will be a tall office structure and apartment dwellings.
Nine elecators for passenger
will be in the Coliseun, 0 -person the Colisemm. each with -person capsacity: There will be elevators, each of 40 -ton capacit Off-street loading facilities will ac
III. Midway Play
III. Midway Play
\(\frac{\text { - Continued from page } 65}{\text { of the unusually shaped midway }}\) of the unusually shaped midway
site, the show spotted rides both ste, the show and batk of the mid-
at the

Games concessions operations also marked a departure from the past, with nickel play featured. And, concessions yielded the best returns in years, with nickel play games setting the pate.
Elsewhere on the grounds. con-
cessionaires, partieularly venders of cessionaires. particularly venders of food, reported business below that
of last year, and they attributed of last year, and they attributed in the closing dars.

Revue Crowds Off
Grandstand patronage dipped
inder 54 except for the \(10(1)\) mile under 54 exeept for the 100 -mile national championship anto races
today, the night show tonight, and today, the night show tomight, and
the annual appearance Saturday A Burnes ( Bruthers weve the first five week nights this week got in one more performance than rain. but night for night the show? patronage was slightly under that of last year
Biggest night grathdstand crowe of the week thronged ont tonight oo see a high-budgeted show head ed by Victor Borge and Demin Day, and featurimg stach acts as artists, and the Four Step Brothers
MCA Show Pulls

The show. said to cost in the neighborhood of \$2.5.000. also embraced the Doran Brothers, comics,
and Jan Carber's orchestra. The and Jan Carber: orchestra. The
show was booked in by Eldred Stacy, of Music Corporation of America.
The 10.000 -capacity stand was corners, and an are extional uppe thousand people sat on chairs placed on the track, The stand
had at \(\$ 3\) top, with trach seats going at \(\$ 3\).
Nightly firewonhs werc provided by the Illinois Firenork Company, Sanville.
"Holiday on Ice." perennial favorite here, reported better-thath-..) business in its swo-a-thight performances on an was increased by approxiplus the fact that the show didnt lose a performatice to rain, enabled it to top its \(\overline{3}+\) business, show reps From a show business standpoint. main new feature was the use for the first time of a morable stage Built in four sections. each 16 feet 6 inches by fy feet. the movable
stage enabled the night grandstand show to le presenter close greater sense of intimacy.

Expo Influx Predicted
Royal W. Ryan, executive vice and Visitors Bureati, expressed belief this week that the Coliseum will fill a large void in trade show Fatcilities, evident even before the
Grand Contral Palace became oc upied by a goverumental agency He said that at least a quarter of -xhibitions which conventions and able to meet in have been unof the lack of adequate facilities an be sold on meeting her amnally in the new building,
"These conventions, on the aver
uge basis of \(\$ 200\) being dege basis of \(\$ 200\) being spent by \(5,50,000,000\) in additional new business to the city each year, Ryoun added. He praised Commis sioner Robert Moses and the Tri
borough Bridge and Tunnel thority for their work in helping the bureau achieve its longpursued aim of building a major exposition structure in the downlown section.
The International Home Building Expositior. wil be a super home show covering an area longer than 10 football fields. Four complete model homes will be among the exhibits, and more than 500 firms will occupy exhibit space. An estimated 1;,000 people wil be required to man the booths.
Director of exhibits for the
home exposition is John Owems. home exposition is John Owens. producer and director of more vice-president of Nind a former Shows. Jne. Owens is involved in several expositions in production sultant to the Republic of Cu iil forming plans for a Cuban orld Trade Fair. The home ex sion. with a cut-rate for children and discount tickets distributed

Cincy Sports
Show Skedded
CINCINNATI. Aug. 20.- Foir Cays are being added to this year's Travel Show, to be held January 2 s-February 5 in the Cincinnati Garden, it was announced by Bill Bhow, director of Midstates Sport esponse to last year's initial shor prompted the lengthening of the show's rum.
New this year will be February 1 and 2 dealer days. On those days all dealers in the area and their personnel will be guests of the management and see the afternoon stage and water show, which is
again being presented by again being presented by Monte
Blue. Feature of the show will be Mel Harper and Hap the Harper and Hap Johnson in
their tree-topper routine. Casting. ill bing and swimming contes



\author{
PARKS-RESORTS-POOLS
}

\section*{Survey Shows Funspots Using More Outdoor Ads}

CHICACO, Aug. 20.-Increased use of sutdoor advertising by
amusement parks in many sections amusement parks in many sections
of the country has been reported in a
board.
Funspots frequently are giving new or renewed attention to various types of billing and outdon
signs. While some other parks are signs. While some other parks are
turning more to TV, radio and turning more to TV, radio and
newspapers, an important segment is taking billposting instead John H. Miller, operator of Kishacoquillas Park, \(\begin{gathered}\text { Mewator of } \\ \text { Lewiston, }\end{gathered}\) Pa., this year is using cards, one-
sheets, thiee-sheets, six-sheets and 24 -sheets in i major outdoor campaign that ranges 40 miles from his park. Honthly changes ar
made on the 24 -sheet boards. At Carrettsville, \(O\)., Nelson Ledge Amusement Fark is adding more display signs on highways
and also is stressing the make-up of a mailing list for direct-mail circulars.
Sherwood Amusement Park, Portersville, Pa,., also is buying more highway signs. Chippewa Lake into the season expecting to eliminate TV in favor of newspapers,
billboards, window cards and radio

Olympic Adds Boards Among the major spots, Olympic Park, lrvington, N. J., is using as nearly every other medium.

\section*{FOR SALE AMUSEMENT PARK}

\section*{LOCATED NEW YORK STATE}


Doing very good business.
NEED CASH-MUST SELL.

BOX D-138
/\% The Billboard Cincinnati 22, 0 .


\section*{AMUSEMENT PARK}



\section*{Holmes cook miniature GOLF Cour}



\begin{tabular}{|c|}
\hline AVAILABLE for 1956 season \\
\hline  \\
\hline
\end{tabular}

FOR SALE
 OWASCO LAKE PARK
\begin{tabular}{|c|c|}
\hline \multicolumn{2}{|l|}{FOR SALE CHEAP
ABREAST MERRY-GO-ROUND} \\
\hline & me repairs. Can be seen in ation until Labor Day. \\
\hline Box 339 & \[
\begin{gathered}
\text { MaNAGER } \\
\text { Virginis Beach, va. }
\end{gathered}
\] \\
\hline
\end{tabular}

Tolchester Beach, Chesterton, Md., is pitching more to the automobile trade thru road signs, they
reported. From California, Santa Cruz Beach advised of an increased billboard campaign for population concentrations. Other media were Liberty Park, Buffalo, N. N. Y., indicated it would concentrate on use
of window cards and spend less on radio and newspapers. In Atlanta. Ga., Lakewood Amusement Park
has retained an ad agency and is putting mor emphasis on direct mail.
Sans Souci Park, Wilkes-Barre, Pa., is another one which is using more posters and more direct mails
this season. Avon Beach, Des this season. Avon Beach, Des
Moines, Ia., is adding more auto bumper cards and it also is increasing its use of radio
As part of its campaign to change its name from Funland ark, York Beach Animal Forest and Amusement Park, in Maine,
is using 12 newly erected billboards on roads approaching the unspot. It also is newspaper and radio.
Ocean View Spot Wins Big Day As Storm Ends
NORFOLK, Va., Aug. 20.- A if celebrating the end of Hurricane Connie, throngs of Virginians and
Carolinians packed Ocean View Amusement Park here Sunday (14). Management said business was 35 per cent above the corresponding
Sunday of a year ago.
Aiding in the draw was the free act, the Flying Siegrists, who stay
thru Sunday (21). Ted Weems and His Orchestra was an attraction on Thursday (18),
at the Ocean View Ballroom. On at the Ocean View Ballroom. On
August 11 the spot had Sunshine Sue, country music performer of WRVA, Richmond, in three free performances.
The spot used heavy promotion campaigning for its Ocean View
Marathon Swimming Contest early Marathon S
this month.
this month.
Meanwhile, at Seaview Beach London Bridge, Va., which is under the same ownership as Ocean View,
was forced to postpone its heavily promoted beauty contest because
of the then on-coming hurricane of the then on-coming hurricane
It was changed from August 10 to August 24.
Coney Island, N. Y. - Continued from pagr 66
with him are Louie Panerella and Billy Grupp, the latter a one-time
owner of gymnasiums where many fight champs exercized and, also
a trainer of many a world title Ray Walker, singer, pianist and songwriter, recalls events in his
early Coney days when he plaved at the Albatross Hotel, Bowery
and Tilyou's Walk, in 1900 for and Tilyou's Walk, in 1900 for
Lillian Granger or Mrs. Al Tice at the princely salary of \(\$ 5\) a week which included room and board.
Also when he wrote the song, "At the Steeplechase," at that time for tickled the ivories, for such conc Kojan's, and Inman's Casino. new piece of prize merchandise
appearing at Conev's concessions s a monkey made of rubber, intro duced to the trade by Arthur
Goldman, head of the M. Pee Company of New York, dealers also in a large variety of plush toys. . Eli Sabin is in his 13th season as all-around maintenance man for
Nick Geaneas Motor Parkway

\section*{WORST ELEMENTS ABUNDANT}

\section*{Rain and Heat Put Kibosh On Eastern Park Business}

NEW YORK, Aug. 20.-Hurri- |have units installed in a bingo hall \(\mid\) were severely wetted down. The anes Connie and Diane have put where customers could play in Jersey Coast was also inundate the finishing touches on one of the the East has known in recent years This week's rainfall recent years This weeks rainfall again threat-
ened to wash out whatever small

Disney Attendance, Per Capita Go Up; Mulls Special Events
ANAHEIM, Calif., Aug. 20--
Disnevland turnstiles set a record
land. Inc., said no commitments Disneyland turnstiles set a record
weekend mark as per capita spend- \(\begin{aligned} & \text { land. Inc., said no commitments } \\ & \text { had been made as to a circus play- }\end{aligned}\) weekend mark as per capita spend-
ing increased and officials of the \(\$ 17\) million park studied a special
events program which may include vents pr
circus.
During
During the week starting Monday (8) thru Monday (15), paid
admissions totaled 139,000 , the largest week since the park opened weekend The attendance over the weekend was approximately 44,000
paid, the largest weekend crowd paid, the largest
since the opening.
While per capita spending for that period was not available, the figure for the week previous was
\(\$ 2.56\) This gives the park an approximate gross of \(\$ 355,840\) and sions ( \(\$ 1\) and 50 cents); rides ( 10 to 50 cents), and food. Two weeks prior to the release of this figure the per capita spendmg for parking
admissions and rides was \(\$ 1.96\) food was not included.

\section*{Brew Trains Serve Tivoli Dining Spots}

COPENHACEN, Denmark, Aug Copenhagen, Carlsberg and Tuborg, Which also produce soft
drinks, have solved the problem of servicing the large number of dine Garden during the current hent Garden during the current heat
wave. They are using small fleets of "miniature railways" inside the Carlsberg has two small tractors and a number of trailers, which
have been constructed in the form
of fire-fighting apparatus and painted red. Each is topped by a sign "Slukning's Tjeneste" (Extin guisher Service), meant to be Service.".
Tuborg has small tractors in form of locomotives. and small trailers gaily decorated. These units circu-
late all over the park, making deate all over the park, making dedelivery gate. They pick empties on return trip to the trucks.
shelter from sweltering heat.
As was the case with last se son's storms, the trouble this year had an uncanny knack of building up toward a weekend climax, to of the week for operators. Followof the week for operators. Followdaytime ride business was nil along
the Coast from the Carolinas to the Coast from the Carolinas to
Maine, the weather tossed a pair of rain-laden punches in the form of Connie and Diane.
For days prior to and after these storms the surrounding areas were either drenched or shrouded by overcast, threatening skies. Connie followed roughly the same Diane but veering to knock out business in Eastern Pennsylvania as well along the immediate coastline.
along the immediate coastime.
Aftermath of Diane was a stretch of rainfall and build-up of water which caused flood conditions in many sections. Revere Beach and Nantasket were under a couple feet of water yesterday. Par
along the coast and inland as well during the latter part of the week and hoped for clearing skies for today and tomorrow during which concession and ride people could
recoup after a period of lost days. recoup after a period of lost days. the price of the storms when ripped boardwalks and canvas, and flooded ride motors are surveyed.
The loss in potential revenue will The loss in potential revenue will small and large operators alike. Particularly vulnerable are the parks which pour money back into the plant annually for permanent improvements, and had looked for
a good season to get a start on a good season to get a start

\section*{Denver Funspot} Clicks With Auto Thriller

\author{
DENVER, Aug. 20.-Bill Mc-
} ing Tournament of Thrills, playKrasner's Lakeside Park here, pulled crowds greater than the usually jammed grandstand for the twice-weekly stock ear shows. In
addition to McGaw's addition to McGaw's auto thriller "as an exhibition bull fight. Large organizations, companies and civic groups have taken advantage of Lakeside's varied pienic facilities to hold their annual outings, with more than 3,000 workers of Gates Rubber Company holding an outing at Lakeside last SaturBallroom
Ballroom business at the park has been ahead of last year, with Joe Reichman and his band takfrom the Billy May band fronted by Sam Donahue.
Ride business along the midway has been good and evenly divided with no definite indication of preference in the adult rides. Kiddie rides have done much better for
Krasner this year, with boats and trains copping the slight edge at the till.

High Quality

\section*{KIDDIE RIDES}

ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL
W. F. MANGELS CO., Coney Island 24, N. Y.

PUBLIC AUCTION, Friday, Seplember 2, 1955, at 2:00 P. M.



\section*{FAIRS-EXPOSITIONS}

\section*{SPRINGFIELD, MO., RUNS BEST IN YEARS}

\section*{Gate Tops ' 54 by \(25 \%\), Midway Gross Is Up 20\%, Grandstand Biz Rises 15\%}

SPRINGFIELD, Mo., Aug. 20. -The Ozark Empire Fair, which
wound up its seven days here Fri-
day night (19), enjoyed its best rum day night (19), en
in recent years.
Attendance was up an estimaied 25 per cent, ride and show receipts on the midway were 20 per cent higher and grandstand income was
15 per cent better, Glen Boyd, fair
sectetary, secretary, ce 'imated.

Gets Weather
The best crop conditions in four years in the area, near-perfect weather, a vastly stronger live-
stock show, and a three-night cngagement of
front of the grandstand were credited for the increases in attendanc

\section*{Weather Cuts}

Into Business At Skowhegan

\section*{Overcast Skies} Curb Turnouts And Spending
SKOWHEGAN, Me., Aug. 20 . -Threatening weather thruout the and spending at the Skowhegan
State Fair, altho encouraging forecasts gave hope that the turnouts
would pick up in satisfactory fashion.
Thru Thru yesterday the combined some \(\$ 1,500\) better than last year been anticipated. A Hamid revue is performing nightly at the \(3,000-\) Shows are on the midway. Revne on every night but one. Sceretary Roy Symons noted, and mutuel betting at the track. Hamid acts perform between races.
The weather resulted in track and overcast skies during

\section*{Poor Weather}

Curbs Turnout At Marshield
MarshField, Mass., Ang. 20 drop of nearly 50 per cent ower last year's attendance at the Marsh-
ficdd Fair which closed a seven-
day run Saturday (13). mimber of polio cases in the town mad in surrounding communities hept many parents and children was scheduled to hit for the opener. which deterred many patrons and rains during the rum all con-
tributed to cutting the crowds. Cranville M Thayer president

Said.
Despite the attendance drop, poultry, dairy and crafts exhibits 1)
\(\$ 4,000\) was the best ever. More than was cons. The five-day race meet instained. Eugene Burr's Playtime Amusements did only fair in the
nidway. Heavy rains Friday (12) prompted some of the concessiontires to pull out that night.
the closing day it also rained.


\section*{Troy Hills Scores With Added Day} Another over-100,000 week was in \(\left\lvert\, \begin{aligned} & \text { are well drained, parking areas a } \\ & \text { on soft land which turns into quat }\end{aligned}\right.\) Fair this week as it benefitted by thousands of paid admissions on
its first attempt to run for six davs The ammal opened Monday (i5) a Tuesday opener for years. Mon-
day was fair, but the second day
crowd was heavier tham any Tues-
day of previous years. Reithoffer day of previons years. Reithoffer
Shows are first-timers on the Barring storm damage to equip
ment and attendance. the event is in for its biggest season yet, with back was offing. A financial set

\section*{on the \(7 \overline{5}\)-acre gromads and its re} week officials and all others at the
fair waited apprehensively to learn What Commes sister, Diane, had in
store.
Comic washed out Thurslay Comme washed out Thurslay
(18) completely: but the shies
deared sesterciay aud a up was looked for. The grounds
were thoroly drenched starting
around noontime and the down-
pour hasted thrn Friday morning.
Atho many parts of the grounds Altho many parts of the grounds
Lincoln, III., Up 15 Per Cent

\section*{LINCOL.N. III.. Aug. 20.-The
Logan County Fair closed its six-} chalking up it 15 per cent increas
Fair started off strong on Sunday Holter's racing ostriches. Secre-
tary Willbur Lavin reported tary Ninbur Layman reported the
Holter aggregation attracted the Rex A 1le n, supplemented by
Barnes-Carruthers acts, also drew Woolfolk proviled Homer and
Jethro and variety acts for th grandstand.
Buff
attraction, showed the biggest car
 Fair suffered heavily at the gate
from last week's Hurricane Connic, but recouped nicely by adding an
extra free day which garnered extra free day
healthy ride money

th

\section*{he gate on Saturday with the reat} soning that patrons shoul
required to pay when an


Friday (12) and parts of Thursday



NOW RABBITS
GO TO POST

\author{
FLEMINGTON
}

Aug. 20.-Horses, automobiles and racing humans wil! be sidelined at the Flemington


\section*{Extra Free Day Helps}

Drenched Middletown

\section*{MO-Middletown's Orange Cownt, attendance was a-buidding, but the}

EYE OVER-300,000 RUN 300,000 are the a dal henefit of a paid "prethe added benefit of a paid "pre-
nie, a polio cpidemic and rains on
opening day (13), the Weymouth
State Fair managed to draw fair

\section*{Paid Preview Gets 11,540 at Hamburg}

\section*{} rolling toward another over- Attendance for the early part of


As in previous jears there was a free gate daily for all mader
years of age. While the attendance registered at the frout gate was up, there was a slight grand-
stand decline which was plainable. General udmission is 7.5
cents to the fairgrombls 11 th grandstand prices pegged at 50 Weather providing the f.ir
expects to wind up with its best year. A premium list totaling
\(\$ 34,000\) is the most coer offered here, and the recurring parking
problem has been partiall, solved by the opening of another lot with 350 -car capacity.
A new tent, 120 feet by 40 has
been set up to accommodite heavy been set up to accommodate heany
non-consumer industry. with Be-ll
Aircraft being ouc of its man Aircraft bein
Two grandstand shows were scheduled for last night. with the Irish Horan thrill show included.
James E. Strates Shows is holding James E. Strates
down the midway.

Detroit Names Liaison Trio
DETROIT, Aug. 20.- Longrange policy plaming for the MichThursday (18) by the appointment of a three-member committee by will confer with the State Agricultural Department to co-ordinate problems presented by the longstanding joint control of the froperty by the twosteres. Members of the new committee
are Mrs. Doris Flint. Harold Zorare Mrs. Doris Flint. Harold Zor-
len and Stanley Powell. all board members.
the fair for opening dasg given September 2, by a tic-1p with the by the grocers are selling regular \(\$ 1.50\) seats for the gramdstand and cents. In return. the stores are giving the fair \(\$ 5.000\) for talent
fees with the privilege of an ceven split of profits above \(\$ 5.000\) for the day

\section*{Weymouth Holds Okay Despite Storm Effect}

Aug. 20,-Despite Hurricane Con-

parently back to stay for a while
Danziger figured the cont would
end about level with 195 . 4 . But
\(\qquad\) pours and flood conditions hit

\section*{England.}

The hurricane threat affected
the competitice
been far over
with cancellatio
stood at a
Most of the loss
sciences wher
slightly. But extra tents had to be
erected to honse what was one of
the largest
poultry and dairy evhibits
Business on the midway was just

STROLLERS LENT TO MAMA'S FOR VISITS TO ESE

WEST SPRINGFIELD, Mass., Aug, 20 - - A unique
tie-in with a local manufactourer of baby strollers will help the Eastern States Exposition put out 500 one-sheet ware stores, and elsewhere where the strollers are sold The manufacturer also is making the strollers available at no charge for mothers with
small children on the expos lion grounds.

\section*{Gate, Mutuel} Records Fall At San Mate
S.A. MATEO. Calif., Aug. 20.-
San Mated County Fair and Floral San Mateo Comity Fair and Floral
Fiesta set a new attendance record of 81.099 during the nine-day run Last wear's mark was 79799 (13) Another record was set by the Fiesta rate meet with the eight day classic drawing an attendance year. The pari-mutuel handle toage of \(\$ 40^{-} .608\). surpassing the record average of \(\$ 389,654\). Fri day (12) showed the larges, single wagering day in the event's history
when \(\$ 6.6 .254\) was bet.
Under the management of Wii\(\operatorname{liam}\) B. Wilson, the stageshow was headlined by the Mills Brother recording quartet played August 5 thru 8 with the Hot Shots featured
August 10 thru 13. Also booked at August 10 thru 13. Also booked at
the fair by Isabelle Whall, of Fun Unlimited Productions. San Francisco. were the Frank Wheel
Marimba Trio, of the first show, and Bexley and Marie, illusionists, and band were booked direct gin

Wetaskiwin, Alta. Draws 9,000 Paid
-Two-day annual fair of the Wetaskiwin Agricultural Society drew 9.000 paid admissions, about 2,000 better than last year, It wa he most successful show since the First day's gate was 4.600 and the second 4.400. Children under 13 were admitted free
Grandstand seating this year was double that of last year and both evening shows attracted packed
stands. Chuckwagon races and baseball tournament were features.

WANT TO BOOK
ASHEVILLE, N. C., FAIR


DISPLAY FIIRWORTS OF DISTINCTION


CONCESSIONS WANTED FORD COUNTY FAIR

\section*{WANT}
J. C. MICHAELS ATTRACTIONS

UP-AND-COMING! Superior, Wis., Gains at Gate, In Midway Biz
SUPERIOR, Wis.. Aug, 20.-The Tri-State Fair here this week again demonstr:
Despite extremely hot weather that had the mercury in the mid 90 's most of the time and as high
as 97 on some occasions, the fair registered a 9 per cent increase in paid attendance thru Thursday
(18), the third of its six days. A far greater increase in ride
and show grosses on the midway and show grosses on the midway Royal American Shows, which turned in receipts 30 per cent bigger than last year-the previous
peak here-for the same three-day period.
While outside gate figures were patronage thru the first three days was not up but held about even to
54. Night show consists of Barnes-Carruthers revue, with six acts.
No matinee grandstand program was offered the first two afterThursday drew a good grandstand. An experimental afternoon program
was sledded for Friday. with the complete Barnes-Carruthers night how set to go on at reduced adults prices, \(\$ 1\) as against the \(\$ 1.25\)
regular night fee, with the kids o be admitted for 50 cents, the hind the matinee, Secretary Seeger Swanson said, was to give patrons who couldn't see the Barnes show at night the opportunity to see it adults daytime, with the reduce Stock car races are scheduled for this afternoon and again tomorrow afternoon, with Hank Sommers, of Ready for the fair's opening was new 3,000 -capacity steel grandstand; a new industrial building cession buildings, erected to replace Added space for agricultural and 4-H Club exhibits are provided with this it had been necessary to turn back some exhibits of agricultural products.

\section*{Willard Eanes,} Veteran Exec,
Dies Suddenly
Willard Eases, for 40 years general secretary of the Petersburg Fair
Association, died in his sleep earl Friday (12) at the age of 77 .
Eaves, a former vice-president of
he Association of Virginia Fairs was inspector for the United States Customs Service from 1911 to
1948, but was best known for his connection with the management
of the Petersburg Fair. of the Petersburg Fair
He is survived by Mrs. Daisy Traylor Eanes, and brother, E. Etunis Eanes, of Em Cemetery

\section*{Antioch, Calif. Off 2,000 at Gate} four-day Contra Costs Fair, which total attendance of 28.000 , about 2,000 less than in 1954. Managed by Norman Sundborg. the event had a record number of
exhibitors. Thibitors. The grandstand show was head lined by Carl Ravazza. Other acts featured included Birk Twins, ac-
robatic dancers; Dwight Moore's Mongrel Revue: Alice Everett, Spanish dancer; Charlie Raino, emsee, and
quartet.

\section*{Fair Dates}

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The Billboard Pub. Co



\section*{\begin{tabular}{l} 
Missouri \\
\(\begin{array}{c}\text { Altenburg-East Aery Fair. Sept. } \\
\text { Elmer D. Kreyling. }\end{array}\) \\
\(\begin{array}{l}\text { 23-24. }\end{array}\) \\
\hline
\end{tabular}}
 Carthage- Jasper Louden, Fair. Sept. 6 -s. Rich-
ard M. Webster.


\(\qquad\)



s-10. Herbert w. WIpperman. Fair. Sept.
Wellsville-Montgomery Co


Albert-Albert Fair. Sept. 21-22.

\section*{Ontario
Acton-Acton Fair
Ancaster-Ancaster Exhn, sept. \(16-17\).}


Belmont-Bemont Exhn Sept. 22.
Binbrook-Binbrook Exhn. Sept. 16-17.
Biackstock-Blackstock Exhn. Oct. \(7-8\).
Bitt Plath Exhn. Sept. 20-12.
Bobcaygeon- Bobcayseon Exhn. Sept. 3
(Continued on page 78

\section*{Saskatoon Ex Sets Records}

SASKATOON, Sask., Aug. 20.The recent Saskatoon Exhibition was regarded as the most success-
ful on record. Grandstand attendance for the week was 75,293 , a new high and an merease of 1,020 over last year. The pari-mutuel handle was
\(\$ 599,811\), a bust of \(\$ 11,368\) over \(\$ 599,811\), a boot of \(\$ 11,368\) over
the record set last year. The last the record set last year. The last
day of the fair also saw bets totalling \(\$ 152,512\), compared with the high mark set on the same day in
1954 of \(\$ 143,163\). A single race betting record of \(\$ 19,350\) was also set on the lest day.
Exhibition officials reported \(\$ 73,241\) during the week, some \(\$ 5,000\) or eight per cent more than last year's gross, the previous
Main gate attendance was 125
773 , up 9,481 from last year but down a little from the record set in 1953. At that time the figure
was in the neighborhood of 128.000

The automobile parking figure from last year.

\section*{PNE Advance} Declines 50\%

The advance ticket sale for the Pa opens Wednesday (24) this week, "as running a full 50 per cent below a year ago, officials reported. fact that this year advance to the did not entitle the holders to par ticipate in the many giveaway
big expo for years.
Demand for the three for \(\$ 1\) ad vance tickets was expected to be good in the few days before the gate tab will be a straight 50 cents.

Attendance Slumps 33\% At Santa Ana, Calif., Event
SANTA ANA, Calif., Aug. 20.- were 12 performances with four Chalking up an estimated attend- Junior Horse Shows included. Ana County Fair, which closed its pageant "Bouchard Returns," a lo-six-day run here Sunday, showed cal talent presentation given each approximately a 33 per cent loss
from its 1954 stand. The estimated mark that year was 100,564 .
Altho the weather was reported deal for the full run, the loss was attributed mainly to an increase in the one-pay gate admission from
75 cents to \(\$ 1\). Children under 12 were charged 10 cents. However, the proximity of the \(\$ 17\) million Disneyland was questioned as to having its effect on the gate. The
park also charges \(\$ 1\), but 50 cents for children
The decision to increase the ad-
mission was made in February, a representative said. At the time there was a debate as whether to
charge for the horse show or coninue the one-pay gate, which had號 been in use for two years.
A total of \(\$ 12,500\) in premiums was offered competitors in the Na 476 horses on the grounds to bring the entries to 1.356 , with 226 own ers represented at the fair. There

Merrill, Wis.
Attendance Tops Post-War Years
MERRILL; Wis., Aug. 20.-The its four-day ry here Those (11) after chalking up its best event since before World War II Good weather all week produced big attendance and on Wednesday 10) the biggest turnout on record the grounds.
Grandstand business was up sharply and the Belle City Shows, grosses every day of the run. Lineshows. Sales of concession and exhibit space were big and livestock barns overflowed with entries, William Steckling, secretary, re-
ported.

\author{
The professional talent show was
} resented Sunday night. Booked y Jo and Newton (Carolina) Braunson, of the Hollywood (Calif.) The-
trical Agency, the line-up included he Mulchays, recording harmonica players; Manny Gates, dancer; Amazing Monohans, teeterboard, Fradrey Lou, aero dancer. played the midway fulfilling the first of a two-year contract.

\section*{Entries Up} At Brockton
BROCKTON, Mass., Aug. 20.Elitries for competitive exhibits for
the annual fair here to be held September 10-17 are coming in Buckley announces. The biggest list in years has been received in cattle, poultry, dairy and crafts classes. Contests will decide the Southern New England championships.
Charlie Baldwin, one of the top callers in the area, will do the calling for the square dances which
will be named the "Cranberry Hoewill be named the "Cranberry Hocsill again bring the Old World to England with exhibits of Italn, Lithuanian and French hands-

FAIR-CENTENNIAL-CELEBRATION COMMITTEE CHAIRMEN: CONTACT:

\section*{JIMMIE DOWNEY} Stage Shows - Acts - Revues -
Name Talent O Orchestras - Thrill
Shows - Circus Stage Shows - Top Dates and

7133 Arthur Ave., St. Louis 17, Mo. ported.

STRAIGHT SALE CONCESSIONS, DEMONSTRATORS, ETC. (Will also consider Auction Wagon) BIG NEW EXHIBIT BUILDING
48,000 last year-Estimated \(\mathbf{6 0 , 0 0 0}\) this year. SEPTEMBER 19.24
cabarrus county agricultural far, inc. CONCORD, N. C.

Manager: CLYDE L. PROPST, JR.
fairs PAGE BROS.' SHOWS fairs
Want Bingo, Lead Gallery, Jewelry. Arcade, Custard, Ice Cream, Class Pitch, Hanky
Parks of ali kinds. Ride Help on ali Rides. Must drive. Geek Sow, Side Show, Snake
Show, we have some equipment. Want Business Manager with Concessions. Show, we have some equipment. Want Business Manager with Concession

\section*{-MR \\ AND ANYONE INTERESTED IN \\ HE FAIR BUSINESS- \\ }

NEEDS THE BILLBOARD EVERY WEEK!


\section*{CARNIVALS}

\title{
ACA REGISTERS 24\% GAIN AT ILLINOIS STATE FAIR
}

EXTRA FREE DAY
Storm Slices I. T. Grosses At Middletown
Antraty closing day helped 1. T. Shows
make up some of its valuable lost make up some of its valuable lost
time at the Orange County Fair in time at the Orange county Fair in
Middletown, which suffered no physical storm damage last week The rains started Thursday night (11) to discourage much mid washout after having been promoted as childrens day. It rained off and on during Saturday but

plished.
With much of the exhibits
management came thru with the

and many concession. operators.

rides for a still date in Summer-
\(\qquad\) August 30.

\section*{Baker United \\ Scores Well \\ At Ind. Cele}

Baker he finally found the perfect carniing the past 20 years. It was the
Delphi, Ind., Centennial played last week by Baker United Shows.
The town, with a population of
\(\qquad\)
\(\qquad\)


Event started out on Monday (8)
with a whopping kid day and from
then business continued to build.
concessions click, but other events
thruout the town also played to
sellout crownds. Baker said that the
managers of these other events co-
operated fully with the carnival and hept people moving onto the
Aided by ideal weather, Baker
week of the season. Seven food es
tablishments. in addition to local
Saturday night. To make it mor
until midnight Saturday night,
few minutes after the celebration
Mexican Op
Buys Round.Up
Award, decided Monday night (25) here at a well-attended award-de-
termining program in the clubrooms of the Showmen's League
\(\qquad\)


The League will net about \(\$ 4,300\) Mendelson, chairman of the com-

\(\qquad\)
Joe Streibich, League secretar
made his first appearince months at the clubrooms Monday night, coming in from Delevan,

\section*{MIDWAY CONFAB}

Gerald and Jo Ann Harbison, husband, Ed. on the Foley \& Burk concessionaires on Strong's Amusements, became the parents of a diughter on August -13 . The mother is thic youngest daughter of Mr. and Mrs. T. H. Strong, owners of
the show. the show... Mrs. Ernest Mag-
gard and daughter, joyce, of Hugo, Okla. spent two weeks visiting on the Strong midway where Ernest Strong recently edded a new Rocket Train Ride.

Turner Scott, who has his rides at Sea Vien Amusement Park, there Labor Day to ioin the Leo Lane Shows for Ceorgia fairs.
held August 9 at Archies in Mas dletown. N. Y... by Charlie (Padrone) Davenport for his wife. Guests included Harry and Mimi Sussman and manager Phil Isser, of the I. T. Shows; Fred Germain, Orange County Fair manager; Jim Agriculture and Markets.

A recent visitor in New York was Joe Sherman, who managed the berg. Pat., in its first run, at which Hurricane Connie was an uninvited guest for a couple of days. \(\ldots\) The storm took a liking to Augic Dentinger who took off from Middletown, N. Y.., to escape it and met up with it again in
Stroudsberg where he opened with his Girl Show.

Lesley A. Smith, talker on the Jeannine and Allen (Buster) Odle gal show on West Coast Shows, and Toni Shepard, Side Show Electra, were married recently on the midMrs. Jack Bohn visited Jack's parcnts. Mr. and Mrs. Carl Bohn, on the Bob, Hammond Shows at Cassville. Mo. Jimmy Howard spent three weeks with his parents. Mr. and Mrs. Jack Barnes, on the Hamserving in the Navy aboard an airplane carrier.

Parties have been the order on the Amusements of America midway recently. Danny and Rosita
Dell anniversary at the fair in Sandy Creek, N. Y., with Danny present-
ing her with a new 34 -foot living ing her with a new 34-foot living
trailer. A large crowd attended trailer. A large crowd attended
the buffet. Dianna Lynn Freeman the buffet. Dianna Lynn Freeman
became three years old on August became three years old on August
6 at a party for show children. Charles W. Smith was 27 on Augost 7. A party on the 12th was Crawn's third birthday, and those attending included little Anthony Daniel Vivona, Sandra LeDoux, Gary Michael Grosso, Barbara Novak, Karen Novak, Mattie Novak Jr., Sandra Horton, Dianne Freeman, Jean Frances Huljack, Victor Huljack, Susan Ristick, Lynn Crawn, Wayne Crawn, Joyce Ann Blackburn, Mary Stevens, Sammy Pedro Jr., Ridney Booth, Judy MiMratchi, Carol Ann Micalatchi, Mr. and Mrs. Joe Grosso, Mr. and Louis Dell, Mr, Mr. and Mrs. Louis Dell, Mr. and Mrs. John vona, Mrs. Mary Freeman, Mrs. Susan Horton, Mr. and Mrs. Don Crawn, Mrs. Joan Novak, Dominic Vivona, Charles Smith, Rusty Herd. and Mr. and Mrs. Harry Wison.
Elsie Kennedy recently underwent treatment for an injured ankle business is good with her and her

TEX HOLLEENBACK
CHAS. "DEAFY" ADAMS RUSTY MOBY

BERT SPRAGUE


\section*{ART E. HUNT}

TED HANOVER
marshall, michigan
husband, Ed. on the Foley \& Burk Combined Shows. The Kennedys
will play the Los Angeles County will play the Los Angeles County
Fair in Pomona when it opens for the annual 17 -day run on September 16. . . Tony Spring, veteran showman, has retired from the road and purchased a trailer court in Martin, who formedy owned Ben Martin, who formeily owned the
Martin Greater Shows are Martin Greater Shows, are operat
ing an apartment house and traile court in Inglewood, Calif.

Marlo and Ted LeFors, who operate the Clock Kiddieland in Norwalk, Calif., are mouring the death of their sister. Therma Smith, who died following a beart attack in Lieut. E. W. Smith, of the Los Angeles Police Department. Visiors to the LeFor's Kiddieland included Dale Petross, Hort CampDay. Ruth Wolf Woods filled in Day. Ruth Woit thoods filled in
as ticket-seller at the park for Floras ticket-seller at the park for FlorJack Morris and wife. the former Jack Morris and wife. the former
Myrtle Hutt, stopped at the park on Myrtie Hutt. stopped at the park on
their wav to and from the Orange their wav to and from the Orange
County Fair in Sauta Ana, where they had concessions.
Jimmie and Frances Woods, he's general manager of Pan American Amusement Company, sent out 4 by 2 -inech sheets amouncing the born August 4 in St. John's Hosborn August 4 in St. John's
pital, Santi Monick, Calif.
O. N. Crafts. owner of Crafts 20

Big and Exposition Shows, returned to winter quartess in North Hollywood, Calit., following a fishing
trip into the Colorado mountains. trip into the Colorado mountains.
He flew his own plane to the fishing grounds accompanied by the Helldorado celebration in Las the Helldora
Dick Best. operator of the Side Show on Royal American Shows and at Chicago's Riverview Park, was a Chicago visitor last week, coming in from Superior, Wis., where the Royal Americin was
playing. playing.
Going away parties were given Minnie Meyers (Francene Lee) by friends and relatives in Michigan Golden's Side Show as annex feature. This will be her fourth season on the show. . . . Bob McCarty cards that members of Heller's Acme Shows gave a surprise birthday party for Arthur (Blackie) Kantuer, concessionaire, in the Clarence Thames' (:irl Show, and Claude Bentley's Side Show: on and century Shows, were rebuil and in operation the next night atter sutfering damage during a cently. Thames' show top and part of the front were damaged, while Bentley's Side Show was destroved Line-up on Thames' (iirl Show includes Madge Thames, Pattie Lee and Sheri Lane Thames, and features the Namette Dancers. Jimmie Simmons is on tickets; Henry Griffiths, canvas, and Thames is talker. Thames reports that business is
ahead of last year's. . P. Don ahead of last year's. . . . P. Don Quinn infos that he is in Highland
Hospital, Oakland. Calif.. where he Hospital, Oakland. Calif.. Where he
is to undergo surgery. Quiun, who has been in the hospital since May 25, would appreciate hearing from

A celebration was held recently on Royal Midwest Shows honoring Roxie Harris, show's owner, and of whom celebrated birthdavs, and Mr. and Mrs. William Pratt, who marked their 19th wedding anniversary. Guests included Mr. and Mrs. Bud Bitchman, Jimmy Birchman, Mr. and Mrs. Ed Butters, Mrr and Mrs. Clarence Rawnsley, Mr.
and Mrs. Bill Harris, Marsha and and Mrs. Bill Harris, Marsha and
Mike Harris, Bob Hagen, Billy Mike Harris, Bob Hagen, Billy
Dick, Loman Leer, Dave Story, Dick, Loman Leer, Dave Story,
Junior Elliott, Rosie June Pratt, Mr Junior Eliot, Rosie June Pratt, Mr Bob Bollman, Russell Rihl and Clifford Woods.
Paul Greeley, secretary of the Michigan Showmen's Association trekked to Akron, O. to represent bert Peave, lungtime member.


WE CAN PLACE GAMES, CONFECTIONS,
DIRECT SALES AND NOVELTIES AT MOST OF DIRECT SALES AND NOVELTIES AT MOST OF THE FOLLOWING FAIRS:
AUG. 29.SEPI. 3-LAWRENE CO. FAIR, LOUISA, KY.
AUG. 30.SEPT. 5-KYOWVA TRISTATE FAIR, HUNTINGTON, W. VA.
SEPI. 5.10 - STREE FAIR, NELSONVIILE, OHIO
SEPT. 5.10-STREEI FAIR, MELSONVILLE, OHIO
SEPI. 13.17 -CORN SCHOOL, LAGRANGE, INDIAN
SEPI. 13.17 -CORN SCHOOL, LAGRAMGE, INDIANA
SEPI. 12.17-SCHOOL BEEEFII, PARKERSBURG, W. va.
SEPI. \(12 \cdot 17\) - SCHOOL BENEFIT, PARKERSBURG, W. YA.
SEPI. 21.24 -FAIL STREE FESTVAL, SEAMAN, OHIO SEPI. 27.OCT. 1-PERSIMMON FESTIVAL, MIICHELI, IND. OCT. 12.15-fESSIVAL Of THE HILS, IRONTON, OHIO
all games must be strictiy legitimate WRITE
ATT.: HAL EIFORT
GOODING AMUSEMENT CO., INC. 1300 NORTON AVE.-AMminister 9-1193-COLUMBUS 8, онIO

\title{
CRAFTS 20 BIG SHOWS, INC. \\ CALIFORNIA STATE FAIR \\ SACRAMENTO, SEPTEMBER 1-TO-11 INCLUSIVE \\ 11 -BIG DAYS \& NIGHTS-11 \\ THE WEST'S LARGEST CARNIVAL \\ NOW BOOKING SHOWS AND CONCESSIONS \\ No Exclusives Except Foot Longs SPACE \$25.00 PER FOOT No Flatties-Cirl Shows-or Cypsies \\ Roy Shepherd, Our Ride Supt., Can Use Foremen and Second Men for Most All Rides. Also a Few Women Ticket Sellers. Extra Mileage Pay
25th, 8 a.m., Sacramento State Fair Grounds.
}

CRAFTS 20 BIG SHOWS, Inc. rasa sullein Ave. No. Hollywood, Colif

\section*{DON FRANKLIN SHOW No. 2}

WANT for Coffeyville, Kansas, Sept. 1-5 (best fair and Labor Day in Kansas). Eight-day fair in Enid, Okla. (fastest growing fair in the Southwest), Sept. 9-16.
Have opening for shows traveling south with own equipment that are interested in making money. Will book Grind and Bally Shows for \(25 \%\).
CONCESSIONS: Hanky Panks that want to make money-stop over with us at Coffeyville, Kan., and Enid, Okla. Limited space in Coffeyville.
RIDES: Will book Coaster, Octopus, Rock-o-Plane, or any major Ride not conflicting.

> All mail and wires

\section*{RALPH WAGNER, Mgr.}

IOLA, KANSAS, AUG. 22-27

\section*{MAJESTIC GREATER SHOWS}

WANT FOR RED CLIFF AT FORT KMOX, KY., SOLDIERS' PAYDAY, SEPI. 1-2.3; THEN ALI WHITE FALRS STARTIIMG SEPT. 5 THRU 10 AT FENTRESS COUNTY FAIR, JAMESTOWK, TENN.; CANMON COUNTY FAIR, WOODBURY, TENN., SEPT. 10 THRU 17; LEGION FALL FETIVAL, MADISONVILLE, TEMN., SEPI. 19 THRU 24; ROANE COUNTY FALR, HARRIMAN, TENN., SEPI. 26 THRU OCT. 1; THEN GEORGIA AND FIORIDA THRU MOYEMBER.
Can place Ride Help who can drive semi on Merry-Go-Round, Wheels, Tilt-A-Whirl, Moon Rocket and Roll-o-Plane.
Can place following Concessions: Custard, Novelties, Scales and Age, Hanky Panks of all kind. Have good proposition for Girl Show, Jig Show, Side Show, Snake Show. Will give exclusive on Girl Show with two or more back-end Shows. Dick Palmer, answer.
Jimmy Cyrs wants Agents for Grind Stores and Hanky Panks starting at Ft. Knox Soldiers' Payday.

GOLDSTEIN
Majestic Greater Shows, Big Rapids, Mich., Fairgrounds this week; then as per route

\section*{Want for \\ GREAT BARRINGTON FAIR}

\section*{GREAT BARRINGTON, MASS., SEPTEMBER 11 THRU \(18-8\) BIG DAYS AND NIGHTS New England's Best Fair}

Featuring a new hard top, all weather midway and introducing a free gate after 5 each evening with a free Sports Show as an added feature.
RIDES: Skooter, Round-Up and other good flat rides. Sam Greco, contact me.
Shows: All legit shows. WANt 10 IN 1 , midgets and other legitimate shows.
CONCESSIONS: All Hanky Panks, Novelties, Scales, Guess Your Age, Hats, Glass Pitch, Greyhound, Popcorn etc. All replies to:

JEFF HARRIS
103 Walnut Ave., or Box 88, REVERE, MASS.
Phone Revere 8-3525 up to 11 p.m.


OfFER THE GREATEST ROUTE OF TEXAS FAIRS FROM NOW UNTIL NOVEMBER
Paris, Texas, this week; then Gainesville, Texas; Marshall, Texas; Tyler, Texas; Amarillo, Texas, Lubbock, Texas; Abilene, Texas; Mount Pleasant, Palestine, Texas, and other Fairs to follow

And the winter and spring route of top Fat Stock Shows, including Fort Worth Stock Show, opening latter part of January, then San Antonio Stock Show, Houst on Stock Show, Austin Stock Show and others. All Stock Shows follow one another with no overlap dates.

WANT FOR THESE DUTSTANDING FAIRS AND STDCK SHOWS RIDES: Scrambler and Round-Up. SHOWS: Motordrome and other Shows not conflicting with what we have. HELP: Foremen and Second Men on rides. Also other useful Carnival Help. CONTACT: BILL HAMES, MGR., PARIS, TEXAS, THIS WEEK; THEN AS PER ROUTE

\section*{DOHI H. MARKS SHOYS}

WANT

\section*{want}

WANT
roanoke fair and exposition, roanoke, va., week of august 29; alamance COUNTY FAIR, BURLINGTON, N. C., WEEK OF SEPTEMBER 5, AND FAIRS UNTIL THE MIDDLE OF NOVEMBER.
CONCESSIONS: Legitimate Merthandise Concessions of all kinds.
SHows: Monkey Show, have complefely framed outfit; want experienced Operator RIDE HELP: Can use capable Ride Help on all Rides; top salaries. All replies to JOHN H. MARKS
This week Lynchburg, V.: Rosnoke, Va., to follow.

\section*{HAMLITON, MO., CENTENNIAL}

SIX DAYS, AUGUST 29 TO SEPTEMBER 3 fairgrounds. thousands of dollars being spent for event Want Cookhouse, Grob and Foot long equipped to play Missouri for six fairs Cream, Hats, Six Cats, Ball Games and Hanky Panks. Can ploce sober Til
\[
\begin{aligned}
& \text { Cream, Hots, Six Cats, Ball Games and Hanky Panks. Can place sober Til } \\
& \text { Foreman and Ride Help who drive semis. Can place Fun House and Athletic Show }
\end{aligned}
\]

\section*{SUNSET AMUSEMENT CO.}

MONTICEILO, IOWA, THIS WEEK; HAMILTON, MO., NEXT.


Pocomoke City, Maryland, this week; the big Keller Fair, Keller, Virginia, Aug. 29 to Sept. 3.
Want Novelties. Age and Scales. Mitt Camp (must be strictly American, no gypsies),
Hoop-La, Duck or Fish Pond, Hi-Striker, Bumper, Bottle Ball Came, Pitch Till Win Hoop-La, Duck or rish Pond, Hi-Striker, Bumper, Bottle Ball Game, Pitch Till Win,
Cigarette Pitch, Penny Pitch, Pan Came. Apents for Hanky panks, Criddle Man,
Want Side Show Acts for Side Show, Minstrel Show Manager with complete Minstel Whow Sroupe. Wildtife, Monke. Unoorn or any good plattorm Show of merit. Notice-
Show Troust
Johnny Gambino no WM. C. (BILLL) MURRAY

\section*{WILIIAM I. COLIINS SHOWS}

CAN PLACE STARTING AT MEBRASKA STATE FAIR, LIMCOLN, SEPT. 3-9, AND CLOSING AT THE TULSA FAIR AND EXPOSITION, TULSA, OKLA., OCT. 15

Will book Monkey Show, lllusion Show or ony Mechanical Show that works with tickets. No Ding Shows. Will book new and novel Kiddie Rides. All Replies to WM. T. Collins, Mgr.

Sioux Folls, S, D, this week.

\section*{SIDE SHOW ACTS}

Freaks to feature and Working Acts for Western Washington Fair at Puyallup. SALERNO BROS.

Douglas Creater Shows, Centralia, Wash., this week; Monroe next

\footnotetext{
\section*{A-1 AMUSEMENTS}

 mechanical sho

Contact JOHN HANSEN, Mgr., Bismarck, ili., Fairgrounds.
}

CARNIVAL BIRDS
PARAKEETS
CANARIES
FINCHES
CAGES
Vrite us for prices
CONRICK BIRD FARM
8900 South Western Ave.
Los Angeles 47, Calif.
Phone PLeasant 8-5294

\section*{LEGITIMATE CONCESSIONS} WANTED

Hillsboro, Wisconsin, September 3-4-5. Sam Menehin
Lake Shore Amusements
11 w. Division 5 t.
Chicago, III.
Phone: SUperior 7-7243
FORD COUNTY FAIR
MELVIN, ILINOIS, SEPTEMBER 7.8.9.10 Want legitimate Concessions of all kind Lake Shore Amusements Sam Menchin
11 W . Division St. \(\begin{gathered}\text { Shicago, ill } \\ \text { Phone: } \\ \text { SÜperior } \\ 7.7243\end{gathered}\) Also want Foremen and Second Men on
S. W. Warwick Shows yivenixw wivi


\section*{PRIDDY SHOWS}


SIDE SHOW HELP





\section*{RUMBLE GREATER AMUSEMENT \(\mathbf{C O}\).}

Want for Eldorado, III., Aug. 24-27 on the streets non-contlicting Major and Kiddie Rides. Madisonville, Ky., Fair, August 29 -Sept. 3. Want hor West Baden, Ind., Fall Festival, Sept. 5-10; Vevay, Ind., Fair, Sept. 12-17; Salem, ind., Fall Festival, Sepll 19-24, Show, Srock Concessiom, Straight Saies and non-contlicting Maier and Kiddie Ridee
Concessions and Shows for Eldorado, ill., contact IRA WILLIAMS, Eldorado, ili. All replies to Eldorado, III., until Aug. 27; then as per route. D. P. RUMBLE

\section*{ROHR'S MODERN MIDWAY 7 MAJOR RIDES. THIS IS NO PHONY. WANTS}

For Hoopeston, ill. Largest Labor Day Celebration and Sweet Corn Festival in Illinois. Honky Panks of all kinds. Agents for office-owned Concessions. Can always ploce Hennepin, III., Aug, 26 to 28; Abington, III, 29 to 31; Hoopeston, III, Sept, 2 to 5. D. J. ROHR Phone 11 Chebanse, Illinois

WANT FOR FULTOH COUNTY FALP WAUSEOY OHIO SEPT. 4.8 _LARGEST LABOR DAY CROWD IN NORTHWESTERN OHIO; WITH FAIRS 10 FOLLOW IN MISSISSIPPI AND TENNESSEE. WATER VALLEY, MISS., SEPT. 12-17. Dan place Hanky Panks of ail kinds, Long Range. Bakketbal. Coke Bottles, Balloon Rides Can place Chairplane only as we wown 12 Hideen HELP Foremnh for Rock-o-
Plane, one more Wheel Foreman, Second Men who drive. If you drink, Stay where JDE FREDERICKS, Mgr.

\section*{DRAGO AMUSEMENTS}

Cookhouse. Hanky Pank for remainder of season, Seale and Age, Lone and Short
Ranke, Bail Game, Hoop-La, African Dlp or any Concessions working for slock.
No. 2 Show wants Eanky Panks for remainder of season
Have opening week for No. 2 Show, Sept. 12.17, Cail Chet Pierce

MIDWAY OF MIRTII SHOWS
WANT MERCHANDISE CONCESSIONS
For Versailles, Mo., Fair, Aug. 31-Sept. 3; Labor Day, Cope Girardeau, Mo.; Monette, Ark., Sept. 8-9-10; Jonesboro, Ark., Fair, week Sept.12; Morvell, Ark, follows.

ADORESS, Stonefort, ill, thisond Meen on all rides, must drive ADDRESS: Stonefort, Ill., this week; then per route.

\footnotetext{
MOUND CITY SIDWS
Want for St, Charles, Mo. 'Big Fair ; Sopt. 7-1,
Bloomficid Fall Festival, week Sept. 12 ; Charleston Fail Festival, wheek Sept. 19; Lilbourn, Mo., week Sept. 26 .
Concessions of all kinds, Heat Pitch, Short Range Callery, Milk Bottie Cames, CHARLES OLIVER, Mgr pleasant mill, ill., this week
}

\section*{ \\ NOW PLAYING UPPER PENINSULAR STATE FAIR \\ AUG. 23 thru AUG. 28 Dips 35-40\% For Babcock} ESCANABA, MICH.

FOLLOWED BY MICHIGAN STATE FAIR
The Nation's oldest Established State Fair)
SEPT. 2 thru SEPT. 11 DETROIT, MICH.

YOU are cordially invited to visit us at Detroit and see one of the greatest collections pever assembled at one fair of riding devices and midway shows.
D. WADE, Gen. Rep.
W. G. WADE SHOWS

SANTA ANA, Calif., Aug, 20-
Frank W. Babcock estimated the Frank W. Babcock estimated the gross done by his United Shows at
the six-day Orange County Fair, the six-day Orange County Fair,
which closed Sunday (14) as down which closed Sunday (14) as down
" 35 to 40 per cent" from 1954 . The 35 to 40 per cent" from 1954 . The
attendance at the event dipped attendance at the event dipped
from 100,564 last year to 67,000 . flaying the engagement for the third consccutive year and for the first on a two-year contract. Bab-
cock used 17 major and kid rides on the date. Forty concessions ran most of them sold outright to Cecchini \& Levaggi. of Sum Val ley. Louis and AI Ceechini per sonally han
the stands.
Reasons for the loss in attend ance at the event varied. Some attributed the dip to the increase in he onc-pay gate admission to were charged 10 cents. The close proximity of the \(\$ 17\) million Dis also given about 10 miles away, wa decrease. Disneyland's admission scales are \(\$ 1\) for adults and 50 cents for children.
Louis Cecchini, during the early part of the run, said that the con-
cession business was "fair." Howcession business was "fair." How-
ever, the exposition has never been considered outstanding in this branch.

\section*{Smith Season Ahead of '54}

Cumberland. Md., Aug. 20 - George Clyde Smith Show season here this week and in check ing its books found that it wa slightly ahead of hast year at thi time. Best diate thus far was at
Oikliand, Mld., the first week in August where rides and hanky panks did capacity business.
Show moved here this week for the Bi-Centeminial and then head south for its fairs. Hooverssille. Pa. played last week, was hurt by
weather conditions. R. J. (Bob) Randi joined with his Side Show. In the lineup are cildia Lee, annex; Jimmy Boots. fire and swords; Tonmy Revnolds, alligator boy; Judy Black, smoke pictures Henry MeGray, juggling; Harr Dabb, front, with Herman Blad handling tickets and the second openings.
Kid Drifty came on with his New Orleans unit. Included are Bessie Lucel, exotic: Diana Burton acro-dancing: Little Caesar, tap dancing; Freda Houser and Bertha May Johnson, chorus; Little Jackie Horner, baind leader and drummer Robert White, trumpet; Johnson
Jackson, piuno, and Refus White Jackson, plano, and Retus White girl shows with personnel including girl shows with personnel including Templeton, John Henry Jernigan Also on the bach-end are a Finhouse, Jap P. T. Boat and Jap One Man Submarine
Val Ireland has been named legal adjuster to replace Ralph Decker who joined Metropolitan Shows as lot man. Adell Leslie has a new top on her penny pitcl. Professor
Flint has built a new age stand and Flint has built a new age stand and
Steve Eli a break-the-record conSteve El
cession.

\section*{IMPERIAI-JONES SHOWS \#2}

NOW BOOKINC FOR CENESEO IL.
FAIR NEXT WEKK: BIC LABOR OAY


 \begin{tabular}{c} 
SEPT. 12 -20 \\
Legitimate \\
\hline
\end{tabular}
Legitimate Concessions of all kinds
Cookhouse. Short Rance. Also
accond and Third Men on ailkides. Can place
Agents for Hanky Panks and Pan Came

IMPERIAL-JONES SHOWS \(=2\)

\section*{ \\ The South's Finest \\ WANT FOR THE FOLLOWING FAIRS:}

Burke Co. Fair, Waynesboro, Ga., Sept. 12.17; Hancock (o. Fair, Sparta, Ga., Sept. 19.24; Johnson Co. Fair, Wrightsville, Ga., Sept. 26.0ct. 1; Jenkins Co. Fair and Centennial, Millen, Ga., Oct. 3.8; Okefenokee Co. Fair, Waycross, Ga., Oct. 10.15; Exchange Club Five County Fair, Brunswick, Ga., Oct. 17.22; Pulaski Co. Fair, Hawkinsville, Ga., Oct. 24.30; Putnam Co. Fair, Palafka, Fla., Oct. 31-Nov. 5.

\begin{tabular}{|c|c|}
\hline SI & Have the nicest framed Show Mn the road complete. Want proposition. \\
\hline \multicolumn{2}{|l|}{Want experienced Operator for Monkey Motor Drome. Marvin Lewis, contact. Also} \\
\hline \multicolumn{2}{|l|}{\begin{tabular}{l}
RIDES \\
Tilt, Octopus, Caterpillar, any Ride not conflicting. Live Pony
Pony Cart.
\end{tabular}} \\
\hline Foremen & \\
\hline
\end{tabular}

AII address LEO LANE, Savannah Beaeh, Ga., until Labor Day No colleet ealls or wires.

\section*{CENTRA}

ADAMS COUNTY FAIR, HASTINGS, NEBR., AUG. 29-SEPI. 2
WANT HANKY PANKS, SHOWS AND KID RIDES.
ALSO MITCHELL COUNTY FAIR, BELOIT, KANSAS, AUG. 29-SEPT. 2 OPENINGS FOR ALL CONCESSIONS. ALSO SHOWS. CAN USE COUPLE MORE MAJOR RIDES, ANY KIND. PRIVILEGE OR PERCENTAGE VERY CHEAP AND THIS IS A GOOD SPOT.
hOISIIGGON, KANSAS, LABOR DAY, ON THE STREETS, SEPT. 5 BIGGEST LABOR DAY IN THIS TERRITORY. WITH MORE FAIRS TO FOLLOW. Call or wire W. W. MOSER Abilene, Kansas, Fair, Aug. 22-26 P. S.: Can place Agents and Bingo Help.

\section*{DON FRANKLIN SHOWS}

No. 1

\section*{CAN PLACE FOR}

BELLEVILLE, KAN., FAIR, Aug. 28-Sepi. 2 IEXARKANA FOUR-STATE FAIR, Sept. 9-14 WHARTON, ROSENBERG, ANGELTON, REFUGIO, GOLLAD, TEX., FAIRS
SHows-Side Show, Drome, Froak Animol, Wildifife, Monkey, Snake, Mechonikel and others not conflicting CONCESSIONS-Photos, Six Cats, Buckets, Hanky Panks of all kinds. WEST UNION, IOWA, THRU FRIDAY
Don Franklin will be on the grounds at Belleville, Kan., slariing Thursday, Aug. 25 PHONE OR WIRE FOR SPACE


Want for south dakota state fair, huron, S. d., with waterloo, neb., and mithell corn palace to foliow

SHOWS Can Place Large, Well-Framed Ten-In-One (Milo Anthony, contact), Large Panel Front Girl Show, Midget Show, all types. Neat Grind Shows not conflicting.

RIDES Will Place Rock-o-Plane, Dodgem, Caterpillar, Dark Ride, or any Major Ride not conflicting

CONCESSIONS All Hanky Panks Open, Can Use Custard, Basketball, Fish Pond, etc.

Wire or call BERNARD THOMAS, Mgr., Fergus Falls, Minn., Aug. 24-27; Aberdeen, S. D., Ang. 29-Sept. 1

\section*{FOR SALE OR TRADE}

Spiffire Ride in good condition with at Emmet County Fair, Petoskey, Mich Aug. 22 to 27. Priced right for quick
skerbeck's great northern shows
FOR SALE
 Park, Little Rock, Ark.


MIDDLE GEORGIA FAIR MILLEDGEVILLE, GA., SEPTEMBER 5 TO 10
 Want Hanky Panks of all kinds, Shows with own equipment, Help in all All departments. Complete route of Fairs until November 1 . SPLINTER ROYAL. ROYAL EXPOSITION SHOWS

\section*{agents - Wanted agents}

For the following - Pan Came. Six Cats, Count Store, Pea Pool or Blocks. Also


NOW BOOKING FOR "THE BIG ONE"-THE DU QUOIN, ILL., STATE FAIR, OPENING SUNDAY, AUG. 28. ONE OF THE TOP TEN FAIRS IN THE NATION. ONE-HALF MILLION PAID ATTENDANCE IN 1954. PREMIUMS AND PURSES UP TO HALF MILLION DOLLARS. GEORGE GOBEL, McGUIRE SISTERS AND OTHER TOP ENTERTAINERS FEATURED IN THE GRAND STAND.
thils, ALONG WITH 10 of the top fairs in the southeast, inciuding the soldiers' falr at fort benning. ga., which figures to be one of the OUTSTANDING ENGAGEMENTS OF THE YEAR; COOSA VALIEY FAIR, ROME, GA.; TUSCALOOSA, ALA., FAIR; SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; NORTHWEST ALIBAMA STATE FAIR, AMNISTON, ALA. All types, including Cotton Candy, Snow Balls, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Water Games or any other legitimate Concessions (no exclusive during fairs).

Paul Miller wants Griddle Men, Countermen and General Help for Cookhouse. Good salaries; long season
SHOWS Motordrome, with Riders, and own equipment.
lig Show with own equipment. Fun and Glass lig Show with own equipment. Fun and Class
House, Fat Show, or other Crind Shows of merit.
RIDES Dark Ride, Rock-o-Plane, Scrambler, Roll-o- NOTE: Goore Harr and Duse, Grect whill be on the Dus Owoin State Fair Grounds Midway, Friday, Wheel or other Rides that do not conflict. Ferris THOMAS D. HICKEY

Contact us as follows:
Wire, Phone, Write
DON GRECO
Phone: 2-6761, Springfield. III., thru Thursday,
Aug. 25: then St. Nicholas Hotel, Du Quoin, Iil.

NEW YORK, Aug. 20. - Phil Cook came in off the road this week to report that two jamborees for the Miami Showmen's Association have been promised by the Ross Manning Shows, the first to be held at Christiansburg, Va. Another will be held later in the season, and Cook said he will preside over both events. Manning is sec-
ond vice-president of the associaond vice-president of the associa-
tion. tion.
Cook has been combining business with hustling for the MSA.
He reports that Nat Pearl has fully He reports that Nat Pearl has fully
recovered from his illness and will recovered from his illness and will
make spots for Kravitz and Rothbard supply house. Cook flew up from Miami and reports visiting at the club with William Tucker, Michael Roman, Fred Barrett, Red Hicks and Frenchy Schwacha.

\section*{Page \& Ferris Combined Shows}
the show that plays a winner every week
Now booking for the two Big Ones: Little Valley, N. Y., Aug. 29.Sept. 3; Dunkirk, N. Y., Sept. 5-10.
Positively day and night action at these fairs. Then a sensational route of continuous Fairs in the South until Nov. 19. Those joining now will be given preference.


 operate office Grab.
 Bad.Eye Yellow, contact. Also one
Dr. Todd wants Side Show Acta,
RIDES: Roller Coaster or Dipper, Rock-o-Plane. Fiy-o-Plane, Dark Ride or any Ride
not conflicting. Can place sober Ride Help who have likense and drive. Pay every
Wednesday. All replies to bill page, Batavia, N. y.

\section*{COTE AMUSEMENT CO.}

Wants for Romeo, Mich., Peach Festival, on the Streets, September 2-3-4-5, followed by Pinconning, Mich. Annual Home Coming and Fair, September 8-9-10-11, and for balance of season.

CONCESSIONS of all kinds that work for stock. Can use One or Two more Rides. WANT Ride Help who drive. Armada, Mich., all this week; Romeo, Mich., next.

\section*{RALEY BROS.' EXPOSITION}

Wants for SHARPSBURG, N. C., TRI-COUNTY EXPOSIIION, week of Aug. 29. Suburb of Rocky Mount, 150,000 people to draw from, and all Fairs to follow. Stock Concessions of all kinds. Sell EX on Bingo, Custard, Scales and Novelties. Will book any show not conflicting, with or without outfits. Place Spitfire Foreman; Second Men on all rides, must drive.
Fountain, N. C., all this week.
HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRAKK DICKINSON, Gen. AgI.

\section*{FLOYD O. KILE SHOWS}

Adair Co. Foir, Creenfield, lowa, this week; Appleton City, Mo., Aug. 29-31;
Crant Ciity, Mo., Sept. 1-3; then Howell Co. Fait. West Plains, Mo., Sept. 5-10;
Fairs till November. Can place the follo
 Shows: 10 -in-1. Fat Show, Big Snake, Fun House, Mechanical. Cirl Shows. Help on
Rides: Eli and Caterpillar Foremen at once. Second Men, All must be licensed drivers:
semi. Salary according to your ability. Just do the job, we will pay you. No

AII replies FLOYB O. KILE, Mgr.

GIRLS FOR DANCING AND POSING SHOWS
TOP SALARY AND BONUS. WARDROBE AND TRANSPORTATION FURNISHED
Dave and Jackie, get in touch, have better proposition. Need A-1 Talker. Paul Bell,
Laddie Faith, contact immediately. Also Ticket Seliters, Candy Helpers and Canvasmen Laddie Faith, contact immediately. Also Tieket Selliers, Candy Helpers and Canvasmen.
Enlarging Show tor my route of large Texas Fairs, including Amarillo and Lubbock. Enlarging Show for
Write, wire or phone.
MIKE MILLER
WANT FOR TRI-COUNTY FAIR, NEW BERN, N. C. 6 DAYS
e exclustive on Noveltic
ve Sout Payday for bot SEPTEMBER 19-24 \({ }^{6}\) Nits
 W. A. Gedley, Secy., Tri-County Fair, Ine., New Bern, N. C.

\section*{WANTED}

FOR OUR SOUTHERN FAIR ROUTE


 Queen Cily Amusement Shows, Inc. P. O. Box \(\underset{\text { Phone }}{5563^{M}} \underset{\text { Meridian, Miss. }}{ }\)

\section*{GIRL SHOW PEOPLE WANTED}

To join immediately, Rhinebeck, N. Y.
Talkers, Dancing Cirls for office show. Top salary. Also want complete organized Unit.
KING REID SHOWS

\section*{WANTED bUCKET AGENTS}

For Kingsport, Tenn.; Roanoke, Va.;
Ebensburg, Pa.; York, Pa., and five big bona fide Fairs to follow. Contact

IRVING (GHOST) ZAITSHIK
Kingsport Inn
Kingsport, Tenn.
FOR SALE ELECTRO FREEZE CUSTARD UNIT

 MICKEY VAGELI.

HALL \& LEONARD SIDE SHOW
 conaet
dow. WARD HALL


\section*{WANTED}


WANT
Concessions that work in Wisconsin; also
Shows
 DOC O'KELLLY

\section*{PARAKEETS}
 MURRAY'S
Bird \& Animal Farm
3133 East
Renier, whitrier, coll

WANTED WANTED WANTED
THOMAS JOYLAND SHOWS
SOUTHERN WEST VIRGINIA FAIR, CHARLESTON, W. VA. SEPTEMBER 2 THRU \(10^{\circ}\)
Want all kinds Shows and Concessions.
Rides-Scrambler, Round-Up, Dodgem, Whip or any Rides or REMEMBER-This is an outstanding Fair. Don't delay-Get set
quick for location.
Wire, write or phone now-L. I. Thomas, Mgr. (Phone 614) Crown Point. Ind.

\section*{JOE SCIORTINO WANTS}

Colored Entertainers for finest Colored Revue on the road, want Chorus Girls, Spetialty and Novelty Acts. Sonny Bridges wants to hear from Musicians. Girls wanted for White Girl Show and Posing Show. Experience not necessary, but must be attractive. Highest salaries paid. Want Ticket Sellers who can drive semi. Answer.

\section*{J. SCIORTINO}

Gold Medal Shows, Ronceverte, West Virginia, this week W. G. Wade Shows, Detroit, Michigan

\section*{DANCERS WANTED}

For Northern Wisconsin's most beautiful night club
Exotic, Novelty, Strips, Chorus. Top salary. We have plenty wardrobe.

\section*{JOHN RAJKOVICH}

Club Francis, Hurley, Wis.

\section*{Cinict \\ Wont Cookhouse, Grab, Chairplane Foreman, Spiffire Foreman, Generol Ride Help, Truck ond Tractor Driver
Doy week. All replies: \\ GEORGE CLYDE SMITH SHOWS \\ Hyndman, Pa., this week; Winchester, Va., next week.}

\section*{Joyland Midway Attractions}

Want for one of the biggest Labor Day Celebrations in the State of Michigan,
Thursday-Friday-Saturday-Sunday-Monday, Sept. 1-2-3-4 and 5, of Michigan Thursday-Friday-Saturday-Sunday-Monday, Sept. 1-2-3-4 and 5, of Michigan
Center, Center, Jackson, Mich. Legitimate Concessions of all kinds. Any neatly framed Show, Fun House, Gloss
House. Practically everything open. Will book any Rides not conflicting. PorodeHouse. Practically everything open. Will book any Rides not conflicting. Po
Fireworks--Big Sloge Show. Time is short. Address all communications to ROSCOE T. WADE
General Delivery, Thompsonville, Mich., this week; next week, General Delivery,

\section*{GOLD MEDAL SHOWS}

WANT FOR WOODSTOCK, VA., FAIR NEXT WEEK
Hanky Ponks of all kinds. Can book Wildlife, Gloss House ond Fu
A. 1 Mechanic who knows his business. Top salary.
JOHNNY J. DENTON, GOLD MEDAL SHOWS RONCEVERTE, W. VA., THIS WEEK.

Playing a strong list of Fairs where the crops are the best in 20 years
FIREMEN'S FAIR-Franklinton, N. C., next week, August 29-September 3
EASTERN NORTH CAROLINA 5-CO. FAIR ( Negro) -Wilson, N. C., September 5-10.
AMERICAN LEGION 4-CO. FAIR-Dunn, N. C., September 12-17
LIONS CLUB FAIR \& EXPOSITION-Tarboro N. C., September 19-24.

GREENE CO. FAIR-Snow Hill, N. C., September 26-October 1.
TRI-COUNTY FAIR-Kinston, N. C., October 3-8.
PERSON CO. FAIR-Roxboro, N. C., October 10-15.
TRI-CO. FAIR—Mebane, N. C., October 17-22. ONSLOW CO. FAIR-Jacksonville, N. C. October 24-29.

WANT legitimate concessions of all kinds.
SHOWS of all types, can especially use Colored Revue. HELP-Top salary to sober, experienced Caterpiller Foreman, also experienced Help for Fly-o-Plane, also Octopus.
Have a number of food stands open on commission basis. Address all communications to
M. A. BEAM, Fairgrounds, Gaithershurg, Md., or STEVE DECKER as per above route


\section*{WANTED}

WANTED
RIDES: Spitfire, Chairplane, Caferpillar, Looper or Scrambler for these top ride Oklahoma District Free Fair, Ft. Smith, Ark., Sept. 10-16;, Oklohoma Free State Fair, Muskogee, Okla, Sept. 18-26, and Heart of Texas Fair, Woco, Tex., Oct. 1.7.
SHOWS: Animal Show, Fun House or Glass House, CONCESSIONS. "X" SHOWS: Animal Show, Fun House or Glass House. CONCESSIONS: " X "
and Scales and Hanky Panks of all kinds.

Call or wire Jess Wrigley or Chas. Travers Albert Lea, Minn., Aug. 22-25; Marshall, Minn., Aug. 26-28; Marshfield, Wisc., Aug. 30-Sept. 6.

\section*{AUTO AUCTION \\ 60 Antique and Classic 60} SEPTEMBER 10 \& 11
includes HITLER'S STAFF CAR, 1937 CERMAN HORCH AND A 1929 ISOTTA-FRASCHINI, OX TEAM, COVERED WACON William's 4 cyl. Wis. Motor Train, Kid-E Coaster, like new owners

AUCTIONEER
S. J. HUNTER, FRANK J. LONG BUD DRAKE RAPID CITY, SO. DAK. DECATUR, ILL.

AGENTS AGENTS AGENTS For pay day, Clarksville, Tenn. (ft. Campbell) Lot only three miles from camp, befween camp and fown Can place Razzie and Skillo Agents. Stach Crey, Bill Mchujh, Art Snyder, Joe
Witson, Jimmie Morgan and boys with me before, contact. Also want Agents, for Soncession. Can place three Dancing Cirris, top salary and percentage, or will place
Core

All address KIRK DECKER, Greystone Hotel, paris, Tenn., this week

SCHAFER'S JUST FOR FUN SHOWS WANT FOR JACKSON COUNTY FAIR, BLACK RIVER FALLS, WIS.: QUINCY, ILL., FAIR TO FOLLOW
Can place Cookhouse, High Striker, Knife Rack, Jewelry, Bumper. Hats, Mus Ouffit.
Raman arsets Hong Range. Whit book wildife, Monkey show and Motordrome.
MeCurdy want Hanky Pank Agents. Contaet W. A. SCHAFER, Black River Falls, Wis

\section*{GLADES AMUSEMENT CO.}

White Stone, Va., this week; Remington, Va., next week, to be followed by Labor Day wèek, opening Labor Day, Gordonsville, Va., September 5. Want Foreman for Merry-Go-Round - must stay sober and drive semi. Want Dart. Con use small Sit-Down Grab for Gordonsville.

JERRY SADDLEMIRE

\section*{HELLER'S ACME SHOWS}

Two best spots in Newark, N. J.-AMVETS, WaInut St., August 29 - September 5 .
including Sunday and Labor Day; then Abyssinian Montgomery Sts., September 7-17. A repeat date. This is a real hot one! Want Merry-Go-Round and Ferris Wheel Foremen. CONCESSIONS-Hanky Panks,
Custard and Cookhouse, Ball Cames, Buckets and Six Cats. Allendale, N. J., this week. HARRY HELLER, Mgr.
Permanent address: Franklin Lake, N. J. Phone: Wyckoff \(4.0333-\mathrm{M}\).

\section*{MANSFIELD,PA.,FAIR-Aug.29.Sept. 3}

\section*{Followed by CAMBRIA COUNTY FAIR af Ebensburg, Pa., Sept. 5-10 6 Big Days and Nighhs. (Always slarts on Labor Day.)}

SHOWS: Want Unborn, Wild Life and Motordrome.
CONCESSIONS: Games of all kinds. No exclusive except Bingo. Space getting limited in Ebensburg. Wire at once if you are coming.

HELP: Capable Ride Men who drive.
All replies
MORRIS HANNUM SHOWS
Meyersdale, Pa., Fairgrounds, this week, then Mansfield, Pa., Fairgrounds, August 29-September 3

\section*{PEMM PREMIERSHOWS}

PAGE COUNTY FAIR, Luray, Va., Aug. 29 to Sept. 3, Day and Night, followed by CUMBERLAND CO. FAIR, Bridgeton, N. J., opens Labor Day thru Sept. 10, Day and Night.
CONCESSIONS PLACE CUSTARD, French Fries, Age \& Scales, Hats, Novelties, Eating and Drinking Stands, Plass Pitches, Short Range, Palmistry or any other legitimate Concessions.
Can place any kind of Show not conflicting, especially want Midgets, Dillinger Car, Working World, Wildlife or any type not conflicting.
Can place one more flat Ride not conflicting. Real proposition for outstanding ride territory.
FOREMAN FOR TIIT. Good pay and bonus to right man. Can also place other Ride Help Address all wires, mail and phane calls to
LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr., Fairgrounds, INDIANA. PA.. this week

\section*{BUFF HOTTLE SHOWS No. 1}

WANTS FOR JACKSON, TENN., WEEK SEPT. 12; FOLLOWED BY FLORENCE, ALA.; HUNTSVILLE, ALA.; TUPELO, MISS.; FRANKLINTON, LA. ALL FAIRS
CONCESSIONS-Any kind of Hanky Pank that works for stock. Especially Custard and Penny Arcade.
SHOWS-Want well-framed Sit-Down Girl Show. Especially want this for Jackson, Tenn. Also any Grind Shows not conflicting to join next week or following week. Want fun House, Snake or Mechanical Show. (Joe Teska, Harry Fink, Harry Fee, please contact). Want Manager with Acts for Side Show, we have all equipment and transportation. RIDES-Will book Roll-o-Plane or Looper. Want Tilt-a-Whirl for six Lovisiana Fairs starting Sept. 12. (Fred Cantrell, contact me about Silver Streak.)

Wil gentleman from minnesota please confirm about round.up!
RIDE HELP-Want Ride Men who know what they are doing and can stay sober and drive semi trailers. Want Foremen for Wheel and Fly-o-Plane.

ALL OUR UNITS CLOSE NOVEMBER 15
AII replies: BUFF HOTTLE, Mgr., Greenup, III., this week; Jackson, Mo., next week

\title{
CARAVELLA AMUSEMENTS LAST CALL! \\ LAST CALL!
}

FULTON COUVTY FalR, Mcoonnelsburg, Pa.-5 Days-Aug. 30.Sept. 3
HOLIDDAYBURG LIOHS BLAIR COUYTY FAIR, HOLIDAYSBURG, PA. StaRIIMG SUMDAY, SEPI. 4.10 Gato admission 25 c-Childron Free

Still Date Privileges \(\star \star \ll\) CONCESSIONS \(\star \star \star \ll\) 5till Date Privileges All Concessions open for above falrs: grab, french fries, photo, long and short range galleries, jewelry All Concessions open for above FAIRS: GRAB, FRENCH FRIES, PHOTO, LONG and S
STRING GAME, AGE and SCALES, SNO CONE, POPCORN, APPLES and P.C. GAMES,
\(\star \star \star\) SHOWS \(\star \star \star\)
SIDE SHOW, MOTORDROME, MECHANICAL CITY, ARCADE, MONKEY, WILDLIFE, SNAKE, GIRL SHOWS with own equip \(\star \star \star\) RIDES AND HELP \(\star \star \star\)
CAN PLACE TIIT, ROLIOPLANE OR ANY MAJOR RIDE NOT CONFLICTING.
Wire F. H. CARAVELLA, WEST PITTSBURG, PA., this week

AGENTS
DAVE DE CORTI and BILL HARRIS
 Marshall County Fair, Benton, Ky.,

BUD HUMPHREY
WANTS
JOHN BARNES
Cetlin \(G\) Wilson Conta Contact
Shows

BILL CHALKIAS
WANTS SHE SHOW ACTS
 BILL CHALKIS /owitiom Fritikits shows

CLYDE RAWLINGS WANTS DROME RIDER GUY BLAY, WIRE NOW
CLYDE RAWLINGS c\% William T. collins shows

\section*{FUNLAND SHOWS}

AURORA, MO., LEGION FAIR-THIS WEEK, AUG. \(22-27\) Can use here and for the following Fairst Webster County, Fair: Marshtield, Mo,
 stock Concessions. Ornce wants Bail Game Agents, Pin
and Skillo.


\section*{INDIANA STATE FAIR}

Indianapolis, Ind.
AUG. 31 to SEPT. 9 inclusive
READING FAIR
Reading, Pa.
SEPT. 12 to 18 inclusive
CAN PLACE all Eating and Drinking Stands and legitimate Merchandise Hanky Panks only.
WANT-A few Experienced Workingmen in all departments. This is a \(100 \%\) Union Show.

All address this week
CETLIN \& WILSON SHOWS
Missouri State Fair
Sedalia, Mo.


\section*{BLUE GRASS SHOWS}
want for hankibal, mo., aheual fall festival, week aug. 29, followed by Mattoon, Ill., centennial, week sept. 5.

 Concessions, Can ploce a tew Hanky Pank Prize-Every-Time Comes such as Fish
Pund, Duck Pond, Eall Cames, Darts, Cigaretre Callery, Shet Ronge, eic. All wire C. C. GROSCURTH

\section*{DEL FLORE AMUSEMENTS}

WANT COKE BOTTLES, POPCORN, SNO CONES, BALL GAMES, BALLOON DARTS.
FOR SCIO, OHIO, AUG. 24-27; DELIROY, OHIO, AUG. 31SEPT. 31; THEN DOWNTOWN YOUNGSTOWN, OHIO, SEPT. 5-10; THEN CAMPBELL, OHIO, CHURCH BAZAAR.
WANT BINGO FOR YOUNGSTOWN AND CAMPBELL.
Write or wire this week, Scio, Ohio

\section*{on fairs or celebrations or carnival with fairs}
aUto CARS, MANGELS ROTO-WHIP, AIRPLANE. AIL FACTORY BUITT, GOOD
Contoct: John Froncis, b825 Eoston Ave., St. Lowis, Mo. (Phone: EVergreen 3-1894)
P.S. Popsorn Troiler for sole. fully equipped. Also Singer Hot Mochine, brond

\section*{Fair Dates}





 addlition to the prescit tract there is an additional 25 .ures of wooded Tuesdlay (16) wask hiddie day to
6 p.m. with a free gate for the voungsters. This is their only day, hut the manugement has a large
number of discomet tickets out by means of a pressale during which it offers blochs of tichets to
churches and civic agroups at dischurches and evic groups at d
comes.

Sports Show Offered
The horse slow ring had added vears sportsmeris shaw produced hy Bill Shillang. With cappacity of some 2.000 . and a 10 p.m. Jhow was neces-
sary. Opening day attendance was poor but it built niecely Tuestay cents.
Climax and chosing ate of the homr-long show is Sandy the Seal. the scal thru a fast oud hilarions platform. Other acts were Toughy Truescale, ulligator urestling both retrieving dogs: Chief White Clond's troupe. trick shonting , mad
knife throwing: the Canadian Guides. came tilting. hums-rolling and tub raccuge whe Bund Heath
\begin{tabular}{|c|}
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Weather Cuts \\
- Contimued from pase io \\
day (13.14) of the Jim Eshew \\
Rodeo which did sot draw well because of those cemditions. The following two days highlighted the ammal Miss Mane comtest which went off without any hitches. \\
The general pieture is only fair. Symoms said. with weather on the closing days hokling the hey to the outcome. A new ©25.006 cattle barn was crected for this ear's edition of the fair. and a feature
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\end{tabular} of the rem is the Eastern Nailroan Presidents Conference, being laeld
in the Exhibit Buiding.
Testerchays race program in Sesterdays race program in-
dhded a King Reid specal tunitafonal Trot, named after miduay the trophy to the winner.
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\hline & \\
\hline \multicolumn{2}{|l|}{Acoce reve managed by Bol,} \\
\hline \multicolumn{2}{|l|}{\multirow[b]{2}{*}{day tights. Acts were Len Carlson, orgall: Rust and his Calliope:}} \\
\hline & \\
\hline \multicolumn{2}{|l|}{Two Adams, bike: Joe Smiley and} \\
\hline & Company. magic; Wilto \\
\hline \multicolumn{2}{|l|}{\multirow[t]{2}{*}{Sina, perch and aters: Fly ing}} \\
\hline & \\
\hline \multicolumn{2}{|l|}{Forns, trape} \\
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pages of the local daily to . 1 -}} \\
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papers haul rum at ploto on page} \\
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siomm damage.} \\
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HARTFORD CITY, IND. PIONEER DAYS CELEBRATION FUIL PROGRAM OF DAIIY EVEWTS PARADES-BAND-ACTS-PRIZES 2 KIDDIE DAYS
MILLER AMUSEMENT RIDES CONCESSIONS: Strictly legitimote will not overlood. Bingo, Popcorn booked.
open. shows: Any soid on street
All replie
Secreties this week to Harry Polmer ford City. Phone 750.

After this wook
TOM L. BAKER

\section*{PABAKELIS}

Shipped Daily-F.O.B. Los Angeles Write Today for Prices Durkee's Bird Farm 8967 E. Callatin Red. Pitict. Calit.
ROHR'S MODERN MIDWAY
UNIT NUMBER TWO
4 MAJOR RIDE SHOW
WANTS
For big Konkokee Downtown lober
Doy Celebration. Bona fide.
3 rdi-Ah-Sth
Honky Ponks of oll kinds.
D. J. ROHR
Chebonse, il.

\section*{Booster's Wonderland}



FRED A. POTENZA
RAPH R MIIER

RALH R. R. Millt WA NTS
For five Louisiana Fairs starting Kent-
wood. L.... Colored Fair week Sept 112 ;
St. Francesvill, Simmesport, La., follow-
ing. St. Fr.
ing.
Conce
Cince
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RIDES WANTED \\
FOR ANNUAL \\
AMERICAM LEGION CELEBRATIOM \\
Sept. 2-3-5. \\
CONTACT: ROY VANDIVER, SEC, \\
Post ©3, American Legion \\
TPhone: 735 Mo.
sonne Terre, Mo.
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\section*{WANT}

SUNSET AMUSEMENT CO.

\section*{WANTED}

\section*{}

EARL TACBER 0

\section*{\(\$ 50.00\) REWARD}
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\section*{WANT TO BUY}

\section*{}

FRANK ALLEN Foirgsoundor, Caro, Mich.


\section*{BELIE CITY SHOWS WISCONSIN FAIRS} want Skill and Science Concessions,
couple of Grind Shows. Con olways place good Ride Help and Drivers. Come on. Antigo, Wis., Aug. 22 to 25; wano, Wis (all), Fairs, Sept. 2 to 5 . CHICK PANACEK, Owner
\begin{tabular}{|c|}
\hline WANT \\
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\section*{WANT}

For American Legion Fall Festival, Pewaukee, Wis., Sept. 3-4-5.
Hanky Panks, Cork Gun, Lone Ranse.
Coke Botlle, Roman Target, Pitch-Tial-You- Win, Batloon Dart and others. Want TRI-STATE SHOWS

\section*{BINGO HELP}

WANTED
Sober, capable help. Top fairs, good pay.
BILL STACY
Fairgrounds, Caro, Mich.
FOR SALE-KIDDYLAND


HILL HEGEMAN

\section*{FOR SALE}

Nan J. victor shaven

\section*{HUNTSVIILE, ALA.}

September 26-0ctober 1
\(\qquad\)
\({ }^{\text {ingo }}\) MARIE DICKSON, Secr. Treas.
MOUND CITY SHOWS \#2
 A ADRESS: LEE BosTwick, MGR


Reithoffer Rides - Continued from page 72
represented a success in its first try at going six days. The tradi-
tional opening, Tuesdiyy (16), was tional openug, Tuestay and came
the second day this year and up with correspondingly bigger crowds. Rides were at capacty
during many of the davlight and early night hours, and most concessionaires were in good shape by
mid-week. Most spaice was rented thru the fair office
Reithoffer is managing this unit which was joinced recently by that
of brother-intlaw Bill Coodman. At one time in the early season the family fielded five ride groups, and merged them recently to play
three diates. Pat Jr.'s Blue Unit plays Watertown next, and the Red
Plans are to quit the road earlie this season, it was indicated, after several years of goos weather last-
ing into October. \(\operatorname{In} 1954\) a sixinch suowfall occurred the day after rides were in the barn in Dal-
las, Pat, giving management las, Pa, giving management an
idea it mat be stretching its good itceat it may be stretching its good
fortume a little in staving ont so Pat Jr. woted that the larger Pat fr. Huted hat the larger
dates being played represent a transition from strict ride opera-
tion to that of well-romded truck show. Flexibility of the operation is such that hoth Pat and three brothers-in-hav can each go out
with a unit at almost any time. It represents comservative thinking, along the lines that it is safer to rum meve tilly shows, of thoo me-
dium-sized ones, than to field one major truck unit. By concentrating our this thinking. Pat Jr.. claims the famil hitas come up with a comple
of mits which may be small, but plenty gowd

\section*{Carnival Routes}
- Continued from page 6s Tip Top; Mamisbury. O: Lewisburg \({ }^{29}\)
 20hi Cerntury: Albert Lea, Mlan.; Marshan and



 West Coast Expo.: (Fatr) Monterey, Call


 Wortd of Mirth: Ottawu, Om.. Canada,
Wortdo of Pleasure: Mount Pleasint, Mich

WILI, BOOK.
DR LEASE, OR SELI,

HARHY HELLER. Mgr. HELLER'S ACME SHOWS

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PEPPERS ALL STATE SHOWS \\
BIGGEST COTTON CROP IN 20 YEARS \\
Want Merr
Hotel. Alm \\
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Bill Leola
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\section*{PAN AMERICAN SHOWS}

Want for Clintwood, Va., Fair \& Centennial, Aug, 28 -Sept. 3


\section*{Pmex JonNMY's \%wt}

Want for WILSON COUNTY FAIR, Lebanon, Tenn., followed by LIMEsTONE COUNTY FAIR, Athens, Ala., with 10 more Fairs to go, closing Nov. 5. Crops are really good.

CONCESSIONS SHOWS Especially want Cookhouse, Custard, Pitch-Till-You-Win, Cork Gallery, High Striker, African
Dip, Cotton Candy, Snow Balls. A few Hanky Panks open. Want Pea Pool Dealer for office Concession. Joiliv PORTEMONT. Gallatin. Tenn., this week

\section*{MID-STATE SHOWS}






\section*{EVANS UNITED SHOWS}
\begin{tabular}{|c|}
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COL. IEW ALIER
SIDE SHOW MAN

Illinois, Foirgrounds.
LEO BISTANY
\begin{tabular}{|c|}
\hline \begin{tabular}{l}
LEWY DUCHENE \\
wants giris \\
For Girl Show. Experience not necessary, top salary and bonus. Nine good
Fairs and Florida all winter in club, Reply to \\
Ashland City, Tenn., this weok; Cam-
\end{tabular} \\
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BOGLE SHOWS

 F. C. BOGI.E. Mgr.

\section*{EDDIE ROSSI}
P. N. MACOLLY

Have imporbermberiand Hoted
me collect.
mant messase for youd
VAL IRELAND WANTS
For the Ceorge Clyde Smith Shows
Agents- Pin Store Razzele, Skillo. Pan
Came. Over and Under and Beat the Came. Over and Under and Beaat the
Dealeer Man Mand Wite for Grab Stand.
Out all winter.


MITT READERS WANTED

NOBLE C. FAIRIY

\section*{CAMUSEMEN T T T W MERICA}

DOWHTOWN SCRANTON, PA., NEXT WEEK; CARBON COUNTY FAIR, LEHIGHTON, PA., LABOR DAY WEEK
Can place Eating and Drinking Stands, Hats, Age and Scales and Hanky Panks of all kind. HELP-Foremen for Merry-Go-Round, Looper. Rolloplane: Second Men for als other tides, Semi Drivers preferred. wives to sell
tickets. SHOWS-Any good Crind Show of merit. Anna Balou can place performers for lig Show. Those who worked before contact

JOHN VIVONA
METROPOLITAN SHOWS
Want for clarksyile, tenn., RIGHt downtown and big army pay day, FOLLOWED BY DYERSBURG, TENN., FAIR
 \begin{tabular}{|c|}
\hline SHOWS \\
\hline RIDES \\
\hline HELP \\
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 Contaet SAM LEVY. Paris. Tenn.. this week

\section*{GEDRE CXDE SMIIT}

Want Ball Games, Basket Ball, Hoop-La, Snow Cone, Pitch Till You Win, Slum Spindle, High Striker, Bumper, Swing, Ball, Jewelry, Photos, Batloon Darts,
Fish Pond, Duck Pond, Glass Pitch, Penny Pitch, Penny Arcade. Want Snake Show, Monkey Show, Acts for Side Show, Girl Show Help, Truck and Tractor Drivers, Agents for office Hanky Panks.
All replies GEORGE CLYDE SMITH SHOWS

JIMMIE FERENZI WANTS
\begin{tabular}{|c|}
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ROYAL MIDWEST SHOWS

\section*{ounty fair \(G\) Labor Day Celebration, five big days and nights,}
 Wire noxie matris, nenton. Ky.. this week

\section*{A-1 AMUSEMENTS}

Can place Six Cats, Ball Games, Bucket Store and Cookhouse. Contact JOIIN HANSEN. Mgr.
Fairgrounds, Bismarck, III., this week
MOTOR STATE SHOWS
 Tenn... Fairs in October.
Want ait kinds of Hanky Panks, Six Cats. Glass Pitch, Long Range, Balioon Darts,
Coke Bot JOE FREDERICK, Hieksville. Ohio. Aug. 22-27

\section*{TIP TOP SHOWS}
\begin{tabular}{|c|}
\hline \multirow[t]{2}{*}{\begin{tabular}{l}
Want Hanky Panks of all kinds, Coke Bottles, Age and Scales. Ball Games, Six-Cats, etc. Can place a tew choice Concessions. Want Forement for Ferris Wheel, Tilt and Roll-o-Plane. Top salary, must drive semi. Wineos, stay away. Can place Cirl Show. Ten-1n One or any show of merit. \\
Address all mail and wires to II. DOANE. \\
Miamisburg, Ohio, this week: Lewisburg. Ohio, next week.
\end{tabular}} \\
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\section*{TED LEWIS SHOWS}
Il winter in

TED I.EWIS

\section*{More than 1000 NASHUAS auned by Show Falhs! \\ QUALITY-BUIL MOBILE HOME ON MARKET! \\ LOW DOWN PAYMENT! EASY TERMS!}

\section*{COMING EVENTS}

LOOK - CONCESSIONS - LOOK kyowva tri-state fair HUNTINGTON, W. VA.

AUGUST 30-SEPT. 5 OUR STATE FAIR UNIT-VERY LIMITED SPACE ?
 WE CAN PLACE LEGITIMATE CAMES, DIRECT SALES, CONFECTIONS,
COOKHOUSE, NOVELTES, ETC. GOODING AMUSEMENT CO., INC.


\section*{STAR AMUSEMENT CO.}
 Sid
b. e. mileer, Mgr.

\section*{DUMONT SHOWS}

Wont Ride Help on all Rides; must dive. Girl Show with or without equipment.
All Hadits All Hanky Ponks \(\$ 21.50\). Johnny Thompson wonts Razzle Agents, olso Jimmie Fairs start Sept. 5. Work every day. This week Tellico Ploins

Lov riley, owner; J. E. Davidsos, Business mgr.

\section*{LABOR DAY CELEBRATION \\ old settiers' reunion, jactisonville, ohio, sept. 3, 4 and 5}
mammoth parade labor day

\author{
Wont Bingo, Glass Pitch, Boll Games, Dart, Cookhouse or ony legitimate Concessions \\ HOWARD BROS.' RIDES
}



\section*{RINKS \& SKATERS}

\section*{Toledo SRSTA Meeting Attracts Record 166}

By HAVILAND F. REVES
TOLEDO, Aug. 20.-The annual professional conference of skating,
the meeting of the Society of Roller Skating Teachers of America (di-
vision of the Roller Skating Rink vision of the Roller Skating Rink
Operators' Association), was held here at the Commodore Perry Ho-
tel. July 31 -Aunust 1, with regis-
tration of 166 , bele tration of 166, believed to be the
largest gathering of professional roller
bled.
Opening event of the two-day session was the banquet held in the hoters crystal Billroom, with an-
tendance of 131 . Cliff Wilkins, Wal-Cliffe Rollerdrome, Elmont, presided as toastmaster at the ban-
quet as well as at business sessions quet as well as at
which followed.
Thomas S. Boydston, newly
elected president of the RSROA, pointing out that, as a former of professionals, and that this back-
groumd will serve as an additional Boydston outlined in detail tions taken by the Board of Con-
trol and the annual convention of the RSROA. as reported in The
Billboard. He spoke on obicctives of the RSROA and
talked about details of a planned of membership-operators, profes-
A plan of a special category of
membership for operators who also teachers was outlined by Boyd-
ston. This classification is being created. effective September 1, to
meet the problem presented by
onerator-members who fall in both classes. For some years dual mem-
bership in the RSROA and SRSTA has been prohibited, but it has been teach in their rinks have felt that
special recognition of their teaching status should be given. Details
of the new category will be worked out in the future.
Major work of the conference figure shating committees, whose detailed recommendations were
discussed and given general approval.
The Ther of increasing the by at least 3.000 during the coming year was set-making a total of
close to 20,000 tests to be skated. It was the expectation of the con-
ference that this high goal will be made practical in particular thru a new and easier approach to the
bronze medal test. This is in the form of a preliminary test, which and one which the average skater will not experience too much dif-
ficulty in meeting. This, in turn, can mean wider public participa-
tion in organized proficiency tests. A basic rationalization of the
whole system of tests in all fields of skating is also being undertaken maintain that far too many dropouts occur between various tests, with a rapidly decelerating dropoff as Thus, in dance tests, there are about
bar) taken annually, and 3,500
bronze medal tests. But the dropoff occurs rapidly, until less than 40 gold medal tests are skated a year. In figure skating, the rate
of dropoff is proportionately
greater. big factor has been that there was too great a gap between particular, as well as in some other
areas.
New tests were worked out in detail at conference, as well a tests. This whole subject was a made by the SRSTA now go to the RSROA Board of
Control for final consideration and

\footnotetext{
Extensive discussion was als
}
system of the tests. Re-evaluation of the entire system of tests, which
with new additions under consid with new additions under consid ders of tests in some fields of skating, is planned. It is expected that tem will be undertaken, to make ble to the public, as 1
satisfactory to skaters. A considerable increase in total number of tests is apparent, sta
tistics from headquarters in De troit indicate, and association lead ers are taking now in terms o
handling an ultimate 50,000 test annually.
Approval was given to the com-
bined publication of rules materin for figures, free skating, skate danc ing and speed skating, as well as
general rules, into a single volume
Emphasis at the SRSTA meetin Emphasis at the SRSTA meeting
was upon figure and dance skating.
with relatively little mention of speed skating. This was because
of the status achieved by the latter field. Reen in the high state it is now,
RSROA Secretary R. D. Martin explained.


\section*{eschke Unit}

\author{
About 600 skaters and spectators
attended the July 22 grand opening
} here of the Garden Grove unit of
Moonlight Rollerway, Ine., Clifford Neschke, president. Neschke, who
also operates Pasadena's Moonlight
Rollerway, acquired the Garden Rollerway, acquired the Garden
Grove establishment recently from Yic Gudzumas, who had operated
the rink about eight months at the time of sale.
Several booster parties from
Moonlight Rollerway were on hand Moonlight Rollerway were on hand the foyer and snack bar-lounge
areas were filled with floral goodfriends. The organ bar in the
lounge area, a feature unique
among rinks, was a popular spot for
skaters to watch Faythe Denny at the Hammond. In opening
ceremonies, Neschke introduced
his wife, Mildred, well-known his wife, Mildred, well-known
professional of the United States
Amateur Roller Skating Association, and Ted Hudson, manager.
Tim Leahy, California USARSA representative, introduced these
performers during the night: Avis Cook, State junior figure and free-
style champ; Dee Wendling, State intermediate figure and free-style
titleholder; Donna Helms, State
subnovice title holder; Jimmy Bains. State novice champion, and
the champion senior dance team of Promotional preparations are
under way at the rink. Church Club Night
gust 16


SKATING RINK TENTS \(\begin{array}{ll}42 \times 102 \\ 52 \times 122 & \text { AT ALL STOCK } \\ \text { IIMES }\end{array}\)
NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT \& AWNING CO.

ROADSHOW REP Livonia Kids Tops citu wiv:
ly poor. Landry has a trailer show
and at present has four members
of his family with him. In com--
menting on the old days of road-
show and rep, Landry said: "We
had troupers in those days, but
now the stuff they get in this sec-
tion is mostly the educational kind
and as dry as dust. In a recent
column I noted a line or two about
a small show that was playing
around Hibbing, Minn., and it
to ok me back to the days when I
played that area with Harry (Doc)
Wenger. How we packed them in
and pushed out the packages! Dur-
ing anothe season I was in there
with La Ba:re Bros.' Minstrels and
the folks came out in droves des-
pite the cold weather. Shortly after
that I played the area with a 10 -
\(20-30\) show, which also did well."

600 Observe
By BILL LOVE
 pionshillenge trophy for top team in
speed was taken by the Hackenspeed was taken
sack. N. J., contingent.
Other clubs that fared well in dance and figure competition were
Boulevard, Bayoune, N. J., 66;
Capitol. Trenton. N. J., 64
Cwin


Livonia swept three places in
juvenile dance. with winners Warner Frazer and Sandra Kay Elliott
scoring again in juvenile pairs. The meet's only three-event win-
ners were Marge Adair, of the

Trenton group, and Mineola's Larry
Seegott. Miss Adair received a gold medal in senior ladies' pairs,
senior ladies' singles and senior pairs. Seegott scored in novice
men's singles, novice pairs and subnovice dance.



1905

\section*{"CHICAGO: 1955}

50th Anniversary
A New "Gold Medalist" Line
Light - Strong - Precision Bearings


Duryte Wheels with or without built-in Toe Stops
Double Rubbers Adjustable Trucks

CHICAGO ROLLER SKATE CO.
Known for Quality Products
4427 W. LAKE ST.
CHICAGO 24, ILL.

\section*{CIRCUSES}

\section*{RINGLING MAKES BIG WEST JUMPS}

\section*{Denver, Salt Lake Business Big;} Los Angeles Area Contracts Set SALT LAKE CITY, Aug. 20.-
Ringling Bros. and Barnum \&
Bailey Circus this week was busy
putting Western miles behind it. putting Western miles behind it.
With more reports of strong morale and good operating effiwas good basiness. Alt wo-day stand in Denver fame the with big business Friday and Saturday (12-13).
A 613-mile Sunday run put the
show into Salt Lake and bere too show into Salt Lake and here, too, business was reported very good,
Monday (15). Thru the week the 212,120 and 257 miles of 149 , playing afternoons onl', in Idaho day in Spokane.
There has been no important hange in the amount of outdoo advertising the show is doing. How ever, in San Francisco it is buying
space on 150 six-sheet boards which is an addition to the usual schedule was reportedly used in Portland and in Seattle. In the latter city Ringling and Polack dates are in opposition.
Ringling will play seven days

\section*{G. W. Cole Hits} Mich. Winners, Moves Ahead

\author{
GALESBURG, Mich., Aug. 20-
} Herb Walters at the helm, ha played to profitable business thru
out Michigan.
Here on Tuesday (11), the show had a near-full afternoon and threequarter night. Lions Chb was
the auspices.
The show has been doing as The show has been doing as
much as twice and three times the

Bailey-Cristiani Business Okay In Calif., Nev.
AUBURN, Calif., Aug. 20. -
Bailey Bros. \& Cristiani Circus drew heavy turnouts here on Mon-
day (15), filling the grandstand in the afternoon and playing to a
overflow house at night. The K wanis Club was auspices, and the Earlier, at Ely, Nev., the show month-long strike of miners there.
The first day (10) gave a threequarter afternoon and full house a
night. The second day (11) had

Gosh All-American In South Carolina

\footnotetext{
GREENWOOD, S. C., Aug. 20 The All American Circus, pro-
duced by Byron Gosh, played a
two-night stand at the fairground
ball park here.
pians, tumbling; Six Bernardinos, balancing; the Lanettes, trampoline; Pana and Her Pets, dogs ell, rolly bolly; Allen and Lee, up side down acrobats; Cherie and Marie, swinging ladders; Perry De Kohl, novelty bag puncher, an Byron Gosh, announcer. Arthu South Carolina Fair Association

Elsewhere, visitors included th Merrills, Dr. Davis, Acker and
}


R-B BULL WHIP ARTIST 'CRACKS' PHILHARMONIC

NEW YORK, Aug. 20.Andre Kostelanetz's new
Columbia record release features one of the most unusual soloists ever to be heard with the New York
Philharmonic Symphony Orchestra. The soloist is Fred Cordon, Ringling circus bull whip artist. Always a perfectionist in recording authentic sounds, Kcstelanetz decided to use a real live whipboisterous "Circus." Many familiar sounds of the circus can be realistically simulated by regular instruments of the or-
chestra. But when certain chestra. But when certain movements required the sharp Maestro Kostelanetz decided with all due deference to the
Philharmonic, that it couldn't fill the bill

\section*{TIE-INS GIVE ASSIST}

\section*{Kelly-Miller Succeeds With Ads, No Auspices}


BEATTY UP, DOWN IN WEST CANADA

\section*{Trail Disappoints, Lethbridge Produces;} Show Tells Need for Workingmen

 The King Bros. \& Cole Bros.' Cir ness here Monday (15), and a three quarter house for a Sunday (14) matinee-only schedule in Centralia
From Murrav, Ky., later, CoOwner Floyd King said that busi-
ness continued to range from light ness continued to range from light
to fairly good. He recalled that Beloit, Wis., played two days after Ringling, was one of the strongest
days of the season. King also reported that his son
Chester Arnold King, is in LouisChester Arnold King, is in Louisbrain operations in Toronto. The child, Mrs. King and their other
children are with Mrs. King's parents, the J. W. Karnans. The surgery was successful, he said.
King minimized the number of truck breakdowns on the show
pointing out that the outfit was pointing out that the outfit was
framed so that if one truck is deframed so thate usually are one or two other trucks carrying similar show property or stock on hand

\section*{Ringling Okapi \\ At Chicago Zoo \\ CHICAGO, Aug. 20.-The okap}


put on display at Brookfield Zoo
near here. Zoo director Robert
Bean was quoted as saying it was

\section*{esting animal since 1936, when th}
\[
\text { sting animal since } 193
\]

The okapi, bought in the Belgian Congo by McCormick Steele for
the circus and imported this spring


tine period than was anticipated with the circus.
Brookfield Zoo, Bean said, for an indefinite period.

\section*{South Good to Packs; St. Louis Rodeo Set}
\begin{tabular}{|c|c|}
\hline ROUGE, La., Aug. 20. & w \\
\hline Tom Packs Circus played a re- & ball park at Natche\% next year. \\
\hline ved Shrine date at Birmingham, & Also transferred from the winter \\
\hline a. (11-14), and drew good night & route was Baton Rouge and the \\
\hline siness plus a strong opening aft & show looked to win business equal \\
\hline & to or better than last year, when it \\
\hline ould repeat in 1956. This was & had \(\$ 40,000\) in the huge LSU \\
\hline first time Packs had been there & \\
\hline since 1948. & annual Firemen's Rodeo at St. \\
\hline In Natchez, Miss., the Packs & Louis, with Tom Packs in charge. \\
\hline v did three times the bus & The event will be a world's cham- \\
\hline did there last year. In 1954 the & pionship contest, and it will be \\
\hline and was part of the Packs winter & stocked and produced by Tommy \\
\hline our and came close to appearances & Steiner, of Austin, \\
\hline here by Ringling and King. This & Name attraction at the rodeo this \\
\hline time, as part of the summer tour, & year will be Smiley Burnette, who \\
\hline Natchez gave a total attendance of & appears in movie and TV West \\
\hline 10,000 for the two performances, & Show will be at \\
\hline with 6,500 of them adding up to & controlled Oakland Stadium \\
\hline overflow crowd in the rodeo & Louis. \\
\hline
\end{tabular}

\section*{WANTED}

Calliope Player, steam and air. Also Truck Mechanic; Charlie Scales and Curley Booth, answer. Wire or call collect, Erie, III.
B. C. DAVENPORT

TO THE DEBTORS
Johnnie Stevens

MAY STEVENS
Room 358, Santa Rosa Hospitas
San Antonio, Texas

\section*{5-PHONEMEN-5}

\section*{WANTED}

POLACK BROS.' CIRCUS
EL MAIDA SHRINE El Paso, Toxos, by Soptomber 5.
Phone: Pasco, Wash., 7871, or write

JACK DOUGHERTY


\section*{WANTED}

Banner Man for Elephant Ads for
Merchants' Free Circus. Also Agent Merchants' Free Circus. Also Agent
to ossist Hank Carlile in selling show
to Cha Agent for Bucket Outfit and Short Range Gallery. Can use Count Store. Wire or call
ERIE, IIL.
B. C. DAVENPORT

\section*{PHONEMEN \\ Three more axperienced people who can
stay sober and stand prosperity 60
days' work under strong auspices. Plenty
 RALPH W. SIIVENS PRODUCTIONS
BIB Howto
 \\ WANT BILLPOSTERS \\ Clyde Beatty Cireus \\ Francis Kitzman Winnipeg, Manitobas, Canada, on
August 24 and 25 , or \\ \begin{tabular}{|c|}
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\section*{K-M Succeeds With Ads \\ - Continued from page 82}
mercial tie-in walk-around.
Maurice Marmolejo works slack wire in the center ring. Then comes a concert announcement and an-
other clown bit. Five webs are other clown bit. Five webs are
worked by Beulah Shearer, Barbara Jane Miller, Ronna MeIntosh Sonja Lindemann, Grace McIntosh and Frankie Lou Woods, with the
latter staying on for a single traps latter staying on for a single traps
act. Single bulls work end rings, act. Single bunls work end rings,
with Sonja Lindemann and Flo McIntosh on hand. There is a clown Intosh on hand. There is a clown
boxing number and a tug-of-war between a tractor and an elephant, another tie-in.
Shirley Lindemann is featured in an aerial number climaxed with heel catches. Then Narfski brings around the track, a novelty unique with Kelly-Miller these days and one which may be expanded in the
future. Book pitch fills in a rig future. Book pitch fills in a rig ging break.
The Millerettes is a tight-wire act presented by Barbara Jane Miller and Ronna McIntosh, both
of whom are about nine years old. of whom are about nine years old
After a quick concert announce-

\section*{2-PHONEMEN-2}

FOR
polack bros.' circus WRITE
BILL KAY
ABBA SHRINE TEMPLE
P.O. BOX 4153 MOBILE, ALABAMA
HASAN SHRINE TEMPLEALBANY, GEORGIA OFFICE OPENS SEPT. 12.

\section*{King Bros.' Circus}

 \(=2\) kig Bros, cmacss Tenn. \({ }^{26 ;}\); Bristol, Va., 27, and Ashe-
ville, N. C., 28-29.

\section*{WANTED}

Contracting Agent capable of getting
top sponsors for telophone solicitation.
MANAGER
Clinton 3-7471 days only
Daytona Beach, Florida

\section*{2-PHONEMEN-2}

JACK KWIET
JACK KWIET
Polaek Bros. Cireus Shrine Circus office Phenix

\section*{PHONEMEN-NOW}

Office ready, Steubenvilite, Ohio, and
other spots. Usual pay every,
Phone 5699

\section*{2-PHONEMEN-2}

Official A.F.L.-Labor Board
TOPNOTCH MEN ONLY
Earn \(\$ 2300.00\) per week-Pay Daily.
EUGENE FAKR


\section*{FOUR PHONEMEN}

For eity approved Deat. Just startin,
here. Strong sponsor. Good Gappeat.
Only hish-class Men need apply.
GENTRY JACKSON

\section*{2 PHONEMEN}

Police and Firemen's Deals. Book and
Tickets, steady work. (No drunks.,
CALL 2-3781
ment, the wire display continues. with the McIntosh Troupe. This act is the show's high point talent wise, and the trio draws good ap-
plause for its well-presented work. plause for its well-presented work.
A clown number is followed by f four-ladder number. Then come five high school horses, with Flo
Iclntosh, Grace NcIntosh Bennie Mclntosh, Grace McIntoch, Bennie
Rossi. Shorty Shearer and Tomiy Bentley riding. Stilt walking is fea Bentley riding. Stilt walking is fea
tured in the next clown number Tommy Bentley brings out a sixTommy Bentley brings out a six
horse Liberty act, to which a pony is added, and this proves to bea strong number, showing more of the show's 34 head of horses and Wind-up is the main elephant number. Fred Logan keeps five bulls moving rapidly in the center ing. There is a trio at one end, and another trio is to be added. Nine elephants are on the track for a long-mount finale. The Oklahoma Shorty concert follows.
Harry Thomas continues as assistant to Richard O. Scatterday on the national ad accounts and banners as well as 24 -hour work. Syd Stevenson is circus auditor. Deacon and Dave McIntosh head up the key mechanical department. Mr and Mrs. Ira Watts rejoined th show here.

\section*{CIRCUSIANA MART A Makket Plate for COLLECTORS ITEMS . . Rare books, tithographs, and antique material and equipatent. \\ cincus proros in coior-mosrcand




 \\ 
 \\ WANTED}

\section*{STEAM CALLIOPE}

Complete, or whistles and keyboard only. Also Tangloy Colliope. Ca
wagon ornamental carvings.

Write Box 18 Wolfeboro, N. H
WILL BUY OLD CIRCUS WAGON SHOY


\section*{}

RATES \(\overline{ }\)
Regular Classified ads
set in usual want-ad style, one asazgraph, no display.
SC a word-Minimum \(\$ 3.00\) Cash with copy
Display Classified ads
larger type permitted and displayed to best advantage. No illustrations
I inch (14 agate
inch (14 agate lines) \(\$ 14.00\)
Cash with copy

Watch for
the next publication of
CIRCUSIANA MART
in the
SEPTEMBER 24 Issue
For more information on this monthly CIRCUS feature write CIRCUSIANA MART The Billboard


\section*{BAILEY BROS.-CRISTIANI CIRCUS}
an use right away good Promoters for Shrine and Grotto extended season. All winter's work. Jack Bishop, Elmer Yates, Ted Edlen, Bill Garrey, Bill Massey, Merle Johnson, get in touch with show immediately, as per route: Susanville, Calif., August 26-27; Lakeview, Ore., 29; Burns, Ore., 31; Salem, Ore., State Fair, September 3 through 10.
L. F. SHERMAN, ASSDCIATES

MANACERS FOR POLCAR AND HII "FUN WITT TTE MIND SHOW" AND OTHER
 3. officice. solfry plus percentege. Mhe knows booking, prometion, publicity. salary


> 5 - PHONEMEN
> Telephone Salesmen and Worm perienced Telephone Personalities. This is the newest offer in town-solling National Radio and TV Shows. \(\$ 50.00\) per week draw if qualified, plus com missions, plus bonus.
> APPLY: Suite 602, 705 Olive St., St. Louis, Mo. (Phone: CHestnut 1-6656)

\section*{PHONEMEN or WOMEN}

Program and Tickets. Best Sponsors. Deal just started, J. W. COLLINS - C. A. LUTZ

Phone CApitol 1-3635
Columbus, Ohio

\section*{WILD WEST PERFORMERS, SENSATIONAL HIGH ACT}

\section*{Contact LARRY SUNBROCK}


25 PHONEMEN-25 CREW MANAGERS

 Call Marge dawley
for town nearest you Youngstown, ohio, Riverside \({ }^{62656}\).
NO COLLECTS, DRUNKS, LIMBSTERS OR ADVANCES!

\section*{10-PHONEMEN-10}

Can place reliable Men or Women at
once. Office open, long season, good once. Office open, long season, good
towns and strong auspices. Also want Promoters to take charge of crews. Ulock Hagen, Lloyd Stolts, Harry Allen Sturkey \& Andre, let me hear from you.) No collects accepted.
WRIIE OR WIRE: LOUIS RINGOL
Bailey Bros.-Cristiani Circus
e/0 Lassen Hotel, Wichita, Kansas

\section*{3- PHONEDIVISN - 3 \\ NATIONALISTICE CAY BALL. DAYS. \\ HARRY F. KEHOE \\ Pay yours, I'll pay mine.}

\section*{WANT}

Experienced Advertising Salesmen.
Cood commission. No collect calls.
LINWOOD AVE., COLUMBUS, O.
Phone: FA 7274
PHONEMEN or WOMEN
New Deal just started,
BOB FEENEY
935 Cist Ave.
JU 8-3228-Jilver Spring, Md \(5-2070\)

Super Markets, Drive-Ins, Car Dealers, etc. . . . BEWAREI it will soon be time for the elephants
The MILIER \& WOODCOCK 3 PERFORMING PACHYDERMS
are open for engagements after Sept. 25 fairs for Barnes-Carruthers. Act can be
seen at Houston and Ft. Worth Shrine HOWARD SCHULII Or BILL WOODCOCK 203 N. Wabash Ave. \(\begin{aligned} & \text { Chicago 1, } 11 \mathrm{C} . \\ & \text { Phone: STATE 2-7418-19 }\end{aligned}\)

10-PHONEMEN-10


JERRY MARKS Phone 22-025s
Transportation repaid after you work
4 weeks and prove your ability.
No colloet Calls.

3-PHONEMEN-3
 D. GOODMAN

\section*{PROMOTERS and PHONEMEN}

Monareh Productions, Ine.

\section*{MERCHANDISE}






Fore sime our sevice rat civi be bent, call



TERRIFIC PIICH ITEM
TOWEES
Cenuine Viskon Extra Large.
Retails for \(\$ 1.00\). Cost 27 f. free workers
Send 50 for working samples.
Overnight delivery anywhere.
PALMER CO.


\section*{FREF - Frisco Spindle Wheel -FRE3}
\begin{tabular}{|c|}
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\hline
\end{tabular}

\section*{"GAS SHAVERS"

}

\section*{nMMWW}

48 assor ted color- 18 -inch Plastic
Pennants sewed on a tough heavy tape
100 tt. Iong ONLY \(\$ 4.00\) ea. Dopen
A \& A NOVELTY CO.


\section*{MERCHANDISE TOPICS}

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Packard Jewelry Company, Neww the red cap is removable. The tube York, announces a new enlarged end that has the red cap has two catalog consisting entirely of popu- quarter-inch slots, one on each lar priced costume jewery which
it has manufactured. There are 48 \(\begin{aligned} & \text { side, thru which the thread of } \\ & \text { threaded needle extends. In us }\end{aligned}\) pages in the book which contains
hundreds of illustrations of ear- Caddies are inserted into
as many spools as desired. When rings, scatter pins, necklace sets, a mending chore is completed, the bracelets, men's and women's rings, needle is inserted into the plastic lockets, children's jewerry, identi-
fication bracelets, cuff link sets and eliminating the possibility of
injured fingers. Retail price is two fication bracelets, cuff link sets and injured fingers. Retail price is two
watches. All items are available for for \(\$ 1\). Quantity prices are availimmediate delivery.

\section*{H. Stone, Inc., Boston, is again} offering its smartly styled and offering its smandsomely boxed six-piece watch jeweled, gold-plated watch with band, a pair of cuff links, a matchlar pin, all packed in a plush box.
In lots of four, the sets miv had for \(\$ 5.15\) each. A sample is
\(\$ 6\). Terms are 20 ner cent with order, balance c.o.d.
B. V. Palmer, of the Palmer Company, Detroit, reports steady sales of his firm's gemmine viskon
extra large towels. The item is
exceptionally good for pitchmen exceptionally good for pitchmen
because no matter how dirty you because no matter how dirty you
get this towel, it rinses clean in a few seconds in ordinary water,
creating an immediate desire in Mrs. Housewife. It's said to be good for dusting, too, becanse it
working samples.
Lored, Palatine,111., has come out with a new aid which solves many irksome sewing problems.
Needle Caddy, it is a small transparent plastic tube desigued to fit thru the center of a spool of
thread for the purpose of holding mird with order. The firm is now one or more needles, threaded or
unthreaded. The tube has two process of sending ont to
the trade its new catalog. Write caps, one red and one black. Only for your copy:

\section*{PIPES FOR PITCHMEN}

\section*{IN A RECENT JOTTING}
our old friend Ed Green observes, It seems that most of the old-time sheet men have completely retired.
However, I met my old friend Doc However, I met my old friend Doc
Dial in Rogersville, Tenn., a couple weeks ago and he seemed to be going strong. Also in the group
was Little Duck Oldham, Charlie Narron and Slim Wheeler. These boys are real paper men and work
in shifts of two hours for two men
and a new automobile furnished and a new automobile furnished
free. That shows that some of the free. That shows that some of the
boys retired too early. These boys are long riders, only work what
they think are the best spots. We
would all like to read pipes from would all like to read pipes from
Diamond Jim, Eddia Hodges, Senator Harvey, Garlo Norris, Rapph Kornegay,
Williams, Williams, Spud
Horace Brazille
Horace Brazille. Heavy Forkner
C. P. Jackson and dazene of others.

We might say that there are a
bunch of other people., in addition
to brother Green, who would like to hear f
tlemen.
ON THE BOARDWALK
in Atlantic City at Philadelphia Avenue there is a battery of alternating pitchmen who never fail
to enthuse their audience with to enthuse their audience with
displays of culinary skill. The five men at the booth are Sidncy Bern-
stein, Archie and Ruby Morris stein, Archie and Ruby Morris,
Jerry Collins and Stanley Wright who decided upon completion of who decided upon completion of
their military service to go into business together
Their first stand was across the street from the present location, street from James Salt Water Taffy
where the Jannex
and annex is today. Usual procedure the dave and meon wore et aning
with one man taking the off:duty with one man taking the off:uty shifts of the regulars. A steck boy
Kirk Sendler, keeps them supplied
as the merchandise divindles.
When September rolls around they move down to Florida, for the winter season.
MRS. ARVILLA S. BRAUN ....
reports that she has been working reports that she has been working ummer to foir takes. She also
iles a request for more pipes from
riends, and queries as to the riends, and queries as to the

A Sure Winner . . . The New OAK (4)

\author{
No. NMIOCS
}
- A GOOD JOINT WITH RED \& GREEN STRIPES OVER WHITE \& YELLOW. - available S-T-R-E-T-C-H-E-D
FOR BIGGER VALUE AT THE HANDOUT. - BIGGER, TOUGHER,
BRIGHTER COLORS. - WORKERS


Th OAK RUBEER Co


Levin's Catalog Ready Write Today for Catalog 354 CC 45 Dart Balloons, Long Necks, 10 gr . for ......... Ball Rack Baseballs. Doz.....
Oak's Sag Balloons, Strelched, Oak's Sag Be
All sites
MA1 OSAG Mobbies \& Spirals.
\(\# 8120\) Worker for MA10. Es. 30 in. Panda, Black \(\&\) White. Doi \(30 \mathrm{in}\). Assi, Color Bears. Dos. .
\(\# 802\) 15 in. Asst. \#802 15 in. Asss. Coior Bears
Doz. \(\ldots \ldots \ldots \ldots \ldots \ldots\) Straw corp wiht
\#208 whit
Dot.
\$4248 \(71 / 2\) in. Weighted Dar!,
Red and Black. Dol.
\#126V6 \(61 / 2 \mathrm{in}\). Metal Gold
Horse. DoL
\#25A908 Love Thermometer,
B.o.s. of 6 doz. for
\(\$ 6.50\)
2.40
orking colors for Pbil Kraft in
DAVE ROSE

veryone for the many letters of
Keep the cardy and letters going
to LaFonda Motel, Route 6, Box
WE WANT TO THANK.
Prof. Jack Scharding, the noted star gazer, for sending us the ouvenir edition of the Long
Beach, Calif., Independent Press
Telegram which was published in ing of Disneyland.

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WISCONSIN DELUXE CO. Milwaukee 12, Wisconsin




SPECIAL!
5.PC. HOUSEHOLD

U-DO-IT
* KIT" *
trowel
PUTTY KNIFE
SCRAPER SET
 Packeon 1 Set in Display Box,
WEICHT: \(1 / 9\) Pounds Per Set. A \(\$ 3.95\) VALUE!

\(\$ 9.00\)
\(25 \%\) Deposit, Batance C.O.D.
SEND FOR FREE WHOLESALE
CUTTLER \& GOMPANY, INC. TREMENDOUS PROFITS


KIPP BROTHERS'
1955 Carnival Catalog
\(\qquad\)

rated wholesalers, write for samples
RAIED WHOLESALERS, WRITE FOR SAMPLES
PROVIDENCE RING CO.
 Worlas sproducts (o.,Depi.8.G.Spencer, Ind

\section*{CHINA GIFTS}


Springfield Big
- Continued from page 70
corresponding three nights in the past five years, Boyd said. The
icer, which is the property of Hunticer, which is the property of Hunt-
McCafferty Productions, HollyMcCafferty Productions, Holly-
wood, was booked in by the Boyle wood, was booked in by the
Woolfolk Agency, Chicago. Vooltolk Ageney, Chicago.
Other big grandstand were turned in Sunday (14) by big car auto races, which had them standing up in the infield, and stock these programs were staged by these programs
Frank Winkley.
Earl Newberry's Tournament of Thrills accounted for turnouts the first two nights of that fair that
approximated those of last year approximated those of last year
Another thrill show, Aut Swenson's Another thrill show, Aut Swenson'
Thrillcade, was in closing night, Thrillcade, was in closing
with a good crowd indicated
heavy advance ticket sale.
Other grandstand attractions included horse-pulling opening day
afternoon, running horse races three afternoons and a horse show the closing afternoon.
The Metropolitan Shows, in for
he first time, provided the midway the first time, provided the midway
attractions. BUY DIRETT-SAVE! 16" LAZY
BABIES 5 \({ }^{5} 6\). 0 * 12" HIGH GRADE PLUSH BEAR \begin{tabular}{|l|}
\hline FOB N.Y.C.. 25\% ODeposit, C.O.D. \\
if not rated, FRE E22-pg. catialo. \\
\hline
\end{tabular}

- hovelites at deep cut prices
 Hurricane Lamps
Aluminum Toab
Flash Life, 2 all
 dPrani.j3:

\section*{FOR SALE}

Oorgeous all-metal, welded Pitch Trailer
Can be used for eether high or low pitch
Perfect for jam, eadgets madine Perfect for lam, gadgets, medicine.
shampoo. auction or what-have--ou
Has dual wheels, electric brakes and is
Cost \(\$ 2000\) to build-used one week
Will take first siono cash. Reason to
Cost \(\$ 2000\) to build-used one week
Will take first sioo cash. Reason for
selling-retired from pitch business.

EOB BEAUDRT
1218 5. 87th St. Milwaukee


THE FANTICH BROTHERS ARE PASTHASTERS IN AHOUNIVE THE AUCTION TRADESIATS WHV THEYRE HE LAAGEST SUPPLIEPS OEAUCTION MERGHINOSE

\section*{COPPER MAID TOASTER}


\section*{SELLS ON SIGHT}

New yreamlited Copper Maid automatic
pop.up tooster. Nationally famous manu. tacturer. oleaming triple-chroume manu. finish with rich copper trim. U.L. approved. surantree. colorod individual box. Limited

Sample, \(\$ 8.00\) - 6 or more, \(\$ 7.50\) - Retail, \(\$ 24.95\) KLEER VINYL TRANSPARENT GARDEN HOSE Factory closeout. Below cost
Hottest deal in America. 50 - foot Iength of the tinest kieer vinyin
transparent Earden hose brass intings, io-year guarantee on every


Sample, \(\$ 3.50\) - 50 or more, \(\$ 3.00\) - Retail, \(\$ 6.95\) ATLANTIC PLASTIC GARDEN HOSE



WE SERVICE AUCTIONEERS, WACON JOBBERS, HOUSE:TD.HOUSE TRADE, CANVASERS, SCHEMETRADE AND PREMIUM SALES :!

\section*{THEY'RE TERRIFIC}

\section*{At These Low}

\section*{Promotional Prices!}


\section*{CONCESSIONERS! HUSTLERS! MAKE MONEY!}

Next Time It Rains Sell \(\$ 1.00\)
Our Emergency Raincoat \(\$ \mathbf{o r}\) Our Emergency Raincoat \(\mathbf{\$ 2 . 0 0}\)
for ........................ Cost to you is only \(\$ 12.00\) per 100 min . Our Special Purchase-Your Gain \(\$ 44.00\) for 400
Insure Yourself Against Rain, \(\$ 100.00\) for 1,000 Covers entire body including a transparent
\(\mathbf{2 5} \%\) deposit with order, balance C.O.D

\section*{ther}
 COVER AiL RAINGOATS
 : Sume Warmer - All Purpose Food
Warmer
\(\$ 8.50\) Each - 3 or more, \(\$ 8.00\) Each HARRIS NOVELTY CO.



\section*{5}

Try Our "BAKER'S DOZEN" Jar Deal

GLOBE MFG. Cob.

\section*{To Order Classified or Dislay-Classified Ads USE THIS HANOY FORM HOW}


\section*{CLASSIFIED SECTION}

\section*{A Market Place for Buyers and Sellers} ADVERTISING RATES
REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS
Set in usual want-ad styie, one in regular 5 pt . caps.
RATE: 15c a word-Minimum \$3
CASH WITH ORDER
CASH WITH ORDER
FORMS CLOSE THURSDAY NOON FOR FOLLOWINC WEEK'S ISSUE
\begin{tabular}{l} 
Send all Orders and Corre \\
\hline \hline
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\section*{} Re

\section*{}

\section*{}


\section*{COIN MACHINES}

\title{
Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks
}

\author{
Operators Add Installations to Offset Decline, Boost Volume Sales
}


\section*{outing Attorney and the Police De
partment by the UMO, and it} expected that a warrant for larceny
by trick on owner will be issued.
New Ops, New Loans rant owner in question operates a
small place which has been open about two months. He secured a
\(\$ 500\) loan from the juke box operafor at his location, and, after about erator's juke box in favor of another erator also granting the location Further check into the situation had added to his finances by a secigarette machine operators, adding


\section*{'Op-Distrib Finance Strong'-NCMDA Head}
\(|\)\begin{tabular}{c} 
In the South, colfee sales in \\
some areas held to the normal \\
deecline of 30 per cent, while in \\
othrers sales fell off as high as 50 \\
to 60 per cent. \\
(Continued on page 982 )
\end{tabular}

\section*{Pool Sites Plus \$ To Dairy Operators}

\section*{CHICACO, Aug. 20. - Thirty-
Fenders, those in school locations
at} plus 11,250 dime cartons of milkThat's \(\$ 4,125\) it. gross plus vend
ing sales open to alert dairy proc
uct machine operators in just on
specialized summertime location. The spot, America's moden pub-
ic swimming holes-about 4,500 in
number-scattered across the nation.
Included in this expanding grow ing plus market for dairy items in
the extra sales of cup soft drinks Midwest operators are finding
the volume of sales and the normal commission rate make it profitable to channel equip
Use "Idle" Venders
 sites, swimmin:g pool location com-
mission is in line with industrial and 15 -cent jtems are taboo. One midwest veuder took advan

\section*{Connie Blast Hits Eastern Business}
\(\qquad\)



A new city ordinance, which ex-
 midnight to \(1: 30\), will go into effect here on August 30 .
Members of the Kansas Cits Dembers of the Kansas City
Coin Operisors'Association met
with the Restaurant and Drink Dispensers' Association Tuesday (16) to hear Fred Jchnson. head of the
city's liquor control division, discuss his department's policy toward
the new ordinance. Johnson said the new ordinance. Johnson said
that strict enforcement of the new law was promised but that it would
be administered with good judgment and
\(\qquad\) chine business. They claim that late moviegoers, along with regu-
lar evening location customers. will P

\section*{SWEDISH FAIR OPENS AUG. 27}

Ang. 20.-The St. Erik's In-
ernatiomal Fuir, opening here clude exhibits of manufacturers from at least 30 countries, Was annomenced this week Offichis said that the coin aid veuding equipment-was
The fair will rum for two
\(\qquad\)
roc mider the cyes of poorl's lockerand service persomel, easily acces-
hokerang down servicing costs. Onewas filling the ice cream vendertarting his romids, and then re-
filling it on his return to theoffice.
Mill
Few Operating Problems
ending matchines in semi-protecte

Ore City Ven
Proposed Pin Vote
PORTLAND. Ore., Aug. 20.--
The Portland city council refused

\section*{Beanie Offer \\ Boosts Sales, Eppy Reports}

Plans Nationwide Program; New Plant Going Up
Sam Enica, N. Y., Ang. 20.Sam Eppy, president of the charm
mannfucturings firm
bearing
his name, suid the firm's attecupt to
tie in charm (euding with pre-
mium offers minm offers appears sticcesssml in return for six Ebballs-mare of
 is a recullar. Eppyb siats the beanne effect arweek, and Eppoy disclosed in that 115 responses had arrivel in
the first four daus. Operaturs are provided with stickers descrihing位 laped on the untside.
\(\qquad\)
\(\qquad\) cut, ,ut Eppy hopes to have na-
tional distribution hy the cud of Meanwhile, Hurricane Comie slowed up progress on the new
30,000 -sguare-foot plant heing built next to the existing building.
Five Firms to Install Valcor

\section*{Mfrs. Eye New Trend To Coin Pool Games}


THE BILLBOARD INDEX
Advertised Used Coin Machine Prices


\section*{Eppy Reports}

\section*{- Continued from page 90}

However, it is expected to be ready ior occupancy by October.
Work began early last month, and the footings are in. The allbrick building will be nearly three times the size of the current plant. The existing plant will be used for offices and charm assembly. The enti
ditioned.

Production Work
All production work is set for the new plant-including injection nolding, vacuum plating, tool and
die work, maintenance, repair and plastics printing.
plastics printing.
According to
process which the firm will only process which the firm will not perform in its own plant will be for the new plant will run about for
\(\$ 225,000\), with another \(\$ 275,000\) going for new machinery
Prime production will be 24 hours a day, six days a week. The labor force will be increased from 100 to 150 . Eppy said the new plant will have a daily capacity of a million charms on vacuum plating, and two million on molding.

Speed, Control
Main advantages in the new set-up, according to Eppy, is that the firm will not have to depend on sub-contractors, and speed and quality control will be enhanced. The entire plant will be air-con-
ditioned.
George Eppy will be in charge Eppy, and a design engineer and a plant superintendent, both currently employed in the plastic industry.
Eppy said that tho the new plant will produce other plastic items, the major portion of pro-
duction will be charms for the vending industry.


DISTRIBUTING, INC
YOU'VE NEVER SEEN you've never seen
\begin{tabular}{|c|c|}
\hline PALM SPRINGS & \$225.00 \\
\hline DUDE RAMCH & 215.00 \\
\hline BEACH CIUB & 175.00 \\
\hline & 225.00 \\
\hline
\end{tabular}

Cleanest games you've ever seen Ben Mackie ask Hort Horld Hoftman.
Terms: \(1 / 3\) down, balance Sight Dratt. 3726 Kessen Ave., Cincinnafi 11, 0.

Phone: MOntana 1-5004

\section*{ATTENTION:}
1. Mlininis and lowa Operators!
We're Delivering Gottieb's 2-PLAYER
TOURNAMENT
NATIONAL
Reconditioned Values 5-balls


\section*{NATIONAL}

Coin Machine Exehange


\section*{Salts Results-}

THE BILBBOARD!

\section*{COINMEN YOU KNOW}

\section*{Chicago}

NAMA EXECS MEET AT MORRISON. Attending the National Automatic Merchandising Association executive committee meeting at the Morrison Hotel here recently were I. H. Houston, chairman, Rowe Spacarb, Inc., Stamford, Conn.: John T. Pierson, first vice-president president, Automatic Merchandising Company, Chicago; Thomas E Donahue, treasurer, National Vendors, Inc., St. Louis; Louis Risman, Mystic Automatic Sales Company, Medford, Mass.; Herb A. Geiger Geiger Automatic Sales Company, Milwaukee, and NAMA staff members, C. S. Darling, executive director; O. G. Leach, director of public relations, and F. E. Kuhrt, budget director.

Ralph Sheffield, Genco Manufacturing \& Sales Company, recently back from a short vacation, headed right off on a sales trip to Michigan.
. Sam Gensburg and Sam Wolberg, Chicago Coin Machine Company heads, are both home and at work at the Chicago headquarters Sheidon Spira back from a sales trip up North, and Mort Levinson and Ron Schwartz making the rounds thru Wisconsin.

Lew (Colonel) Lewis, Merit Industries, has been spending the weekends in the country. "No time for a real vacation," says Lew. Alvin Gottlieb and Nate Gottlieb, D. Cottlieb \& Company, are planIrving B Beptember 9 trip to Baltimore. They expect to visit with rving Blumenfeld, General Vending Sales Corporation, there. . . . Art
Weinand, Williams Manufacturing Company Weinand, Williams Manufacturing Company, says sales of Williams and Frank Mencuri, Exhibit Supply, are getting ready to break out with and Frank Mencuri, Exhibit Supply, are getting re
full production on a brand new coin game soon.

Visiting at United Manufacturing Company during the week were Al Schlesinger, managing director of the National Coin Machine Distributors' Association; Sam Solomons, owner of University Coin Ma-
chine Exchange, Columbus, O., and Joc Robbins, Empire Coin Machine chine Exchange, Columbus, O., and Joc Robbins, Empire Coin Machine
Exchange sales manager. Solomons says his 14-year-old daughter Barbara, has become an expert with the rod and reel. Sam recently tore the stern out of his 18 -foot boat, but has it back in shape now ... Well tanned and relaxed, Jack Patten, head of the coffee saies divi-
sion of Mills Industries, returned to hi. desk after a three weel, vacation sion of Mills Industries, returned to hi. desk after a three weel, vacation
at Portage Lake, Mich. Jack and his wife, Mildred, spent most of at Portage Lake, Mich. Jack and his
their time in their Century speed boat.

\section*{New York}

SLEEPY STREET. Tenth Avenue was nearly deserted this week, as the distributors operated with reduced staffs due to vaeations and operators were wheadquarters will be ready for an official opening this fall. Operations have been going on there for a month, and workmen are putting on the interior fimishing touches.

At Local 1776, Barney Schlang has returned from his up-State New York vacation, and Harold Henry leaves for a trip down South At Seacoast Distributors, Charlie Reissner has returned from his Jersey
Shore vacation, while Bob Slifer came back from a Southern and Midwestern trip.

Abe Lipsky, Young Distributing Company, reports that export business to Europe on used Wurlitzers has picked up briskly. John Mcllheny was in from t
Lipsky and Joe Young.

Nat Cohen, C\&O Vending, visited Barney Sugerman at Runyon Sales this week to buy new AMIs for his route. Morris Rood, Runyon,
is vacationing in Florida. Bernie Boorstein Leslie Distributors, is vacationing in Florida. Bernie Boorstein
record sales are holding up well this summer.

\section*{Detroit}

By HAL REVES
FORMS NEW PARTNERSHII. Irving B. Ackerman, who has been counsel for a number of coin machine associations, and was at one
time active in the business himself as head of Detroit Tradio Company has formed a new law partnership with Joseph A. Cassese and Irving H. Small, holding open house Friday for his friends to mark the open ing of new offices on the third floor of the Guardian Building. from Henry Ford Hospital and is now convalescing at home, making occasional visits to his office.

Sonny Sears, office secretary for the United Music Operators back from a vacation spent with her son at a cottage at Walled Lake.

Edward L. Carlson, past president of the UMO and head o Carlson Music Company, has retumed from several months at Miami,
where he has been building a new home. . . Tony Siracuse, of Circle where he has been building a new home. . . . Tony Siracuse, of Circle
Music Company, is vacationing en the private island owned by the Music Company, is vacationing on the private istand owned by the
Siracuse family near Sault Ste. Marie. . Lou Fisher, of the Fishe Music Company, has returned from a vacation. . . . Lou Nemesh, Music Systems, Inc., is opening a new building here about the middle of September.

\section*{Miami}

\section*{By RaOUL SHAPIRO}

COLlections Up At beach. There is good news from most of the coinmen who operate both gumes and mussic at Miami Reach. reflect the huge crowds. \(\ldots\). Joe Mangone just had a series of operations, and tho he is able to get about now, he looks like he had been a pretty sick boy. The only good feature about his illness is that he
lost about 40 pounds. which made him happy.. Eli Ross, Ross Dis lost about 40 pounds, which made him happy. . . Eli Ross, Ross Dis tributing Company, is another one who lost more than 30 pound,
Eli has been on a strict diet, and is moaning over the fact that he hasn Eli has been on a strict diet,
had a real meal in weeks.

Met Benny Fordham, of Benny's Music Company, at Budisco. Bemy has been a pretty sick boy for the past few months, but say equipment was Oscar Garcia. Osear says dime play has held collections up for him way above expectations. . ... Back from vacations this B\&B Vending. Willie was up in New York's Catskill Mountains,
wher where he taught the other guests how to play Gin. Bobby spent hi
time fishing down in the Keys. Now that Blatt is back, his partner time fishing down in the Keys. Now that Blatt is back, his partne
(Continued on page 93)
\begin{tabular}{|c|c|}
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Price Index \\
- Continued from page 91
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What Exhibit Has We Have
New York, New Jersey and Conn. Operators
COME IN AND SEE US TODAY - RISEMDTVIJS

577 Tenth Ave. 10142 nd 51.1 43 YEARS SERVICE • EST. 1912

\section*{SEE the great} K.


AT YOUR DISTRIBUTOR INTERNATIONAL MUTOSCOPE CORPORATION Long island city 1 , Hew Yort

SAM SOLOMON'S SPECLALS! 15
Varietys . . \(\$ 415.00\)
UNIVERSITY COIN MACHINE EXCHANGE Columburs 8 , ohi
nster
4.3529

\section*{SALES AGENTS WANTED!}

Experience preferred but not essential to handle expanding line of COINOPERATED and "HOME RECREATION ROOM" AMUSEMENT

\section*{FISCHER SALES AND MANUFACTURING CO.}

GIVE TO DAMON RUNYON CANCER FUND

\section*{UMO Hits Aid - Continued from page 90} up to \(\$ 1,100\), bringing the total loans secured from
Small estinated the location owner's interest in fixtures at the restaurant at about \(\$ 500\), indicating, he suggested, that the man had opened the spot to make possi-
ble these advances from operators
ble these advances from operators.
The granting of loans for any purpose by operators to locations is strictly contrary to the UMO code of ethics, Small pointed out. \(\star \star\) NEW SENSATIONAL FILMS \(\star \star\) for Panorams! * WE OOT SO NEW SUBJECT
EVERY MONTH:
TRIUNPH PRODUCTIONS, INC. 7713 Santa Monice Blva.
Los Angeles 46, Calif.

COBRA CARTRIDGES
沊 tietronic wovernis

\section*{Assorted} KIDPIE RUDES FOR SALE Cheapest in the Country
\(\mathbf{\$ 2 5 . 0 0}\) up
SEND FOR LIST TODAY DAVID i OSBN



BIINOO SPECIALS
42 Att Condition
42 Atlantic Cities
35
Coney Islands 35 Coney Islands
20 Bright Lites 20 Bright Litan
15
400 's 15
Write or * \(\star\) ڤ

WAMT TO BUY FOR CASH
Frolics, Voriaties, Bigs Times, ABC,
5 Stor, Holiday, Hollywood Call (ASCME) BE 5-6770
ALL STATE COIN
MACHINE EXCHANGE 217 North Western Av
Chicago 47, Illinois


\section*{COINMEN YOU KNOW}
- Continued from page 92

Lucky Sklonick, is readying himself for his well-earned vacation probably next week.

Bob Norman, Miami Branch manager of Southern Phonograph Distributing Company, says business is good, and should get better as soon as the many school locations reopen right after Labor Day. Bob reports his bookkeeper, Jo Ann, is away on vacation for a
couple of weeks, but is very fortunate in having his lovely daughter, Arlene (Mrs. Massey to you guys), take over. . . . Dave Friedman, of American Operating Company, sure is a proud guy these days, Seems his son, Larry, was oppointed to serve as deputy on the Uni-
versity of Miami Honor Court.

Ted Bush, Bush Distributing Company, was out sailfishing this past weekend, and had a most peculiar experience. Ted got a strike, and at the same time, one of his companions got a strike too. Both
started to reel in, each thinking he had a fish, and both were right. But they both had the same fish. . . . Steve Brookmire is walking around with a dazed look on his face. Seems Steve is taking on a line of phonograph players in conjunction with his Mercury Records, and was so excited over the beautiful line, he just bought and bought and
bought. Now he is hoping his costumers will be as enthusiastic as he was. With Jean Powers, his Girl Monday, Tuesday, Wednesday, etc., on the job, half the battle is won.

\section*{Milwaukee}

By benn ollman
LAKE RESORT TRADE TOPS. According to those coin machine firms whose routes stretch out to the nearby iake resort areas, this summer's action is the best in recent years. Walter Harloff, whose
Love Amusement Company covers a healthy number of country spots Love Amusement Company covers a healthy number of country spots
in a 40 -mile radius of Milwaukee reports cash box receipts holding in a 40 -mile radius of Milwaukee, reports cash box receipts holding
up nicely. "The lake spots help fill in a lot of the slack experienced up nicely. "The lake spots help fill in a lot of the slack experienced
in the city locations during the summer," says Harloff. . . Don Thom, in the city locations during the summer," says Harloff. . . . Don Thom,
who headed up the Decca Records office here for a number of years who headed up the Decca Records office here for a number of years
before leaving that post several months back, has returned to the record before leaving that post several months back, has returned to the record
business. Kit new job is with Major Distributors, selling Mercury Records in the northern part of the State.

Ken Kulow, who, along with Doug Opitz own and operate the Avenue Arcade, is keenly enthused over the way the traffic has been holding up this summer. Recent remodeling work at the. Avenue Arcade now enables them to handle efficiently the growing crowds of people searching the downtown area for means of recreation, espe-
cially during the weekends. . . In town buying records for their juke cially during the weekends.... In town buying records for their juke
box locations were Emil Pfister, of Sheboygan; Mrs. Wilbur Sawyer, box locations were Emil Pfister, of Sheboygan; Mrs. Wilbur Sawyer,
East Troy; Art Vaillancourt, Racine, and Herb Wagner, South Milwaukee.

Les Reder, of L. R. Distributing Company, reports that his top juke box record at present is the Georgia Gibbs version of "I Want You to Be My Baby." I bought 50 copies for my route as soon as 1
heard it," says Reder. Carl Staska L. R. Distributing Company man, is heading up north this week for a fishing vacation. Edward Billyard, another L. R. Distributing Company routeman, signed the purchase papers for his new home this week.

\section*{Cleveland}
hit vacation trails. Milt Cousin, of the Gem Music Company, took wife and family on a driving trip of the Ohio area-Milt is recovering from a severe ulcer attack and thus is takiag his vacation covering from a severe uler attack Lief, of Lief Music Distributing Company, and wife
easy. . Amold vacationed early in August in Canada.

Joe Fontana, chief of the Vending Machine Service Employees Local 410 here, is holidaying, and all union meetings are canceled until September. . . The Phonograph Merchants' Association, too, is slowing down during the off-time season: Meetings are every other week instead of the customary weekly sessions at the Hollenden Hotel
headquarters. . . Laddie Miklovic and wife vacationed last week on headduarters. Michigan.
breezy Lake Michan
At Indianapolis, Mrs. Loli Berman, of Sicking. Inc., coin machine jobbers, is leaving for Los Angeles on a three-week vacation. Her son, Marvin, will accompany her on the trip. Mrs. Berman will visit her brother, Jack Simon, of Simon Distributing Company, in Los An-
geles. Upon return from vacation. Marvin will enter Butler University. heres. Upor return from vacation. Marvin will enter Butler University.
gil Calderon, Calderon Distribtuing Company, celebrated his birthday August 11. Calderon's mother, Mrs. Fina Calderon, is recov-
(.). Colder ering in the hospital after suffering a double fracture of her right arm. Al and family will leave on an extended three-week vacation this week. They expect to see Harold Lieberman in Minneapolis and possibly
go as far as Mexico City, Mexico. go as far as Mexico City, Mexico.

At Columbus, O., Sam Solomons, University Coin Machine Exby Jerry Bremner, Empire Coin Machine Exchange, Chicago. The two caught over 400 bass and pickerel. During Sam's vacation, Theresa (No Shoes) Burgess was handling all of the office routine at University. .. Dale Furgeson, of Furgeson Music, a music operator in Columbus,
returned from a Florida vacation full of pep and vigor.. . Mike Charie, returned from a Florida vacation full of pep and vigor.... Mike Charie,
head of Capitol Pla Mor, Columbus, just returned from a two-week head of Capitol Pla Mor, Columbus, just returned from a two-week
Canadian vacation. . . Mrs. Rosie Noll Bennett, of Toledo Coin MaCanadian vacation. ... Mrs. Rosie Noll Bennett, of Toledo Coin Ma-
chine Exchange, is back at work after attending her sister's funeral hine Exchange, is back at work after attending her sister's funeral.
. . Roy Monroe, of Monroe Coin Machine Exchange, Cleveland, is expected back from vacation.

\section*{Twin Cities}

By JACK WEINBERG
buys game, JUKe route. Fred Fixel, of Pembina, N. D., has bought out the 60 -piece music and games route operated by Don English, of Thief River Falls, Minn. Fixel already operates his own
route. English reportedly will enter another type of business. .. Sid route. English reportedly will enter another type of business. .i. Sia
Levin, of Lieberman Music Company, Minneapolis jobbers, is back on the job after a one-week layoff due to a strep throat, which had his doctor worried for fear of polio.

Claire Rodie, secretary at Sandler Distributing Company, is on a well-earned one-week vacation, visiting relatives in Spooner, Wis. \(\therefore\) Francis Befera, of Delmo Novelty Company, Hibbing, played ho Twin City Novelty Company, at a fishing jaunt to International Falls Minn., with reports from all concerned that the fish really did bite.

Louis (Moose) Atkins, of United Machines Company, Minneapolis married off his daughter, Judy, 18, Sunday (14) to Harold Rivkin, als


\section*{Tondos coli maciine MNMOL exchance, he. \\ }
\begin{tabular}{|c|c|c|}
\hline  &  & soak \({ }^{\text {mat }}\) \\
\hline specials & \%-m & KIDDIE RIDES \\
\hline 5 buite car &  & -100\% \\
\hline \({ }^{2} 0\) Summins & \({ }^{\text {and }}\) & \\
\hline  &  & mantine \\
\hline
\end{tabular}


WRITE-WIRE-PHONE (Collect) 298 Lincoln St. Allston 34, Mass. Algonquin 44040

\section*{ROUTE MANAGER}

Large Eastern operating company, affiliated with leading distributing organization and operating music and games over a wide area, is looking for a man with background experience and ability to co-ordinate, manage and supervise entire operation. Must be executive type, able to meet and handle locations, supervise employees and make the operation show a profit. If you san meet our requirements, we offer outstanding opportunity with real future and compensation based on results. All replies in strictest confidence. Our employees know of this ad. Will arrange interview in your city or pay expenses to come to our office.

\section*{BOX D-135}
c/o THE BILLBOARD CINCINNATI 22, OHIO

EXHIBIT SUPPLY:

\section*{WOW:}

YDU SURE
HAVE IT

\section*{BILL MILLER}

\section*{IT COULD HAVE BEEN WORSE} Connie Hits Eastern Seaboard, Weekend Coin Takes Suffer
- Continued from page 90
off for the mountains or the beaches |travel. So people went around the Juke box, game and cigarette stops Friday night decided they weren't going anywhere over the
Even inland, where Connie murky weather put the damper

\section*{Appoint Roth \\ Pa. Distrib At Wurlitzer}

NORTH TONAWANDA, N. Y., Aug. 20.-The Rudolph Wurlizer Company announced this week the
appointment of Roth Novelty Comappointment of Roth Novelty Com-
pany, 54 North Pennsylvania Avepany, 54 North Pennsylvania Ave-
nue, Wilkes-Barre, Pa., as its disnue, Wur es-Barre, 10 a., ar itheastern
tributor zovering 10 . Pennsylvania counties.
The firm's territory includes Carbon, Col Luzerne, Monroe, Montour, Pike ing counties.
ing counties.
Max Roth and his son, Marvin head the firm, with Hans Linde mann, sales manager, and Joe managers.
Roth, who has been in the distributing end of the business for over 20 years, extended an open invitation to all operators in the territory to visit the firm's newly decorated offices. travel. So people went around the
cormer to the friendly tavern,
hoisted a few and playec the mu-
sic and games.
Vending operators weren't af-
fected much by the storm. Few
plants are open weekends now, and
the heaviest force of the storm was
felt Friday night, Saturday and Sunday.
However, operators of cup drink, gum and candy equipment on the Queens line of the Independent
subway were really hurting. Most of Saturday and Sunday nearly 10 miles of track were inundated, and regular servi

The Ulooded Roads
The Union Turnpike in heavily populated Queens was a river over
the weekend, and many roads in suburban Nassau County were impassible as late as Monday (15).

\section*{Union Pickets}

Bar Refusing Juke Box Pact MIDDLETOWN, N. Y., Aug
20.-Local 228 of the Coin Machine Employzes' Union is picketing a tavern owned by Edward
Kanan in this Catskill Mountain esort town.
The union is seeking \(\$ 30\) a Kanth for servicing the box which refused to refused to sign the pact, charging
 One type of coin operation racked up record sales during the Long Island's North Shore did a bigger business than over the New Year weekend.
With power off in many homes
householders were lined up all day to buy cubes to keep the grocerie

MUSIC TO THEIR EARS

\section*{Copyr't Plans to Key} MOA Execs Aug. 25

OAKLAND, Calif., Aug. 20-A three-man executive committee of will meet at MOA's headquarters here Thursday and begin outlining a 12 -month program to combat legislation aimed at removing the
juke box exemption from the 1909 juke box exempti
Copyright Act.

CANADA'S 5c COIN CAUSES JUKE PROBLEM BOSTON, Aug. 20.-An influx of Canadian visitors here
in the Metropolitan area has in the Metropolitan area has music machine operators still music machine operator
working on 5 -cent play.
The problem stems from Canadian nickels. The coins from over the border have been pushed into juke boxes
with the result that the machines have been jamming.
In an effort to reduce the problem, some operators have placed signs on their machine Canadian nickels."

Members of the committee are
George A. Miller, president and general business manager; Harry Snodgrass, secretary, and Martin Britz, treasurer.
Certain to play a big part in the discussions is National Juke Box Music, a third performance rights society, headed by Barney Young and sponsored by MOA. NJBM this week (sce separate story).
The program outlined at nex Thursday's meeting will be presented to the entire MOA execuber in Chicago. If adopted at that ber in Chicago. If adopted at that
time it will probably head the list of key events at the next MOA convention.
In addition to copyright, the three-man group will also air the juke box advertising program,
which calls for commercial records to be played automatically on juke boxes; the progress of MOA's individual membership drive, and its accident, health
surance program.
he planned to call a similar meeting four times
year.
Also on the agenda for discus offices in Chicago and New York

\section*{MUSIC THIS WEEK}

\footnotetext{
Among the stories of general interest to the coin machine The Billboard are:

JERRY BLAINE NEGOTIATING SALE OF Jubilee Records. Will concentrate on his distributing business and expand it.

AP-PAR LABEL SETS 50 per cent of its distributors. Diskery still shooting for early September debut of its Mickey louse r

FORMATION OF RECORD AUTOMAT, INC., is completed. Firm unveils a record vending machine designed to hold 20 disks. Testing in additional areas scheduled.
Honor Roll of Bits and omber operator charts.
}

\section*{Jukes Provide Canada Investors Top Return}

TORONTO, Aug. 20 .-The juke box business has provided a sound
investment to three firms set up investment to three firms set up
here for the specific purpose of here for the specific
operating music routes.
operating music routes. fessional men who call themselve Orpheus, have
of 60 pieces.
Altho they do none of the route work themselves, taking the effort
only to hold monthly dinner meet only to hold monthly dinner meet
ings, the group has enlarged thei ings, the group has enlarged
route from 20 machines to present size in less than two years.
The group, attracted to the music field by Reg Gilchrist, disin Canada, includes four doctors five lawyers and two busines Gilchrist that they had unlimited finances to put into the business
Nebraska Ops Sked Diarterly Meet Sept. 10
OMAHA, Aug. 20.-The Nebras ka Automatic Phonograph Operafall quarterly meeting on September \(10-11\) at the Yancy Hotel in Grand Island, Howard N. Ellis, secretaryIsland, Howard N. Elis, secretary
treasurer, announced this week.
A board of directors meeting will be held on Saturday (10), with ded for Sunday. Mack McKee, of Grand Island, will host the event Lieberman Music Company, AMI distributor, will donate a juke box to a worthy local organization durto a w
ing the
quet.
Ellis said that a concerted effort was being made to provide enter-
tainment for the wives who will tainment for the
attend the event.
Bob Maxwell, WWJ, Emsees UMO Dance DETROIT, Aug. 20.-Bob Maxwell, WWJ disk jockey, took over Record Hop at Veterans' Memorial Record Hop at Veterans Memorial tists Pattie Jerome, of Coral
Records, Don Smith, Emperical, Records, Don Smith, Emperical,
and the Swans, Fortune, also on hand to add to the festivities.
Nearly 1,500 teen-agers are drawn weekly to the dances spon-
sored by the United Music Operators of Michigan
The weekly three-way radio station salute to the event was aired to the crowd over the public address system (The Billboard,
August 20 ).
The teen hop is also receiving
The teen hop is also receiving
heavy support from the local press, heavy support from the local press,
with a front page spot this week in the Hamtramek paper.

\section*{3d NJBM Release Ready to Go: Young}

NEW YORK, Aug. 20.-The third planning to send out a blanket tune is ready for distribution. \(\begin{aligned} & \text { mailing to every operator in the } \\ & \text { country, urging them to support }\end{aligned}\) Barney Young, head of NJBM, an enterprise formed to interest organization, said that he expected distribution on the new tune, by Leroy Holmes, MGM, to begin next Friday (26).
Young said George A. Miller president and general business manager of Music Operators of America, which backs NJBM, was

\section*{The group pays another man} o operate the route for them, and tion.
The operation has returned, a handsome profit on the capital investment-a better return, the in gilt-edged stock. gilt-edged stock.
Another group in Toronto with similar investment, but withou he same amount of capital, group of seven, all active in radi and TV, and seeking a continuou their talents in the entertainment field.
This group has 25 machines, and ike Orpheus, employ a man to
handle their servicing. Still an other group, Caranaga Corpor-
ation, Ltd., Montreal, presently operates some 45 machines, all obtained in the past eight or nine months.
Gilchrist said all the groups use Seeburg juke boxes exclusively, and
all have obtained returns far greatall have obtained returns far great-
er than they would have made in er than they would have made in
stock investments. The beauty of the investment, too, is that none
of the participants has to do an iota of work. e disk.
Local associations are also ex pected to get behind the tune. Distribution of the disk will be NJBM the same as the las manufacturer channels.
NJBM, in accordance with its original proposal, has agreed to waive all performance rights to
juke box operators should the ake box operators should the
present juke box exemption in the present juke box exemption in the
1909 Copyright Act ever be- re1909 Copyright Act ever be re-
moved by passage of Copyright act amendments before Congress. The first two tunes licensed by The first two tunes licensed by Way," NJB label, and "A Stairway
to the Moon," RCA Victor. The to the Moon, RCA Victor. The
latter was recorded by Sonny Gra-
"Miss Juke Box of ham, chosen "Miss
1955 " during the last MOA convention. \(f\) irst disk, distributed thru The first disk, distributed thru
NJBM channels, marked up sales NJBM channels, marked up sales
of 35,000 . The RCA platter has far surpassed this amount since introduced last May.

\section*{Juke Paper \\ 25\% Improved, Says Financier}

MINNEAPOLIS, Aug. 20.-Juke box-as well as other coin-operated equipment-financing shows "no wholesome situation in the business nationally," a spokesman for the Minneapolis Securities Company said this week.
He reported that collections were up 20 to 25 per cent compared to the corresponding period last year and that new business had been added to the firm's schedule. diligent collection service" and diligent collection service by the ranks favorably with any paper
(Continued on page 96)

\section*{COIN CALENDAR}

> Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area. August \(24-\) Music Operators' Association of St. Joseph South Bend, Ind.

August 25 -Music Operators of America, executive meet-
ing, MOA headquarters, Oakland, Calif.
September 5-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

September 8-Massachusetts Music Operators' Association monthly meeting, Hotel Kenmore, Boston.

September 8-Recorded Music Service Association, annual golf outing, Bunker Hill Country Club, Niles, 111 .

September 10-11-Nebraska Automatic Phonograph Operators' Association, fall quarterly meeting, Yancy Hotel, Grand Island, Neb.

September 11-12-South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

September 12-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

September 12-National Coin Machine Distributors' Association, general meeting, Morrison Hotel, Chicago.

September 13-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

September 14-Retail Amusement Association of Canton O., monthly meeting, Massillon, O.

September 19-Central States Phonograph Operators' Asso ciation, monthly meeting, offices of Les Montooth, Peoria, III

September 19-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y

September 24-Texas Association of Tobacco Distributors annual convention, Hotel Adolphus, Dallas.

October-Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 13-Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

November 6-9-National Automatic Merchandising Association, annual convention, Conrad Hilton, Chicago.


Uninterrupted performance
has always been a characteristic.
of every AMI model but the " \(F\) ", it is said,
turns in the highest score of all in
continuous operation, freedom
from breakdowns and service calls.:
It's nice to run a route of machines
with AMI's exclusive
Multi-Horn High Fidelity bringing the,
public music that excels-and to know_that) the service and upkeep on this route,
is always at a very minimum.)

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

\section*{Union Pickets - Continued from page 94}
that his old machine, installed unthat his old machine, installed un-
der a union agreement, had rever der a union agreement, had rever
been serviced once duriny 26 months, despite his repeated requests.
o picket 19 the union threatened juke box was not serviced by the onion. At that time James E. Haley was the operator who serviced the location. The union maintained that Haley was not a member. However, Haley charged that tho there had been a disagreement between himself and Local 228, he was then and still is a member of Haley al
Haley also disputed Kanan's

charge that the juke box had not
been serviced in 26 months. He said it had been repaised
times during the agrecment The union explained that the 30 monthly fee is charged quired. The picket at the tavern is Donald Corwin. an area busiSam Getlan tmion secretary, to picket the location.

\section*{Paper Improved}
of
of time-sales paper on the maket, \({ }^{n}\) declared.
Mineapolis Securities has bought juke box paper for 20 years, also
carries vending machine and some amusement game paper. The spokesman indicated that interest rates varied. depending upon the locality and the size and condition
of the business. He said that
He said that during the last month, purchases of juke box paper by Minnaapolis Securities repre-
sented "less than 10 per cent" sented "less than 10 per cent" of
the juke box paper availabie in the the juke box paper awailabie in the
Twin Cities. The rason for the small amomi, he explained, was
due to the fact that fuhe box distributors were begiming to handle their own paper and use plans of-

W. Va. Ops Sked Banquet October 21

\section*{CHARLESTON, IV. Ya., Aug,
20.-The West Virginia Musi} 20.-The West Virginia Music Operators' Association will hold it first annual banquet on October
21 at the Stonewall Jackson Hotel 21 at the Ston
Officers of the association, re ently elected to office, are: J. A. Wallace, president, Oak Hill: Edward M. Oliver, treasurer, Mont gomery; Jim Hutzler, first vice-
president, Martinsburg; Dana M. president, Martinsburg; Dana M.
Hicks, executive secretary, CharlesHicks,
town.
Directors include: L. A. Stokes Charleston; Waldo Latts, Hunt ington; C. H. Flannerhy, Logan Lige W. Smith, Huntington; 1. H Kaiser, Beckley; R. A. Pullian Keyser; C. N. Welch, Harp
Ross Garrad, Grositon: Schultz, Harpersburg; Bennett Bel Sommersville; Robert Hedrick. El kins, and T. A. DiCarlo, Wheeling The association adopted dime 100 per cent converted

\section*{Firms to Install}
- Continued from page 90 using Valcor valves on
chines.
Replacement Use
While the bulk of current pro duction is for use on new cup drim machines, Maslow said sales to operators for replacem Acen fairly consistent.
According to Mort Kreitchman vice-president in charge of engi-
neering, the valve can be used in neering, the valve can be used in
terchangeably on all Apco, Spa terchangeably on all Apco, Spa-
carb, Cola and Glasscock cup drink machines.
The valve is being used in bakery equipment, but Naslow said the major part of the production is
for new and replacement vending valves.

\section*{COIN MACHINE NEWS OUIZ}

Did you read these
exclusive industry news items published in The Billboardand only in The Billboard -last week?
- demand up on used shuffle GAMES. Game distributors and jobbers report prices on used siuuffle games have
remained steady during the summer Games which were introduced a year ago are scarce, distributors say.
(Page 76, The Billboard, August 20.)
- 67 NEW LICENSES hit St. paul ops. St. Paul City Council votes adoption of last
two of a series of six two of a series of six licensing regulations
covering coin-operated cquipment. To date 67 license regulations have been approved. Newest regulations cover vending machine trade. (Page 76, The Eillboard, August 20.)
- COPYYIGHT STUDY TO ENTER MUSIC PHASE. Arthur Fisher, copyright register, indicates study of Copyright Act to give tary consideration to the present concopyright owners. (Page 76, The Billboard, August 20.)
- DISK JOCKEYS, UMO, PULL 1.500 AT DANCE. Eight Detroit radio stations team
up with the United Music Operators of up with the United Music Operators of
Michigan in presenting a new dance pro-Eram-The Tren-Age Record Hop Disk
juckevs take turns emseeing the weekly juckeys take turns emseeing the weekly
thow and format includes personal appearances of record artists. (Page 90, The
BMboard, August 20.)
- continental expands. The Contijental Vending Machine Corporation,
Westbury, L. 1., N. Y., and its operating Westbury, L. I., N. Y., and its operating
arm, the National Vending Corporation, arm, the National Vending Corporation,
are currently in the throes of a major expansion move. Plans are to double plant
arca and move to a full vending machine
- FIRMS bow milk. bread venders. Production of an outdoor milk vender, de-
sribed os having the largest capacity in
the field. has been started by Ex-Cell-O Corporation's Pure-Pak Division, Detroit. Announcement of the development of the
first bicad vending machine made by the Petersen Oven Company, Franklin Park,
III. (Page 85, The Bilboard, August 20.)

IF YOU MISSED READING THE AUGUST 20 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND Only The Billboard Gives You News While It's New


Junke, Bank Part Company

DRIDEN, Mich., Aug. 20.tween a lunchroom juke box and a branch bank office was hrought to a close here this weech when the bank took ap thes quarters. The whole thing started on Sarch 12 whien the First Xational Bonk of Lapeer decided to open a branch office an find suitable offices nable orme, the brameh office was time, the branch office was essee Catrloss Lunch RoomBank customers played the whe box all day long and in return for the added business the huch room would take in money for deposit before the

\section*{Heilicher Bros.}

Sked Joint Hdqrs.
In Minneapolis
IINDEAPOLIS, Ang. 20.-
Amos and Danny Heilicher, Co-
umblia and Mereury distributors in this area. us well as owners of Advance Music Company, an-
nounced this weck that they plan to
lheir entire operation to their
building at 31 Glenwood
the H
The Heilicher brothers, who have here for mamerniry Record outle on the distribition of Columbia records ander the name of Co hmbia-Niduest Company and set The operations in the new building pencremry line and the juke box cred are emrrently headquarThe brothers plan to keep the wo record operations separate

\section*{Steinke Skeds} Op Open House

\section*{J. J. Steinke Company, Inc., Rock-} week that it hats seheduled an operand will be from 11 a.m. to 9 p.m.

\section*{COINMEN YOU KNOW}

\section*{- Cominned from page 93}
of Minmeapolis. in a ceremony in Beth El Synagogue sander and Solly Rose, of Sandler Distributing Company. Mimeapulis, who coustatly are coming in or phoning in orders for new juker Wiord from LitBean Vovelty Sales Company, St. Panl there continnes good, with Rock-Ola phonos getting good play from

Kelly Diedrich, of Chaska, Minn., is expanding his route and coom to this marhet th bry music. . © Bingos and bowlers werc the prim
interest of Don Thrain, of New Ulm, Minn., on his trip to the cities. . interest of Don Thrain, of New Ulm, Minn., on his trip to the citics. .
His father. Ray Thrain, of Tracy, Minn., bought music on his stop her His father. Ray Thrain, of Tracy, Minn., bought music on his stop here
Glen Bischell, of Clippewa Falls, Wis., bought a baseball gime whet he drove here . . . . Frank Kummer, of Spring Valley, Minn.,
 for a vacation in Northern Minnesota.,... Lew Rubern of Licherung
Vusie Company, reports operators enthusiastic about Bally s new (oun

By ELINOR C. BATTE
SAM BERMAN DIES. Members of the Automa
-rs' Association DAES. Members of the Automatic Phonorraph Own offering with manager of Globe Games Company. IIe had hee attack Tuesday night (16). He was an uncle of Mrs. Ethel Salma Lewis. . . Sam Chester reported activity at the Diamond Verdin Heotel Sheratom Gibson's bowling lanes.

Romnie McKenney. son of Charles MeKenney, member of \(t\) association who lives in Park Hills, Ky, Was to leave Smoday 21\()\) ) Janet MeKenney his returned from a 10-day campisig trip to Car Health 1) cpartment and will co-operate in getting them displayed ach of their lowitions. T. D. Scott, associated with the Giacing tributed the decals.

UMO Prepares
Booklet: Tells Of Op Efforts
brochure summariving the local juke box industry's accomplishments during the past year has been
prepared by the United Music Operators of Nichigan for distribution among Detroit's public officials, disk jockeys, radio stations, new papers and record distributors
The brochure includes reprints of highlighting U'MO's activities, lethighlighting ters from photivities, letUMO's efforts, and pictures of various teen-age events sp
Outstanding examples of the ants of letters from Detroit Police Commissioner EdKefauver.
Piggins' letter, addressed to Roy "I know and I have alwass felt that your organization, and parfichlarly your business so that \(y\) mon may acquire and maintain a high
standing in the community."

Kefauver's letter was in regard he use of program which hanned Detroit juke boses. It reads: "The Subcommittee has endeavored
find the extent and method obscene record distribution in the country. Alany complaints have tion has been made. It is encomraging to find an or
sop this situation from spreatiug, Approximately 1.000 limochures cording to Small

\section*{MMOA Gives \\ \(\$ 9,100\) to CP}

BOSTON, Aug, 20,-The Massachusetts Music Operators' Associato the Boston lected thruout

Des set aside for the polio fund Dave Baker, Melotone Musi
rlington, presented the chuck
music
\begin{tabular}{|c|c|c|}
\hline \multicolumn{3}{|l|}{\multirow[t]{4}{*}{}} \\
\hline & & \\
\hline & & \\
\hline & & \\
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\end{tabular}

\section*{Cincinnati}
(Continued on page

\section*{oniy wurlitzer}

Greater tonal brilliance! At least an extra thousand plays per record with no loss of fidelity! Many thousand more plays per stylus! All of these great features are yours with Wurlitzer's single low inertia tone arm and exclusive Zenith Cobra Stylus. Another example of Wurlitzer quality that produces extra savings and added earnings.

THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS
 Wurlitzer


\title{
VENDING MACHINES
}


\section*{Garnish Soups}

May Be Vended By New Snively
NEIV YORK, Aug. 20.-Pau
Sullivan, sales representative of
Suively the firm is readying a soup vender which will be capable of vending Which will be capable of vending
soups with solids, known in the trade as garnish soups. clear soups and may be used to Sullivan said the new unit wil have the same capacity and di-
mensions as the one currently in production.
He added that the first public trade showing of the new unit
will probably be at the annual convention of the National Auto-
matic Merchandising Association in Chicago, November 5-9.
Atlanta Requires License Sticker On Food Venders
ATLANTA, Aug, 20. - Food
vending machine operators today
lecgan placing decal licenses on

\section*{The action was taken at a meet
ing of the City Finance Commit} n.iny, nickel and dime vending
machine operators for lower license

\section*{Separate a peals were made b}

\section*{the penny operators who are re} quired to pay a 50 -cent per maoperators who pay a \(\$ 5\) fee for
H. B. Hutchinson Jr., treasurer of the National Venders' Associa-
tiom, requested a flat \(\$ 50\) levy on tion. requested a flat \(\$ 50\) levy on Continued on page 99)

\section*{Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks}


Ladies' Days Set for NAMA

\author{
CIIICAGO, Ang. 20.-Speci
} entertainment, inclucling a carnival
on ice, a style show and a visit to Ciarficld Park's amual chrysan-
themum exhibit, has been planned themum exhibit, has been planned
for women who attend the 1955 National Antomatic Merchaidlising Assochations Convention Novem-
ber 9 at the Conrad Hilton Hotel According to Mrs. Frank J.
Bradles. Buffalo, N. Y., chairman of the lardies program committee,

At Wisconsin Fair This Year
MILWAUKEE Aug. 20. - Milk vending machines will be missing from the Wisconsin
gust \(20-28\) this year.
The announcement was made by Carl Millman, president of Anto-
matic Merchandising Corporation, who deelared:
"It's pretty
"It's pretty tongh to compete with give-aways, and milk will be
practically free-all yon can drink practically free-all you can drink
for a dime. So it wauld hardly pay us to install machiaes and pay a
Used for
Used for the first time at last year's fair, Millman disclosed,
chocolate milk vending sales were good, but wh
virtually nil.
While fair to the Zoning Board for permission
to place the matchine, apply in
writing when he wants to shift its location, and agree that if it is a
refrigerated minit, the temperature
must be kept at a maximmo of 50 must be kept at a m
degrees at all times.
If any of these conditions are
not met, his license may be re-
voked. He must file an application
chine.
In East Vewark, a 19.52 ordi
Continental Sets
New Drink Can

\section*{gin production \\ \(\square\)}
ounce soft drink bottle.
most bottle.

\section*{be used}
and can be merchandised in the

\section*{used for returnable bottles.}

While fair officials condhcted an
xtensive campaign on vender extensive campaign on vender sales
a year ago, Aillman said they a year ago, Aillman said they
seemed somewhat reluctaint to promote the vender this year
due to the lack of space.
However, Wisconsin State Farm Bureau and Uni crsity of Wisconsin College of Agriculture officials
report milk vending is big business in the State today
Milk sales in the Dairy State,
\(\qquad\)
are being installed in schools. fac-
tories, offices and public inceting tories,

Final Steps on
Rowe-Canteen Merger Near

\section*{The operator must also apply}
 enforced. It had been ignored for
three years.
Wallington now provides for
 Assoclation, Ed Murach, executive tion "critical" and said the State group is waging a concerted drive legishation.

\section*{Still Drink Sales Show Steady Climb}

NEW YORK, Ang. 20 ,-One of
the final steps in the merger of the
Automatic Canteen Company of
America and the Rowe Corpmation
will be taken September 22 when
the Canteen board meets to ap-
prove the deal wherchy the holders
of outstanding shares of Rowe com-
mon stock will be entitled to ex-
change their shares for Canteen
stock. The rate of exchange will
be four Canteen shares for five
Rowe shares.
Canten now owns. 52.1 per cent
of Rowe stock. The Rowe direc-
tors have already approved the
merger, with the Rowe stockholders
set to vote on it September 23.
The Canteen board has declared
a regular quarterly dividend of 27.5
cents a share, payable Oetober 1
to stockholders of record Scptember
15 .

\section*{Foodco Develops New 200-Cup Milk Vender}

\section*{Pool Sites Bring Extra \$ to Dairy Operators}


Mass. Cig Tax Change Threatens Small Operators
\begin{tabular}{|c|c|}
\hline \multirow[t]{2}{*}{change in the collection of the cigarette tax in Massachusetts may} & \\
\hline & \\
\hline \multicolumn{2}{|l|}{itree many smaller routemen out} \\
\hline & \\
\hline \multicolumn{2}{|l|}{he cigarette vending trade here. nomuced by the Food Engincering} \\
\hline \multicolumn{2}{|l|}{\multirow[t]{2}{*}{}} \\
\hline & \\
\hline since it now means that the sub- & \\
\hline \multicolumn{2}{|l|}{jobler will have to pay the tax} \\
\hline \multicolumn{2}{|l|}{\multirow[t]{2}{*}{"hen he purchases his cigarettes. The new ruling came into force}} \\
\hline & \\
\hline re July 1. Previous to that & \\
\hline \multicolumn{2}{|l|}{tax could be paid 20 days later will he available to dairies and} \\
\hline \multicolumn{2}{|l|}{\multirow[t]{2}{*}{in the following month after pur- venders. It is a 200 -cup machine
chase. While this gives the buver. usiug two 20 -quart standard restau-}} \\
\hline & \\
\hline \multicolumn{2}{|l|}{who is big enough to buy from} \\
\hline \multirow[t]{2}{*}{the manufacturer 10 days to get up} & \multirow[t]{2}{*}{National Distribution} \\
\hline & \\
\hline assachusetts demands that the & istribution and service plans, \\
\hline \multicolumn{2}{|l|}{\multirow[t]{2}{*}{sub-jobber must put up the tax
money with his purchase.}} \\
\hline & \\
\hline \multicolumn{2}{|l|}{This is not a new law, but one l'nited States and Canada thru} \\
\hline \multicolumn{2}{|l|}{that has always been on the books.} \\
\hline Tax Collector Henry Long, who & Sanitation wise. Brons said, the \\
\hline \multicolumn{2}{|l|}{d been on the job for 35 vears, 'bulk veuter has met the health} \\
\hline \multicolumn{2}{|l|}{ad never insisted on the clause, codes of the lederal government} \\
\hline \multicolumn{2}{|l|}{but the new collector has decided and the dairy industry, along with} \\
\hline & \\
\hline & \\
\hline
\end{tabular}
\begin{tabular}{|c|}
\hline \multirow[t]{27}{*}{\begin{tabular}{l}
Company, and are miquee Brous claimed. \\
Easily Cleaned \\
Milk is kept sately cold to the tip of the poriring up to 110 degrees. Special provides for drainage of co sate from inside the stainless cabinet under humid rom ditions, and for a novel prot of the paper cups. \\
The new model introdic simple, snap-out disp mechanism to control the m ing and dispensing of milk a disposable plastic sac. \\
Mechanical parts, Brons e ed, are in the refrigerated st steel cabinet and can be ump in a few moments for easy ol without the use of a single Brous claimed. \\
The new models are to b played in distributors' show in about 45 days, he said. Ho
\end{tabular}} \\
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Kceney Hot Coffee Vender. Unit
has 300 -cup capacity, mixes all.
dry provide deliciously flavored, in-
vigorating coffec. Set any price
from 5 c up to 10 c . Patron in. rect change returns automatically as the cash box fills up fast!
Machine meets all local health requirements. Easy to refill.
Size: \(199^{\prime} \mathrm{W} \times 15^{\prime} 2^{\prime} \mathrm{D} \times 52^{\prime}\)


CIGARETTE VENDER
 - Pice odiutument on occh columin

The pack you see-is the pack you get
White TODAA FOR NEW


Gotham May Suspend the Dating of Milk

\author{
NEW YORK, Aug. 20.-In an
effort to stimulate vending ma-
} effort to stimulate vending machine sales of milk, the dating of milk containers may be suspended
for a trial period here, according for a trial period here, according
to James G. Lyons, assistant commissioner of Agre State Department of Agriculture and Market
The statement was made after a
session Thursday (18) between session Thursday (18) between
New York City and State officials. Lyons said the vending machine milk industry is "going like wild-
fire" up-State, but that New York City vending operators are hampered by regulations which force tainers daily.
Jerome Tritcher, assistant commissioner of the New York Health
Department, said the trial suspen sion would be considered "if a substitute plan could be worked out machines."
Fred Kuhrt Succeeds
E. G. Moeller at NAMA CHICAGO, Aug. 20.-Fred K
Kuhrt has been appointed assistant treasurer of the National Automatic
Merchandising Association Darling, executive director, announced. He succeed
Moeller, who resigned.
A graduate of Northwestern Uni-
versity School of Commerce versity School of Commerce, Kuhrt
has a varied background in the has a varied background in the Prior to joining NAMA, he was management consultant for Comp-
troller Consulting Company of Chicago. He also served as comp troller of ¡华eck Television, Inc.
and of Packard Motor Car pany in the Shicago and Milwaubusiness manager of the Packard factory.


America's Best VICTOR Standard TOPPER Ball gum
VENDOR
SILS \begin{tabular}{l}
\(\$ 12.50\) \\
\hline E.
\end{tabular} - \(12 . \overline{20}\) Each \(\frac{100}{30}\) or May more back guarantee if not salisfied
1/2 deposit on all orders
Write for lowest prices on filled
capsules. Immediate delivery.
VEEDCO SAIES CO.

\section*{Continued from page 98 (}

Still drinks have been added to \(\mid\) port Vending Service, Inc., Chivenders of three of the four largest cago, has used non-carbonated seoperators in New York. Manhattan lections, and today offers them in representatives, eyeing sales care- 20 per cent of its venders.
fully, explained non-carbonated
flavors would be added to meet Airport Vending Service believes public demand, but that such a step steadily as new combination drink
ABC has 20 per cent of its units Denver's Beverage Bar is the Cost to vending operators \(\$ 2.50\) per 100 delivered with
minimum shipment of 15 cases ex ept when orders include candy

Vending Raid Nets \(\$ 1,000\) in Mass.
CAMBRIDGE, Mass., Aug. 20.A raid on a vending company truck,
fifth of its kind in as many weeks, nith of its kind in as many weeks,
netted two bandits \(\$ 1,000\) this week. A canvas money bag was
taken from the Cambridge Vending Service Company truck in a
street in street in neighboring
outside a lunchroom.
Joseph Contini was servicing a machine in the lunchroom when
he saw two men run from the truck he saw two men run from the truck
with the money bag. Contini said the truck's burglar alarm was
jammed and a vent window forced to get at the money bag.

Seek Fruit Machines Essex County Dental Society New Jersey has recommended the Essex County Dental Society of
New Jersey that soda and candy placed by fresh fruit venders.

\section*{Atlanta Requires}
- Continued from pare 98
the number of machines he might
Nickel and dime operators petitioned for a \(\$ 100\) annual license fee. Both were turned down on
grounds "it would put the small perator cut of business.
Approval of the decal license was made at the request of City
Clerk Joe Richardson, who asserted Clerk Joe Richardson, who asserted
his office was having difficulty his office was having d
collecting any license fees.
collecting any license fees.
To enforce payment of fees, the new law provided that each operator must present the city a list of ator must present the city
machines and locations.

Still Drink Sales Climb steadily as new
units are added. only operator using still drinks, in stalled in 50 per cent of its equipment. Flavors featured during the past three years are grape, orange

\section*{California Gains}

Edward Smart reported the decline is less than 2 per cent during cold months, virtually the same as carbonated choices.
Larry Granfield \(\mathrm{S}_{\mathrm{r}}\).
Larry Granfield Sr., County Sales of California in Los Angeles, states
non-carbonates are responsible for 7 or 8 per cent of drink volume in 18 to 20 per cent in others, where most of the buyers are older people. Automatic Equipment Service,
Inc., disclosed still drink sales decrease approximately 75 per cent, the same as carbonated flavors in cold months. Robert Greiner, Dedrop about 50 per cent in sales in cold weather, while carbonated
drinks are off 33 per cent. drinks are off 33 per cent.


PENNES
PNY OFF


GUMS
LOW Factory Prices
\begin{tabular}{|c|}
\hline BUBBLE • CHIICIF CHIOROPHYLL and TAB \\
\hline
\end{tabular}

\section*{ \\ }



AMERICAN CHEWING PRODUCTS


\section*{PRICE BANDWA6ON \\ FOR \\ Davy crockien masil}

RING SERIES \#3-A complete as-
sortment of six ring characterizing
the story of Davy Crockett AVAILABLE IN: Copper Inlay.
Nickel inday
Simulate
and RINGS, SERIES \(=1\) and \(\# 2\), Assorted. 13.50 m
AVAILABLE IN: Copper Inlay.
Nichel
Innay.
Sinulated Goid \begin{tabular}{l}
513.75 M \\
14.00 \\
14.25 M \\
\hline
\end{tabular} CHARM SERIES - Beautifully de-
signed and detailed charms relating AVAILABLE IN:
 PADLock-Opens and clo. 6.25 m
out key. Has many uses for kiddies. AVAILABLE IN:
Two Toon plastic.
\(\qquad\)

Immediate delivery! order today!


We had a
TERRIFIC IDEA, TRIED rountien wow
and it's SERSATIONAL...

\section*{PREMUM OFFFRS} BORN. .

This is how it works.


 over like crasy, Reports
manchine. have emptied in one
evening.

" E " Ball CHARMS \$2.50 "er ,.as
Foolproof-guaranteed 5 years. No
knobs or handles to turn. \(100 \%\) auto knobs or handles to turn. \(100 \%\) auto-
matic; vault holds 10,000 pennies; dif matic; yault holds 10,000 pennies; dif-
ferent fortune with each weight; one slot for each month, \(14^{\prime \prime} \times 24\)
( \(5^{\prime}\) with plate (5' with plate glass mirror). 'Doublesatainlesselain and staked mouldings; chamel fininh; of col.
stiol ors. \(\$ 20\) deposit, \(\$ 8\) per month. Ship-

\section*{AMERICAN SCALE MFG. CO.} Dept. B
3206 Grace St. N.W., Washington 7, D. C.
Send more details \(\square\) Send scale \(\square\) \(\$ 20\) deposit enclosed \(\square\)
NAME
ADDRESS
CITY ZONE STATE

10 Free stickers with each thousan
PREMIUM OFFERS SELL GOODS, Charm beanie hat premium OFFR EMPTIES MACHINES. it's terrific.

\section*{SAMUEL EPPY \\ }

GIVE TO DAMON RUNYON CANCER FUND

THE NORTHWESTERN CORPORATION 245E EAST ARMSTRONG STREET

NCA Convention Chairman Named CHICAGO, Aug. 20.-Appoint ment of eight committee chairmen for the 1956 convention and exposition of the National Confec-
fioners' Association was announced tioners' Association was announced
by Robert H. W. Welch Jr., of the James O. Welch Company Cambr
Richard D. Muzzy, of the Dag gett chocolate program chairman; Philip named program chairman; Philip June 10-14 the "ill be held M. Clark, of New England Con- and Mechanics Hall in Boston,


\section*{canor Mivechant \\ }

\section*{WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-
COFFEE MACHINES, BOTH NEW \& RECONDITIONE WRITE FOR INFORMATION \\ All Equipment Unconditionally Guaranteed}

Uneeda vending service, inc.
"The Nation's Leading Distributor of Vending Machines"
Kenneth P. Miner, of Brigham's, Lewis, of Edgar P. Lewis \& Sons,
lnc., golf; V. O. Wallburg of W, F. Seliraffts \& Sons Corporation, laties entertainment: Lawrence L.
Lovett, of Deran Confectionery Company, Inc.: building decoration and transportation: Harry Gilson, of tion. Susday set-together, and David P. OCommor, of Penick \& P. Cott, NCA president, is an ex
ber of all co nittee
 rowe cicarette vendors
 vien \(30, \ldots . .\).
\(30 c\) .
85.00
90.00
15000 is on hand at least twice a day to
make change for the patrons. He
plans to install coin chaugery in plans to install coin changers in
the near future.
Temperature in the unit ranges from 34 to 36 degrees. and there has been no trouble with spoilage.
he sitid. Peak hours are just before 7 am . and about 10 p.m.
Many, customers call this their
big icebox,'" Roberge stated. 'bis icebox,'" Roberge stated.
"Their apartment refrigerators are
too small to handle all the family
needs, and with the automatic food too small to handle ali the family
needs, and with the automatic food
store right on the premises, many customers make several trips datil.
to buy supplies as noeded."
Delivery to the unit is twice Delivery to the unit is twice
daily by suppliers. Roberge redaily by suppliers. Roberge re-
moved the garage doors and the
place is always open. A servicemant place is always open. A servicemam
from National Coin Rejector Com-
pany recently corrected a few bugs which developed in the antomatic food store, and the operation has
been without a hitch, the imentor said. Business Increasing List weekend Roberge dis-
tributed handbills advertising the tributed handbills advertising the velopment. Business has mereased velopment. Business has moreased
daily, and Roberge is confident that within a month
over \(\$ 300\) daily
over \(\$ 300\) daily.
Earlier Roberge tried to operate an antomatic food store in Minne-
apolis. He set up a unit, but the


MOE MANDELL feet.
Stocked are milk, bread, eggs,
butter, bacon, ground round sted, butter, bacon, ground round steak,
hot dogs, doughnuts, cupcakes. Best waller is and with mill see ond, and eggs not too far behind. Roberge said.

The mit has 12 coin chutes and
merchandise is dispensed by the merchandise is dispensed by
conveyor belt. Exact change must be used to make purchases, other
wise the device cancels out sale if ton little or too much mousel
incels out sale too hittle or too much money is
serted. Roberge or an assistant

\section*{LOOKING FOR FAST MONEY?} WHY NOT TRY THE NEW


Noothwestern
PACKAGE GUM VENDER

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

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

You can try it of no risk on our 30 -day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

\section*{BIG ICEBOX \\ Open Automatic Food Store in Apartment}

McComas Claims Filters Account for 20\% of Cig Sales half of U. S. cigarette consumption is accounted for by filter-tip and king-size cigarettes, according to O. P. McComas, chairman of the board of Philip Morris. Inc.
In a mid-year report to the firm's employees, McComas said that king-size non-fikered cigareltes account for 27 per cent of the industry's sales, with filters accounting estimated that in large cities, filters account for \(30-35\) per cent of sales. With the emphasis on multibrand selling, McComas said the firm is concentrating on packaging. He termed the new Marlhom box pack "the first significant pachage change the industry has seen in 38 years."
 ion days a week. Dimen- Roberge for permission to instal sions of the unit are 13 feet by 14 a coin-operated ice cream machine

To Introduce New Milk Unit

\begin{tabular}{ll}
446 & y, 36 \\
3 & 1 \\
\hline
\end{tabular}

\section*{COINMEN YOU KNOW}

\section*{- Continued from page 96}

\section*{Boston}

\section*{By Cameron dewar}

EXTENDS VENDING ROUTE. Phil Swartz, of Wiurox Vendiug, has Moultroup his route by buying out Richmond Sales Company. . . Ralph the State. Emest Walbarst, operator of the Turnpike Kiddieland in Arlington reports that the near epidemic of polio in the State has taken a goo
deal of play away from his and other kiddie parks. . . Ralph Lackey deal of play away from his and other kiddie parks.... Ralph Lackey
Karel Music, Roxbury, and his wife and daughter, Karel, are recoverin Karel Music, Roxbury, and his wife and daughter,
from injuries sustained in an automobile accident.

Ed Ravreby, of World Fair \& Associated Amusements, says there is a big demand for shuffle games and other units. Just returned from a trip to Carabou and Presque Isle, Me., he is off again this week to They will tour in Manchester, N. H., operator of Mauchester Music tor. Ed is happy about the business at the new Playland Arcade he opened two weeks ago in Gloucester. He will also drop in on Frank Ward, a former New Hampshire operator who now runs a hotel.

Si Redd, of Redd Distributors, Wurlitzer distributor, is getting good results in his capacity as head of the coinmen's Salvation Army sumning on Cape Cod and ran for shelter as the rains came weck of P. Giovani, of Commonwealth Distributors, with lots of work on hand. will postpone his vacation since the demand for beach games is keeping up a fast pace. ... Cooler weather brought some of the out-of-town operators in to talk about new merchandise. Among those around thi week were: Ray Shea, of Worcester; John Lazar, of Concord, N. H, ,k, of Worcester.
Donald H. Morrill, former sales representative for J. J. Golumbo Rock-Ola distributor, has gone into partnership in Lym in the hi-fi
business for home and industry Arlington, just bought out Progressive Vending., of Quincy. Dave is begiming to master his new pair of water shis. Water Strauss, of
Strauss Veriding. Boston, was a house guest of Dave Baker at his summer home in North Salem, N. H.

\section*{Kansas City}

\section*{By BOB TATUM}

ADDS NEW LINE. The Uni-Con Company, which recently remodeled its quarters, has added the DuGrenier cigarctte. candy and sandwich well. Irvin Weiler points more new Rock-Olas so far this year than in all of 1954 .
and Carl Hoelzel, partners in the Uni-Con Distributing
and Carl Hoelzel, partners in the Uni-Con Distributing Compainy going to Bermuda next month as participants in the Airplane Owner
and Pilots' Association junket. With their wives thes will fly in Weiler: airplane to New York and there board the Queen of Bermula for 10-day cruise.

Reid Whitney, Seeburg district manager, spent a week at W B Music Company, Inc. The firm's manager, Harry Silverberg, reports expansion in background music. Recent sales included a bank and : in the sales lead at his firm Whe B salesman Ed Lyon, back from trip to Southern Kansas, notes an upswing in the tike of many operators.
Yisitors in Kansas City this week include Chet Troyer, of the Troyer Music Coripany, St. Joseph, Mo.; Mr. and Mrs. Roy Jones, of Mercury Joe Chamberlin, Chillicothe, Mo.; Ed Upshaw, Iunction City, Mo. Tom Benefield, Coffeyville, Kan.; Tina Massa, of Roval Cuvic Company, Calena, Kan.; Kenneth Hearing, Brownell. Kina, and Walter Cobb, St. Joseph, Mo., all of whom stopped by W B.

At Mid-West Distributing Company, manager John Balk has Rettig, of Topeka, is making ass trip to Topeha. He says that Al Rettig, of Topeka, is making a good recovery from a recent heart attack and is expected to be back at work in a few days. . . Ray Armstrong, of Topeka, has added some new Wurlitzers to his rout The demand for used equipment here continues at near peak levels attributed to favorable local prices and good quality of the merchandise.

\section*{Washington}

HOT SPELLS HIT By DELORES NEWCOMB
hurt coffee sales, says James Bowen, manager of Kwit Kills have really ington. July sales were about the manager of Kwik Kite. of WashBowen was able to offset the loss, tho, by placing more milk machines
on location. pany's Washington staff, reports that he likes his new location and is plecised that business is so good.

Roger Squitero, of Hirsh Machines, is enjoying his vacation. Collections at bowling alleys have picked up, he says. . . Meyer Gelfand, of the G. B. Macke Corporation, is on vacation. Business at Macke continues steady. ... Sid Lotenioerg announces that Macke will install two complete automatic snack bars at Marylund University. This is
the first time in the history of Maryland University that ant installition of this type has been made.

\section*{Los Angeles}

By JOEL FRIEDMAN
Calls on hawail dealers. Bob Weber, Minthorne Music Company, is off to Honolulu on a combined business and pleasure while there. . . . Bill Happel, president of Badger Sales Compans, left on a brief business trip to Portland, Ore., where he'll visit with Mr. and Mrs. Lou Dunis. . . Fred Gaunt, of the Badger sales staff. takes off a Reports continue to brew concernied, "111 just sit in the sand." \(\ldots\) Reports continue to brew concerning an increasing number of
operators planning to switch to dime play in Los Angeles. Alost of the surrounding counties, i. e. Riverside and Kern Count, have been on ime play for some time now.

Roy Jones made the trip in from Ridgecrest this week. The desert commumity continues to prosper, according to Ruy
newly developed industry the city has furthered. the Los Angeles division of the Califormia Music has been cilled for Setember 13, mitha Mosic Merchants meeting of scheduled to helm the proceedings.... Al Cohn retur George Miller
to Las Tegas. George Nachtweih became the father of anothe
ess Herman was shopping along Pico Boulevard with his teen-age daughter Susan. . . Jack Simon, Simon Sales Company acquired an interest in the Hollywood Hawaiian Hotel. . . . Hymie Rosenberg, H. Rosenberg Company, is scheduled to leave on a serie of field trips shortly, with Al Shifrin to hold down the fort.

Hank Tronick, Minthome Music Company, still hasn't gotten over his recent vacation, and looks it. Hes spors bus fom Gilendile. Also golfer Pete Pelagrino from Huntington Part Sid Sherman has been promoted to the post of general mun Park Operators Vending Supply Company, Sid Bloom, president of Oit tamufacturing Company has appointed Norman Weitzman as assistant production manager working directly under Harold Probasco.

\section*{Pittsburgh}

By LEON LEFFINGWELL ending Machine Comer Gardens. Mike Ballenger, of Acm hines, some bowe company, has bought some new A.ll music ma arden locations
ialty Company,
\(\stackrel{\text { selling }}{ }\) "take" following conversion to dime play

Glen Mowry, of Gem Vending Company, savs people will drop dime into a machine just as easily as a nickel, and so bowlers and guns late gone to a dime also. . . . Glen Gillette found very poor tishing on his vacation in Canada, as did Sidney Weinstein, of Sidmor Vending
Company, who was offshore-fishing at Erie Pit Company, who was offshore-fishing at Erie, Pat.... The truck strike
inst terminated here bothered vendors very little, for they found subist terminated
stitute services.

\section*{U. S. Study Reveals Milk Ops Face Sell Program}

\section*{Milh vending machine operators \(\left\lvert\, \begin{aligned} & \text { factories, but in office and } \\ & \text { ment buildings and outdoors. }\end{aligned}\right.\)} plamning to increase sales thru in- The study should also establish dustrial locations must offer management it hard selling, fact revealing program.
Advantages to be gained thru arm of vending machines by will be the venders' paramount selling point, aceording to the U.S Department of Agriculture, which the constumption of milk.
Considerable difficulty was ex tatives in locating industrial outlet For the establishment of the project Benefits Desired
Management, the department iselosed, objected, complaining of Honding machines in the with milk dully unsatisfactory services, esp S. Speaking frankly, plant officials hrie objecting to the installation of machines because of the lack move would not be opposed if an concrete benefits could be derived. It concerned itself with sanitary onditions tidiness eye appeal teady flow of milk, plus spot serv ces on any mechanical difficulties Per.
Results of the over-all study, gov rument official stated, will be offer the greatest locations that reasing milk sales, not only in

\section*{Use The Billboard classified pages for}

NO "BUTS" ABOUT IT! Buft in on the DAVY CROCKEIT fad with GUGGENHEIM'S
D ATM cine cJET PIICURE BUTIONS

Sure-fire colorful location tested but-
tons that will empty your machines-

ASSORTED COLORS AND PICTURES Only. \(\$ 7.25\) per M

\section*{4} Guequntoim


Sensational - kids love them. Perfect vending. Sticker's supplied.
full line of davy CROCKETT ITEMS SURE LOCK-the perfect cap sule. Outstanding items. Send \(\$ 2.50\) and receive 100 high quality filled capsules. Con tains our complete line.



\section*{s25} DOWN Balance \$10 Monthly ALL WEATHER SCALE COMPLETE CARENET ANB BASE, CAST IRON PORELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.


Manufacturing Company Manufacturing Company
4650 w . Fulton st . Chicago 44, in. Est. 1889-Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Penny King

Miniature Charms


\section*{EMPTIES MACHINES FASTER!
} BERNARD K. BITTERMAN Kansas City, Missouri


\section*{rake coin machine exchange}




\section*{AMUSEMENT MACHINES}

102 THE BILLBOARD Communications to 188 W. Randolph St., Chicago 1, IIt

\section*{Mfrs. Eye New Trend Mode I, To Coin Pool Games New Bally}

occupied by eight strategically
placed bumpers located at the mid
placed bumpers located at the mid
dle of each end of the board, servng to create shot problems. Over bumper play are possible in the game, according to the firm.
Descriptions of pool games in production by other firms has no yet been made available, but ind follow the general lines of the Val ley machin


Pool, in the fall of 1953. Fischer Tipton, Mo., also produced and Ett, shipping many of these unit o overseas markets. sold to operators as a location piece for taverns, restaurants and ther route spots, the games could
tart a new trend in the industry. Manufacturing costs on these ow, and such new games are re
Keeney Holds Minn., Dakota Coin Schools

\section*{Keeney \& Company sales represen} Keeney \& Company sales represen
tatives Bill Coan Jr, and Tom Mc
Cormack are conducting operator distributor service schools this week
in Minnesota and North Dakota Schools will be held with Tom Crosby and Jim Christiansen at Sales, Fairbault, Minn., and with Irving Linterholm, Fargo, N. D.
Coan and McCormack will then continue on a sa
and Des Moines.
The service schools will be de-
voted to servicing and mechanics of both the Keeney amusement games and vending machines. New machines now in production at
Keeney include a shuffle bowler, Challenge, and cookie and candy

Fischer Bows
New Cue-Ett
Coin Game
CHICAGO, Aug. 20.-Fischer has introduced a new model of it Cue-Ett coin-operated billiard game, according to R. The new game, Cue-Ett B, similar in every respect to the regu lar Cue-Ett table, except that it is made out of lighter weight mater ials, equally strong, and incorpo
ates a change in leg structure ates a change in leg structure
This has made possible a lowe price, \(\$ 199\) f.o.b. factory, and a reduction in weight of 50 pounds Fischer Sales and Manufacturing Company has its plant at Tip- ton, Mo., w
at Chicago.

\section*{Five-Ball Pin Game Market in Up-Swing}

CHICAGO, Aug. 20.-Sales of Sam \(^{\text {Stern, Williams Manufac- }}\) five-ball pinball games are picking turing .Company vice-president, up fast, with the two principal five Company, and Williams Manufac turing Company, expecting sales increases, over last year acceptance of the five-ball games in many areas of the country, and increasing popularity of new multi-ple-player
Alvin Gottlieb, of the Gottlieb
firm, reported sales climbing steadily, with the summer busines already 20 per cent above the same period last year. Said Gottlieb, "The
five-ball business has sprung back five-ball business has sprung back
to life. It took us a while to get to life. It took us a while to get
going with the multiple-player games, but they are gradually
catching on and bringing up receipts that were at a low ebb a year sgo. We expect our fall output to be definitely big

\section*{noted "a definite uptrend in five} ball sales." While Williams has been concentrating on sales of their
King of Swat, baseball game, and Sidewalk Engineer, kiddie bulldozer game, during the summer months, Stern said the firm ex-
pects to increase five-ball sales by pects to increase five-ball sales by 40 per cent abcve last year's mark. Stern said more multiple player five-balls and five-balls with new play features will be introduced by
Williams in the next six months. Up to now the majority of Williams five-ball games have been the Art Weinand, Williams sales manager, said the games have also
been going over big in the European market. New five-ball game re being shipped to Germany, and parts for the games are shipped to
France, where the games are as made cabinets. made cabinets.
made cabinets.

\section*{Kiddie Ride}

CHICAGC, Aug. 20. - Bally Manufacturing Company has produced a new medei of its Hot-Rod Model T .
Special permission of Ford Motor ompany, manufacturers of the his in naming the new model. Model T includes all the features
Hot-Rod, the original model with a new base in brighter color added.
A miniature model of an early vintage roadster, with real head-
lights and horn, Model \(T\) takes youngsters on a rolling, rocking ride for a dime. A throttle on the
machine permits drivers to speed
up or slow down at will. Model T reouires 34 inches by 68 inches

\section*{SPARK UP SPOTS}

\section*{Bally Bowlers Prompt Ops to League Play}

CHICAGC, Aug. 20. - Shuffle|l|l|l| bowling game operitors in Upper without high scores and fancy play areas are forming leagues and teams at their locations, with panew Bally bowling games, Herb
Jones, Bally vict-president, said Jones said reports from the field indicate that the move wa prompted by the new play features of the ABC and Congress Bowlers,
new Bally ganes played according to regular bowling rules.
The new games, equipped with extra large pins, and scoring mech-
anisms geared to the official "300 Game," have stirred up conjectur among operators and distributors
thruout the industry. Question

\section*{News Briefs} 17) at the ASC
D.

Distributors were told of 1956 and were briefed or the company's sales and promotion plans. Key of operator he can increase takes tro 40 per cent to 100 per cent by getDistributors were guests of rm at a dinner in guests of the Yorker's Manhattan Room Tuesday and they were guests of the firm a the Broadway musical, "Silk StockBg," that evening.
Business session
Business sessions were at the
ew Yorker Wednesday Wester listributors had met independently arlier.
Addressing the distributors at the usiness sessions were the followons?"
Jones says that, based on repeat gales and increasing orders for the games are becoming more and more popular, and the firm expects them ment in the industry.
At least twe other manufacturers are reported considering the pro-
duction of a similar type shuffle bowler.
The move to league play begun acked by the Rally organization, are sponsored by location owners principally at tavern locations. Two or three six-man teams compete a ach location.
League play on the games is exLabor Day, when the regular bowl-


Lesak, owner of, the West End
Wholesalers, has been drafted into service by Cook County Sheriff of the county's juvenile activities committee. The program is de-
signed to combat delinquency thru signed to combat delinquency thru
recreational, welfare and educational programs.
CHICAGO, dug. 20.-Ten additional exhibitors have notified
National Automatic Merchandising National Automatic Merchandising
Association of plans to display maAssociation of plans to display ma
chines and products at the 1955 Conrad Hilton Hotel. Currently

\section*{\section*{121 firms plan exhibits.} \\ 121 firms plan exhibits.
The 10 firms were Delicia. Inc.} New York; Peter Paul, Inc.. NaugaNew York; Peter Paul, Inc., Nauga-
tuck, Conn.; Fearn Foods, Inc.
Franklin Dark, Ill.; Fruit-O. Watic Manufacturing Company, Clen-
dale, Calif.; Halkirk Company,
Manhattan Beach, Calif.; Norris Manhattan Beach, Calif.: Dorris
Dispensers, Inc., Minneapolis; S. \& L. Sales, Inc, Omaha; Standard
Change Marker:, Inc.;- IndiamapChange Marker:, Inc.;- Indiamap-
olis; Superior Manufacturing Company, Evanston, Ill., and Wright N. C.

NEW YORK, Ang. 20.-With sales running at an all-time high
Pepsi-Cola Company and dated subsidiaries report an estimated consolidated net income after taxes of \(\$ 4,300,000\) for the first six months of 1955 , an in-
crease of \(\$ 2,385,000\), or 80 per cent, for the same period of a year ago, Alfred N. Stecle, presi-
dent, announced. Estimated sixmonth earnings per share is 73 41 cents for the corresponding

American Shuffleboard Has Annual Sales Meet
NEIV YORK. Ang. 20.-Officials ing ASC executives: Paul Cusano of the American Shuffleboard Com-- general manager; Nick Melone, \begin{tabular}{l|l} 
pany played host to all of the firm's & \(\begin{array}{l}\text { sales manager, Don Freeberg, ad- } \\
\text { distributors east of the Mississippi }\end{array}\) \\
vertising and sales promotion
\end{tabular} distributors east of the Mississippi vertising and sales promotion man-

Texas Spots By-Pass Game, Juke Licenses SAN ANTONIO, Aug. 20.-Hit games and juke boxes, some 32
locations here failed to get licenses
\(\qquad\)
The cases were set for hearing Harold Hall. \(\$ 250\) for a juke box, down to \(\$ 30\) year for other coin machines set year for machines set on nickel exactly double that of the city in保

\section*{CHI GAME UNION TO RESUME MEETS}

\section*{HICAGO, Aug. 20} Machine Operators Service and Repairmen, Local No. 3, which began its membership drive last April, will resume monthly meetings in September.

According to Robert J. Cantazaro, secretary-treasurer, the muion now has a membership of about 70 individuals in the
Chicago and Cook County area. Membership is concentrated musement game servicemen and repairmen Cantazaro said meetings had been canceled during the summer months, but would resume again on the first Tuesday of each month, beginning in September.

Cantazaro said the union would take no definite steps "Basically," said Cantazaro, "it is up to the members to decide what is best for them and the industry in general."

Asked how large the union could become, Cantazaro said there is a potential for a 300 -member group in this area.
National headquarters of the union is at Gary, Ind., the union is listed as independent. Chicago headquarters are at 343 North Laramie Avenue.

\section*{Movie Unit Heads Output At Capitol}

\section*{Panorama Machine} Lists \$595; Coin Rides Produced
NEW YORK, Aug. 20.-Capitol Projectors this week started full propicture machine. One unit has been on test location for a month cade.
According to Sam Goldsmith, Capitol executive, the device util operated motion pictures a direct projection on a 28 by 20 -inch are 30 inches wide, 28 inches deep \(\$ 505.2\) inches high. List price is Goldsmith said that tho the test duction models will give one minute of film for 10 cents. Black-and white films generally run about
\(\$ 4.50\), with \(\$ 12\) for color films About 100 units will be ready for hipment by the end of the month. (Continued on page 104)
Purveyor Named
Valley Distrib
CHICAGO, Aug. 20. - Herb Perkins, Purveyor Distributing
Company, announced this weet the Company, announced this ween the
firm's appointment as distributor for Valley Manufacturing Company Bay City, Mich., covering the State Purveyor will handle the Valley Bumper Pool game, which is already on display at the Purveyor showrooms


\section*{intendent.}

Field representatives at the meet were Sol Likpin, Hall McKinley, John Weiss, Onaha district factory Distributors were John E. Jack on, Syracuse, Fred IV. Marx chenectady; Tom CDonnell, Boson; Gilbert Czanston, Providence, Frank Klopp, Reading, Pa.; Harry Pippin, Odessa. Tex.; Stan Chilton, Wichita, Kans.; John Deitz, Toledo; Ernie Ernewein, Buffalo, and Mr. and Mrs. Archie Finamore, Young.
town, \(\mathbf{O}\).
Also Wiaston R. Coleman and Charles Craghead, Roanoke, Va.;
Louis Osterman, Peoria, Ill.; William Lennox, James Summers and Joe MeLaughlin, all of Philadelhia, and Floyd Smith, Wakefield,



BAY CITY, Mich., Ang. 20.here has set up league rules for here has set up regular tournamen play with their coin-operated
Bumper Pool game. League play on the new pool
game is modeled after tournament play rules followed by shuffleboard

Valley, established in 1944, was a pioneer in the shuffleboard manuduction of the Valley Shuffebard is also a builder of television cabiBumper and domestic furniture. pool game, was first introduced las ame has caught on well Michigan, and the firm is now set ganization for the game. The company is headed by Earl Feddic separate story on pool game trend.


Take the fellow pushing the wheelbarrow. He's got the right tools to nurture a seedling into a blooming flower as shown below. Of course, plenty of rain and sunshine aren't to be forgotten.


Now, take the business man earning his living in the Coin Machine Field. His tools are hard work, an investment of money, a good product, rendering good service, etc.

And, when it comes to advertising so that his business can prosper, his thoughts turn to The Billboard. It is a natural reaction because Billboard has a long-standing reputation for giving its advertisers . . . complete, low cost market coverage.


\section*{New Products}

Editor's Note: Following is another new product in the coin machine field. Address
glossy photos and brief deglossy photos and brief de-
scriptions of products of interest to amusement game operators, distributors and manuerators, distributors and manu-
facturers to "New Products" The Billboard 188 W. Randolph Street, Chicago.
Assembly Bias. Speedassembly Equipment Company, Brooklyn the rate of flow controlled by an
theed

adjustable shutter Bins can be fed from back without disturbing pro-
daction. Parts in Speedbin kit interchangeable, allowing for any variation in number of bins and
type of setum desired. Bins adjustable for various size parts. Bin made of 24 -gange steel coated with silver-gray enamel. Each kit provides for 30 inches of bin width Bins are 6 inches deep. plus a 3 vizes. \(4^{2} 2\)-inch high, and 9 -inch high. Price for either kit is \(\$ 11.50\) f.o.b. Brooklys.

\section*{On-Spot Showing} Big Aid in Selling
CHIC:ACO. Aug. 20.-Because of the new Mr. Robot bulk milh vender. E. A. Sweat is leading the country in sates of the machine the firm annomeced.
Sweat takes the vender abont mobile office constructed a special for showing it to operators, dairies and health departments at home locations.
"This procedure." Sweat stated. overcomes the reluctance on the
part of operators who hesitate buying new machine withont seeing it in action. The demonstration alse shors the best advantages of the Anderlee Adds Space
PORTLAND. Ore. Aug. 20.-
Anderlce Euterprises, distributor of automatic dispensing fresh fruil machines for installation in schools, hospitals. public buildings and institutions, have leased a large Ande Evers, owner, said the building has a refrigerator
housing space and offices.

\section*{PURVEYOR \\ DISTRIBUTORS FOR VALLEY BUMPER POOL}

Something New and Different in Coin-O
Call - Write - Wire
COIN-O-RAMA SPECIAL
Seeburg M100B-1
100 -O-RAMA SPECIAL
Surf Club
BINGOS

Beach Club

225.00 Yacht club

\begin{tabular}{|c|c|}
\hline THE MARKETPLACE COIW MACIINE IWDUSTRY &  \\
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\end{tabular}

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\end{tabular} \\
\hline &  & COMPLETE ARCADE FOR SALE-INCLUD \\
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\hline \(\frac{\text { brance e.o.d. Sampie }}{\mathrm{F}}\) West Washington st., & & \multirow[t]{2}{*}{\begin{tabular}{l}
 \\

\end{tabular}} \\
\hline & & \\
\hline & & \multirow[t]{3}{*}{\begin{tabular}{l}
PITCHING PEET, AUTOMATIC BASE- \\
ball Pitching Machine, \({ }^{3}\) ABT Air Guns. compressor
vood
condition.
shoo or Areade Machines. Waldman, 5205 Monroe, Toledo 13, 0.
\end{tabular}} \\
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\hline & & \multirow[t]{4}{*}{} \\
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\hline Business & & \\
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SEvERAL SLIGHTLY USED SEEBURG \\

\end{tabular}} \\
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\hline & & \\
\hline OPERATORS - OUR NEW DISPENS & Co.. 190A Duane St.. New York City auat &  \\
\hline averaing 512 weekily on ted
vationaily known televised product Write & & \multirow[t]{2}{*}{} \\
\hline & \multirow[t]{2}{*}{} & \\
\hline & & Route cards Charms, Capsules, Cast
Stands, Wail
Brackets, Retractable
BiII \\
\hline & \multirow[t]{3}{*}{Used Coin-Operated Equipment} & \multirow[t]{2}{*}{ Street, chicato 12, ll .} \\
\hline & & \\
\hline & & \\
\hline & A. 1 CIGARETTE ANO CANOY MACHINES & Wanted to Buy \\
\hline \begin{tabular}{l}
On tocation in Waukesha Lease avallable
s2500 or he,t offer. Earl Diekerson, 2435 B \\

\end{tabular} & \multirow[t]{2}{*}{} & \multirow[t]{3}{*}{\begin{tabular}{l}
CigARETTE, CANDY AND other vend \\

\end{tabular}} \\
\hline & & \\
\hline E AD & & \\
\hline this space to profitably buy or sell Used Machines, Routes, Parts, Supplies & & HINES; LOTS chines, price Las vegas \\
\hline
\end{tabular}
BE FIRST IN YOUR
AREA WITH THIS
Sensational
Profit-maken!

\section*{Valley's}

\section*{EXCITING}

\section*{BUMPERPOOL"}

2 or 4 Can Play
\begin{tabular}{|c|c|c|}
\hline \begin{tabular}{l}
Positive Ball \\
Trip-Cheat Proof
\end{tabular} & Valley's SelfStoring Cue Stick & Cenuine Rubber Billiard Cloth (for \\
\hline Hard Maple Construction & Live Rubber for More Action & long wear, less \\
\hline Easy Assembly No Electrical Hook-Up & \begin{tabular}{l}
A.B.T. Double 105 \\
Coin Chute
\end{tabular} & Service Fr \\
\hline
\end{tabular}

\section*{VALIEY MANUFACTURING CO.}


* EIECTRIC SCOREBOARDS
 OVERHEAD MODELS
 MARVEL MARVEL MFG. CO. 2845 w . FULLERTON, CHICACO 47, ILL

Movie Unit Heads - Continued from page 102 plained Goldsmith, gives the film
the illusion of depth. He added the illusion of dept. He robably have use in Arcades, it is being built
with locations in mind, particularly transportation depots.
Meanwhile, Capitol is going
ahead on kiddie nide production ahead on kiddie ride production,
with three recent rides-Virginia Reel, Davy Crockett Horse and Humpty Dumpty See-Saw-current
on the lines. To stimulate new ride business, Capitol is encouraging trade-ins, using the traded-in items for con Goldsmith estimates that 30 per cent of Capitol's gross volume in rides is on
trade-ins.
He said that four new spray booths lrave been added for the reconditioning business.

\section*{News Briefs}

CHICAGO, Aug. 20.-Appointment of W. B. Youngstown as chief sale engineer was announced by pany, producers of socket and jewel light assemblies for miniature lighting.
NEW YORK, Ang. 20. C \& C Corporation, manufacturer of canned carbonated beverages, announced it has entered an arecspray gun manufacturer.

WASHINGTON, D. C., Aug. 20. -Cigarette smoking and production ir. June topped the same month of
a year ago by 2 per cent, the Ina year ago by 2 per cent, the In-
ternal Revenue Service reported. Manufacturers shipped 35.6 billion cigarettes, roug h] y \(600,000,000\) more than in June, 1954.

NEW YORK, Aug. 20.-Retirement of H. A. Kent, chairman of
the board and a director of P . Lorillard Company, September 1 was announced by William J. Halley, president. Kent who has been tinue his association with Lorillard in an advisory and consulting capacity.
JERSEY CITY, N. J., Aug. 20 -
It happened while he was servicIt happened while he was servic-
ing cigarette vending machines that thieves broke into his truck, forced open a metal container and took
\(\$ 650\) Eugene Accasin had collected, and it was all in 25 -cent pieces.




BALLY : ROCK.OLA - KEENEY Yo CHICAGO COIN Complete line bally bingo parts
\begin{tabular}{|c|c|}
\hline SHUFFLE ALLEYS write & \begin{tabular}{l}
ARCADE \\
Keeney Sportsmen (Moving
\end{tabular} \\
\hline Bally Blue Ribbon
Bally Gold Medal
Ban &  \\
\hline Chi Coin Bonus Score Bowler .... Write &  \\
\hline Baily Magic Bowier ........... \({ }^{\text {B }} 375.00\) & Callery . . . . . . . . . . . . . . . . 249.00 \\
\hline  & PINBALLS \\
\hline United Royal Shuffle Alley ...... 175.00 & \\
\hline United Imperial ............... \({ }^{200.00}\) & CAYETY . . . . . . . . . . . . . . . . . 54445.00 \\
\hline United Cascade ................ 100.00 & Variety ....................... 425.00 \\
\hline Kecrey Pacemaker . ............ 165.00 & Atlantic City .................. 95.00 \\
\hline Chi Coin Criss Cross Target ..... 235.00 & Palm 5pring . ................. 28.000 \\
\hline ARCADE &  \\
\hline & Williams screamo .............. 145.00 \\
\hline Bally (Kiddie Cun) Bulls Eye.... Write
Chicazo Coin Deluxe (Baseballi) & MUSIC \\
\hline Bulls Eye .................Write & Rock-01a 1448 , \\
\hline Chicago Coin (Baseball) Bulls Eye. Write & \\
\hline Bally Hot Rod \(\ldots \ldots \ldots \ldots \ldots \ldots\) Write & Rock-Ola Comet 1438,120 Select 599.50 \\
\hline (exibit Sportland (Moving Target) \(\$ 225.00\) & Wurlitzet 1100 ............... 125.00 \\
\hline
\end{tabular}

\section*{CALDERON DISTRIBUTING Co.}


Con be used with ony phonogroph. Extended ronge for use with 6-8
OHM voice coil 8 .inch peeaker. Notural

\(\left.\begin{gathered}\text { PACKED TWO (2) } \\ \text { to } \\ \$ 10.95\end{gathered} \right\rvert\, \begin{aligned} & \text { in lots of } \\ & \text { dozen or }\end{aligned}\)

\section*{EXPORT INQUIRIES INVITED}

\section*{COVEN MUSIC CORPORATION}


EXHIBIT SUPPLY:

\section*{W (1) !}
you sure
HAVE IT

\section*{WANTED}

First-class Pin Ball Mechanic-good pay Write SUNSET SUPPLY CO. 33 n . michigan \(\qquad\)

\section*{MONARCH RECONDITIONED BUYS}

 charley pieri
Monarch Coin Machine, Inc.
Lincoln 9-3996-7-8


\section*{Earn More Money with Bally.} Kiddie-Fun Equipment

sulomobilt in eye.catching colors . . . with real horn and headights. .. Hot-roos the youngsters on a rollinge, rocking ride, Mounted on rigid metal Sase, eccentic motion of Hot. ROO car cleates illusion of oxcition travel on a country-tood ...an illusion on attrative to bors and biris, from todders to teen- asers that Hot.roo keeps busy exaning money every minute of the doy.
marksmen, boys and girist, from 6to 16 6, Bally BuLLI's EYE funior Shooting Gallery it a zold-mine in every location flequented by youngiles. Realisic western
 tarest, thots and hits reisister. ing on illuminated sore shan Pistol is positively sate, beciuse Pisto is positively ssie, boccus no bultets or pollets are fircod hits registring when gun is accuratelyaimed andtrizger pulled. only 1 yht by bll olf icersple to take in coins at a rate of \$15 to \(\$ 35\) per hour


THE CHAMPIOM is a lie.e.ife western zoiden-palamine broneo in iton tough plastic . . . with senuine cowboy wadle. All metal buse permits operation outcoors in all weather. THE CHAMPION malks, trots or al lops, as rider controls speed by pulling tetions: Riding time is sad. ivstable 1045 seconds, 1 minut 90 seconst. 3 minutes. Ocevpy ing ontry 22 in. by 41 in. of floor sogee, The champion tokes in \(\$ 2.00\) to 8300 per hout.

Ind. Vend Ops Eye New Cig Tax Proposal
INDIANAPOLIS, Aug. 20.-Indiaua may replace its system of iuking tax stamps on packages of
cigarettes by a new tax procedure ciparettes by a new tax procedure.
The move could cut discounts al. low move could cut discounts al-
lowed State cigarette wholesalers, and thus affect vending machine cigarette siles in the State. Walter P. Weyland, chairman of the Indiana Alcoholic Beverage Commission, the agency which supervises the operation of the Cigarette Tax Division, said the stamping system may be replaced by a "ycllow tax," which would be affixed to the bottom of the package a process currently put to a
test by the Hook drugstore chain at request of the commission. If the new system is adopted,
stamping machines will be avail able to the distributors on a rental hasis, Pate stated. To forestall un-
due hardshins Tue hardships, the contemplated
conversion vould be effected conversion vould be effected grad-
ually, he added. With the discount amounting to
\(\$ 300,000\) annually rette annually, Indiana cigabursed for stamping and imprinting packages. They are allowed \(7^{1 / 2}\) per cent of their cigarette tax payThe Indiana Commission on State Tax and Financing Policy
feels that the discount is excessive and in its report to the Indiana General Assembly last winter it suggested a reduction to 5 per cent on
machine-stamped packages and 10 machine-stamped packages and 10
per cent on stamps affixed by hand. The commission insisted that in
more than 95 per cent of the more than 95 per cent of the cases,
machines open the cartons, imprint the packages and reseal the cartons. Hand-stamped process is em-
ploved only with odd-shaped ages and boxes. Imprinting by machinic, the commission argued,
never exceeds 5 per cent of the
tax. "This," the tax commission told the Legislature, "would indicate that under the present \(71 / 2\) per cent
discount; wholesalers are actually discount; wholesalers are actually
being reimbursed for more than the costs involved when machine im-
printing is printing is done. Affixing the
stamps by hand is more costly stamps by hand is more costly and
there are indications that the present deduction may not be adequate to cover expenses. The commission recommendation would bring Indiama more in line with practices

\section*{WANTED}

ENGINEERING PERSONNEL—Old established, financially strong manufacturer of amusement devices, has openings in new engineering department. All company benefits plus a chance to advance. Write to

\section*{BOX 819}
\(c\) 'o The Billboard
188 W. Randolph Street, Chicago 1, Illinois


SHUFFLE BOWLERS



\section*{FOLK TALENT AND TUNES}
- Cortinued from page 64
hill, La., reports that Webb Pierce \(\mid\) Horton's now doving 40 hours of ecordings were played all day programming weckly over the 500 August sover the station to cele- watter, WKilC, Roming Springs, Charles Mecomell of Springhill old son, Larrerts that his 12 -yearcharles Mimed the day officially as old son, Larry, hats his own 30 Webh Pierce Day Biff Collic, WKVG KPRC Howsten. infos that Wayne station are Mearl Ebersole, who Haneys "Come With the Wind," also does to hours of air time bigest regnest number three weeks werly of WFBC-TV Cchey, for S. C who liaudles the chorus of

Kiching up a fuss aroumd Johnny station mamacer. . . Charlie Eddy Amold's "Jut Call Me Lone- Louise Foster at her mike at sume," Carl Smith's "Dor't Tease KAN1), Corsicana, Tex., recently Me," and Ernest Tubb's "It's a for an inter iew. Alams, whose operating Hilllilly Park, St. Louis. is currently riding high on the crest using mame talent. . . Shel of popularity at KAND, had jus


\section*{Mr. Operator of METAL TYPER MACHINES} spete up your coading operationi By using high quality, straight degreased disces. packed 100 to a roll. We repair and rebuilt Typen, wsing genvine SMT parts
STANDARD METAL TYPER CO.
completed a tour of West Texas. Billy Thompson, KTRY, Bastrop La., imforms that he RBs, Springhill, Lotz, KOTA, Rapid . . . Ver typewrites that he worked pro motion on a country and western show which opens the ammal rodeo apid City Wednesdiay (17) SIX, Nathville: Trytes fron vion,' by Jeamne Shepherd, Carlisle gucsted on Nash inile. Bil Havride shour recently to tick oft Lil' Liza Jane' Jutin Tubb no plat ing fairs across the comery Ace Ball is spinning the wax the "Western Roumd-Ep" from 6. each morning ower KLIT Levol land, Tex, Ball, who also has four hours of air time in the afteruour \(1-5\), complains that he isuit cottin service from any of the maiors. In addition to his chores at KIIT the deeiay roms "Sonth Plain J.amboree" in Whiteface, Tex. .. Pecos Bill Jenkins recently had Tom Tall on his "Western Jamborce," heard cever KBPM, Carls had, N. M. Deciay Jenkins sigmals that he is badly in need of Dee recordings.
Roger Flemmer, KDIX. Dichinson N. D., T. Texas Tyler will mak personal appearances in Sonth "estern North Dakota soon. Re quests on Flemmer's show ar


\section*{Under Ops Eye}

\section*{other States. At present 20} tates permit a smaller discount hain hidiana, while only 10 perThe greater one. The Assembly adjourned in Mareh without acting on the promosit and under the State constiturv, 1957 , unless a comvoked bo the anernor in the meamwhile. Some tax commission nembers indicated the possibility hat the recommendation would be enewed.
A healtly source of State rev mine the cigarette tax was enacted 0 Jone 30 , the tax viedded \(\$ 14\),203,011 as compared to \(\$ 14,412\), 91 for the previous 12 nonths. In terms of packages, the 12 indicates the sale of di3.43. 12 packages in the \(1954-55\) fisca \(1953-51\) 95.3-54 period.
Indiama cigare

Indiana cigarette wholesalers fee is attributable to the of \(1^{1 / 2}\) per cent recession mather than to fear of luag cancer.
he older tumes, he reports. W. A. Kiker (Encle Prte) is broad Gasting the eomitry stulf four hours day, six days a week, over WELS dlso prograin director of the sho is

Coca-Cola Elects
Curtis Gager V.-P.
NEIV YORK, Aug. 20. - The Coca-Cola Company has named Curtis H. Gager as vice-president. Cager, 54, comes to Coca-Cola
from General Foods, where for the last 11 years he has been operating rice-president of several of the Coca-Cola sales prugram head the Gaca-Cola sales program. 1929 as an adverticiug and in chandising man. Two yars later he became vice-president and general mamager of Walter Baker and Company, and in 1938 was named president of the subsidiary. General Foods electeci him a vice-president in 1943 and a director in 1947.
B-K Candies Wins Approval of NCWA NEV YORK, Ang. 20.-Bono-
mo's-Korday Candies, supplier to the vending trade, received a emmmendation from the National Candy Wholesalers' Association, on behalf of its acti
vention.

\section*{All}

All visitors at the B-K booth were given free Esspuire shoeshines, U.S.Savings Bonds. Thes are Sid U. S. Savings Bonds. They are Sid
Grossman, Louisville; Jerry Ruban, Wrossman, Louisville; Jerry Ruban,
Varwick, Va.; Charles Finkle, Warwick, Va.; Charles Finkle,

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\$295
A. M. I. MODEL " "c"........................... ... 195
A. M. I. MODEL "D.40"

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We will allow \(\$ 300\) on M100A's toward following equipment: BINGO GAMES

Havana, \$150-Hawaii, \$175-Nevada, \$225-Singapore, \$275Tropicana, \(\$ 300\)

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Big Top, \$375-Wild West, \$450-Safari, \$395-Coon Hunt, \$225
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\hline \multicolumn{2}{|c|}{SEBUR6} & \multicolumn{2}{|c|}{WURLITER} \\
\hline M100-B & \$565.00 & 1500 & . \(\$ 339.00\) \\
\hline M100-A & 299.00 & 1100. & 99.00 \\
\hline \multicolumn{2}{|r|}{} & \multicolumn{2}{|r|}{Rogsola} \\
\hline D. 80 & . \(\$ 339.00\) & 1438 & . \(\$ 549.00\) \\
\hline Model 6 . & . 179.00 & 1436 & .. 319.00 \\
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\section*{EXHIRIT SUPPLY:}

\section*{WDW!}

\section*{YOU SURE HAVE IT}

\section*{JOE ASH}

\section*{FOLK TALENT AND TUNES}
- Continued from page 107

Franks. Fred Baker, Jim Reeves J. E. Maxine and Bonnie Brown and

Merv Shiner (RCA) and Cy Cohen stopped by for a visit \(w\) ith Va., recently. . . . Leon Sanders, KDET. Center, Tex., reports that the station's annual Artists' Popularity Poll was concluded recently. This year's winner was Jim Reeves. - Ernest Tucker relays from WEKR. Fayetteville, Tem., that Bill Worth did a rendition of his new M-G-M release, "Because 1 Cared," when he appeared on the "Grand Ole Opry" Saturday, July 30. Song is doing well in Tuckers area, he reports.
Charlie Mansfield, IVESX, Salem. Mas ., sends in the follow - ing: "I would like to take a * moment out to thank Joe Lucas * the Hickory Label; Wesley Rose Acuff-Rose; Hugh Thompson, of Boston's Decca Distributing, and all the folks at Sage and Sand for me in keeping mey hase offered releases, and sending me the sime And let me not forget the fine people at Abbott and Fabor for * people at Abbott and Fabor for Jim Reeves records coming in * Every now and then a deeiay has a legitimate gripe about record service, but I would like to extend thanks once again to all these folk

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\hline 234.50 & 1015 WUPIITIE
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. \(\$ 149.50\) BALLY SURF CLUB \(\begin{array}{ll}234.50 & 1015 \text { WURLITZE } \\ 224.50 \\ 147 \text { SEEBURG }\end{array}\) BAILY DUDE RAMCH ........ 194.50 UNITED CASCADE BALIY YACHT CLUB ........ 104.50 UNITED STARS. BALLY CONEY ISLAND ...... 54.50 WILLIAMS 8 BALL BALLY SPOT LITE ......... 49.50 GOTTLIEB KNOCKOUT ONE-THIRD DEPOSIT, BALANCE SIGHT NUGGET PARKER DISTRIBUTING COMPANY 533 4th AVENUE SOUTH Phone 4-0194 NASHVILLE, TENNESSEE

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\(\qquad\)
GIIDE RITE WAS
\[
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\begin{aligned}
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& \text { In } 10 \text { Case Lols.. }
\end{aligned}
\]

MORRIS NOVE



\section*{OFFICIAL BOWLING SCORES attract more players EARN MORE MONEY}

Cash in on ever-increasing popularity of bowling. \(15,000,000\) bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first 6-PLAYER* OFFICIAL BOWLING** shuffle-bowlers. Order new Ballybowlers now!

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IENUS \\ iuffle Targette coth, Quier
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