

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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TV Lens-Happy For Outdoor Shows

Upgrade Camera Fodder Interest In Park, Circus, Carnival & Fair

By JIM McHUGH

NEW YORK—Television, newest of the nation's entertainment media, is turning more this year to the oldest, outdoor show business, in its ravenous pursuit of nationally interesting camera fodder.

Apparent fear of the commonplace is demonstrated in television's relentless search for the off-beat. Parks, circuses and carnivals, and the upcoming mass of fairs—the big four in outdoor—are being examined minutely for both live and filmed sequence possibilities.

The approach is not new, since stations in the areas that harbor these events turned early and eagerly to the colorful outdoor personalities and backgrounds to broadcast the fun and excitement that they and their neighbors found on their fairgrounds and show lots for generations. Their job was made easy by the co-operative nature of the nomadic performing clan.

All Types of Shows

Virtually all of the network participation programs have featured outdoor personalities more or less regularly. Many of the dramatic and documentary shows also found various phases of the industry and its people excellent subjects for their fiction and fact formats.

The current interest of the networks denotes an acute appraisal of the competition's efforts and points inevitably to a minor trend. The growth of interest mirrors, and perhaps forecasts, similar invasion of the field for material such as was launched by the nation's magazines several years ago.

At the time, virtually every nationally circulated magazine ran at least one feature culled from outdoor show business. The material was limited only by the editor's judging of his reader's interest. Several writers gained stature and added substantially to their income by becoming, to the editors at least, knowledgeable, if not expert, in the field.

'Tonight' to Spot Oddities

NEW YORK—A double offering of off-beat personalities is planned for "Tonight," NBC-TV feature. The program, which has long used one person who would fit into the broad category of oddity, plans now to use two each weekday night.

Sam Homsey, who has come up in the past with such interesting bits as hell drivers (performing in the street outside the studio), glass eaters, carnival talkers and pitchmen, expects to find many more subjects in or around outdoor show business.

DISK ARTIST DEBS STRICTLY FOR THE BIRDS

NEW YORK—What RCA Victor did for the canine family with its Singing Dogs, Cadence Records hopes to do for the birds with its new recording artist, Richard, 54-year-old parrot.

Richard, booked by GAC and owned by deejay Milton Q. Ford (WMAL, Washington), will make his wax debut this month on "The Pirate Parrot," with Ray "Merry Mailman" Heatherton joining him on the vocal and backing by Archie Bleyer's orchestra. The tune, a hit in Italy as "Curri, Curri, Sciccareddul" ("Hurry, Hurry, Little Donkey") is published here by Veronique Music, with English lyric by Al Stillman.

Cadence prexy Bleyer put in six and a half hours on tape sessions with Richard and at least 60 hours more on the editing job, the parrot seemingly to talk his way continuously thru the disk, a la the Singing Dogs. However, Richard has an advantage over the European pooches, in that he can make radio and TV appearances, and plug the record.

His first network video show will be on Julius La Rosa's summer sub for Perry Como, CBS-TV show July 21, following which he will meet

(Continued on page 26)

Phonos & Disks Combo Threat as Oscar Candidates

Booming 1956 Sales Pace Can Cop Home Entertainment Title

By REN GREVATT

NEW YORK — Phonograph units, both standard and hi-fi, and the booming record business, are today's biggest threat to cop the title of America's foremost home entertainment medium.

Phono factory sales figures, charted by the Radio Electronics Television Manufacturers' Association, now available for the first five months of this year, clearly point up the rapid pace of the sound reproduction industry. (See separate story, this issue.)

But an even more solid impression of the happy state of the business is gained by a look at new phono lines being unveiled now by major producers, and their accompanying peak promotion and advertising budgets to back up the fall selling period.

The pattern is particularly apparent among those record companies who also manufacture equipment. More than ever, it's a picture of record-breaking production and promotion of equipment going hand in hand with a major push on disk products, greater evi-

dence than ever of the marriage of records and phonos. RCA Victor, Columbia and Decca are scheduling twin phono-record drives for the upcoming season, and V-M, Motorola, Unicor, Crescent and Zenith have all set peak budgets for full promotions.

Columbia Records, for example, last week kicked off its 1957 line, consisting of 15 new models plus a tape unit—a greater representation for the diskery than in any past year. The price span, from \$29.95 to \$329.95, appeals to the youthful element as well as the older, more well-heeled segments, and the complete restyling being featured is designed to attract both replacement buying as well as to open brand new markets for the sets.

Huge Ad Budget

A advertising budget of half a million dollars, a 100 per cent increase over last year, has been earmarked for the national consumer promotion campaign, which gets under way August 1.

According to James Sparling, general manager of Columbia Electronics Products, the budget, which does not include merchandising and point of sale materials, will parallel a near-saturation campaign by the diskery on its singles and packaged records. Sparling added that a special staggered pay plan of 30, 60 and 90-day deals will be in effect for dealers and will be extended at the discretion of distributors.

RCA Victor recently introduced what spokesmen described as "the most extensive line of multi-speaker, high fidelity music systems ever offered by any company." An extensive ad campaign will promote the line as "New Sen-

(Continued on page 23)

Phono Sales Almost 1 Mil.

WASHINGTON — Close to 1,000,000 phonos of all types moved out of the factories of more than 40 top equipment firms during the first five months of 1956. The figures are based on a monthly factory sales census of firms representing over 90 per cent of industry volume, conducted by the Radio Electronic Television Manufacturers' Association.

Of the grand total, 737,000 were phonos not in combination. Combination units totaled 143,000, 95,000 were classed as attachments. Since 40 per cent of the year's take is normal for the last quarter, current sales point to a total '56 volume equal to or better than the 1955 total of 3,100,000 units.

NEWS OF THE WEEK

NBC Planning Major Reshuffle Of Tuesday, Sunday Night Shows . . .

A major programming reshuffle, involving Tuesday night's Bob Hope-Dinah Shore shows and Sunday night's Goodyear Playhouse, are in the works at NBC-TV. . . . Page 2

More TV Film Production Going To U. K. Because of Its Quota . . .

Still more production of TV film programs is expected to go to Great Britain in order to reap the benefits of a British sale. The British unions' quota limits the number of U. S. programs allowed on English stations to about 25 half hours. . . . Page 9

Publishers Plot Song Promotion At Nat'l Political Conventions . . .

Music publishers and song pluggers expect a field day for tune exposure at the Republican and Democratic National Conventions. Plans are already being laid with a view toward getting standard tunes into the programs of both parties. . . . Page 21

Versatility and Variety Spark Summer's Single Record Market . . .

Singles record market this summer is sparked by return of traditional artists and the continued strength of rock and roll. Analysis of best selling charts points up consumer acceptance of wide range of song material and artists. . . . Page 21

All-Out Make-Ready for GOP Meet at Frisco Cow Palace . . .

Seven complete TV studios, house-trailer offices, extra electric power for movie lights, big-

screen TV for spectators, parking for 150 buses, feeding of 4,000 people, and microwave circuits are among facilities being readied at San Francisco's Cow Palace in preparation for the Republican National Convention next month. . . . Page 54

Juke Ops to Shake Up Lazy Summer With 200's, Dime Play . . .

Music operators expect to throw some sparks into the summer doldrums with their new 200-selection phonographs. Fatter dime play collections and the bumper crop of 1956 tourists will help. Outlook for juke box play this summer is brightest in years. . . . Page 82

NAMA Vending Study Shows Operator Profit at 3.4% of Sales in 1955 . . .

An operational study of 92 vending machine firms reveals average profit in 1955 was 3.4 per cent of total sales at retail. The profit figure is a slight drop from the 1954 level, according to Price Waterhouse & Company, certified public accountants for the National Automatic Merchandising Association. . . . Page 76

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NBC Launches Fresh Attack On CBS Sunday Supremacy

Move Would Strengthen Programming After 9 P.M., Boosting Sunday Line-Up

By LEON MORSE

NEW YORK—The most ambitious programming reshuffle in years is in the works at NBC-TV. Its twofold purpose is to continue the web's Sunday night rebuilding by securing dominance after 9—thus giving a tremendous psychological lift to the network's entire line-up of Sabbath programs—and to solve NBC's Tuesday night problems.

The blueprint calls for a switch of next season's Bob Hope and Dinah Shore programs, sponsored by Chevrolet, out of their scheduled Tuesday 8-9 slot and into Sunday night 9-10, where they would alternate with the Alcoa dramatic show. The present co-sponsor of the Alcoa hour, Good-year, has found its Sunday show too expensive, and would be shifted to a Tuesday half hour between 8 and 9 p.m.

This radical programming revamp reflects NBC's emphasis upon Sunday night as the arena it has selected for an all-out struggle for programming supremacy with CBS, a battle in which the stakes are audience domination, the prestige involved in the most glamorous TV night of the week, and, as a natural consequence, advertiser rewards. NBC has reprogrammed Sundays from 7 to 9 p.m. for the fall, inserting "77th Lancers" and "Circus Boy," between 7 and 8, and having started Steve Allen in the 8 to 9 time, with Allen already giving CBS cause for concern with

his showing against Ed Sullivan to date.

Bob Hope and Dinah Shore, NBC program execs believe, would further bulwark the ambitious new Sunday plans, establishing a formidable beachhead 9-10 against CBS's General Electric dramatic half hour and "Alfred Hitchcock Presents," the rating toppers for the hour.

The solo stumbling block, at present, seems to be Alcoa, which has reservations about alternating with a strong variety show because audience habits for the hour might be changed, perhaps to the detriment of its drama.

Trade observers see it as entirely possible that Alcoa might pull out of the hour, leaving it free for NBC to move 20 Ray Bolger programs into Sunday 9-10 to alternate with the Bob Hope-Dinah Shore combo. Not only would this further revitalize NBC's Sunday night programming, but opinion is that Bolger would find little difficulty acquiring a sponsor. The Hope-Shore combination, with or without Bolger, is also figured to aid the Loretta Young Show, which follows at 10, and even the following half hour, now occupied by a bowling show.

The hour big-time comedy-variety format Tuesdays 8-9 p.m., which for so many years provided NBC with the No. 1 rating spot, thus would be abandoned. Instead, two separate half hour shows would be used.

The Sunday-Tuesday NBC shift is a major part of an even broader programming reshuffle which would see "Impact," which is to be sponsored by Ponds twice monthly, moved out of Monday 9-9:30. Revlon is interested in the time period for "The Most Beautiful Girl in the World." The beauty show might conceivably provide CBS' "I Love Lucy" with its strongest opposition to date.

"Impact" could be shifted into a half hour between 8 and 9 p.m. Tuesdays. NBC must also find another hour for Bolger, in the event the projected Sunday switch cannot be accomplished for him. Bolger, too, was among those considered for the Tuesday 8-9 period. Other programs which may figure in the programming reshuffle are "Noah's Ark," "Mystery Writers' Theater" and perhaps the new Orson Welles half-hour anthology show, which the web is said to fancy.

CONCEDES TIFF

Allen to Emphasize Talent, Not Names

NEW YORK—Altho Ed Sullivan grabbed off Elvis Presley, Steve Allen, whose sole rating victory over the CBS Sunday night personality is generally attributed to Presley's guest stint, will not fight for competition with names. Allen could have matched the Sullivan deal for Presley's services—\$50,000 for three appearances—but decided against it.

Allen's aim is to use guests whose talent fits into the general entertainment content of his program. His lack of concentration on sock names is evident in his upcoming bookings for his July 22, 29 and August 5 shows.

Guests on the first program include Judy Holiday, Buddy Hackett and the Four Lads; on July 29, Jan Pearce, Rise Stevens and the James Masons, and Tony Bennett and Carmen Cavallaro on August 5. Indicative of the Allen plans for talent is his proposed remote for the Four Lads. They will be standing on a corner with girls walking by while singing the Frank

Loesser tune, "Standing On the Corner."

The sole sock name being readied by Allen is Mae West. She, however, was booked even before the Allen show started on TV. A skit has been written for her. Presley's appearance on Allen's show has catapulted him into the big-time TV money class. He received \$5,000 plus from Allen.

NBC Eyes Remote Theme for Drama

NEW YORK—NBC-TV is playing with a dynamic new programming concept—remote drama performed by actors at the actual locale of the story. Still in the blueprint stage, the idea is the direct result of the network's success with "Wide, Wide, World," where pieces of drama have been performed, but not by actors.

An example of the web's remote drama concept would be to hire Broadway and Hollywood talent and take them to the Mississippi River where they would then perform Mark Twain's "Huckleberry Finn." The TV audience, of course, would be able to see the American classic in a locale indigenous to its story thereby perhaps gaining a better feeling for the material.

All properties do not lend themselves to such programming, and the network is having a hard time finding the right one. It would most likely however, be handled

HANCOCK

Insurance Co. Set to Move In Web TV

NEW YORK—The John Hancock Life Insurance Company is expected to become the second firm of its kind to move into network TV with a buy of about one-quarter of the Monday night spectaculars on NBC-TV. This would leave the network with about one-quarter of the monthly program to sell since RCA-Whirlpool is already in for a half.

The Hancock acquisition of the Monday spectacular is said to stem from a desire to use prestige programming as a means of attracting buyers for its life insurance policies. The NBC show offers such a prestige vehicle within the advertisers' budget.

Prudential, the other life insurance company using network TV, has its own show, "You Are There," but has also bought "Air Power" from CBS-TV to use jointly with the former program during next season. Each will be run for 26-week periods. McCann-Erickson is the Hancock agency.

Lewis, Martin May Go NBC

NEW YORK—Indications are that Jerry Lewis and Dean Martin, now that the dissolution of their partnership seems firm, will be seen on NBC-TV in a new manner next season. The network has informed each of the performers that they would like to use them in spectaculars next season. They would be offered leading roles.

NBC, for example, would like Lewis to play the lead in its upcoming "Jack and the Beanstalk" spectacular and is trying to come up with an important part for Martin in another show of this type. The network is also willing to let them program the four hour-long comedy shows they were contracted for, providing they will rejoin forces. But if they continue their separate ways, they will probably be seen next season as comedy actors.

Parks to Emsee 'NBC Bandstand'

NEW YORK—NBC's new daytime music strip show, "NBC Bandstand," will have Bert Parks as emcee, when it bows July 30 as a replacement for Ernie Kovacs in the 10:30-11 a.m. strip.

Other talent thus far lined up for the show includes Johnny Mercer, who will be the "Mr. Music" guest headliner the first week, with Dick Haymes taking over that role for the following four weeks.

NBC also has lined up four name bands to appear during the first week. They are Guy Lombardo, the Dorsey Brothers, Wayne King and Freddy Martin. All four of them will appear each day. The show will also feature guest vocalists.

"NBC Bandstand" is a simulcast show.

'Mirror' Is Sub For Autry Seg

NEW YORK—CBS-TV last week decided to drop the idea of airing the "Gene Autry Show" on a sustaining basis in the Saturday 7-7:30 p.m. slot over the summer and is substituting instead a new sports show, "Saturday Sports Mirror." The web is seeking a bankroller for the show but will sustain it if none is to be found.

The time slot next season will be taken over by "Beat the Clock," under the sponsorship of Pharmcraft. The bankroller is co-sponsoring the show with Sylvania over the summer in the Saturday, 7:30-8 p.m. spot.

Kellogg Set on New Kid Show

NEW YORK—Kellogg has its eye on a new kiddie show and reportedly is set to purchase it for network airing, providing it finds a co-sponsor and can get suitable network time.

The new show is "Waldo," a Television Programs of America property, which stars a chimpanzee in the title role.

Sponsor Interest In 'Mickey Club' Is Perking Up

NEW YORK—Sponsor sales interest in ABC-TV's "Mickey Mouse Club" is beginning to perk after a long siege of dormancy. The web this week sold its Thursday 5:15-5:30 p.m. segment to two alternate sponsors, Pillsbury Mills and Ampar Records.

The latter this past season had a similar slice of the show.

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ANTI-TRUST HEARING

FCC Exec Warns On Generalizations

WASHINGTON — "Congressional hearings tend to get generalizations from a few examples or complaints," Dean Barrows, head of FCC's network study group, told the House Anti-Trust Committee at TV hearings Thursday and Friday (12 and 13). "Each practice needs to be related to the whole structure," he added. His comment came in answer to committee counsel efforts to single out net practices like option time and must-buy as "monopolistic" in themselves.

Barrows held out very little hope of "interim" reports from his study, saying that he preferred to report on the situation as a whole.

New Figures

The Celler anti-trust group broke out some new figures for network earnings in 1955, based on FCC data. Combined gross revenue of both CBS and NBC, together with their owned stations, reached \$312,658,470, or 41.99 per cent of the whole industry revenue, Celler reported. Networking operations of CBS brought in \$121,953,117, and NBC, \$124,353,526, with the two nets accounting for 87.2 per cent of the total networking revenue in the industry.

Income before Federal taxes for CBS and NBC and their nine owned stations totaled \$65,050,186, or 43.4 per cent of the whole broadcast income before taxes. CBS accounted for 23.2 per cent, and NBC 20.1 per cent.

The nine net-owned stations of CBS and NBC together realized a rate of 370 per cent return on investment, before taxes, with CBS stations earning 282 per cent return, and NBC stations making a 335 per cent return.

Singling out New York stations, Celler said CBS' Station WCBS-TV realized \$9,375,339 before taxes—a rate of 2,290 per cent. NBC's Station WRCA-TV made \$7,260,255 before taxes, realizing a rate of 857 per cent. In contrast, the third net, ABC's five owned stations earned only 78 per cent on their investment.

Celler Warning

These figures made Celler ask if the FCC shouldn't "stop, look and listen," to determine if such earnings by networks were "in the public interest." He also felt net time rates might "freeze" at present levels, or go higher, shutting out all but the "concentrated," wealthy industries from participation.

The last day of the hearings (13) found FCC Chairman McConaughy again on the griddle for

FCC Bars Poller Bid for Toll TV

WASHINGTON—Lou Poller's bid for a trial run for toll TV on a Chicago UHF station has been turned down by the Federal Communications Commission. Poller, sole owner of Television Exhibitors of America, Inc., and licensee of WCAN-TV, Milwaukee, Wis., asked the FCC for permission to run 25 per cent subscription programming, and 75 per cent free. The FCC Thursday (12) rejected the Poller bid for WOPT-TV in Chicago, which include request for a waiver of rules to allow the toll operation on the grounds that "subscription TV has not yet been authorized." Poller will have to drop the subscription TV plans and start over, if he hopes to acquire the Chicago station.

the commission's latest allocations pronouncement.

Representative Quigley termed the latest proposals "not worth the paper they were printed on..."

Charges Monopoly

The whole series of decisions by this commission, over a long period, guarantees a monopoly situation in TV in this country, with UHF stations continuing to fail and go off the air," was his angry summary.

Dean Barrows, head of FCC's network study group, was rather doubtful if interim reports hoped

for by the Celler committee would be forthcoming. Committee Counsel Pierce pointed out that the original chair broadcast rules took five long years from start to finish. He felt that the Barrows' study, with a target date of July, 1957, might mean the same stretch of time before any new rules on network operation could go into effect.

Altho network executives could not be reached for a statement on the Celler figures on network earnings, CBS President Frank Stanton answered similar charges made by Senator John W. Bricker recently as to huge profits made by the webs. He pointed out that profits on invested capital represent only a fraction of the total actual investment. He indicated the yardstick should be the organization's share of the market.

CBS Ready on C. Porter Show For 'Ford Star'

NEW YORK — CBS-TV has started the ball rolling on acquisition of properties for "Ford Star Jubilee" next season. The web last week signed with Cole Porter for production of a "Cole Porter Festival," an original revue that will feature numerous name stars performing Cole Porter numbers.

Porter, himself, will perform in the show.

According to CBS, the web will eschew using the traditional "trib-

G. Foods Buys 'Could Be You'

NEW YORK — NBC-TV this week sold a quarter hour of daytime to General Foods. The advertiser bought an alternate quarter hour of "It Could Be You," and the same of "Queen for a Day," making the latter program virtually s.r.o.

The network also sold Breck hair products 13 participations on "Matinee," one position a week for 13 weeks. And the California Walnut Growers bought seven participations on "Home" for a fall holiday promotion.

ute technique" and will concentrate strictly on making the show a musical revue.



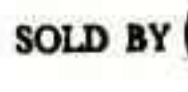
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STATION PROGRAMMING

Unique Program Set-Up Puts Low-Budget Outlet in Black

LAS VEGAS, Nev. — How would you program a new TV station with a low-power signal covering only a 15-mile radius, while bucking two established, high-powered outlets in the same market?

That was the problem confronting KSHO-TV, here, when it went on the air about two months ago with a staff of eight men. The solution, obviously, is low-cost operation. KSHO operations Manager Jim Hawthorne says the programming formula developed to meet these requirements put it in the black almost from the start.

With the station broadcasting on a 24-hour basis, perhaps the only outlet in the nation to do so, approximately 22 hours of each day's programs is on film, nearly all of it features. The station is currently

running packages bought from the Hollywood TV Service, Hygo-Unity, and Governor TV.

\$40 an Hour

The pattern for utilizing this film is unique. Each picture is run four times within a 72-hour period, the station having the option to rerun them again after a lapse of two years. The price paid is low—\$40 per hour of film for the four runs, or in effect \$10 per hour each run. Also the packages obviously are not the newest, the programming provided fits the station's policy of low-cost operation.

Another programming innovation which has paid off is a classified ad feature, printed on tape run off before the camera. Each ad message on the tape is limited to 15 words. Cost for this is only \$1 per ad, for which the ad is run three times in a 24-hour period. The classified feature is aired 10 times daily.

All spots are run during the half-hour and hour breaks in the features. The station provides equipment for commercials, but the sponsor or ad agency must put them together and be responsible for production. Another departure is the single card rate for all hours of the day, something which may

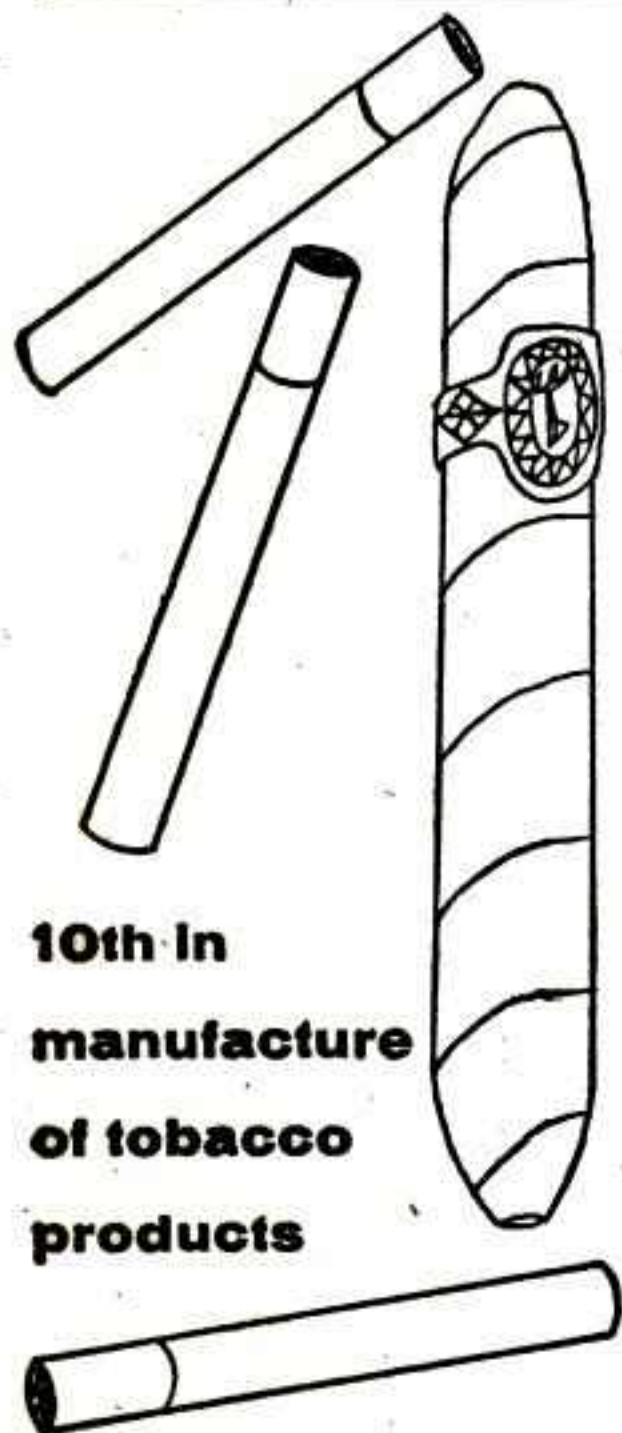
be possible because of the structure of Las Vegas social life, for the station carries as many spots between midnight and 6 a.m. as in any other six-hour period.

Low Local Rates

Approximately half the station's advertisers are new to TV, the others having run on one or both of the other local outlets. Many doubtless were drawn by the low local rates: \$6 per one-minute spot; \$60 per hour. National advertisers' rates are \$15 and \$150, respectively.

Capital outlay to put KSHO on the air was only \$70,000, as compared with the several hundred thousand dollars usually required. This figure included cost of a mobile unit. Remote-control equipment enables only two men—an announcer-technician and a control board operator—to operate the station by themselves on each shift. The single technician at the master board controls all equipment, including camera focusing, lens changes, mike boom, film chain, slide projector and quality of signal. Equipment was developed and manufactured by Kay Lab of San Diego, Calif.

The station is owned by Morrie Zenoff, newspaper publisher, and an unnamed backer.



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LANCASTER, PENNA.

NBC and CBS

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



Channel 8 Multi-City Market

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Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Carlisle
Sunbury
Martinsburg

Reading
Lebanon
Pottsville
Hazleton
Shamokin
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'CRIME REPORT'

TV Newsman Covers Crime on the Spot

DENVER—As a direct result of news program, "Crime Report—Denver" on KBTU here, a new law is to be introduced into the Colorado State Legislature bringing its laws in line with Federal crime statutes.

Meanwhile news reporter Tom Carlisle has begun to feel repercussions—telephone threats and the cruising of unsavory characters past his house—as the result of his crime expose which indicates roots reaching thru the Mafia as far as Italy.

None of Carlisle's material has been doctored. He has established pipe links into the underground and has had guests appear on his show who have been caught and convicted of crimes. Unlike Paul Coates' show, Carlisle's guests voluntarily come on to his show unmasked and tell their story.

Narcotics Raid

Latest action by the KBTU reporter saw him, along with his cameraman, accompany the city police on a narcotics raid where six persons were arrested and 24 sticks of marijuana, hypodermic needles and 24 bottles of other drugs were found.

Carlisle is now waging an all-out campaign to expose crime in Denver. "Crime here is no worse than in any other city, but the people have taken an indifferent attitude to it," he explained. "We are showing them the bare, unvarnished picture of crime and filth right here in their own home. Harsh as it may seem, it is time that people all over woke up to the fact that the same things can and do happen in their town, just like they do in Chicago, New York or any place else."

Each night for the past six weeks Carlisle has devoted three to five minutes of his nightly newscast to crime expose, specifically the illicit narcotics trade. He has shown actual pictures of buys being made, arrests and several times

was at the scene when a sale of dope was made and both the pusher and buyer escaped uncaught.

"I expect to be shot at before the mess is cleaned up," Carlisle reports, but he refuses police protection which would make good station publicity, but automatically cut off his information sources into the underworld.

'Brothers' Buy Bolsters P&G

NEW YORK—Procter & Gamble last week hammered another stake into Tuesday night network TV when it purchased alternate weeks of "The Brothers," CBS-TV, Tuesdays, 8:30-9 p.m. The advertiser already sponsors alternate weeks of "Wyatt Earp" in the Tuesday 8:30-9 slot on ABC-TV, and "Fireside Theater," Tuesdays 9-9:30 on NBC-TV.

The P&G buy of "The Brothers" indicates that the sponsor is going in for program diversification. The show is a situation-comedy, as contrasted with "Earp" which is an adult Western, and "Fireside Theater" whose appeal is mainly to women.

The CBS purchase also gives the advertiser a Tuesday night edge in the running battle between that network and NBC. If CBS's Phil Silvers remains strong next season, P&G will benefit. If NBC's Tuesday 8-9 programming improves, the sponsor's "Fireside Theater" stands to be the gainer.

Thurm Joins Lever

NEW YORK—Sam Thurm will join Lever Brothers in a top executive post. He has resigned from Young & Rubicam where he was the associate media director.

TOP SHOW PLUGGERS

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

WIBW-TV, Topeka, Kan.: "What's Cookin'?"

There's nothing unusual about running a recipe contest to help arouse interest in a cooking show. But the campaign that WIBW planned and carried out on behalf of "What's Cookin'" was so extensive and so well executed that The Billboard's panel of judges awarded WIBW second place in the Promotion Competition among stations located in one-channel markets.

"Golden Fluffo Days," as WIBW's campaign was called, had a twofold purpose: To increase the audience of its show and to establish the station's women's director, "Dottie Paige," as a local personality. By tying into the campaign a new Procter & Gamble product, Fluffo, the promotion paid off for the sponsor as well as the station.

The recipe contest was heavily promoted on the air, thru newspaper publicity, in grocery stores and thru other media. The Indiana State Cooking Champion was brought to Topeka for a series of appearances that tied in with "Golden Fluffo Days." Whirlpool appliance dealers were recruited to help promote the recipe contest, which was offering a Whirlpool dishwashing unit to the first prize winner.

Over 1,295 entries were pulled in by the contest. The winner was selected by a team of food experts and immediately was made the center of a heavy campaign which turned her into a local heroine. The winning recipe was publicized far and wide, the winner guested on TV shows, was provided with a luncheon and a dinner in her honor, was interviewed by newspapers, appeared at the Free Fair, etc.

The month-long campaign ended in the middle of September and was considered a vast success by all concerned.

(Next week: KBTU, Denver.)

CLOSED CIRCUIT

Hotel TV Bids for Sponsor Revenue

NEW YORK — The first instance of a closed circuit TV operation competing with commercial TV for advertisers' dollars is in the process of being set up, altho initially on a limited basis.

The Hotel TV Broadcasting Corporation has been formed to feed TV programming to hotel rooms via closed circuit. The new company, headed by Will Baltin, a former International Telemeter executive, will attempt to sell spots on its closed circuit programs to national and local advertisers.

The programming, which is geared to the tourist trade, will consist almost exclusively of material about places to go and things to do in New York. A 30-minute New York sightseeing tour on film has already been produced.

Share in Profits

Hotel TV is currently negotiating with four undisclosed New York hotels for setting up its closed TV service. The hotels will pay nothing for this service and will share in any profits that may result, according to Baltin. The hotel also is able to use the closed circuit system to communicate with its guests.

The programming, which will be seen on the hotel's TV sets on one of the unassigned channels, will be piped continuously from 9 a.m. to 11 p.m. daily. Tho the same film material will be used over and over again, the transient nature of the hotel's guests assures a constant and steady influx of new viewers interested in obtaining information on what New York has to offer them.

Sponsors Set

According to Baltin, who declined to disclose advertising rates on the projected hotel closed circuit outlet, several national firms have already been lined up as advertisers on the 30-minute sightseeing film. Local advertisers will be gleaned largely from the ranks of movie exhibitors, restaurants, Broadway legit producers and similar establishments that cater to the tourist trade.

Associated with Baltin in the formation of the new company is Wells Television, a supplier of

closed circuit TV equipment. The new company is also affiliated with Magnetics Corporation of America, one of whose subsidiaries is Audio-Video Recording Company, which will help in the development of the new operation.

Baltin hopes eventually to set up similar closed circuit TV systems in hotels thruout the U. S.

R. J. Reynolds Drops Swayze

NEW YORK—The R. J. Reynolds Tobacco Company last week bowed completely out of its long-time sponsorship of the NBC-TV 7:45-8 news show, giving up its last two quarter hours, on Monday and Thursday. The two quarter hours were immediately picked up by National Carbon for its anti-freeze products thru the same agency, William Esty. The buy is a seasonal one.

The 7:45-8 strip was originally created by the sponsor and called the "Camel News Caravan," but over the years, the John Cameron Swayze news show gradually lost a great deal of its attraction for the advertiser. The audience pull of kid shows, rather recent competition, probably was influential in the R. J. Reynolds decision to cancel news.

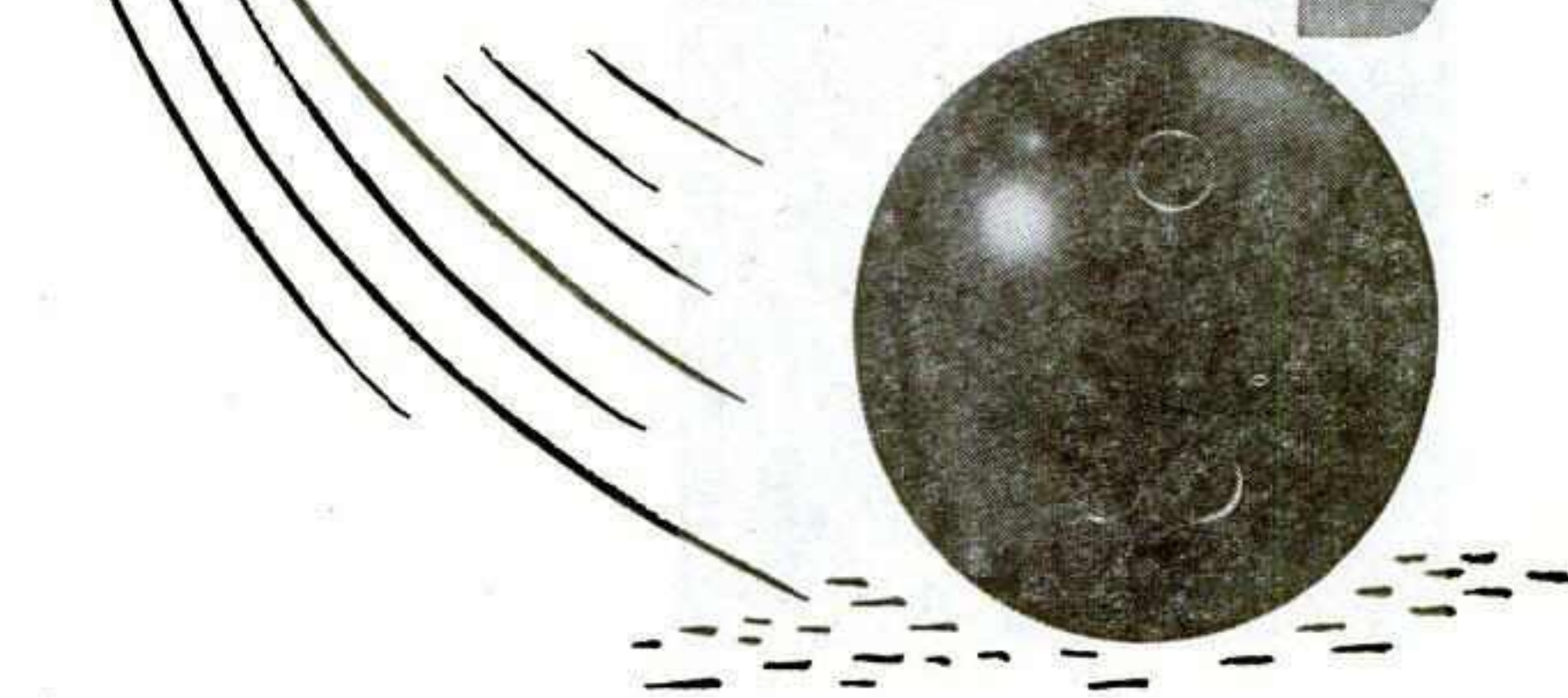
'McCall' to SG, Briskin

HOLLYWOOD — "Call McCall," comedy series dealing with a peripatetic "fix-it" man, has been acquired by producer Irving Briskin and Screen Gems as the sixth of a projected 20 properties for pilot filming this fall.

Deal was concluded with Mitchell J. Hamilburg and Dave O'Brien, owners of the property. O'Brien will produce and direct.

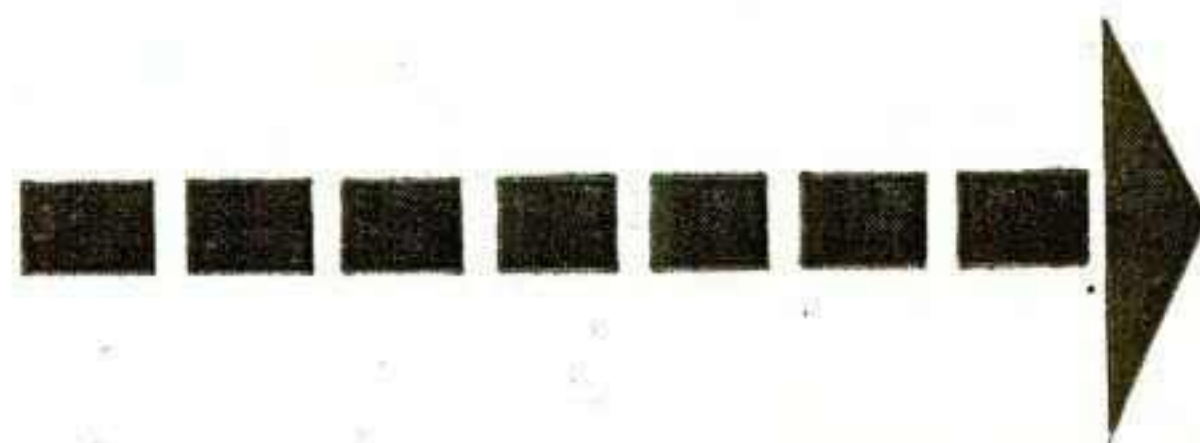
“
Championship

Bowling”



leads all sports in

RATINGS!



Wham! Bam!

JUST LOOK



"Championship Bowling"

1^{ST PLACE!}
 in Billboard's 1956
 TV program and talent
 poll—as BEST sports
 series in syndication

HERE IS ONE SHOW THAT THE WHOLE FAMILY WATCHES!
 ... 40% MEN ... 37% WOMEN ... 23% CHILDREN

ARB Rating, April 1956, Indianapolis. This is typical of our experience everywhere.

AT THE

RATINGS!

Remember—These Are Afternoon & Late Night-Time Ratings!

WKJG-TV
Fort Wayne
40.4
Sat., 5 to 6 PM

WOW-TV
Omaha
25.8
Tues., 11 to 12 midnite

WHAM-TV
Rochester
30.0
Sat., 2 to 3 PM

KDKA-TV
Pittsburgh
29.4
Sat., 3 to 4 PM

WAVE-TV
Louisville
22.7
Sat., 4 to 5 PM

WGEM-TV
Quincy, Ill.
32.9
Sat., 10 to 11 PM

WKRC-TV
Cincinnati
28.9
Sun., 1 to 2 PM

WFBM-TV
Indianapolis
22.2
Sat., 2 to 3 PM

WHIO-TV—DAYTON
21.0 Sat., 11 to 12 midnite

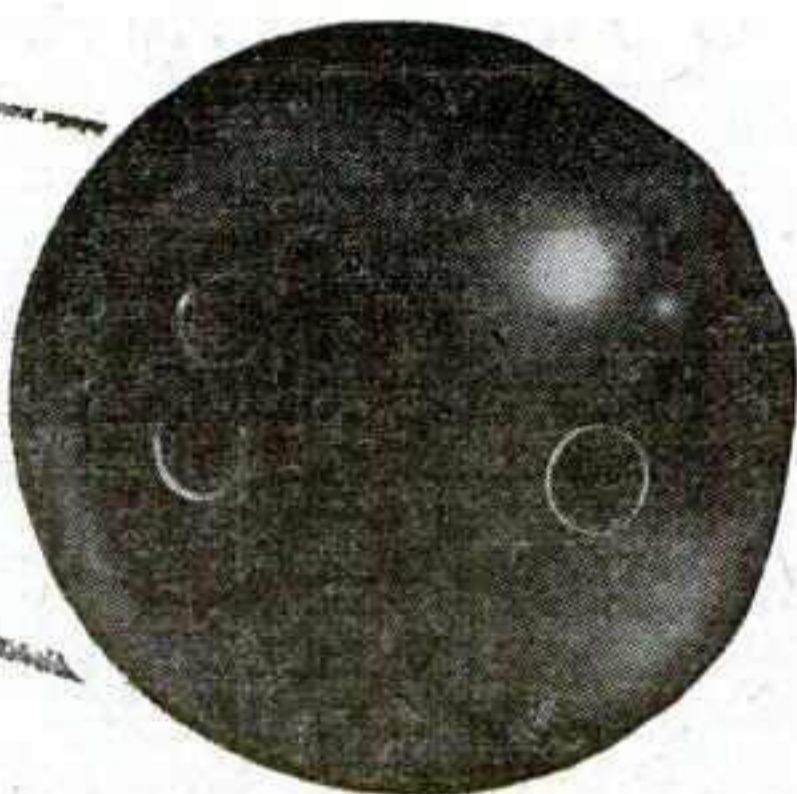
KSL-TV—SALT LAKE CITY
We double the rating of the next two stations combined!

WMAL-TV—WASHINGTON
We're 4th of all shows all week—in a duck pin market!

KOTV—TULSA
We double the rating of the next two stations combined!

Herewith is partial evidence of the incredible rating record racked up by this TV Sports Series, telecast in over 150 markets in 1955-56 . . . *in not one single instance* did we get a rating worse than good! . . .

more often than not, our ratings were fantastically high . . . and bear in mind, the show had to fight the fact that, invariably, (because it is an hour film) it was slotted in a "fringe" time period!



26 Brand New One-Hour Films Just Produced

Ready for fall release . . . featuring America's top Bowling Stars . . . tremendous prize money to the winners . . . the most exciting, suspenseful sports show in the history of TV. 78 one-hour films available, all produced by Peter DeMet.

For further particulars on available markets, audition film, prices, etc., write, wire, or phone

WALTER SCHWIMMER CO.

CHICAGO: 75 E. Wacker Drive, Franklin 2-4392

NEW YORK: 527 Madison Ave., Eldorado 5-4616

CANADA: S. W. Caldwell, Ltd., 447 Jarvis, Toronto, Walnut 2-2103



Peter de Met

PRODUCER

gratefully acknowledges
the votes of tv advertisers,
advertising agencies
and tv stations which honored

Championship Bowling

(DISTRIBUTED BY WALTER SCHWIMMER CO.)

as the Nation's

Best Syndicated Sports Show

in The Billboard's 4th Annual
TV Program & Talent Awards
Competition

Peter de Met, Producer
1606 East 50th Place
Chicago, Illinois

'FESTIVAL'

ABC Seeks Feature Film From Univ.

NEW YORK — ABC-TV was rumored to be talking to Universal Pictures last week about some feature films for the "Famous Film Festival." ABC has promised it will have American pictures for "FFF" next season when the program moves to Saturday, 7:30-9 p.m.

But so far the network is understood to have turned down offers from RKO, Columbia and 20th Century-Fox because either the price was too high or the quality too low.

Universal had not given the trade any indication it was ready for another TV deal. Nevertheless, observers figured it could prove the logical answer to ABC's problem. Universal has made TV deals in the past, the last one two weeks ago when it sold 31 serials to Hygo.

"FFF" has functioned this season with 20 J. Arthur Rank pictures.

CBS Looks to ABC-TV for 'Log' Market

NEW YORK — CBS' lack of time has forced its syndication arm, CBS-TV Film Sales, to look to ABC-TV for a market for the CBS-owned "Navy Log" next season.

American Tobacco and Pearson Pharmacal is eyeing the show as a possible replacement for "Dunninger," the numerous other properties, including ABC Film Syndication's new "Forest Ranger" series, are also being studied by the ABC bankrollers.

CBS Expanding 30-Min. Shows

HOLLYWOOD — Two half-hour CBS-TV series, "Gunsmoke" and "Cavalry Patrol," will get airing as 90-minute filmed dramas on "Playhouse 90" this fall, according to talks now under way.

It marks the first time such an expansion of a half-hour series has been tried on TV. Thinking at the net is that it will stimulate interest in the series themselves, and at the same time, "Playhouse 90" will benefit from the name value of "Gunsmoke."

Filmasters, Inc., producer of the series, would also do the two longer versions. Films would probably be released abroad theatrically after their TV exposures.

Color TV Film At Hefty Pace

NEW YORK — Production of color TV film commercials apparently is proceeding at a hefty pace, despite the relative slowness with which the public is converting to color receivers.

Guild Films reported that of the 148 commercials it produced during the past year, 50 per cent were shot in color. Guild serviced 42 different advertisers with commercials during that period.

Among the bankrollers were Revlon, Liggett-Myers, Wilson Meat Packers, Block Drugs, Bardahl Oil, Old Dutch Coffee and Gattuso Food Products of Canada.

Kling Film Names Redd Gardner Account Exec

CHICAGO — Redd Gardner, former WBBM-TV producer, has been named account executive for Kling Film Enterprises, Inc. Gardner has been with CBS since 1941, and has to his credit the direction and editing of the award-winning series, "This Is the Midwest."

WHY PRODUCTION TO ENGLAND?

Lower Costs, Shortage of Com'cial Programming There

HOLLYWOOD — Indications are that more and more American TV production will emigrate to England in the near future. Two factors are pushing the migration: A serious shortage of programming on commercial TV in England, and the disparity in cost between American and European filming.

The situation in British TV is exactly the opposite to that in the United States, where a dozen programs are competing for each time period, TV exec Guy V. Thayer Jr. said here this week after returning from England.

Restrict U. S. Imports

There the shows are not being made, and restrictions on U. S. imports are forcing commercial TV into mediocre programming for a considerable part of its daily nine-hour stint. As a result, sponsored television is to some extent in trouble in Great Britain.

Programs made in England, however, are not subject to the 20 per cent quota on American films (this, in effect, limits U. S. teleseries to just under 25 half hours per week). General conditions are that approximately 80 per cent of production money must be spent on British actors, technicians, etc.

Upon completion of shooting, the Independent Television Authority, which certifies the production, decides whether all, or only a certain percentage of a series will be admitted outside the American quota. In the case of "The Count of Monte Cristo," for example, 33 of the 39 half-hours were considered as British, while the remaining six fell under the quota.

Advantages

For producers who can meet the requirements the advantages are obvious, with the English market a certainty, and costs, in some cases,

being as little as 40 per cent of those in the U. S. Further, there are no residuals to pay, and these now comprise 10 to 15 per cent of negative cost.

Companies already taking advantage of the situation are Official Films (three shows), TPA, CBS Film and NBC Film. MCA-TV and Ziv-TV both will distribute British-made shows now in the pilot stage. Screen Gems and Goodson-Todman will probably shoot "Tales of Ivanhoe" in England.

One offshoot may be that "Bermuda," a British possession, may become a major center of production. NBC Film has already produced "Crunch and Des" there, and is reportedly considering other properties. Another series, "Adventures of the Sea Hawk," to be made by Pan Films, Ltd., is scheduled for an August starting date.

For the same reason, Canada offers attractions as a production center. The first such important deal was made by TPA on "Last of the Mohicans," which starts rolling in Toronto next week. Also, Ralph Cohn and John Mitchell, vice-presidents of Screen Gems, were in Canada last week trying to make a production deal.

SUNKIST BUYS BIG CHUNK OF 'BLONDIE'

Firm to Co-Sponsor Series in 40 Markets; Roach Now in Full Production on W. Coast

NEW YORK — Sunkist, citrus fruits, has bought a large piece of the "Blondie" show on the Vitapix line-up of stations. It will co-sponsor the comedy series in 40 markets except for its heavy selling season, when it will expand to 80 markets.

This deal, coming on top of the Wesson Oil co-sponsorship in 80 markets, seems to assure the success of the first full Vitapix clearance operation. The two deals represent \$3,000,000 in billings, time and program. The Hal Roach Studios have gone into full production of the show on the West Coast.

Vitapix had cleared for Bardahl Oil's co-sponsorship of Guild Film's "Confidential File" last year on a limited basis. But the Guild-Vitapix association broke down before the full clearance was completed.

The Wesson-Sunkist sponsorship still leaves close to one fourth of "Blondie" available. Ned Koenig, sales chief for Roach, is now pitching the remaining piece to top regional and national accounts.

Meanwhile, Vitapix is busily readjusting the clearances on many of its stations. In the initial clearance—before any sales effort had begun—the Vitapix stations had cleared mostly 7-7:30 p.m. slots. Since these two sales were made, about 20 of the stations

have moved their "Blondie" commitments up to 8, 8:30 or 9 p.m. Other stations in the line-up are expected to do the same. Since it is an all-family show, the sponsors do not want it telecast after 9:30 p.m.

Sunkist's agency is Foote, Cone & Belding. Wesson's is Fitzgerald Advertising of New Orleans.

It was reported that a deal for Maytag, which has quit network TV, to become the third sponsor has not materialized, but it is considered possible that Wesson may take over additional time in the markets that Sunkist does not take.

'Bill' Kicks Off WROC-TV's Selznick Show

ROCHESTER, Minn.—Possibly the first station in the country to start the David O. Selznick pictures, WROC-TV here debuted its "Selznick Spectacular" program last Saturday (7) night with "Bill of Divorcement." Dave Gentling, manager, said the station decided to put in its most powerful features in the summer to get a running start in building up next fall's audience. National Telefilm Associates, the distributor, gave stations a July 1 release date on the Selznicks.

WROC-TV sold six local participations on the Selznick show at a special premium price. The station paid more for the Selznick product than it ever did for features, but will clearly come out ahead on them.

Other nights on the 10:30 strip WROC runs its "Sandman's Cinema," first-run feature films. The station is buying only limited size packages of quality features. It did not take any of the other films in NTA's "TNT" package.

Odeal Joins WRCA

NEW YORK—Al Odeal, former film director of KYW-TV, Cleveland, has joined WRCA-TV as film director.

In addition to buying film for WRCA he will serve as film consultant for other NBC o.&o. stations.

WATV Favors 16-Repeat for NTA Films

NEW YORK — WATV is reported to be favoring a 16-repeat pattern for the 20th Century-Fox feature films it bought from National Telefilm Associates. It would thus duplicate the pattern WOR-TV uses on the "Million Dollar Movie." But it is reported that WATV will try to get a half-hour jump on "MDM" by starting its first run each week-day at 7 p.m.

It will be tough competition, since the 20th powerhouses like "How Green Was My Valley" and "The Ox-Bow Incident" on WATV will be up against such David O. Selznick powerhouses as "Since You Went Away" and "The Farmer's Daughter" on WOR.

Two a Night

The "MDM" pattern gives each picture two plays a night plus a Saturday and Sunday matinee. WOR started this pattern in the fall of 1954 with the 30 pictures General Teleradio acquired from the Bank of America. Last season WOR sold "MDM" to nine sponsors. It is expected to break it up the same way next season.

WATV's thinking seems to be that with 16 opportunities to see each picture, it can get as many movie fans as WOR does.

4 More Buy Warner Films

NEW YORK — Another four stations bought Warner pictures from Associated Artists Productions last week: KTLA, Los Angeles; WTUN, Columbus, O.; KRCA, Sacramento, and WBIR, Knoxville.

The total number of stations that have contracted for Warner feature films is estimated at 30, about 15 of which have bought the entire library of 754 pictures. No station, as far as is known, has bought fewer than two of the packages of 58 pictures.

Brooks Set on 'Tin Pan Alley'

HOLLYWOOD — Pilot of a half-hour dramatic musical anthology series, titled "Tales of Tin Pan Alley," will be placed before the cameras by producer Matt Brooks this summer. NBC-TV, which is financing the pilot, will share in the venture.

Each half-hour will have a story built around one specific song that has become a standard, portraying some dramatic incident connected with it. The program will be semi-documentary, utilizing several hundred stories collected by writer Gerald Marks.

Series is represented by Ashley-Steiner Corporation.

WABC Buys 'Runyon' Film

NEW YORK—WABC-TV here has purchased the re-runs of "Damon Runyon Theater," which recently ended its CBS-TV network run, for programming in one of its 10:30-11 p.m. spots next season. The show is a Screen Gems property.

The station is seeking to sell the show to a single sponsor, but there's a possibility it will open the program to spot buys.

CISCO KID **31.4** *
BUFFALO



A show that outrates TV fare like Disneyland, Red Skelton, Jack Benny, Jackie Gleason, George Gobel, obviously is the show to sponsor. Ziv's CISCO KID does it! *April '56 Telepulse report for Buffalo is proof!

Write, phone or wire for full facts on this fabulous audience producer!

CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD



Leo Carrillo as "PANCHO"

1st-Run Film Scores Heavily On 7 to 7:30 Period in East

NEW YORK — While they would like a chance to break into prime evening time, the TV film distributors point with pride to the job first-run syndicated film has done in the 7-7:30 p.m. period, where it has established a stake on many network stations in the East.

Ziv-TV just pulled a study of the 7-7:30 p.m. strip on WRCA-TV, the NBC flagship, and came up with American Research Bureau figures to prove that by establishing a solid block of first-run syndicated shows in that period the station boosted its average daily rating over the past four years 297 per cent.

In May, 1953, when this strip was only half film, it had an average ARB of 3.4. In May, 1956, when it had five sponsored first-run half-hour films, its average ARB was up to 7.0.

Steady Climb

Moreover, the station's share of audience steadily climbed over the years it was building up the film in that strip. In May, 1953, its average share in the 7-7:30 p.m. strip was 13 per cent; in May, 1954, it was 24 per cent; in May,

1955, it was 29 per cent, and in May, 1956, it was 46 per cent. That's an increase of 254 per cent.

Going back to May, 1952, when WRCA had "Kukla, Fran and Ollie" and "Bob and Ray" in 7-7:30 p.m., its average ARB was then 7.0.

It dwindled to 3.4 in 1953, when it had two half-hour films there, "Cisco Kid" and "March of Time." The other three days it had quarter-hour shows such as "Meet the Veep," H. V. Kaltenborn and Sammy Kaye.

Lombardo Show

In May, 1954, it had power in Friday evening with the live Guy Lombardo show, drawing a 14.3. Motion Pictures for Television's then new syndication operation had picked off the Monday and Tuesday periods with "Duffy's Tavern" and "Janet Dean." Kaltenborn had the Thursday spot, and a dramatic re-run was in Wednesday. The average ARB for the strip was 6.4.

In May, 1955, first-run film was

set in four spots, and rating increases were registered in three of them. "Sherlock Holmes" had Monday for the Chase Bank, the filmed Lombardo show was in Thursday for A&P, and Bromo Seltzer had just installed "Science Fiction Theater" in Friday evening. Re-runs of "Corliss Archer" were running Tuesday, and "Fabian of Scotland Yard" was sustaining Wednesday. The average ARB was 6.0.

Currently, the 7-7:30 p.m. schedule on WRCA is as follows: Monday, Ballantine has "Highway Patrol"; Tuesday, Ronzoni has "Great Gildersleece"; Wednesday, Pacific Coast Borax has "Death Valley Days"; Thursday, A&P has Lombardo, and Friday, Bromo and Auto-Lite have "Science Fiction."

The May ARB put all but one of these at its peak rating and share. The one exception was "Science Fiction," which is a shade below the level of the live Lombardo show, though it has doubled its own figures of a year ago.

KUTV Sells Friday Movie to Kennecott

SALT LAKE CITY — KUTV here, which has bought virtually all of the feature films recently released to TV, has sold full sponsorship of its Friday night movie to the Utah Copper Division of Kennecott Copper.

The client formerly sponsored "Celebrity Playhouse" on this station. Its movie program, which will play 9-11 p.m., will be titled "Kennecott Neighborhood Theater."

The 9-11 p.m. strip is a powerful one for feature films in this market. According to the last American Research Bureau report from Salt Lake City (February, 1956), each of the three stations took at least one turn in dominating that period with a movie.

ade Party" were able to produce no better than 6.4 against this competition.

On Thursday, it was KTVT again, with its "IGA First Night Theater." It averaged 23.5 ARB over the first hour, 23.0 over the full hour and a half. KSL, with "Stories of the Century" and "Science Fiction Theater" gave it a close fight the first hour with an average 20.5, but then fell off in 10-10:30 p.m. when "Appointment with Adventure" drew no better than 8.7.

On Friday, KUTV's "Academy Theater" was strong but not the strongest. In the two hours, 9-11 p.m., it averaged 21.9, while KSL, with "Confidential File" and wrestling, averaged 22.2. The third station, KTVT, topped both of them in the 9:30-10 p.m. half hour with "You Bet Your Life," but its two-hour average was the lowest, 19.3.

'GE Presents'

On Monday, KUTV headed the 9-10:30 p.m. period with its "GE Presents." It ranged from a 27.1 to 30.7. The best that KSL-TV had in that time was "Mr. District Attorney" with 18.3. KTVT's best was "Life of Riley" with 15.6. "Crusader" and "It's a Great Life" also fell before the onslaught of KUTV's movie.

On Tuesday, KSL's "Social Hall Theater" topped 9-10:30 p.m. with an average ARB of 22.2 against KTVT's average 19.1. However, in the first hour KTVT with "Dr. Hudson's Secret Journal" and "Badge 714" had the edge, 23.7 against KSL's 21.6. KUTV, with "Warner Bros. Presents" and "Wyatt Earp," trailed with an average 16.2 from 9-10 p.m.

On Wednesday it was KTVT's turn with the "Electric Theater" ranging from 32.6 to 31.2. The best opposition was "Star and the Story" with an 11.9. "M-G-M Parade," "Navy Log" and "Masquer-

7 Outlets Buy Fox Package

NEW YORK — Another seven stations have bought the 20th Century-Fox package from National Telefilm Associates, bringing the total sale to 28 stations.

Stations that bought it in the past week include WLAC-TV, Nashville; KFMB-TV, San Diego, Calif.; KBET, Sacramento, and KOSA-TV, Odessa, Tex.

WPIX Outlook Bright; New Properties in Fold

NEW YORK — WPIX, here, which last season combined sports and syndication programming in the evening for such auspicious results—both sales and ratingwise—looks set to fare even better during the coming year. Deals have already been set for the full sponsorship of nine half-hour shows, and half sponsorship of eight. And three quarters of its Madison Square Garden package has also been bought.

Among the station's new properties are the "Rosemary Clooney Show," to be sponsored by Clairol; "Brave Eagle," which Bauer &

Guild to Offer Musical Strip

NEW YORK—A musical vid-film strip consisting of Liberace, Florian Zebach and Frankie Laine programs will be placed on the syndication market by Guild films shortly. The strip will be offered to only those stations which have already programmed each of the half-hour vidfilm series—an estimated 120 stations. Liberace, of course, has already played in more than 200 markets.

The package will provide about a year of film programming. There are 39 half hours of Laine, 39 half hours of Zebach and 113 half hours of Liberace. It will be offered as a half-hour strip, the first such musical film strip to be marketed. Guild Films owns the shows.

Roach Billings 58% Over '55

HOLLYWOOD—An increase in billings of 57.8 per cent over last year was reported by Sidney S. Van Keuren, Hal Roach Studio's vice-president, for the company's commercial division this week.

Figures are for the first six months of the respective fiscal years. In 1955 the division grossed approximately \$1 1/4 million.

The rise in billings was due to production of commercials for 12 new major clients, including AT&T, Nestle's and Procter & Gamble. The autonomous department within the company now has a staff of 13.

TPA Divides Supervision of Field Force in 2

NEW YORK—Television Programs of America has split supervision of its field force into two parts. All sales managers west of the Mississippi will report to Vice-President Bruce Eells, who has just signed a new two-year contract with TPA. All salesmen east of the Mississippi will report to Vice-President Harie Frieberg.

These two will report to Executive Vice-President Mickey Sillerman. Previously all seven division managers reported directly to Sillerman.

WOR Album Contest Pulls 97,347 Entries

NEW YORK — WOR-TV received 97,347 entries in its "Million Dollar Movie" Album Contest. The contest was to guess the seven pictures that would play each day on "MDM" last week.

The first prize was a Ford Thunderbird and \$1,000. It was won by Betty Gould of Brooklyn.

GOODYEAR

Spanish Seg Muller for U. S. Outlets

MEXICO CITY — The Goodyear Tire and Rubber Company is considering a plan to place kines of its Spanish musical show here on stations in the U. S. that reach a large Spanish speaking population. The producer-distributor, Teleprogramas de Mexico, has offered the sponsor a deal by which it would cost only \$250 to sponsor the show in New York, where it should reach a potential Spanish speaking audience of about 1,000,000.

Teleprogramas syndicates the kines of another musical titled "Fiesta en Mexico." It has sold the show to eight U. S. stations in the Southwest for prices ranging from \$20 in Pueblo, Colo., to \$75 in San Antonio.

Teleprogramas also distributes a half-hour bullfight show and a couple of dramatic series, but in the U. S. they are sold in only one market, San Antonio. It finds the sale of the bullfight show a ticklish problem, because many stations are afraid of complaints from pressure groups. It is thinking of trying to set up a test case with a New York station.

Teleprogramas, incidentally, has put in a deposit for an Ampex video tape machine.

'Camera' May Be Syndicated

NEW YORK—"Ask the Camera," the local live-and-film show on WRCA-TV here, may go into syndication as a script-and-clips package.

Ted Lloyd, producer of the show, sold it to KRCA-TV, Los Angeles, where it made its debut last Wednesday (11), 6:15 p.m. Lloyd has interest from a few other stations on the West Coast.

If they like the way it goes on KRCA, Lloyd will probably turn it over to a distributor for an all-out sales effort.

Ray Forest is the local live emcee here, where "Camera" now plays Sunday, 11:30-noon.

WHTN-TV
CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new with rates set to offer low cost per impression... choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world... 316,000 watts of power for maximum effective coverage... a built-in audience of more than 200,000 sets... popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and go on with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, Jackson 5-7661, or our representatives: Edward Petry & Co., Inc.

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Offices in principal cities throughout the United States

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One of America's Leading Television Commercial Producers

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guarantees you **TRAFFIC • RATINGS SALES**

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- Backed by merchandising tie-ins that make it a sales-winning natural!

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BEST WESTERN SERIES

in The Billboard's 4th Annual TV Program and Talent Awards for 1955-'56 Season



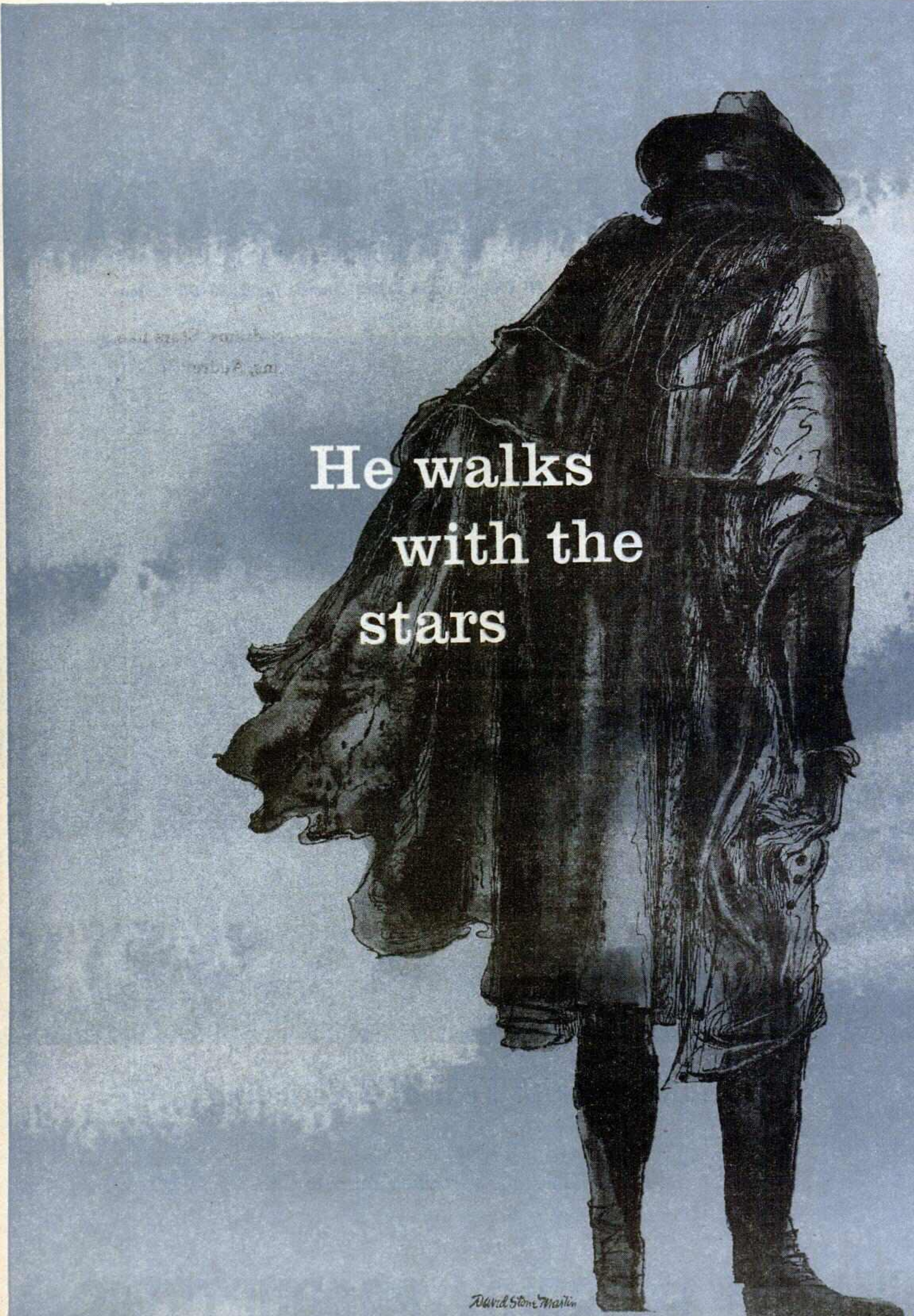
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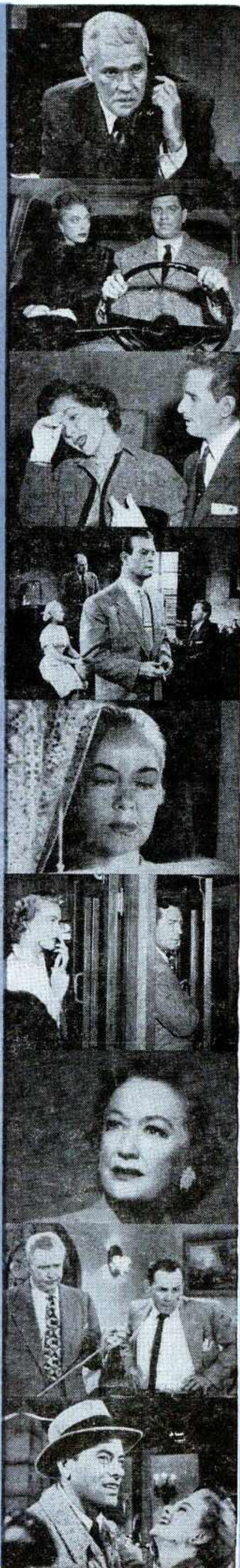
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He walks
with the
stars

David Stone Martin



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

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

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

CBS Television Film Sales, Inc.

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

*Latest available Telepulse.

COMMERCIAL CUES

When a celebrity figures as the presenter in a TV commercial it is sometimes impossible to show him or her actually using the sponsor's product. In such a case Schwerin Research recommends backing the star up with a sequence showing a model using the product. Schwerin recently tested two commercials for a shampoo. Both were delivered by a well-known actress, but the first had no brand-in-use scene while the second showed a model washing her hair. In the test on the first commercial, 20 per cent of the women viewers said they believed the star actually used this brand of shampoo. On the blurb with the brand-in-use scene, 33 per cent of the ladies believed the

ID'S

Joe Forest, one-time vice-president and creative director of Transfilm, has been named vice-president in charge of TV commercials of the William Esty agency. . . . Abe Liss, another Transfilm alumni—former head of animation—is reported to be setting up his own animation studio, to be known as Electra Productions. . . . Nox Lempert has joined Guild Films' Commercials Division as production manager. For the past five years Lempert has been executive producer for Filmwright Productions, where he made commercials for Tide, Instant Maxwell House coffee and others.

ELECTION SPOT

J. Armstrong & Company, producer of syndicated open-end commercials, has come up with a zany, animated 20-second spot that ties in with the election. It stars a typical campaign orator flanked by two dignitaries. They raise a banner showing the sponsor's name, which elicits wild, attention-getting applause. The orator is puzzled by the enthusiasm until he turns around and sees the sponsor's message, whereupon he joins in the ovation.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
HOUSEHOLD APPLIANCES (Furnishing, etc.)			
General Electric, Washers, Young & Rubicam	4 (90), 4 (60)	LA	Vidicam
Restonic Mattress of Pittsburgh, Triple Cushion Mattress, Dublin & Feldman	1 (20)	SA	Warren R. Smith
General Electric, Light Bulbs, BBD&O (G. E. Theater)	—	NA	Universal
Kelsey-Fraser, Electric Appliances	2 (60)	LA	Fred A. Niles
Rheem Mfg. Co., Air Conditioners, Campbell-Ewald	1 (08)	SA	Conquest
Utility Appliance, Air Cooler, Elwood J. Robinson	1 (60), 1 (20), 1 (ID)	LA, SA	Five Star
General Electric, Vacuums, Young & Rubicam	2 (60)	LA	Vidicam
General Electric, Automatic Blankets, Young & Rubicam	3 (60)	LA	Vidicam
U. S. Steel Kitchens, BBD&O	1 (60)	LA	Vidicam
JEWELRY AND ACCESSORIES (Watches, Cameras, etc)			
Eastman Kodak, Not Identified, J. Walter Thompson	—	NA	Universal
Elgin American, Lighters	1 (60)	LA	Fred A. Niles
Speidel Company, Watchbands, Norman Craig & Kummel (Big Surprise)	1 (45)	LA	Transfilm
LAUNDRY SOAPS, CLEANERS, POLISHES, PAPER SUPPLIES			
Procter & Gamble, Dref, Dancer, Fitzgerald & Sample	2 (20)	LA	Craven
Johnson's Wax, Polisher, Benton & Bowles	1 (60)	LA, FA	Vidicam
Procter & Gamble, Tide, Benton & Bowles	1 (20), 1 (90)	LA	Roland Reed
Lever Bros., Lux Soap, J. Walter Thompson (Lux Video Theater)	—	NA	Universal
Lever Bros., Lux Liquid, J. Walter Thompson (Lux Video Theater)	—	NA	Universal
Cook Chemical Co., Real-Kill, Allmayer, Fox & Reshkin	1 (60), 1 (20)	FA, LA	Fred A. Niles
Wilco Corp., Foaming Clearax, Elwood J. Robinson	1 (60), 1 (20), 1 (ID)	LA, SA	Five Star
NON-ALCOHOLIC BEVERAGES			
Hood Dairies, Orange Juice, Kenyon & Eckhardt (Jungle Jim)	1 (60)	LA	Screen Gems
Coca-Cola, Coca-Cola, McCann-Erickson	1 (20)	LA	Clayton Cousins
Orange Crush, Orange Crush, McKim	1 (60)	FA, LA	Clayton Cousins
Pepsi-Cola, Soft Drink, Kenyon & Eckhardt	—	NA	Universal
Bireley's, Soft Drink, Young & Rubicam	—	NA	Universal
OTHER FOODS AND MEATS PRODUCTS			
General Mills, Cheerios, Dancer, Fitzgerald & Sample (Mickey Mouse Club)	3 (60)	LA	Craven
Kellogg's, Cereals, Leo Burnett	2 (60)	LA	Vidicam
Kellogg's, Variety Pack, Leo Burnett	1 (60)	LA	Kling
National Biscuit Co., Shredded Wheat, Kenyon & Eckhardt (Rin Tin Tin)	1 (60)	FA	Screen Gems
National Biscuit Co., Wheat & Rice, Honeys, Kenyon & Eckhardt (Rin Tin Tin)	1 (60)	FA	Bill Sturm
Swift, Table Ready Meats, McCann-Erickson	1 (20)	FA, LA	Clayton Cousins
Cheerios, Cereal, Dancer, Fitzgerald & Sample	3 (—)	FA	Shamus Culhane
Quaker, Cereal, Wherry, Baker & Tilden	1 (—)	FA, SE	Shamus Culhane
Swift & Co., Brown 'n' Serve, Table Meats, Franks, McCann-Erickson	3 (20)	FA	Fred A. Niles
Brooks Potato Chip Co., Chips	1 (30), 1 (225)	LA	Amenic
Springfield Grocery Co., Yellow Bonnet Foods	3 (10)	ID, FA	Amenic
RADIO, TV, PHONOGRAPHS (Records and Dealers thereof)			
RCA Victor, Hi-Fi Sets, Kenyon & Eckhardt (Milton Berle Show)	1 (10), 1 (20), 1 (50), 1 (60)	LA (C)	MPO
RCA Victor, Portable Radios, Kenyon & Eckhardt (Milton Berle Show)	4 (10, 20, 50, 60)	LA (C)	Peter Elgar
RCA-International, TV Sets, Kenyon & Eckhardt	1 (60)	FA	Transfilm
RCA, RCA Victor Records, Grey Adv. (Martha Raye, Milton Berle, Producer's Showcase)	1 (60)	SA, SE (C)	Transfilm

(Continued next week)

ADVISORY BOARD SURVEY

FCC Failed on UHF And Spread of TV



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

The Federal Communications Commission has been scored a failure in its actions on two vital issues by The Billboard's TV Editorial Advisory Board. In most schools 65 per cent is the passing mark, but the Commission got a shade under that on its record in extending TV service to the maximum number of homes. On the question of UHF, the Commission was given an inadequate 25 per cent by the Advisory Board.

The members of the Board, representing all facets of the TV industry, were given four possible check offs on the UHF question. Not one of the 136 respondents checked "Outstanding Job" as his opinion of the FCC's record on UHF. Of the 118 who voted on the question, a mere 25 voted that the Commission was doing the "best possible job under the circumstances," while 78 board members voted that it had done a "poor job" on UHF.

It is rare that the TV industry—of which the Advisory Board presents a cross section—is given an opportunity to pass judgment on the guardian of its airwaves. With the rash of investigation of TV now flourishing in Washington, it was deemed timely to give TV the chance to pass on Washington, or at least one of its agencies.

While the Board was merciless in its check-off votes, it was apparently rendered speechless by these problems. On both the UHF and "maximum service" question, the members were asked to comment and if possible make a suggestion for improvement. But there was a surprising dearth of comment.

The leading suggestion, as might have been expected, was "de-intermix." This was specifically prescribed by 10 members, including five stations and two ad agencies. Another four members gave as evidence of the FCC's delinquency on the UHF problem the fact that it had allowed intermixture to take place. They apparently assumed that de-intermixture was the solution.

A few of the other members who ventured to speak out were more fundamental. It was stated by six of them that the allocation plan was doomed from the start and that it is too late to do anything about it now. One sole station said the entire country should be on UHF.

This survey, incidentally, was made shortly before the FCC's decision three weeks ago to de-intermix a selected few markets and plan to switch the entire U. S. to UHF some time in the future.

Stations Say . . .

REX HOWELL, president, KFXJ-TV, Grand Junction, Colo.: The Commission has been plagued with



HOWELL

the results of problems that are largely technological. There has been an overabundance of lawyers and a dearth of engineers in the composition of the Commission itself. It is to be hoped that a better balance will be achieved in subsequent appointments.

L. W. SMITH, general manager, KVDO-TV, Corpus Christi, Tex.: "FCC exercised poor judgment in setting up allocations. It is still stalling about correcting the situation is created. It should make a positive plan and take prompt action."

OWENS ALEXANDER, TV manager, WJTV, Jackson, Miss.: "Market by market, allocations of channels could be improved. But enough channels are open for applicants who are not concerned over VHF vs. UHF."

HARTWELL CAMPBELL, manager, WNCT, Greenville, N. C.: "While there is much to be desired as far as UHF is concerned, the FCC should not take the major blame."

AARON ROBINSON, president, WDXI-TV, Jackson, Tenn.: "Antenna heights should be reduced to a 500-foot maximum. More VHF's can then be granted."

ROSS BAKER, general manager, KSWO-TV, Lawton, Okla.: "It may be that fringe TV homes can watch a fuzzy picture, but they are entitled to a first-class picture. Big Sticks in major markets claim more coverage than they have."

FRANK WHISENANT, president, WMSL-TV, Decatur, Ala.: "Drop-ins. Reduce mileage separation in hilly terrain. Stop being pushed around by the big boys."

GEORGE MAYORAL, vice-president, WJMR-TV, New Orleans, La.: "FCC has consistently

yielded to political and lobby pressures. In some cases decisions have been rather 'astounding.' UHF assignments were made on purely technical basis without regard for public's needs."

TED NELSON, general manager, WFIE, Evansville, Ind.: "FCC has demonstrated a complete lack of definite policy concerning the establishment of a truly competitive TV service in the country."

JOHN B. HOAG, station manager, WPFA-TV, Pensacola, Fla.: "Dilatory, negative, do-nothing. Finally pressured by circumstances into action that should have evolved much earlier from statesman-like sense of obligation to take the lead."

Ad Agencies Say . . .

HENRY C. HART, JR., AM-TV director, Horton-Noyes Company, Providence, R. I.: "Started off way back on a bad foot. Drastic action should have been taken some time ago as situation gets worse instead of better. The 'U' situation must be resolved and, with third major network here, at least three outlets should be available."

WILLIAM BREWER, AM and TV director, R. J. Potts-Calkins & Holden, Kansas City, Mo.: "Too late! Had all allocations been made within the 'U' band it would have released more frequencies for government use and eliminated any 'U' problem."

DAVID BADER, vice-president, Atlantic Television, New York: "More attention should have been given to the UHF catastrophe plus the fact that cities like Pittsburgh, Toledo, etc., are in the hands of one station. Certainly fine for the station, but not the homes."

PETER PIECH, national sales manager, Screen-craft Pictures, New York: "The ground rules originally made were wrong. A sound, seemingly drastic step, such as in the recent proposal to sectionalize the country into VHF and UHF areas, may be the best course at this time."

Distributors Say . . .

What is your opinion of the FCC's record on extending TV service to the maximum number of homes?

	Out-standing Job	Best Possible Under the Circumstances	Poor Job	No Opinion
Stations	3	21	15	2
Ad Agencies	—	12	11	4
Network Sponsors	1	3	1	—
Regional, Local and Spot Advertisers	—	8	1	1
Distributors	—	6	5	4
Producers	—	11	3	5
Total	4	61	36	16

What is your opinion of the FCC's record on UHF stations?

	Out-standing Job	Best Possible Under the Circumstances	Poor Job	No Opinion
Stations	—	11	27	4
Ad Agencies	—	4	21	2
Network Sponsors	—	3	2	—
Regional, Local and Spot Advertisers	—	1	8	1
Distributors	—	2	9	4
Producers	—	4	11	4
Total	0	25	78	15

In the next TV Editorial Advisory Board study:

THE FCC ON TOLL TV AND PUBLIC SERVICE

**JUST
RELEASED!
39 NEW
EPISODES OF
BADGE 714**

Here's Jack Webb, your man for top ratings!...

and **BADGE 714**, the program that proved re-runs can be great. As "**DRAGNET**," it is the highest-rated* mystery show on network television today. As **BADGE 714**, the program's spectacular success continues in market after market (see latest available ARB Ratings below)! Get the sure way to big audiences and increased sales — get **BADGE 714**. Call or wire now for first-run syndication sponsorship in your markets.

- ALBUQUERQUE—32.4
- BIRMINGHAM—25.1
- COLUMBIA, S. C.—37.9
- DULUTH-SUP.—31.4
- EVANSVILLE—29.2
- GRAND RAPIDS-KAL.—33.3
- KANSAS CITY—21.6
- LITTLE ROCK—36.4
- LUBBOCK—22.4
- OKLAHOMA CITY—27.8
- PHOENIX—23.0
- ROANOKE—36.1
- ST. LOUIS—31.0
- SALT LAKE CITY—23.4
- SAN ANTONIO—32.6
- SAN DIEGO—25.7
- SAN FRANCISCO—20.8
- SEATTLE-TACOMA—28.3
- SOUTH BEND-ELK.—25.1
- SPOKANE—22.1
- SPRINGFIELD, MO.—33.4
- SYRACUSE—24.2



*Programs for
All Stations—
All Sponsors*

**NBC
TELEVISION
FILMS**



A DIVISION OF KAGRAN CORPORATION

**BADGE
714**

*Average Audience — Nielsen Television Index, first report May-56

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual Street, Toronto

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Adventure Shows

JUNE RATINGS	
Rank	Show, Sponsor & Web
1.	Lassie Kellogg, Campbell (CBS).....22.6
2.	Robin Hood Wildroot, J&J (CBS).....19.8
3.	Crusader R. J. Reynolds, Colgate (CBS).....19.2
4.	Wyatt Earp Gen'l Mills, Parker Pen (ABC).....18.8
5.	Rin Tin Tin Natl. Biscuit (ABC).....18.1
6.	Big Town Lever, A. C. Spark Plug (NBC).....17.7
7.	W. B. Presents Gen'l Elec., Monsanto, L&M (ABC).....16.6
8.	Tales of the Texas Rangers Gen'l Mills, Curtiss (CBS).....15.3
9.	My Friend Flicka Colgate (CBS).....14.4
10.	Fury Gen'l Foods (NBC).....13.9

AMONG MEN	
Rank	Show, Sponsor & Web
1.	Frontier Reynolds Metals (NBC)..... .95
2.	Crusader R. J. Reynolds, Colgate (CBS)..... .82
3.	Wyatt Earp Gen'l Mills, Parker Pen (ABC)..... .82
4.	Big Town Lever, A. C. Spark Plug (NBC)..... .80
5.	W. B. Presents Gen'l Elec., Monsanto, L&M (ABC)..... .76
6.	Sgt. Preston of the Yukon Quaker Oats (CBS)..... .72
7.	Brave Eagle Sust. (CBS)..... .67
8.	Robin Hood Wildroot, J&J (CBS)..... .65
9.	Roy Rogers Gen'l Foods (NBC)..... .65
10.	Lassie Kellogg, Campbell (CBS)..... .63

AMONG WOMEN	
Rank	Show, Sponsor & Web
1.	Big Town Lever, A. C. Spark Plug (NBC).....1.06
2.	Frontier Reynolds Metals (NBC).....1.00
3.	Crusader R. J. Reynolds, Colgate (CBS)..... .97
4.	W. B. Presents Gen'l Electric, Monsanto, L&M (ABC)..... .95
5.	Wyatt Earp Gen'l Mills, Parker Pen (ABC)..... .93
6.	Lassie Kellogg, Campbell (CBS)..... .88
7.	My Friend Flicka Colgate (CBS)..... .82
8.	Roy Rogers Gen'l Foods (NBC)..... .81
9.	Sgt. Preston of the Yukon Quaker Oats (CBS)..... .81
10.	Brave Eagle Sust. (CBS)..... .73

AMONG CHILDREN	
Rank	Show, Sponsor & Web
1.	Fury Gen'l Foods (NBC)..... .79
2.	Captain Gallant H. J. Heinz (NBC).....1.48
3.	Rin Tin Tin Natl Biscuit (ABC).....1.44
4.	Lone Ranger Natl Dairy (CBS).....1.42
5.	Tales of the Texas Rangers Gen'l Mills, Curtiss (CBS).....1.40
6.	Roy Rogers Gen'l Foods (NBC).....1.32
7.	My Friend Flicka Colgate (CBS).....1.32
8.	Lassie Kellogg, Campbell (CBS).....1.29
9.	The Lone Ranger Amer. Dairy, Gen'l Mills (ABC).....1.22
10.	Wyatt Earp Gen'l Mills, Parker Pen (ABC).....1.13

Web Winners

CROSSROADS—ABC-TV
ABC-TV's "Crossroads," already renewed by Chevrolet for next season, showed itself to be stronger than its CBS competition, "Our Miss Brooks," for the first time last month altho only by a hair. According to the latest Nielsen report for June 2, the show, which airs Fridays 8:30-9 p.m., pulled a 12.8 AA Nielsen rating and a 35.2 per cent share of audience, compared to "Our Miss Brooks" 12.6 AA and 34.6 per cent share. However, "Crossroads," wasn't able to match NBC's "Life of Riley," which pulled a 14.6 AA and 42.5 per cent share.

Films to Watch

CODE 3—ABC Film Syndication
"Code 3" is a winner. It was the top rated syndicated show in Los Angeles in the June Pulse report. The new mystery-adventure show made its debut on the West Coast earlier this year for Liebmann Breweries. Its 16.9 is a 71 per cent increase over its first Los Angeles rating, which was in April. In another West Coast market, San Diego, it doubled its debut rating, the latest being 27.4, the highest syndicated rating in that market. "Code 3" also pulled 14.2 in San Francisco with a 45.1 share of audience, and in Seattle it had a 22.7 rating with a 57.0 share.

• ARB Top 25 Network Shows

June Ratings of Leading Web Programs

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

(* Indicates Film)

Rank	Show, Sponsor & Web	June Rating
1.	Ed Sullivan, Lincoln-Mercury (CBS).....	50.5
2.	\$64,000 Question, Revlon (CBS).....	48.7
3.	*I Love Lucy, P&G, Gen'l Foods (CBS).....	46.5
4.	\$64,000 Challenge, Revlon, Kent (CBS).....	41.0
5.	What's My Line? Montener, Remington Rand (CBS).....	36.8
5.	*You Bet Your Life, De-Soto, Plymouth (NBC).....	36.8
7.	*December Bride, Gen'l. Foods (CBS).....	34.8
8.	I've Got a Secret, R. J. Reynolds (CBS).....	34.3
9.	*Alfred Hitchcock, Bristol-Myers (CBS).....	33.0
9.	Line-Up, P&G, Brown & Williamson (CBS).....	33.0
9.	Perry Como, Intl. Celucotton, Armour, Dormeyer, Gld Seal, Noxema (NBC).....	33.0
12.	Lux Video Theater, Lever (NBC).....	32.6
13.	George Gobel, Pet Milk, Armour (NBC).....	31.8
14.	Person to Person, Toni, Elgin, Hamm, Amoco (CBS).....	31.7
15.	Playhouse of Stars, Schlitz (CBS).....	31.1
15.	This Is Your Life, P&G, Hazel Bishop (NBC).....	31.1
17.	Red Skelton, S. C. Johnson, Pet Milk (CBS).....	31.0
18.	*Honeymooners, Buick (CBS).....	29.9
19.	Your Hit Parade, Amer. Tobacco, Hudnut (NBC).....	29.6
20.	*Phil Silvers, Amana, R. J. Reynolds (CBS).....	29.4
21.	*Jack Benny, Amer. Tobacco (CBS).....	29.2
22.	Climax, Chrysler (CBS).....	28.9
23.	Four Star Playhouse, Singer, Bristol-Myers (CBS).....	28.6
24.	Lawrence Welk, Dodge (ABC).....	28.2
25.	*Do You Trust Your Wife, Frigidaire (CBS).....	28.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

MAY RATINGS	
Rank	Show & Distrib.
1.	Superman (Flamingo).....13.1
1.	Waterfront (MCA).....13.1
3.	I Led Three Lives (Ziv).....13.0
4.	Man Called X (Ziv).....11.8
5.	Crunch & Des (NBC).....11.7
6.	Crosscurrent (Official).....11.6
7.	Jungle Jim (Screen Gems).....11.3
8.	Count of Monte Cristo (TPA).....9.8
9.	I Search for Adventure (Bagnall).....8.7
10.	Passport to Danger (ABC).....8.3

VIEWERS/100 HOMES	
Rank	Show & Distrib.
1.	Foreign Intrigue (Official).....219
1.	I Led Three Lives (Ziv).....219
3.	Man Called X (Ziv).....217
4.	Crunch & Des (NBC).....214
5.	Crosscurrent (Official).....210
6.	Dangerous Assignment (NBC).....208
6.	Waterfront (MCA).....208
8.	The Hunter (Tafon).....206
9.	China Smith (NTA).....204
10.	I Spy (Guild).....202

AMONG MEN	
Rank	Show & Distrib.
1.	I Led Three Lives (Ziv).....87
2.	Foreign Intrigue (Official).....84
2.	The Falcon (NBC).....84
2.	Man Called X (Ziv).....84
5.	Waterfront (MCA).....80
6.	Passport to Danger (ABC).....79
6.	Crosscurrent (Official).....79
8.	Dangerous Assignment (NBC).....78
9.	The Hunter (Tafon).....77
9.	Secret File U.S.A. (Official).....77

AMONG WOMEN	
Rank	Show & Distrib.
1.	Dangerous Assignment (NBC).....94
2.	Crosscurrent (Official).....92
2.	Foreign Intrigue (Official).....92
4.	Man Called X (Ziv).....91
5.	I Led Three Lives (Ziv).....86
6.	Waterfront (MCA).....84
7.	I Spy (Guild).....82
8.	The Falcon (NBC).....81
9.	The Hunter (Tafon).....79
9.	Crunch & Des (NBC).....79

AMONG TEENS	
Rank	Show & Distrib.
1.	Foreign Intrigue (Official).....26
2.	I Search for Adventure (Bagnall).....25
2.	Long John Silver (CBS).....25
2.	Man Called X (Ziv).....25
2.	Superman (Flamingo).....25
6.	Jungle Jim (Screen Gems).....24
7.	Passport to Danger (ABC).....23
7.	Waterfront (MCA).....23
9.	Count of Monte Cristo (TPA).....21
9.	Ramar of the Jungle (TPA).....21

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Superman (Flamingo).....98
2.	Ramar of the Jungle (TPA).....95
3.	Long John Silver (CBS).....92
4.	Jungle Jim (Screen Gems).....83
5.	Crunch & Des (NBC).....49
6.	Flash Gordon (NTA).....42
7.	The Hunter (Tafon).....34
8.	I Led Three Lives (Ziv).....29
8.	Secret File U.S.A. (Official).....29
8.	China Smith (NTA).....29

• Pulse Top 25 Non-Net Shows

May Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. May Rating
1.	Highway Patrol (Ziv).....	17.3
2.	Mr. District Attorney (Ziv).....	16.5
3.	Life of Riley (NBC).....	16.4
4.	Celebrity Playhouse (Screen Gems).....	15.9
4.	Dr. Hudson's Secret Journal (MCA).....	15.9
6.	Amos 'n' Andy (CBS).....	15.2
7.	Annie Oakley (CBS).....	15.0
8.	Badge 714 (NBC).....	14.2
9.	Science Fiction Theater (Ziv).....	13.3
10.	Superman (Flamingo).....	13.1
10.	Waterfront (MCA).....	13.1
12.	I Led Three Lives (Ziv).....	13.0
13.	Confidential File (Guild).....	12.9
13.	Doug Fairbanks Presents (ABC).....	12.9
15.	Great Gildersleeve (NBC).....	12.5
16.	Wild Bill Hickok (Flamingo).....	12.1
17.	Man Behind the Badge (MCA).....	11.9
18.	Man Called X (Ziv).....	11.8
19.	Crunch & Des (NBC).....	11.7
20.	Crosscurrent (Official).....	11.6
20.	Little Rascals (Interstate).....	11.6
22.	Death Valley Days (Borax).....	11.3
22.	Jungle Jim (Screen Gems).....	11.3
22.	Stories of the Century (Hollywood).....	11.3
25.	Buffalo Bill Jr. (CBS).....	11.0

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Jack Webb and his "Dragnet-Badge 714" series is clearly the leading example of a steady winner.

As was the case last year, he and his show are tops in the mystery department in syndication. And he is again the winner in his category of network shows too.

from The Billboard, July 7, 1956

"thanks . . . again and again" to all of the TV advertisers, agencies and stations for these top honors in The Billboard's 4th Annual TV Program & Talent Award Competition. We hope we continue to merit your high praise.

SHERRY TV, Inc.

Niles Set on Series of 26 Golfing Shows

CHICAGO—Fred Niles Productions, utilizing seven camera crews, will shoot a full hour-long golf show. The show, "All-Star Golf," will be shot Monday and Tuesday (16-17).

"All-Star Golf," starring Sam Snead and Cary Middlecoff, will be packaged and distributed by Walter Schwimmer Productions. The two hour-long shows filmed by Fred Niles start a projected series of 26. Altho a sponsor has been lined up, the deal has not been finalized.

According to Niles, many new filming techniques will be used as the crews follow the golfers from the first tee to the 18th hole.

"This is the first hour-long golf show ever to be filmed," Niles said. "It ought to meet with great success."

Fred Niles Productions is also currently filming a religious picture, a polka show, "The Old Time Jamboree" and "The National Barn Dance."

Conaway Seeks To Hold Jaffe

CHICAGO—Donald F. Conaway, American Federation of Television and Radio Artist's national executive secretary, called upon the AFTRA convention, which met here this past Friday thru Sunday, to take action to keep Henry Jaffe as national counsel to the union.

Jaffe handed in his resignation from the post he held for 20 years following criticism from some union quarters of his participation in Showcase Productions. The resignation was rejected by the national board, but some elements in the union have continued pressing for Jaffe's resignation.

Conaway also called upon the union to work towards the establishment of some form of supplementary unemployment benefits for members which would have the effect of providing a guaranteed annual wage similar to the one adopted by the automobile industry.

RKO Salesmen Bring in Deals

NEW YORK—RKO Teleradio last week completed the orientation of the RKO Radio exchanges in the ways of TV film distribution. The motion picture salesmen immediately brought in several small-market deals on Teleradio's feature films.

Meanwhile, Teleradio took on distribution of the half-hour film series, "The Big Idea." Don Bennett Productions has completed over 26 episodes. "Idea" for a long time ran live in Philadelphia.

Teleradio is also negotiating for the distribution of a couple of other half-hour series.

WPIX Sells 70% Of Popeye Show

NEW YORK—WPIX is already 70 per cent sold out on the "Popeye" cartoon show it will strip 6-6:30 p.m. beginning September 10. The station sold 14 of the 20 availabilities to five advertisers: Mars candy, Bosco, Seven Up, Schwinn bicycles and Junket brands.

WPIX bought the 234 "Popeye" cartoons from Associated Artists Productions.

PULSE LOCAL RATINGS FOR JUNE

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

SAN FRANCISCO-OAKLAND	BIRMINGHAM	BOSTON	DETROIT
5 TV STATIONS—767,900 TV HOMES Population—2,613,000 (7th in U.S.) Buying Income—\$5,696,328,000 (6th) Retail Sales—\$3,334,262,000 (7th) Food Sales—\$815,868,000 (7th) Drug Sales—\$102,169,000 (7th) Automotive—\$580,360,000 (7th) Above figures include following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano	2 TV STATIONS—114,600 TV HOMES Population—612,700 (31st in U.S.) Buying Income—\$889,479,000 (41st) Retail Sales—\$607,803,000 (44th) Food Sales—\$142,033,000 (40th) Drug Sales—\$16,699,000 (53d) Automotive—\$141,745,000 (32d) Above figures include following county: Jefferson	4 TV STATIONS—878,300 TV HOMES Population—2,991,300 (6th in U.S.) Buying Income—\$5,472,790,000 (7th) Retail Sales—\$3,782,581,000 (6th) Food Sales—\$927,203,000 (6th) Drug Sales—\$114,673,000 (6th) Automotive—\$596,532,000 (6th) Above figures include following counties: Essex, Middlesex, Norfolk, Suffolk	4 TV STATIONS—942,100 TV HOMES Population—3,518,600 (5th in U.S.) Buying Income—\$7,386,946,000 (5th) Retail Sales—\$4,841,614,000 (4th) Food Sales—\$1,086,050,000 (4th) Drug Sales—\$193,768,000 (4th) Automotive—\$1,115,412,000 (4th) Above figures include following counties: Macomb, Oakland, Wayne
TOP NETWORK SHOWS	TOP NETWORK SHOWS	TOP NETWORK SHOWS	TOP NETWORK SHOWS
1. \$64,000 Question, KPIX, T.47.0 2. Ed Sullivan, KPIX, Su.43.8 3. Groucho Marx, KRON, Th.38.2 4. I Love Lucy, KPIX, M.35.2 5. Perry Como, KRON, S.33.3 6. Boxing, KGO, W.33.1 7. What's My Line? KPIX, Su.32.4 8. Dragnet, KRON, Th.29.7 9. Loretta Young, KRON, Su.29.4 10. G. E. Theater, KPIX, Su.28.9	1. \$64,000 Question, WBRC, T.46.5 2. I Love Lucy, WBRC, M.43.0 3. What's My Line? WBRC, Su.43.0 4. \$64,000 Challenge, WBRC, Su.42.0 5. Big Town, WBRC, T.39.0 6. Lineup, WBRC, F.37.8 7. Red Skelton, WBRC, T.37.3 8. Alfred Hitchcock, WBRC, Su.37.0 9. George Gobel, WABT, S.36.5 10. Groucho Marx, WABT, Th.36.5	1. Ed Sullivan, WNAC, Su.48.2 2. I Love Lucy, WNAC, M.40.7 3. Groucho Marx, WBZ, Th.40.4 4. Alfred Hitchcock, WNAC, Su.38.4 5. G. E. Theater, WNAC, Su.38.4 6. \$64,000 Question, WNAC, T.38.4 7. Perry Como, WBZ, S.36.6 8. I've Got a Secret, WNAC, W.35.9 9. This Is Your Life, WBZ, W.35.7 10. Millionaire, WNAC, W.35.0	1. I Love Lucy, WJBK, M.39.0 2. \$64,000 Question, WJBK, T.38.5 3. Ed Sullivan, WJBK, Su.34.5 4. Lux Video Theater, WWJ, Th.32.3 5. This Is Your Life, WWJ, W.32.2 6. December Bride, WJBK, M.30.4 7. Groucho Marx, WWJ, Th.29.8 8. Alfred Hitchcock, WJBK, Su.29.5 9. George Gobel, WWJ, S.29.4 10. G. E. Theater, WJBK, Su.29.0
TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, KGO, M-F.15.1 2. Queen for a Day, KRON, M-F.14.4 3. News Caravan, KRON, M-F.11.9 4. Dinah Shore, KRON, T, Th.10.9 5. CBS News, KPIX, M-F.10.5 6. Kit Carson, KRON, M-F.9.9 7. Art Linkletter, KPIX, M-F.9.6 8. Shell News (6 p.m.), KPIX, M-F.9.5 9. I Married Joan, KRON, M-F.9.2 10. Big Payoff, KPIX, M-F.7.6	1. Dinner Theater, WABT, M-F.27.7 2. Mickey Mouse Club, WABT, M-F.21.9 3. News, Sports, Weatherman (6:30 p.m.), WABT, M-F.19.8 4. Eddie Fisher, WABT, M-F.19.3 5. Circle Six Ranch, WBRC, M-F.18.5 6. Patti Page, WABT, T, Th.18.3 7. Circle Six Theater, WBRC, M-F.18.1 8. CBS News, WBRC, M-F.14.8 9. News, Sports, Weather (6 p.m.), WBRC, M-F.14.2 10. Channel 13 Theater, WABT, M-F.13.9	1. Mickey Mouse Club, WNAC, M-F.25.1 2. News Caravan, WBZ, M-F.16.1 3. Eddie Fisher, WBZ, W, F.15.5 4. Patti Page, WNAC, W, F.15.0 5. News, Weather (7 p.m.), WNAC, T-F.14.9 6. Little Rascals, WBZ, M-F.14.7 7. News, Misc. (11 p.m.), WNAC, M-F.14.6 8. Dinah Shore, WBZ, T, Th.13.7 9. 11th Hour News, Misc., WBZ, M-F.12.9 10. Newsteller (7:15 p.m.), WBZ, M-F.12.9	1. Mickey Mouse Club, WXYZ, M-F.22.4 2. 11 o'Clock News, WWJ, M-F.11.7 3. Kukla, Fran & Ollie, WXYZ, M-F.11.7 4. News (11 p.m.), WJBK, M-F.11.5 5. Arthur Godfrey, WJBK, M-Th.11.4 6. Valiant Lady, WJBK, M-F.10.9 7. Search for Tomorrow, WJBK, M-F.10.8 8. Love of Life, WJBK, M-F.10.6 9. Guiding Light, WJBK, M-F.10.5 10. Art Linkletter, WJBK, M-F.9.9
TOP SYNDICATED FILMS	TOP SYNDICATED FILMS	TOP SYNDICATED FILMS	TOP SYNDICATED FILMS
1. Rosemary Clooney (Foremost), KPIX, Su-9:3025.0 2. I Search for Adventure (Bagnall), KPIX, Th-7:3024.0 3. Life of Riley (NBC), KPIX, Th-7:0023.2 4. Badge 714 (NBC), KPIX, W-9:0021.7 5. Stage 7 (TPA), KRON, F-8:3019.0 6. I Led Three Lives (Ziv), KRON, M-10:3017.7 7. Waterfront (MCA), KPIX, S-10:0016.7 8. Mr. District Attorney (Ziv), KRON, F-10:3016.5 9. Police Call (NTA), KPIX, M-10:0016.4 10. Celebrity Playhouse (Screen-Gems), KRON, F-10:0016.3 11. Science in Action (TPA), KRON, M-7:0014.9 12. Science Fiction Theater (Ziv), KRON, S-7:0014.5 13. Confidential File (Guild), KGO, T-10:0014.5 14. Code 3 (ABC), KRON, W-10:3014.2 15. Highway Patrol (Ziv), KRON, T-6:3014.2 16. Public Defender (Interstate), KRON, F-10:3013.5 17. Steve Donovan, Western Marshal (NBC), KPIX, T-6:3012.9 18. Crunch and Des (NBC), KRON, Th-7:0012.5 19. Count of Monte Cristo (TPA), KPIX, T-10:0012.4 20. Man Called X (Ziv), KRON, M-6:3011.9 21. I Spy (Guild), KRON, T-10:3011.7 22. Jungle Jim (Screen Gems), KGO, F-6:3011.2 23. Foreign Intrigue (Official), KPIX, W-10:0010.9 24. Cisco Kid (Ziv), KRON, Th-6:3010.9 25. Judge Roy Bean (Screencraft), KRON, W-6:3010.5 26. Sky King (Nabisco), KGO, Th-6:0010.4 27. Annie Oakley (CBS), KGO, F-6:0010.2 28. Superman (Flamingo), KGO, W-6:3010.2 29. Kit Carson (MCA), KRON, M-F-6:009.9 30. Mayor of the Town (MCA), KGO, M-7:309.4	1. Man Called X (Ziv), WBRC, T-7:0032.8 2. Badge 714 (NBC), WBRC, F-9:3031.5 3. Elery Queen (TPA), WBRC, F-8:3031.3 4. Mr. District Attorney (Ziv), WBRC, M-9:0030.3 5. Dr. Hudson's Secret Journal (MCA), WBRC, Th-8:0027.5 6. Celebrity Playhouse (Screen-Gems), WBRC, Th-8:0027.0 7. Life With Father (CBS), WBRC, F-7:0025.8 8. Amos 'n' Andy (CBS), WBRC, Th-9:0025.8 9. Highway Patrol (Ziv), WBRC, T-9:3025.8 10. Racket Squad (ABC), WBRC, T-10:0025.3 11. Crunch and Des (NBC), WABT, W-8:3024.8 12. Death Valley Days (Pacific Borax), WABT, S-9:0023.8 13. Science Fiction Theater (Ziv), WABT, Th-7:0021.3 14. I Led Three Lives (Ziv), WBRC, W-10:0021.3 15. Mr. and Mrs. North (Schubert), WBRC, Su-10:0020.3 16. Ramar of the Jungle (TPA), WBRC, Su-5:3020.3 17. Annie Oakley (CBS), WBRC, Su-5:0019.3 18. I Spy (Guild), WBRC, F-10:3019.0 19. Eddy Arnold Time (Schwimmer), WABT, S-10:0018.3 20. Patti Page (Oldsmobile), WABT, T, Th-6:4518.3 21. Stories of the Century (Hollywood), WBRC, Su-4:3015.8 22. Looney Tunes (Guild), WABT, M-F-4:0013.9 23. Jungle Jim (Screen Gems), WABT, Su-1:0012.0 24. Rosemary Clooney (Foremost), WBRC, S-6:3010.3 25. Hopalong Cassidy (NBC), WABT, M, T, W-3:308.5 26. The Ruggles (Corradine), WABT, Su-11:45 a.m.8.5 27. The Hunter (Tafon), WABT, Su-11:008.0 28. Hopalong Cassidy (NBC), WABT S-7:00 a.m.5.8	1. Man Behind the Badge (MCA), WNAC, Su-10:3025.4 2. Highway Patrol (Ziv), WBZ, W-10:3024.0 3. Mr. District Attorney (Ziv), WNAC, T-10:3022.7 4. Death Valley Days (Pacific Borax), WNAC, F-10:3022.7 5. Superman (Flamingo), WNAC, F-6:3022.4 6. Big Playback (Screen Gems), WBZ, F-10:4519.7 7. Badge 714 (NBC), WNAC, W-6:0019.7 8. Dr. Fu Manchu (Hollywood), WNAC, Th-8:0019.4 9. Wild Bill Hickok (Flamingo), WNAC, T-6:3019.4 10. I Led Three Lives (Ziv), WNAC, M-7:0019.0 11. Waterfront (MCA), WNAC, Su-7:0018.7 12. Man Called X (Ziv), WBZ, M-10:3017.7 13. Ramar of the Jungle (TPA), WNAC, Th-6:0016.7 14. Studio 57 (MCA), WBZ, T-10:3016.7 15. Sky King (Nabisco), WNAC, W-6:0016.2 16. Jungle Jim (Screen Gems), WBZ, Su-7:0016.2 17. Annie Oakley (CBS), WNAC, Su-5:0016.2 18. Steve Donovan, Western Marshal (NBC), WNAC, W-7:3016.2 19. Stories of the Century (Hollywood), WNAC, T-6:0015.9 20. Gene Autry (CBS), WNAC, M-6:0015.5 21. Patti Page (Oldsmobile), WNAC, W, F-7:1515.0 22. Sherlock Holmes (NTA), WNAC, Th-10:3015.0 23. Cisco Kid (Ziv), WNAC, S-9:00 a.m.14.5 24. Capt. Gallant (TPA), WBZ, Su-5:3014.5 25. City Detective (MCA), WNAC, F-11:1513.7 26. Greatest Drama (Gen'l Tele-radio), WNAC, T-7:1513.7 27. The Falcon (NBC), WNAC, S-11:0013.4 28. Science Fiction Theater (Ziv), WBZ, W-6:4512.9 29. Little Rascals (Interstate), WBZ, M-6:0012.2 30. Flash Gordon (NTA), WNAC, S-11:00 a.m.11.7	1. Highway Patrol (Ziv), WJBK, T-9:3025.5 2. Dr. Hudson's Secret Journal (MCA), WWJ, M-10:0022.7 3. Studio 57 (MCA), WWJ, W-9:3021.7 4. Waterfront (MCA), WWJ, M-9:3021.0 5. Annie Oakley (CBS), WXYZ, Su-5:3020.4 6. Racket Squad (ABC), WJBK, F-10:0019.9 7. Passport to Danger (ABC), WJBK, M-10:0019.5 8. I Led Three Lives (Ziv), WJBK, F-9:3018.5 9. Amos 'n' Andy (CBS), WWJ, W-10:0017.5 10. Mobil Theater (Socony-Mobil), WJBK, W-10:0016.7 11. Man Called X (Ziv), WJBK, T-10:0016.7 12. Celebrity Playhouse (Screen-Gems), WWJ, T-10:0016.5 13. Badge 714 (NBC), WWJ, Su-10:0016.2 14. Secret File, U.S.A. (Official), WXYZ, S-10:0016.2 15. Federal Men (MCA), WWJ, T-9:3015.2 16. Mr. District Attorney (Ziv), WJBK, W-10:3014.7 17. San Francisco Beat (CBS), WJBK, M-10:3014.5 18. Wild Bill Hickok (Flamingo), WXYZ, S-6:0014.4 19. Confidential File (Guild), WWJ, W-10:3014.4 20. Hopalong Cassidy (NBC), CKLW, Th-6:0013.2 21. Your All Star Theater (Screen Gems), WJBK, F-10:3013.0 22. Great Gildersleeve (NBC), WWJ, F-10:0013.0 23. Sky King (Nabisco), WXYZ, M-6:3013.0 24. Long John Silver (CBS), WWJ, M-10:3012.9 25. Doug Fairbanks Presents (ABC), WXYZ, Th-9:0012.9 26. Public Defender (Interstate), WXYZ, F-10:3012.7 27. Conrad Nagel Theater (Guild), WWJ, Su-9:3011.9 28. Science Fiction Theater (Ziv), WXYZ, F-9:3011.9 29. Boston Blackie (Ziv), CKLW, F-6:0011.7 30. Susie (TPA), WJBK, Th-10:0011.7

Back-to-School CBS Theme

NEW YORK—CBS's two early morning shows, "Captain Kangaroo" and "Good Morning," are preparing to adopt a "back-to-school" theme for their programming from August 27 until school opens.

During this period, both these shows will concentrate on programming material that will provide parents and youngsters with additional insight into school and how to prepare for it.

The web's sales staff is launching an intensive drive among advertisers of products designed for use by school kids to buy into these shows at that time and to tie in with the show's promotion efforts.

'Capt. Kangaroo' Promotion Set

NEW YORK—"Captain Kangaroo" Treasure Houses are going to be set up in the toy departments of the big department stores. This gimmick is patterned after one the Mitchell Hamilburg Agency used for Gene Autry, in which it set up Autry Corals in the stores.

There are now 14 "Kangaroo" licenses for toys, games, books and records. The manufacturers were told at a meeting last week that the licensing of clothing and food packaging is now under consideration.

NEW YORK—The A. C. Nielsen Company has named Wynn Bussmann director of public relations for its radio-TV division. He was formerly an account exec for the research agency.

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GIVE TO DAMON RUNYON CANCER FUND

Col. Prepping Plans for July Sales Meet

NEW YORK—Columbia Records is blueprinting plans for its annual sales convention to be held at Estes Park, Colo., July 21-23, and has already set a flock of talent for the event. The artists will include the Four Lads, Don Cherry, Jerry Vale, Erroll Garner, Carl Smith, Glen Gould, Jo Stafford, Frankie Laine, Ray Conniff, the Collins Kids, Eileen Rodgers, Johnny Mathis, Mitch Miller and Percy Faith.

Theme of the convention is: "Your Future Is Sound."

Some 300 people will be at the meet, including all Columbia brass and representatives from Canada, Mexico and Europe. Columbia President Goddard Lieberman will address the convention.

Victor Signs Eddy Heywood, Julie Andrews

HOLLYWOOD — Joe Carlton, pop artist and repertoire chief of RCA Victor Records, announced the addition of pianist Eddy Heywood and singer Julie Andrews to the firm's talent roster this week.

Carlton, here for a series of recording sessions with Coast artists, averred that both had been widely sought after by other companies. Heywood last recorded for Mercury Records, while Miss Andrews currently stars in the Broadway hit, "My Fair Lady."

Plans are also being made by RCA Victor for the construction of the company's first-owned and operated recording studios on the Coast. Latter project is only in the blueprint stage and is not expected to be completed for some years.

Tourists Swell 'Opry' Crowds

NASHVILLE—With the tourist season at its peak, the "Grand Ole Opry" showings at Ryman Auditorium here have attracted the biggest houses in the "Opry's" 30-year history on recent Saturdays, according to Jim Denny, head of WSM's Artists Service Bureau.

Less than half of the Ryman's 3,474 seats are reserved. For the June 30 performance, these had been sold out four months prior to the show, Denny said. The result was that some 4,000 lined up nearly two blocks to wait three hours for the second showing.

At 10 p.m., there was a brief break to permit first-show programs to exit before the "Opry" began a

(Continued on page 26)

Kapp Debs Jazz Sampler

NEW YORK — Kapp Records this month is marketing a \$1.49 jazz sampler featuring over 50 jazz names, including Matt Dennis, the Hi-Los, Jerry Fielding, Russ Garcia, Dave Pell, Ruth Price and George Weetling.

At the same time, the label is releasing more than 15 jazz LP's. Kapp is backing up the "July Jazz Festival" push with special display material and other promotional aides for dealers and distributors.

'TIN PAN ALLEY' FOR NBC IN '57

HOLLYWOOD — A new musical television show lauding the efforts of many of the nation's great songwriters has been set by NBC for programming during 1957. Tentatively titled "Tales of Tin Pan Alley," teleshow will be a dramatization of how a given song came to be written. Produced by Matt Brooks from material collected by Gerald Marks, show will be filmed by NBC at California Studios here. Original music for the show will be published by Marlong Music, the emphasis will be given to standard material.

Lead Sheets With Disney's Next Release

HOLLYWOOD — In an effort to bolster the sagging sheet music market, Disneyland Records will add the use of a lead sheet to its next single popular record release.

Both songs, "Sons of Old Aunt Dinah" and "Railroadin' Man," from the Walt Disney feature, "The Great Locomotive Chase," will have music and lyrics printed on the back of the disk jacket and will be marketed thru normal Disneyland distributors at no extra cost.

Jimmy Johnson, vice-president of the parent Walt Disney firm, returned from a month-long tour of England and the Continent last week where discussions concerning release of Disneyland masters abroad were conducted. Tho no deals were made, Johnson indicated the firm commitments should be consummated in the near future.

MUSIC MEN'S PARADISE

Trade Field Day Seen In Political Confabs

HOLLYWOOD — With the upcoming political conventions of the Republican and Democratic parties scheduled to receive the greatest television and radio coverage of any previous single event, and with an expected audience in excess of 100 million persons, music publishers and song pluggers from all ranks are almost certain to have a field day getting exposure for their tunes.

Unlike the 1952 conventions, when pluggers missed the boat at both Republican and Democratic conventions, the publishers of

standard material are expected to train their sights on getting songs into the program at both meets.

The evergreens are the tunes that most logically will get the biggest play, whether or not pop tune pluggers engage in a concentrated effort. Previous convention favorites have included such songs as "Old Man River," "America the Beautiful," "East Side, West Side," "Great Day," "South."

While it's certain the Republicans won't be programming "Mis-

(Continued on page 26)

Varied Competition Hypothesizes Summer Singles Business

Dealers Profit as Charts Point Up Boom in Pop, C&W, R&B Versatility

By PAUL ACKERMAN and GARY KRAMER

NEW YORK — Versatility and variety are the key factors in this summer's singles business. A glance at the best selling charts in the pop, country and western and rhythm and blues fields proves this, for the competition song-wise and artist-wise is varied indeed. The dealer is benefiting from this condition, for many types of disks are making the charts and creating a lively interest among buyers. A lot of dealers reporting market conditions to The Billboard admit that sales this summer have not slumped as badly as on previous years.

Last summer, the packaged record business was the dealer's strongest support. This summer he

has that, plus excitement on singles.

In the pop field, two factors are outstanding. Firstly, a flock of the traditional vocalists are now riding with hit disks. Secondly, rhythm and blues—and-or rock and roll—show continued pop strength.

The traditional pop artists — forced by rock and roll competition to do their very best—and who are now making it solidly on the chart include: Perry Como with "More" and "Glendora"; Doris Day with "What Will Be Will Be"; Vic Damone with "On the Street Where You Live"; Patti Page's "Allegheny Moon"; Teresa Brewer's "Sweet Old-Fashioned Girl"; Ames Brothers' "It Only Hurts for a Little While"; Nat (King) Cole's "That All There Is to That," etc. Tradesters will observe that some

of the aforementioned artists had not been doing too well previously.

Coincidental with the strong showing of traditional pop artists is the continued pop strength of r.&b. Two new disks of this type made the charts this week. These are "Stranded in the Jungle" by the Cadets on Modern, and "Rip It Up" by Little Richard on Specialty. Rhythm and blues sides edging closely towards the best selling pop list, and expected to make it, are the Jayhawks' version of "Stranded in the Jungle" on Flash, Little Willie John's "Fever" on King, and the Clovers "Love,"

(Continued on page 26)

Epic Brass to Meet Distributors

NEW YORK — Epic Records will hold its first group distributor meetings next week, with confabs scheduled here, Chicago and Los Angeles.

The New York meeting will be conducted at the Park Sheraton Hotel July 25, with a large number of Midwestern and Western Epic distributors in attendance, since the meet coincides with the National Association of Music Merchants' convention here next week. The Chicago meeting will be held at the Palmer House July 27.

Speakers at the New York meet will include Columbia prexy, Goddard Lieberman; Epic-Okeh artist and repertoire director, Marvin Holtzman, and Epic sales director, William S. Nielsen. Among topics under discussion will be Epic's 1956 dealer fall merchandising program, and future recording activities—both singles and LP's—for Epic and Okeh, including the signing of major European pop artists and orchestras for the former label's LP line.

In addition to the three divisional meetings, every Epic distributor will be contacted personally by an Epic factory representative during the week of July 27 to August 7.

Crowell-Collier Pacts Spaeth As Consultant

NEW YORK — Crowell-Collier has signed Dr. Sigmund Spaeth in a consulting capacity on classical programming for its new record club operation.

The club was scheduled to kick off test mailings this month, but the recent demise of the publishing company's "American Magazine" has delayed the club's start until August.

Meanwhile, a plan to record special music commentary disks for the club has been shelved on the theory that lecture wax is not in demand. In line with this, the Book of the Month Club's Music Appreciation disk club last month made its commentary disk an optional-buy item for the first time. The 12-inch music-only LP is now priced at \$3.30 and the commentary at \$2, or \$3.90 for both. Heretofore members were required to purchase both platters.

coming next week . . .

THE BILLBOARD'S NAMM CONVENTION ISSUE

(DATED JULY 28)

Packed with special features of vital importance to the entire music industry

At the Convention . . .

BONUS DISTRIBUTION: Extra copies of this important issue will be available at The Billboard's booth (#24 - Trade Show Building) during the convention.

RECORD DEALERS: At our booth we'll have an exciting album cover contest for you to enter.

Coast Indie Diskers Adroit In Merchandising Product

Discounts and Free Wax Backbone Of Summer, Fall Sales Programs

By JOEL FRIEDMAN

HOLLYWOOD—There's a new breed of independent recording company on the West Coast, which no longer is content to sit back and take pot luck with his releases, but has managed to develop and use imagination, foresight and inventiveness in merchandising its product.

In some cases the indies represent a pretty formidable lot who ring up an annual volume of sales that might be envied. What's equally important, of course, is that the sales they amass are done so at a minimum overhead without sacrificing any quality in their record releases.

Sparking the change, and the new approaches used in selling his records to both distributor and dealer, is the recent announcements by such indie firms as the Norman Granz Clef and Norgan labels, Good Time, Jazz, Era, Fantasy and others, of summer and fall merchandising programs.

All the Gimmicks

By and large, the high point of each firm's plan calls for an outright discount of free offer of additional merchandise. To back up the various programs, the diskeries in most cases have readied a new series of album releases, offered

Diskery Skeds 15 LP's With Paris Flavor

NEW YORK—Grand Award Records is scheduling a release of 15 new albums on August 15. Some of these are now being produced in Paris by Enoch Light. The packages, according to the diskery, will accent "The Newest Sound From Gay Paree."

Packages include "La Vie De Paris," containing music from the French Gay Nineties, including selections from Offenbach's "La Vie Parisienne," done by the Orchestre de L'Association des Concerts Lamoureux; another is "Paris Music Hall," starring Jacqueline Mille of the Casino de Paris. Another, whose exact title will not be disclosed until August 15, is currently called "Mystery Album" and will retail at \$4.98, the package done up in four colors and containing a book. Two albums will feature Knuckles O'Toole, honky-tonk pianist. Diskery is also preparing the "Paul Whiteman Anniversary Album," a two-disk set.

Bethlehem to Unveil 'Porgy'

NEW YORK—Bethlehem Records will debut its most elaborate package-production next month, when it releases an unique three-disk jazz version of George Gershwin's "Porgy and Bess." Frances Faye and Mel Torme sing the title roles, while deejay Al (Jazzbo) Collins is the hep narrator.

Russ Garcia penned the score for voice and orchestra, which makes use of practically every artist on the label, including Sallie Blair, George Kirby, Frank Rosolino, Herbie Mann, the Australian Jazz Quartet, Sal Salvador and Joe Derise. The three LP's were recorded here and in Hollywood under the direction of Bethlehem artist and repertoire chief, Red Clyde.

demonstration packages for deal use, debuted sampler albums and equipped dealers with point-of-sale merchandising aids, i.e., counter cards, window streamers, catalogs.

Latest Coast indie to offer distributors and dealers a specific merchandising program is Pacific Jazz (see separate story), long a specialist in the packaged jazz business. Under the aegis of Dick Bock, previously associated with Black & White and Discovery records almost 10 years ago, Pacific Jazz has prospered to the point where its catalog now includes 20 12-inch LP's, and is estimated to do an annual volume in excess of a half-million dollars.

Granz a Leader

Largest and most successful of the Coast indies, of course, is the long-time Norman Granz firms, who some time ago bowed with two new labels, Verve and Down-Home, latter relegated to Dixie

material only. In debuting the Verve line, Granz has successfully broadened the scope of jazz material by reaching out for the vast middle-ground disk buyer. Jazz albums previously stereotyped by the figure of a bent musician blowing a hot sax, have now given way to covers that feature an attractive girl holding a flower for instance. The music between the album covers is largely the same, and without alienating the select group of jazz buyers, Granz has managed to attract new devotees. In brief, jazz now has class and even snob appeal where it previously only had a limited but nonetheless loyal following.

Other Coast indies continue to make their mark in the single record field, among them Imperial Records, Era, Specialty, Liberty, Aladdin, etc. Imperial recently had two records on the pop charts (Continued on page 26)

Mercury to Concentrate On Instrumental LP's

By JUNE BUNDY

NEW YORK—Instrumentals and specialty-type LP's—rather than vocal albums—will be stressed in the pop package field by Mercury Records from now on, according to the label's veepee-artist and repertoire chief, Art Talmadge.

On the basis of surveys conducted in the package market, the exec concludes that the buying public prefers non-vocal mood music albums and that cases where a vocal artist is a big LP seller (Frank Sinatra, Julie London, etc.) are the exception rather than the rule.

Consequently, Mercury's future album production will be geared

Slim Whitman Set for 1957 Tour Abroad

HOLLYWOOD—Country star Slim Whitman, who recently completed a two-month tour of England and an extended stay at the London Palladium, has been set for a return engagement there in 1957 by the Lew & Leslie Grade Agency.

Whitman is scheduled to work England, Scotland and Ireland for 10 weeks, to be followed by five weeks in Australia and three weeks in South Africa under the Grade auspices. He'll receive a guarantee of \$10,000 weekly against percentage for the tour. Country star amassed sales of approximately 1,600,000 disks thus far in 1956 in Europe. Whitman records for Imperial Records here and is released on British Decca abroad.

Big Sellers on 'Buy-of-Month'

NEW YORK—Columbia Records' Buy-of-the-Month for August are packages by two of the label's strongest sellers in the classical and pop fields.

Disks are "Madame Butterfly," by Andre Kostelanetz, and "Solo Mood" by Paul Weston.

KEY WOULD BE VERY MAD, TOO

NEW YORK—Even in this materialistic age, patriotism stirs the hearts of many—particularly J. E. Johnson, a record dealer in Greenville, N. C.

Last week Johnson wrote a vitriolic letter to the Southern Radio Corporation, of Charlotte, N. C., complaining that he could not get records on the "Star-Spangled Banner" either by the RCA Band or the Boston Pops. He was told the disks are no longer available. Johnson's letter said:

"Do you mean to tell us that a company as large as RCA would not press and keep in stock our National Anthem. . . . That is about the damndest thing we have ever heard . . . a company in the music business which can't supply our National Anthem!"

Decca Toppers Meet Distribs

NEW YORK—Decca sales brass are on the move again—this time to unveil the firm's fall promotion plans for branch and distributor chiefs at the company's five divisional offices.

Decca Distributor Corporation sales veepee, Syd Goldberg, National Sales Manager, Claude Brennan, and Advertising Director, Mort Nasatir, opened the sessions Friday (13) in New Orleans. The threesome will conduct similar conclaves in Los Angeles, Monday (16); Chicago, Friday (20); Cleveland, Saturday (21), and New York, Monday (23).

Also in line with sales policies, the firm this week announced two additional sub-branches, following the recent opening of the Uniondale, L. I., sub-branch. New operations are set for Washington and Providence, R. I., working under the wings of main branches in Baltimore and Boston respectively.

to this thinking. One objection to vocal LP's, says Talmadge, is that buyers think 12 selections by one singer make for too monotonous fare. In line with this, the exec plans to bring out LP's featuring several different Mercury vocal names on one package, in effect, a "show album." An LP spotlighting a group of jazz artists on Mercury's EmArcy label is also a possibility.

Meanwhile Mercury is scheduled (Continued on page 26)

London Kicks Off Hypo For Pop & Class LP's

NEW YORK—London Records is kicking off twin album promotions designed to kick up summer sales activity at both pop and classical levels.

In the pop field, the slogan "Four Great English Orchestras" sets the pattern for a special limited edition \$1.98 retail demonstrator record. The disk contains three selections each, and each from a different album, by the orks of Frank Chacksfield, Robert Farnon, Stanley Black and Ted Heath, who have between them a total of 36 albums. The demonstrator is designed as a push on all 36 albums and the record will be nationally advertised in Time, Satevepost, Collier's, Newsweek, Woman's Home Companion, Esquire and Holiday.

Dealers will get the benefit of delayed billing to October 10 and November 10 and details have been worked out for local co-op promotions thru distribs. Amount of co-op money is tied to the number of disks ordered.

Salesmen will receive direct payments for every record order and in addition will be eligible for national performance contest prizes. Winner is expected to pull down as much as \$1,000 in prize money, plus his direct earnings.

The diskery is also conducting a special "20 per cent off" sale on its entire international catalog, including the London International, Telefunken, L'Oiseau-Lyre, Ducretet-Thomson and Durium labels.

'Bandstand' to Promote Tops In AM Sound

NEW YORK—"NBC Bandstand" will kick off on radio top AM-TV sound (10 a.m.-noon), and TV (10:30-11 a.m.) July 30, with Bert Parks as permanent emcee and Johnny Mercer as "Mr. Music" the first week. Bands chosen for their hausfrau appeal to be spotlighted locally the first week will be Guy Lombardo and the Dorseys; Wayne King, from Chicago, and Freddy Martin, from Hollywood.

The bands and the "Mr. Music" co-emcee chore will be booked on a rotating basis. Veteran band exec and producer Billy Goodheart, who is handling all talent bookings, has lined up bands for the show into September, including Russ Morgan, Ralph Flanagan, and tentatively Sammy Kaye. Dick Haymes follows Mercer as "Mr. Music." Guest artists—both singers and instrumentalists—will also be spotted regularly on the show.

Sound-wise, the show will strive to set a standard of technical excellence seldom achieved on radio, and certainly not on TV, via special microphone placement, which will produce a "binaural sound effect." Some local radio stations have experimented with binaural broadcasts (WQXR here and (Continued on page 42)

Releasing Co. Set on Romano Disks, Albums

HOLLYWOOD—Record Releasing Corporation, new national distribution firm organized here last week, has completed contracts for the release of single records by singer Tony Romano, and a series of mood music albums recorded by publisher-conductor Max Urban. Negotiations are currently in progress for similar release arrangements with the Hecht-Lancaster organization, independent film producers.

New firm will handle distribution primarily for talent and independent motion picture producers, with the latter owning masters and all rights to their music. RRC, headed by William Bowers, Vice-President Guy Ward and Secretary-Treasurer Herb Mason, will release wax on a highly selective basis thru its present roster of Sunset and Starlite distributors, both firms also owned and operated by Bowers.

NEITHER PRO NOR CON KILGORE BILL COMMENT

WASHINGTON—The controversial Kilgore bill to end juke box performance royalty exemption will not be given either "favorable or unfavorable" comment when the Senate Subcommittee on Patents, Trademarks and Copyrights issues its report on the juke box problem, committee sources say. This does not preclude the possibility that the bill could be reported out "on its merits," without recommendation, they point out. (However, even should it reach the floor, a vote in this rapidly closing session is believed extremely unlikely.)

From all indications, the Senate group questions whether the Kilgore bill's sweeping removal of the juke exemption "would constitute the proper thing to do." The O'Mahoney group is reportedly "mulling all aspects of the question" and may, in the light of evi-

dence, decide that a better piece of legislation could be written. A new bill could result from the committee report, which is largely based on informal talks and formal briefs submitted by both sides of the controversy (The Billboard, March 24).

Such a report is definitely on the agenda, committee spokesmen say, but the report and the committee's recommendations could go over from one to three weeks, if there is conflict with other committee business. It might even be put off until the next session.

Committee sources say the group has been chiefly occupied with the question of "what would be fair?" if the juke box exemption is removed. What financial and legal limits could be arranged on charging juke box royalty payments? Who would be responsible for the (Continued on page 82)

Petrillo Off To Air Views At ILO Meet

NEW YORK—Musicians' union chief, James C. Petrillo, last week set sail for the International Labor Organization confab at Geneva, where he is to present the viewpoint of the American Federation of Musicians with regard to performers' rights. A man D. Kenin, AFM exec board member, is to join Petrillo in Geneva.

ILO for three years has been studying the operation of the Music Performance Trust Fund in the United States, whereby disk royalties are administered by an independent trustee.

The ILO's Committee of Experts is seeking agreement on a treaty draft for subsequent ratification by more than 50 nations.

AFM Hearing Rescheduled For July 16

HOLLYWOOD — The show-cause hearing scheduled for Friday (13), at which the American Federation of Musicians was to seek to vacate a temporary restraining order restoring deposed local 47 Vice-President Cecil Read to membership, has been postponed until Monday (16) and referred to another court.

Henry Kaiser, legal counsel for the AFM, arrived here last week to represent the Federation in the dispute.

Judge Clarence Hanson, of the Los Angeles Superior Court, with wide experience in labor matters, will preside at the hearing. Read seeks a preliminary injunction which would continue him in membership pending a trial of his action against AFM President James C. Petrillo and the Federation. Attorney Harold Fendler will represent Read.

Robert Carleton, Songscribe, Dies

HOLLYWOOD — Robert L. Carleton, 60, composer of "Ja-Da," "Doo-Wah-Ditty," "Where the Blues Were Born in New Orleans" and some 500 other songs, died Thursday (12) at St. Joseph's Hospital, Burbank, Calif., following an exploratory operation.

Born in St. Louis and a member of ASCAP since 1942, Carleton wrote musical shows for the Great Lakes Naval Training Station during World War I, later going to Hollywood, where he worked in motion pictures and in recent years as a pianist.

NEW LEASE ON LIFE

'Audio Fair' Ties Up With Disk Jubilee Shindig

NEW YORK—This city's Audio Fair isn't dead yet! Harry Reizes, who originally masterminded the annual exposition for hi-fi enthusiasts, only last week was believed to have thrown in the towel as the wind-up to a month-long battle with the Institute of High Fidelity Manufacturers on the matter of staging a hi-fi shindig here this year.

This week new life has been pumped into the operation via Reizes' tie-up with Richard Himber, in the latter's recently announced disk industry Diamond Jubilee Celebration. The event will be staged September 7-15 at New York's Coliseum.

THAT THAR GOLD STILL A'SHOWERS

NEW YORK—Elvis Presley, the most controversial entertainer since Liberace, continues to be red-hot at the box office in spite of an unusually irate, cold-shoulder treatment from the press.

His new RCA Victor single ("Hound Dog" and "Don't Be Cruel") took off last week faster than any disk in the label's history. At the same time Ed Sullivan signed the warbler for three CBS-TV guest shots on "Toast of the Town" at a record \$50,000 fee.

Presley's appearance on Steve Allen's NBC-TV Sunday night show resulted in Allen topping Sullivan's ratings for the first time, and his pacting is considered significant, in view of Sullivan's flat turn down of the singer a week ago. Sullivan has voiced approval of kins he has seen of Presley's guest shots on "Stage Show" a few months ago, so the teen-age idol will apparently be allowed to rock and roll in the old way when he makes his first appearance for the columnist September 9.

See Booking Battle Threat In Denver

DENVER — Joe Leher, owner and operator of the Rainbow Ballroom here, last week announced the opening of his offices for greater expanded activities in the concert booking business. Appointment of Bill Holzer as first vice-president of the organization points the way toward an all-out fight at the box office with a dozen other agencies already established in the Denver area. Since the death of

(Continued on page 51)

NARTB Tabs Stations On Music License Data

NEW YORK — The broadcasting industry is gradually collecting data and setting its sights on negotiations with the music licensing organizations. The National Association of Radio and Television Broadcasters last week stated that it had already finished compiling statistics relative to music licenses held by stations, but was still working on data from the networks and owned-and-operated stations. In a poll sent to the stations several months ago, the NARTB requested information as to how much money the stations paid to each of the

licensing organizations in 1955. The questionnaire also requested data as to the type of license or licenses held—whether blanket, per program, etc.

Broadcasters point out that the time for negotiating some of the licenses is not too far off. Expiration date of the TV license of the American Society of Composers, Authors and Publishers is December 31, 1957. The American Society's AM agreement runs out one year later. Broadcast Music, Inc.'s agreement runs out on March 11, 1959.

SEAC's five-year license pacts are staggered. The performing rights society recently concluded negotiations with the Columbia Broadcasting System, the pact running to 1959 and being retroactive to 1954. SESAC has industry-wide coverage.

Reizes said his portion of the clambake will be known as Audiorama of 1956, "a new concept in Audio Fairs, catering to the masses who are becoming quality music conscious."

The Fair reportedly will have 50 closed rooms and 110 open booths available for exhibits. Reizes added that verbal commitments for exhibits have already been received from the MacIntosh Laboratories, James B. Lansing, Viking of Minneapolis, British Industries and Garrar, as well as other component makers, and that "contracts are ready to go out."

Tickets for the entire proceed- (Continued on page 42)

PHONOS ON THE MARCH

RETMA Report Tabs Rapid Gains in Sound Equipment Mkt.

Continued from page 1

sations in Sound by RCA Victor." Company sources indicated that the campaign budget is substantially higher than for the same period in 1955.

Victor executives feel that in spite of unparalleled sales for all firms, the vast potential market for phonos has been barely tapped. The key to this market, the company believes, is the ever-growing teen-age market. If the youth of the country can be sold a quality, low-cost 45 r.p.m. player today, they will automatically become prospective buyers of higher-priced equipment, and the records to play on it, in the years to come. Thus Victor, along with its eight-model, new hi-fi line and its two new stereophonic tape players, is putting a record amount of promotion behind its low-end \$29.95 45 r.p.m. player, which calls for a

special bonus EP set of the Glenn Miller memorial album for each buyer. In line with this thinking, the firm also introduced its first hi-fi 45 r.p.m. player. The two-speaker unit will list at \$79.95 and will get a generous share of the promotion money itself.

Decca, with 15 new models this year, has expanded the price spread of its line considerably. Like RCA Victor, the firm is making its own pitch to the juvenile market, via two new, 45 r.p.m.-only models, listing at \$15.95 (low end of the line) and \$39.95. Another low-end model is the manual three-speed unit listing at \$19.95.

Decca Spending Up According to Claude Brennan, Decca's national sales manager, this fall's promotion budget for the phono line eclipses last year's appropriation substantially. Brennan

said that consumer advertising will not enter the picture, because the company feels it gets better results thru dealer promotions. For the first time a dealer co-op plan has worked out. Other items include a full color catalog for free dealer give-away and an expensive "display-in-motion" for dealer use.

J. B. (Kip) Anger, sales veepee of Motorola, reached at a sales meeting in Savannah, Ga., said his company is kicking off its biggest phono ad campaign in its history, and that the new line of seven models, including four hi-fi units, is his firm's biggest ever. Motorola phono sales for the first five months of 1956 are 219 per cent over the same period last year, Anger said. He added that shortly, the firm will also introduce two table model hi-fi phonos with 20 watts of power output.

The V-M Corporation has added three new phonos to its standing line for a total of 13 different units, a record for the firm. Gene Miller, V-M ad manager, declared that the increased line will be backed by a 20 per cent heavier ad budget than last year which will be concentrated in national magazines and radio. Miller said that the company has brought out a new stereophonic tape player, designed for use with the amplifier of an existing hi-fi phono model. V-M also is believed ready to debut the industry's first popular-priced binaural tape recorder unit.

Webster-Chicago now has 16 phono models, a total which includes several recently introduced units. Sales veepee Bud Letzter said advertising appropriations for the coming season run more than 40 per cent over last year. This, according to Letzter, reflects the fact the sales of all phono units are currently running 24 per cent ahead of last year. On the other hand, sales of changer units, produced for other manufacturers, are up 300 per cent over 1955, itself an indication of industry health.

100% Expansion The same success story holds true at Crescent Industries. The firm's current line of five tape recorders, a tape transport, three manual phonos, three 45 r.p.m.-only players and two four-speed (Continued on page 51)

DOLA Aims to Set A Definite Program

CHICAGO — Another stab at setting up a definite program will be made by the Dance Orchestra Leaders of America in holding its second annual convention here September 24. The DOLA meeting will be in conjunction with the National Ballroom Operators' Association which will be holding its annual convention at the same time (September 24-26).

Les Brown, prexy of DOLA, announced the convention and stated he hoped a definite program could be set up at the con-

clave. So far DOLA has had difficulties in getting under way, with Brown blaming this largely on the inability of getting the band leaders together at one time. He hopes that the batoneers will co-operate by setting aside their engagements for the September 24 date so that as many as possible can attend.

Brown pointed out that the band business has not improved in the past year and that definitely some action must be taken by the new organization to help stimulate business. He did point out that the group had achieved some success in the past year by obtaining a closer relationship with the ballroom operators and working with them jointly on mutual problems.

According to present plans, DOLA will hold its business session Monday afternoon and that evening will get together with the ballroom operators at a dinner and joint meeting.

Meantime Vic Sloan, of Lincoln, Neb., president of NBOA, announced the ballroom operators (Continued on page 51)

Storecast to Double N. Y. Operations

NEW YORK—Supravisio, the Storecast System's indoor advertising - merchandising medium which transmits music, news and weather reports, will double its operations in New York State on August 1, according to B. K. Pitkin, vice-president in charge of field operations.

All former Market Basket supermarkets, recently acquired by the Syracuse branch of American Stores Company, are installing Storecast "Music-Lanterns," which is a combination aisle display medium and music transmitter, or a similar fixture called the "SuperMarker." The service will be used by more than 70 Storecast-tuned Acme markets extending from Pennsylvania to Canada. Program will be broadcast by five FM stations of the Rural Radio Network.

Supravisio, which had an initial 15 sponsors 19 months ago, now has more than 40 national advertisers.

Epic Contracts Faith Winthrop

HOLLYWOOD—Marvin Holtzman, artist and repertoire chief for Epic Records, added singer Faith Winthrop to the firm's talent roster this week, following her appearance on a local teleshow.

Here for a week's recording schedule, Holtzman handled sessions with Miss Winthrop, in addition to wax by Dolores Hawkins and Anthony Perkins. He returns to New York this week.

SELVIN SPINS 'EM FOR CMMMA

HOLLYWOOD—Vet music man Ben Selvin, always a good man with a yarn, further ingratiated himself with his many friends on the Coast this week at the weekly songpluggers' luncheon of the California Music Men's Association.

Here to record Lawrence Welk for NBC Thesauras, Selvin recounted his activities during the past six years since he left California for New York. "I was in the publishing business for two years" said Selvin, "and having personally experienced the trials and tribulations of a publisher, I feel that every recording man should serve a similar period of time. I'm sure it would make for greater understanding."

Other guests included singer Mary Small, Epic Records' a.&c. chief, Marvin Holtzman; Paramount Pictures' music department head, Roy Fjastad, and disk jockeys Gil Henry and Bill (Silbert) Bradley.

Belter Now Making Own Recordings

BARCELONA — Belter Records, which has handled the release of many foreign labels here, is now producing disks of its own. Bernard Hilda, well-known French maestro, is supervising Belter's initial production. With an orchestra of 42 musicians, Hilda has recorded several of his old numbers which were hits in Spain, and has also cut a good number of his American and European hits.

Belter's recordings will be released in France via the new French label, Versailles. It is planned to negotiate the release of the disks in other European countries and in South America thru various companies.

In addition to American and European hits, Belter is recording a good number of "Sardanas," the Catalanian popular dance form.

Labels handled by Belter in Spain include Vanguard, Urania, Hadvn Society and Bell Records.

Victor Sets 'Magoo' Wax

HOLLYWOOD — RCA Victor stole a march on Columbia Records this week when Dennis Farnon, Coast album producer for RCA, concluded arrangements for a package titled "Mr. Magoo in Hi-Fi."

Farnon, who has penned the music for approximately 10 of the Magoo television cartoons, latter produced by UPA Productions, Inc., will write an original score for the RCA album with the Magoo voice to be provided by its creator, Jim Backus.

UPA is currently producing a

Glenn Miller 1-Nighters Big

NEW YORK — The Glenn Miller orchestra, under the direction of Ray McKinley, has chalked up some healthy one-nighter grosses in its first month on the road.

The band, which is booked solid thru September, has gone into percentage on practically every date it has played. The Summer Gardens, Porter Dover, Ont., pulled its biggest advance sale in 36 years, when the band played there June 27, with the date completely paid for before the Miller-McKinley crew opened that night.

The orchestra broke a two-year box-office record June 15 at Port Stanley, Ont. (where it is booked back next month); a three-year record at Edgewater Park, Celina O., and took home \$1,200 over its guarantee at Walled Lake, Mich., July 7. The band pulled 1,720 paid admissions on a Monday night, July 9, at Sudbury, Ont.; 3,775 admissions at Lesourdsville Lake Park, Middletown, O., June 23; and did the "best business of the season" at Hershey Park, Hershey, Pa., June 9, and Castle Gardens, Allentown, Pa., June 28.

Present plans call for the band to be recorded by RCA Victor early next year, with McKinley integrated into the wax format as he was in Victor's "Glenn Miller Army Air Force" LP. The new orchestra plays Miller's original arrangements note-for-note, and Deane Kincaide is scoring all new book tunes in the same trade-marked style.

cartoon series for CBS Television, with the latter's subsidiary, Columbia Records, slated to release records from the TV film soundtrack.

MUSIC AS WRITTEN

DEAN JOINS COLUMBIA LEGAL DEPARTMENT . . .

Columbia Records' legal department has added Walter Dean to the staff, according to Alfred Lorber, vice-president in charge of the business affairs department. Dean reports to Lorber.

WESS SIGNED BY M-G-M FOR ALBUM PROJECT . . .

Richard Wess, accompanist and arranger for Lillian Roth, has been signed by M-G-M. First project will be an album of 12 selections, six of which are Wess originals and six standards. Deal permits Wess to continue doing backgrounds for other labels.

BASCH SIGNED BY ZEPHYR RECORDS . . .

The newly formed West Coast outfit Zephyr Records has signed Buddy Basch as national promotion director, operating out of New York. Zephyr prexy Geordie Hormel is currently lining up distributors and artists for the label. He will attend the NAMM convention here next week, along with the firm's comptroller-library chief, Spencer Moore; recording-sales head, Bud Freeman, and musical director Bill Hitchcock.

GREEN TO SUB FOR FAITH ON AIR . . .

Johnny Green, M-G-M Studios music chief and composer of "Coquette," "Out of Nowhere," "I Cover the Waterfront" and "Body and Soul," will fly here from California to substitute for Percy Faith as conductor of the Woolworth Hour, July 22 and 29.

'FACE IN THE CROWD' NEW FILM PROJECT . . .

Tom Glazer writer of folk songs and material for kidisks, has been signed to write the score for "A

Face in the Crowd," new Elia Kazan film project. Andy Griffith will play the country and western TV performer who rises to fame and fortune, in the story penned by Budd Schulberg. Last collaboration for Kazan and Schulberg was the Oscar-winning "On the Waterfront."

New York

Peter M. Fishbein, son of Arthur Fishbein, music business attorney for Southern and other leading firms, finished his first year at Harvard Law School by winning the \$600 Sears prize — awarded for ranking second in the class of 489. Young Fishbein, who has been elected to the Harvard Law Review, last year graduated magna cum laude from Dartmouth.

Ronnie Hilton's RCA Victor disk reviewed in last week's Billboard contained an incorrect listing. The tune listed as "Give Me My Ranch" (New World, ASCAP), should have been listed as "Alla En El Rancho Grande," (E. B. Marks, BMI). . . . The Stratford (Ontario) Music Festival has scheduled the Oscar Peterson Trio for its final two jazz concerts August 8 and 10. The Peterson group replaces the Art Tatum Trio which was forced to cancel out due to Tatum's illness.

Newly-formed Zoot Sims Quintet opened at New York's Cafe Bohemia Friday (13) for a five-week stand. The group alternates with the Sal Salvador Quartet this week with later pairings to include Leon Sash Quartet and the Roy Eldridge Quartet. Sims' group will be featured on the Mutual Radio's "Bandstand U. S. A." seg aired Saturdays from the Bohemia. . . . Friedrich Gulda, jazz pianist, has signed an exclusive contract

Merchandising Plan by Pacific

HOLLYWOOD — Aimed at getting greater exposure at the dealer level, Pacific Jazz Records this week offered retailers a threefold summer merchandising program which includes a 10 per cent discount in merchandise, a new hi-fi sampler and a specially designed demonstration pack of 12-inch LP's for dealer use.

Plan will be effective from July 15 thru September 1. Dealers who order one each of 20 Pacific Jazz LP's will receive two free LP's of his choice. Dealers also have the option of ordering a total of 30 or more 12-inch LP's with no restriction on selections, and also will receive one LP free with every 10 ordered. Both offers are made on a 100 per cent exchange basis, tho dealers may not return this stock in less than 90 days.

By ordering 20 LP's, dealers are also entitled to order the new Pacific Jazz hi-fi sampler, latter to be sold by the box only. Each box contains 16 records, with dealers to be charged for 15 at the unit price of \$1.98 each.

Firm will also make available a new series of demonstration records containing 20 12-inch Pacific Jazz LP's marked "not for sale." Demo pack will cost dealers \$15 plus postage, with the diskery shipping and billing dealers directly.

Sale plan is the result of a recent two-month tour of dealers and distributors by Pacific Jazz President Richard Bock.

with Patricia Music, whereby he'll submit all his jazz and pop cleffings to the pubbery.

STOP!



THE RECORD THEY ARE ALL WATCHING . . .



AND LISTENING TO . . .



AND TALKING ABOUT . . .



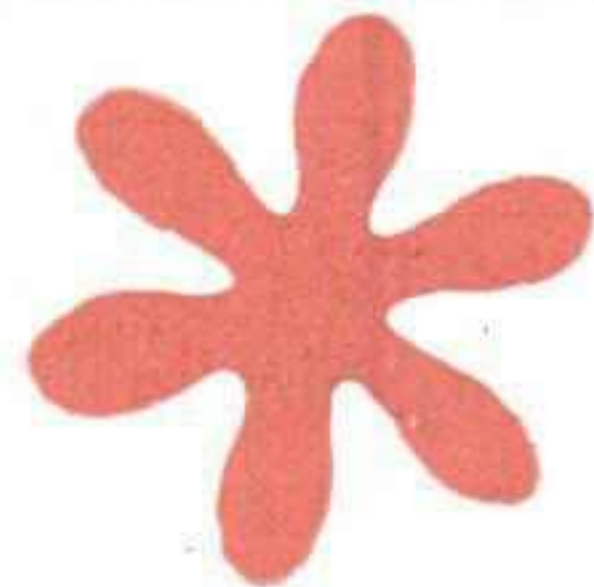
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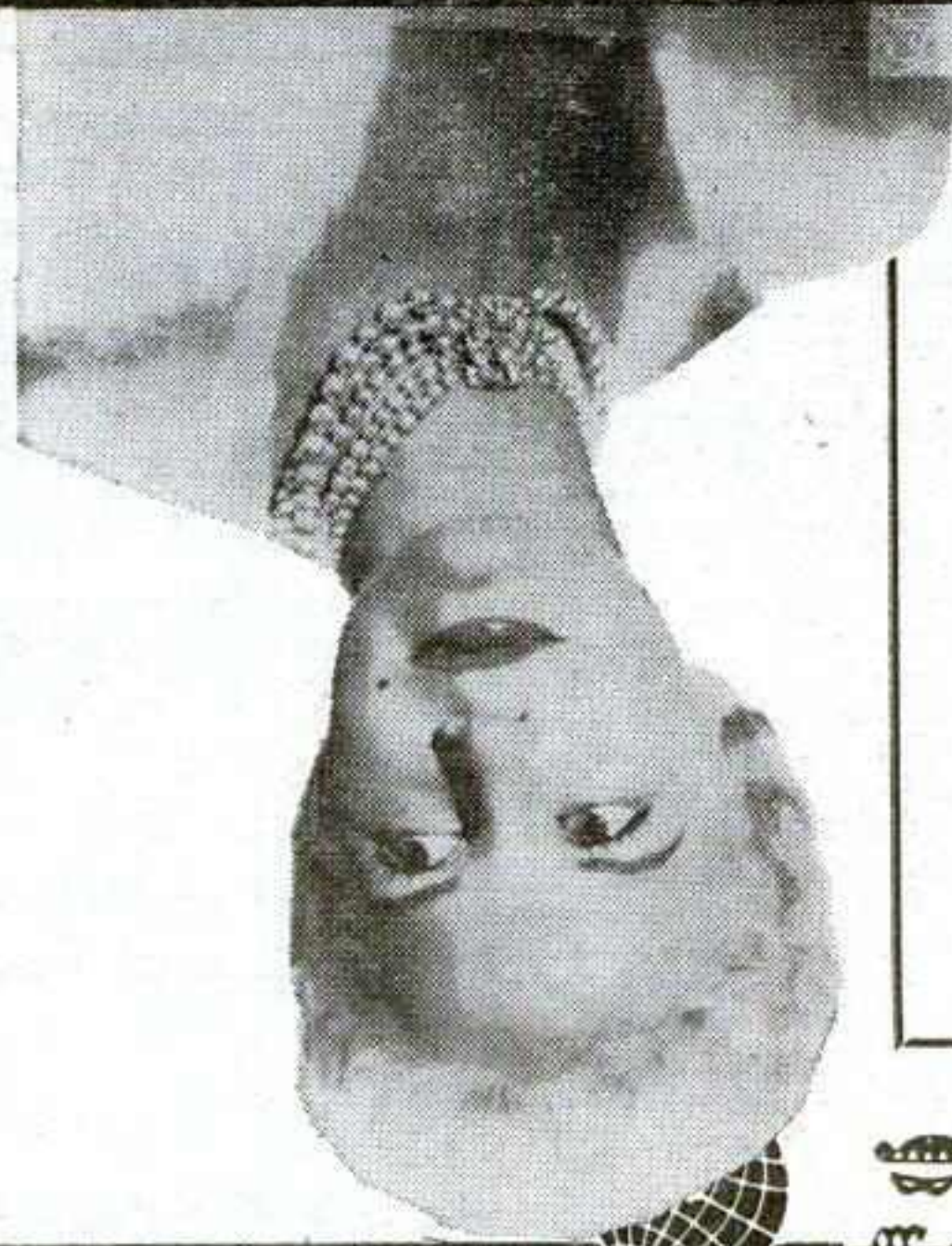
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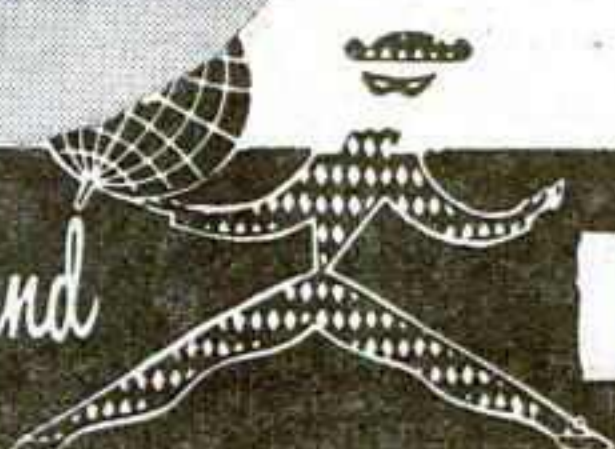


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AT LOVE**



DECCA #29994

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DECCA records

"I ALMOST LOST MY MIND"

Recorded by:

PAT BOONE

DOT

ST. LOUIS MUSIC CORP.

Sole Selling Agent:

Hill & Range Songs, Inc.

Summer Singles Business

Continued from page 21

Love, Love" on Atlantic. Another r.&b. disk selling strongly in pop is Chuck Berry's "Roll Over Beethoven" on Chess.

Added to these are the older r.&b. and rock and roll disks still on the best selling pop chart. These include two of Elvis Presley's—"I Want You, I Need You, I Love You" and "Heartbreak Hotel"; Fats Domino's "I'm in Love Again" and "My Blue Heaven"; Gene Vincent's "Be-Bop-A-Lula," Clyde McPhatter's "Treasure of Love." Carl Perkins, currently off the pop chart, has been selling strong in this market and still has two disks on the country chart.

It's also interesting to note that Presley's newest single—"Hound Dog"—racked up fantastic orders even tho it had not been generally available to dealers last week. It is understood that orders the past week were perhaps the biggest racked up on a single in the history of the label.

Also notable in the pop chart is the fact that instrumentals—not from sound tracks—are making it. Eddie Heywood's "Soft Summer Breeze" on Mercury just moved into 24th position, and Victor's Hugo Winterhalter, with "Canadian Sunset," is just short of the chart and is expected to move up. In the country field, the picture

parallels what has happened in pop—namely—the traditional artists are coming back strongly, and are cutting some very solid sides which are making it in the face of the rock and roll type of material. For instance, the c.&w. national retail chart lists Ray Price's "Crazy Arms" in second position; Red Foley and Kitty Wells are sixth with "You and Me"; Hank Thompson is 10th with "Blackboard of My Heart"; Faron Young is 11th with "Sweet Dreams" and 15th with "I've Got Five Dollars"; Webb Pierce has "Any Old Time" and, with Red Sovine, "Little Rosa." Kitty Wells is ninth with "Searching." In addition to these chart disks, a number of very powerful traditional c.&w. records have just come out—notably Roy Acuff and Kitty Wells "Goodbye, Mr. Brown" and, several weeks ago, Marty Brooks.

But as in the pop field, the rock and rollers are right there with the traditionalists. Presley tops the list and is represented by two disks; Perkins is going strong with two records; Gene Vincent, too, is selling heavily. It's noticeable also, that some traditional c.&w. artists—such as Robbins—are absorbing into their own style some of the rock and roll stylistic features, and producing powerful disks.

Accent on Church Sound

In rhythm and blues, several trends are noticeable. One is the big influx of blues with a spiritual base—the church sound. Atlantic's Ray Charles seems to have sparked this, for quite a few of his hit sides have had a spiritual quality.

Another trend is the decline—likely momentary—in hits by female vocalists. Everyone is awaiting the upcoming sides by such artists as Ruth Brown, LaVern hope they will take off. Big May-Baker and Faye Adams in the bells is the only r.&b. chick in the running. It's also notable that the field now has an outstanding novelty—"Stranded in the Jungle," with heavy play on two versions on Modern and Flash.

Disk Artist Debs

Continued from page 1
the dealers at the National Association of Music Merchants' convention here. Then Ford is scheduled to take him on a deejay tour to plug the platter in other cities. The flip side of the disk ("Alfred, the Air Sick Eagle") is also a bird-entry, featuring Heatheron, a kid chorus, and authentic eagle-cry recorded by the Bronx Zoo.

Coast Indies

Continued from page 22
via Fats Domino's "I'm in Love Again" and "My Blue Heaven"; Era currently has the number one song in the nation, "Wayward Wind"; while Specialty scored with Little Richard's "Tutti Frutti." With Dot Records set to begin operations from its new headquarters in Hollywood, the West Coast is expected to exert still greater influence and importance in the over-all picture of the record industry.

'Opry' Crowds

Continued from page 21
repeat performance of its first two and a half hours. At midnight "Opry" fans were still filing in, with the result that 10 "Opry" performers stayed on to stage a special one-hour show for the late-comers who had missed most of the regular performance.

Another record-breaking crowd caught "Grand Ole Opry" Saturday, July 7, when it was again necessary to stage a special show

Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	1	—
ABC-PARAMOUNT	1	—	—
ARC	1	1	1
BULLSEYE	—	—	1
CADENCE	1	—	—
CAPITOL	4	1	—
CASH	—	—	2
CHRYSTALLETE	1	—	—
COIN	—	—	1
COLUMBIA	1	2	—
CORAL	1	—	—
DECCA	4	—	—
DELTA	—	1	—
DIAMOND	1	—	—
DONNA	1	—	—
DOT	1	—	1
EPIC	1	—	—
FABOR	—	3	—
FEDERAL	—	—	1
FIRE	—	—	1
FRATERNITY	1	—	—
GROOVE	—	—	1
IMPERIAL	—	1	1
KING	1	1	2
LIBERTY BELL	—	1	—
LONDON	1	—	—
M-G-M	2	—	—
PLAZA	1	—	—
QUEST	1	—	—
RESERVE	1	—	—
SPECIALTY	—	—	2
STATES	—	—	1
SUN	—	1	—
UNIQUE	1	—	—
VEE JAY	—	—	3
VERVE	5	—	—
VICTOR	1	—	—
VIK	—	1	—
VITA	1	—	—
WING	—	—	1
TOTAL	34	14	19

Merc. Concentrates

Continued from page 22

uled to bring out 50 LP's during August and September, in keeping with its move to step up production and promotion on packages this year. Specialty LP's on the agenda include a party-song album by Pearl Bailey and a collection of Jewish wedding music (Frelachs, etc.). "Music From the Flankenbloo," in high fidelity, by Paul Pincus' orchestra. Talmadge also hopes to branch out into the spoken-word field and is scouting potential legit and Hollywood acting talent.

In the instrumental field, the label last week signed Eddie Heywood, and two LP's by the pianist will be released shortly. Heywood, who has a couple of strong instrumental singles out right now, will also record singles for Mercury.

Another interesting Mercury instrumental package idea on the market this year will be an "Evening in—" series by Richard Hayman ("Evening in Paris," "Evening in Madrid," etc.). Tunes featured in each LP will be originals written specially for the series.

Music Paradise

Continued from page 21

souri Waltz" when President Eisenhower's name is officially tossed into the hopper, there will be a rash of Army songs played. Vice-President Nixon's name might be preceded by "California, Here I Come" or "San Francisco."

On the Democratic side of the Ledger, such tunes as "East Side, West Side," "Happy Days Are Here Again" (Harriman), "Tennessee Waltz," "Chattanooga Choo Choo," "Night Train to Memphis" (Kefauver) and "Chicago" for Adlai Stevenson might get exposure.

While official entertainment programs have as yet not been set, singer Howard Keel will appear at both Democratic and Republican conventions.

beginning at midnight to accommodate the vast overflow. Curtains were lifted backstage to permit 500 people to stand in that area to watch the show. Denny estimates that more than 16,000 people saw the "Opry" performance on the two Saturdays.

Similar business is anticipated for the duration of the tourist season, Denny said.

"I WANT YOU, I NEED YOU, I LOVE YOU"

Recorded by:

ELVIS PRESLEY

RCA VICTOR

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:

Hill & Range Songs, Inc.

"make me a child again"

recorded by **FRANKIE LAINE**

Columbia 4-40726

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- WHILE THE CITY SLEEPS
- NEVER MY LOVE

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BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
CHOIR OF ANGELS (Porgie) ALAN MARTIN (ABC-Paramount)	75 (Good)	B (Very Good)	
CONSCIENCE I'M GUILTY (Central) HANK SNOW (Victor)	C&W Best Buy	C&W Bullseye	
EARTHBOUND (Robert Mellin) ROBERTO & HIS ORCH. (Coral)	Spotlight	Sleeper of the Week	
FAITH UNLOCKS THE DOOR (Duchess) ROBERTA SHERWOOD (Decca)	75 (Good)	B (Very Good)	Excellent
GRANADA (Peer) CATERINA VALENTE (Decca)	Spotlight	Best Bet	
HEART HIDEAWAY (George George) CATHY CARR (Fraternity)	Spotlight	Disk of the Week	Best Bet
HIP, HIP, HURRAH POLKA (Dana) GENE WISNIEWSKI ORCH. (Dana)	83 (Excellent)	B (Very Good)	
LITTLE DOG (Republic) JOHN LAURENZ (Coral)	75 (Good)	B (Very Good)	Good
MARIMBA CHARLESTON (Beechwood) MARIMBA CHIAPAS (Capitol)	Spotlight	C+ (Good)	
NO ROCK 'N' ROLL TONIGHT (Harvard) DOROTHY COLLINS (Coral) BONNIE LOU (King)	Spotlight	Sleeper of the Week Best Bet	
THE OLD PHILOSOPHER (Merrick) EDDIE LAWRENCE (Coral)	Spotlight	Best Bet	Excellent
READY TEDDY (Venice) LITTLE RICHARD (Specialty)	Best Buy	Sure Shot	
RIP IT UP (Venice) LITTLE RICHARD (Specialty)	Best Buy	Sure Shot	
SIERRA MADRE (Melody Lane) PERCY FAITH ORCH. (Columbia)	79 (Good)	Best Bet	
SOFT SUMMER BREEZE (Regent) EDDIE HEYWOOD (Mercury)	Best Buy	Sure Shot	
THE THIEF (Meridian) FRANKIE LAINE (Columbia)	79 (Good)	Disk of the Week	
VOICES (Porgie) THE FONTANE SISTERS (Dot)	Spotlight	Sleeper of the Week	
YOU DON'T OWE ME A THING (Acuff-Rose) MARTY ROBBINS (Columbia)	C&W Best Buy	C&W Bullseye	
YOUNG MAN (Goday) BETTY WELLS (ABC-Paramount)	77 (Good)	B (Very Good)	

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2 BLUE CHIP HITS!

The background image is a detailed view of a financial newspaper page, showing columns of stock market data, including stock names, prices, and exchange information. Two circular black and white portraits are superimposed on the page. The portrait on the left is of Tony Martin, and the portrait on the right is of Leo Diamond. Both men are smiling and looking towards the camera.

TONY MARTIN

LEO DIAMOND

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C/W

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ARRANGEMENT: JOE REISMAN

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LE RIFI

HELLO TO THE BLUES
C/W

GO SEE TONY

THE SHOE SHINE SONG
20/47-6600

"New Orthophonic" High Fidelity recordings

the dealer's choice

RCA VICTOR



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. MY FAIR LADY—Original Cast.....Columbia OL 5090
2. ELVIS PRESLEY.....RCA Victor LPM 1254
3. CALYPSO—Harry Belafonte.....RCA Victor LPM 1284
4. CAROUSEL—Sound Track.....Capitol W 694
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
6. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
7. PICNIC—Sound Track.....Decca DL 8320
8. OKLAHOMA!—Sound Track.....Capitol SAO 595
9. CASTLES IN SPAIN—Michel Legrand.....Columbia CL 888
10. BUBBLES IN THE WINE—Lawrence Welk...Coral CRL 57038
11. NIGHT WINDS—Jackie Gleason.....Capitol W 717
12. FOUR FRESHMEN AND FIVE TROMBONES....Capitol T 683
13. GENTLEMEN, BE SEATED (Minstrel Show).....Epic LN 3238
14. THE KING AND I—Sound Track.....Capitol W 740
15. THE PLATTERS.....Mercury MG 20146

• Pop Albums Coming Up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

1. High Society.....Sound Track
Capitol W 750
2. The Most Happy Fella.....Original Cast
Columbia OL 5118
3. The Eddy Duchin Story.....Sound Track
Decca DL 8289
4. Songs of the South....Norman Luboff Choir
Columbia CL 860
5. Ella Fitzgerald Sings the Cole Porter
Song Book
Verve MGV 4001, 2
6. Say It With Music.....Lawrence Welk
Coral CRL 57041

• Most Played by Jockeys

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
3. MY FAIR LADY—Percy Faith.....Columbia CL 895
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. COLE PORTER SONG BOOK—Ella Fitzgerald.....
.....Verve MG-V-4001-2
6. ELVIS PRESLEY.....RCA Victor LPM 1254
7. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
8. EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
9. HIGH SOCIETY—Sound Track.....Capitol W 750
10. NIGHT WINDS—Jackie Gleason.....Capitol W 717

• Review Spotlight on...

Pop Albums

THE MOST HAPPY FELLA (3-12") — Original Cast starring Robert Weede (Complete Show Album) Columbia O3L-240

THE MOST HAPPY FELLA (1-12") — Original Cast starring Robert Weede (Condensed Version) Columbia OL 5118

Columbia has a couple of winners here. The smash musical has been packaged two ways—one being the entire show, comprising three disks, and the other a one-disk package. Goddard Lieberson, who has done such outstanding original cast albums as "My Fair Lady," "South Pacific," etc., has come up with another great job here, for he has captured all the charm and warmth of the story, and the magic of the music. The three-record set sells for \$14.98 and includes an attractive brochure with pertinent information on the show and cast; the one-disk package sells for \$4.98. Both are likely to have a heavy sale. Confirmed collectors will find the more expensive package an attractive piece of merchandise with its lively cover; and the \$4.98 will surely appeal to the mass buyer.

Classical Albums

BERLIOZ: HAROLD IN ITALY (1-12")—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor 1951

This LP, Victor's May "Coupon Plan" offer, makes a strong addition to the Toscanini discography. Taped from an NBC broadcast in the Maestro's final season, this performance gives a vivid impression of the concentration of power that characterized the orchestra under his reins. The final movement, "Orgy of the Brigands," is a spectacular tour de force of a magnitude one can no longer hope to hear often. The viola solo is by the NBC Symphony's first chair man, Carlton Cooley, who is fine but not a replacement for Primrose's well-remembered handling of the part. What Toscanini does with the orchestra, however, takes care of the competition adequately. The album cover gives considerable added commercial potential to this package; it is a cool and refreshing color photo of the famous Fountain of Tivoli at the Villa d'Este in Rome.

Jazz Albums

SHELLY MANNE AND HIS FRIENDS (1-12") —Shelly Manne Trio. Contemporary C 3525

Shelly Manne's "friends" on this record date were pianist Andre Previn and bassist Leroy Vinnegar. Previn's work is of most immediate interest, for it represents a great advance jazz-wise over anything of his released to date. Not that he hasn't always had something of interest to say, but in the past too much of it was precious and unswinging. Here, however, he moves along dynamically from start to finish. Sample the exquisitely fingered line of "Stars Fell on Alabama," the variety of dance accents of "The Girl Friend" or the subtle percussive

quality of "I Cover the Waterfront," with Manne and Vinnegar giving unfailingly brilliant support. This West Coast set should be a good traffic item for all dealers.

Rhythm & Blues Albums

ROCK AND ROLLIN' WITH FATS DOMINO (1-12")—Imperial 9004

Fats Domino has been making the national best-selling pop charts with regularity in his recent single releases and it can be expected that this package will pick up plenty of sales. Included are a dozen selections, many of them smashes in both rhythm and blues and pop markets. There are, for instance "Rose Marie," "Ain't It a Shame," "Poor Me," etc. Needless to say, the performances are great and will be treasured by those who dig the idiom.

Spoken Word Albums

POLITICS U. S. A. (1-12") — Narrated by Will Rogers Jr. Columbia ML 5123

Other spoken word sets have had their own brand of success and this kaleidoscope of 20 years of politics in the U. S., issued as it is in a year of peak political activity, should hold its own in its field. Here are takes from great moments in politics, with the voices of Eisenhower, Stevenson, Truman, Ickes, Dewey, Roosevelt, Taft, Barkley, Wilkie and even Will Rogers. Narration by Will Rogers Jr., provides a nice continuity and sets the occasion of each excerpt. An interesting experiment that should reward the label and its dealers alike.

Album Cover of the Week



CATULLI CARMINA, Decca DL 9824. German woodcut have been tastefully utilized to create a simple, but elegant cover. The bright colors and over-all design are well calculated to arouse interest in this particular album.

• Reviews and Ratings of New Albums

Popular

MUSIC FOR SUMMERTIME82
Morton Gould and his Ork (1-12")
RCA Victor 2006

Deejays are bound to wax enthusiastic over this album which spotlights lush, listenable instrumental treatments of 12 summery standards — "Summertime," "Where or When?" "Over the Rainbow," "Time on My Hands," etc. Eight of the tunes are performed by full orchestra, and the remaining four by an effective combination of strings, celeste and harp. A colorful cover carries out the seasonal theme.

SAMMY KAYE SWINGS AND SWAYS MY FAIR LADY.....81
Sammy Kaye (1-12")
Columbia 885

This is the label's third "My Fair Lady" package, but the legit show score is such a smash that this LP will undoubtedly chalk up an impressive sales record in its own right. Kaye plays pleasant instrumental ar-

(Continued on page 30)

Classical

ORFF: CATULLI CARMINA (1-12") ...80
ORFF: TRIONFO DI AFRODITE (1-12") — Annelles Kupper, Soprano; Richard Holm, Tenor; Chorus and Orchestra of the Bavarian Radio; Eugen Jochum, Cond. Decca DL 9824, 9826. 82

These two works complete Orff's trilogy "Trionfi — Trittico teatrale" of which "Carmina Burana" forms the opening portion. The Decca recording of the latter was a surprising commercial success a few years ago; much interest attaches, therefore, to these new releases, again under the aegis of Jochum and using the Bavarian Radio's orchestra and chorus. The two final portions of the trilogy, like "Carmina Burana," resemble the cantata in form, with the chorus carrying the musical and dramatic elements forward, for the most part. Both "Catulli" and "Afrodite" are based on Greek and Latin texts of antiquity, glorifying love. The accompaniment, as before, is largely limited to percussion instruments and creates striking effects (of which hi-fi addicts, by the way, will be among the most appreciative). These brilliant performances of these unorthodox works are

(Continued on page 30)

Jazz

ARRANGED BY MONTROSE80
Bob Gordon Quintet; Clifford Brown Ensemble (1-12")
Pacific Jazz PJ 1214

Re-issue of Pacific Jazz 10-inch LP's Nos. 12 and 19: "Meet Mr. Gordon" and "Clifford Brown With Zoot Sims." These recordings were made in 1954 and rate among the best issues both of Gordon and Brown, thanks in large part to original compositions and arrangements provided by Jack Montrose. Since Gordon and Brown both are now deceased, this album is all the more to be valued. For dealers, this is an important inventory staple.

A NEW STAR —A NEW SOUND, VOL. 177
Jimmy Smith, Organ (1-12")
Blue Note 1512

The Jimmy Smith LP with the above title reviewed in The Billboard in the May 26, 1956, issue was Volume II of a series. The first set more than confirms the earlier impression that this is without a doubt the most ad-

(Continued on page 30)

*GREAT NEW STARS
on a Great 1st Record!*

**the
KOSSOL
SISTERS**

sing



**The Third Monkey
and
When the Calliope Played**

Epic 9174 & 5-9174

**SOMETHIN' SMITH
AND
THE REDHEADS**

*HEADED
for a MILLION*

A SHANTY IN OLD SHANTY TOWN

and COAL DUST ON THE FIDDLE

Epic 9168 & 5-9168



the FOUR COINS

**ONE
KISS**

**THIS I OFFER
YOU**

Epic 9171
& 5-9171



*BEGINNING
TO CLIMB*

A Perfect Summer Package of Epic Albums

**LESTER
LANIN**

Epic
LN 3242



**GENTLEMEN,
BE
SEATED**

Epic
LN 3238



**THE CHAMPAGNE
MUSIC OF
LAWRENCE
WELK**

Epic
LN 3247



**GREAT
MOMENTS
IN SHOW
BUSINESS**

Epic
LN 3234



Reviews and Ratings of New Popular Albums

Continued from page 28

rangements in danceable tempo on a group of the musical's best songs, including "On the Street Where You Live" and "I've Grown Accustomed to Her Face."

THE MOST HAPPY FELLA 80
Eddy Arnold with Chet Atkins and His Guitar (1-EP)
RCA Victor 900
Eddy Arnold sings four of the happiest selections from Frank Loesser's new hit musical. Backed by Chet

Atkins' tasteful guitar, the c.&w. warbler makes a solid bid for pop buyers buying attention with his personable, show-wise treatment of "Standing On the Corner" and "Big D," and is equally effective on the tender ballads, "Warm All Over" and "Don't Cry." Here's one that should thrive in jukeas, as well as with the jocks and retailers. Altho the EP is aimed at the pop market, it is bound to pull considerable c.&w. deejay play as well.

Best Selling Popular Album

the cole porter song book
32 of his greatest compositions



sung by the incomparable
ella fitzgerald

orchestral accompaniment by
buddy bregman

MGV-4001-2



THE GOLDEN INSTRUMENTALS

..... 79
Billy Vaughn Ork (1-12")
Dot DLP 3016
Here's a package of lush melodic instrumentals, which should chalk up plenty of deejay play on mood music segs. Selections include such best-sellers of the past as "Song From Moulin Rouge," "Lisbon Antigua," "Cherry Pink and Apple Blossom White," and "Unchained Melody." Cover (gold and blue lettering on a black background) is rather dour tho for the album's subject matter.

WITH ALL MY HEART

..... 78
Frankie Laine (1-12")
Mercury 20105
Laine belts out 12 tunes in his patented style and comes up with a package that should sell well. There is good material here for jocks to program as Laine sings some standards and others to back up the title of this LP. Cover presents Laine in his familiar, forceful pose as used on his TV show.

A SALUTE TO THE ARAGON

..... 77
Ralph Marterie Ork (1-12")
Mercury MG 20128
Chicago's famous terp-center gets its second album dedication in as many weeks with this lush sampling of Marterieana. The fine recordings bring out the band's big full sound and the Marterie's trumpet takes the spotlight most of the way, it's an easy-to-take potion. The standards have been left out of this picture entirely, the selection is listenable or danceable and the Marterie name and photo on the cover should account for counter activity. Disk jockeys, tod, will find plenty of playable stuff here.

ME AND MY SHADOW

..... 77
Ted Lewis (1-12")
Unique 108
The old "Tragedian of Song" is rounding out almost 50 years in the song and dance biz and this album gives a fair sampling of the tunes that have made him something of a legend. This package is newly cut, with a considerably up-dated band backing and the advantage of better sound reproduction than older single diskings. The voice, of course, is that same husky, spoken style which has wowed them for so many years. Included here are the most famous numbers like "Medicine Man for the Blues," "Cop on the Beat," "Me and My Shadow," "When My Baby Smiles at Me" and "Goodnight." The trademarks of top hat, walking stick, carnation and clarinet pictured on the cover should help build buyer interest.

THE MEDICINE MAN FOR THE BLUES

..... 76
Ted Lewis and his Ork (1-12")
Decca 8322
The label will revive many misty-eyed memories with this collection of throwbacks to another, and triumphant day, in show business. Lewis has had the best of them, in vaude houses and clubs everywhere, eating out of his hand, and here are some of the tunes he did it with, from original slicings. Sound here can't compare with today's hi-fi etchings, but part of the charm lies right there. Some of the best tunes are "When My Baby Smiles at Me," "Just Around the Corner," "Good Night," "Down the Old Church

Aisle," etc. Appeal of the material tied in with an eye-catching cover should make this good inventory. Competing package, released this week on the Unique label, duplicates five of the selections but the older clique of fans will likely want both packages.

MUSIC FOR DANCING FEET

..... 76
Buddy Morrow and his Ork (1-12")
Wing 12006
A solid package of Morrow and his ork playing music for dancing feet. This one should draw lots of plays by the jockeys. Plenty of variety in the tunes, including such numbers: "The Man With the Golden Arm," "Buddy's Blues," written by Buddy himself, "Music for the Feet," "Who's Sorry Now?" and "Carioca." Attractive cover aimed at teen-agers, plus the name of Morrow, should sell this LP in stores.

SWEETHEARTS ON PARADE

..... 75
Frank Petty Trio (1-12")
M-G-M E 3407
Petty Trio fans will find this right up their alley. The boys really go to town with a dozen standards glorifying songdom's nostalgic sweethearts, "Liza," "Louise," "Margie," etc. The boys do a bang-up job with them all. Waxing should be a natural for jock spins, and any listening sampling should make for counter sales.

AROUND THAT TIME

..... 75
Billy Daniels; Russ Case and his Ork; Benny Payne, Piano (1-12")
Mercury 20104
Fine recap of a dozen of the warbler's fave standards, all selected as a canny showcase of his style. Daniels, as usual, comes over as almost visible on wax. Benny Payne, of course, is at the keyboard, and Russ Case and his ork provide additional happy backing. His wax as well as club following will surely go for this.

GRETA

..... 74
A group of intimate songs by the fabulous Greta Keller (1-12")
Heritage Records H-1208
Greta Keller, whose warm, dramatic Continental vocal style captured listeners in the 1930's, displays much of that charm in this package of songs in English and German. Included are "I Get Along Without You Very Well," "One for My Baby," "Close Your Eyes," etc. The tunes were recorded in 1954; the engineering and performance are excellent. The competition among Continental type singers is strong, yet a moderate to good potential sale can be expected.

PRELUDE TO PASSION

..... 73
Bluestone Ork (1-12")
Diamond D 8
Diamond comes up with another album, the sentiment of the cover of which seems completely at odds with its content. This is an extremely able recording of orchestral pyrotechnics, with its accent primarily on

Reviews and Ratings of New Jazz Albums

Continued from page 28

vanced and genuine modern jazz organist currently on the scene. The facility of his technique and the scope of his conception are impressive. His material consists primarily of standards here, with two intriguing originals ("Joy" and "You Get 'Cha") thrown in. Solid commercial value here.

THE MAGIC HORN

..... 75
George Wein's Dixie Victors (1-12")
RCA Victor 1332
This slicing was inspired by an NBC-TV Alcoa Hour production bearing the title "The Magic Horn." The crew were to appear on the show and the album was cut with the help of George Wein, who assembled the outfit. Performers Jimmy McPartland, Ruby Braff, Milt Hinton, Vic Dickenson, Peanuts Hucko, Ernie Caceres and Buzzy Drootin all comport themselves to good effect in a fairly traditional Dixie groove. The numbers too are a good cross section of this particular art — "Sugar," "Struttin' With Some Barbecue," "Sunny Side of the Street," "Lovelsa Love" and "Dippermouth Blues." Moderate retail success indicated in face of much existing competition.

THE BREW MOORE QUARTET AND QUINTET

..... 74
(1-12")
Fantasy 3-222
Brew Moore, young tenor man active on the San Francisco scene, says of his current work, "My main idea is to get back to simplicity. The biggest kick to me in playing is swinging—freedom and movement." This is apparent in this album, cut earlier this year, using personnel that has been associated with Moore most of '55 and '56 in San Francisco. Moore's approach is quiet and unpretentious, very listenable in blues and ballads (examples: "Them Old Blues" and "Fools Rush In"). On up-tempo material, his reticence and unaggressiveness are liabilities. Here is a relaxed and honest musician, however, that merits careful watching. Moderate sales to modern collectors.

strings. There is plenty of interesting sound and emotional change of pace, and with exposure at radio and deejay level sales interest can follow. Sexy cover will help, tho it's a fooler.

Reviews and Ratings of New Classical Albums

Continued from page 28

bound to stir up the excitement that "Carmina Burana" did, and dealers will be able to cash in on it.

BACH: VIOLIN SONATA NO. 1 IN G MINOR; PARTITA NO. 2 IN D MINOR (1-12")—Jascha Heifetz. RCA Victor LM 1976

..... 79
RCA Victor here makes available what are probably the two most popular works in the widely acclaimed three-LP set of Bach Sonatas and Partitas (LM 6105). The second Partita contains the famous Chaconne, a special joy to all fiddle fanciers—and as technically formidable a piece of music as there is in the entire violin repertory. Heifetz is among the few who has thoroly mastered these works, and his recordings of them stand as cornerstones of every discriminating collection. Basic inventory for all classical dealers.

MOZART: SYMPHONY NO. 41 IN C MAJOR (JUPITER); SYMPHONY NO. 32 IN G MAJOR; SYMPHONY NO. 26 IN E FLAT MAJOR (1-12")—Concertgebouw Orchestra of Amsterdam; Karl Bohm, Cond. Epic LC 3229

..... 76
To meet the formidable competitive situation that exists in regard to the "Jupiter" Symphony, Epic has squeezed two additional Mozart symphonies on one LP. Discounting an old Koussevitsky reading of the E Flat Major Symphony, both No. 26 and No. 32 have been available only in versions by the Bamberg Symphony, and Bohm offers decided improvements there. As for the "Jupiter," Bohm's interpretation will not head the list. For all its genuine merits, other recordings of it offer more power and more finesse. The Concertgebouw and Bohm, nevertheless, are names to conjure with—and a lot of value is offered for the price. Moderate to good sales in the short term can be expected.

BARTOK: QUARTETS NOS. 5 AND 6 (1-12")—Vegh Quartet. Angel 35242

..... 70
With this third volume in a series, the

Vegh Quartet has completed its survey of Bartok's six quartets, and they now stand as an impressive achievement. Perhaps in this LP, they have been most successful of all in approaching Bartok from their own point of view, which is rather different from the Juilliard Quartet, for example. Difficult as these works will be for the average listener to sit thru, the Vegh players are masters of clear exposition and present the material with maximum impact. For interesting, contrasting demonstration bands, play the delightful Scherzo (in asymmetrical Bulgarian folk rhythms) of the 5th Quartet and the grotesque, sardonic Burletta of the 6th. Best sales will be in class shops, but smaller dealers should not be unaware of Bartok's increasing popularity and the possibility of promoting sales to the discriminating.

BLOCH: QUARTET NO. 1 IN B MINOR (1-12")—Roth String Quartet. Mercury MG 50110

..... 69
Bloch's First Quartet was not a youthful work; he wrote it at 35 in the midst of a period of change and crisis (1915-1916). It is an emotional, deeply felt work that strains the quartet medium to the utmost, sometimes suggesting that a symphonic context would be more appropriate. The second movement, for example, is cast in Bloch's colorful "barbaric" manner anticipating his later "Schelomo" and makes a dazzling impression. The Quartet is admirably executed by the Roth group and stands up well to the hitherto much-admired reading by the Griller foursome on London.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 11

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Wayward Wind		1	6. Allegheny Moon		8
By Stan Lebusk-Herb Newman—Published by Warman (BMI)			By Hoffman-Manning—Published by Oxford (ASCAP)		
BEST SELLING RECORD: G. Grant, Era 1013.			BEST SELLING RECORD: P. Page, Mercury 70878.		
RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.			RECORD AVAILABLE: B. Regis, Vic 20-6551.		
2. I Almost Lost My Mind		3	7. Ivory Tower		4
By Hunter—Published by Hill & Range (BMI)			By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP)		
BEST SELLING RECORD: P. Boone, Dot 15472.			BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458.		
RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.			RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; O. Williams, DeLuxe 6093.		
3. Moonglow and Theme From Picnic		2	8. Standing on the Corner		6
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP)			By Frank Loesser—Published by Frank (ASCAP)		
BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.			BEST SELLING RECORD: Four Lads, Col 40674.		
4. On the Street Where You Live		5	9. Whatever Will Be Will Be (Que Sera Sera)		19
By Lerner & F. Lowe—Published by Chappell (ASCAP)			By Livingston, Evans—Published by Artists Music (ASCAP)		
BEST SELLING RECORD: V. Damone, Col 40654.			BEST SELLING RECORD: Doris Day, Col 40704.		
RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.			RECORD AVAILABLE: E. Howard, Mercury 70881.		
5. I Want You, I Need You, I Love You		7	10. I'm in Love Again		9
By Maurice Mysets & Ira Kosloff—Published by Elvis Presley Music (MBI)			By Domino & Bartholomew—Published by Reene (BMI)		
BEST SELLING RECORD: E. Presley, Vic 20-6540.			BEST SELLING RECORD: F. Domino, Imperial 5386.		
			RECORD AVAILABLE: Fontane Sisters, Dot 15462.		

Second Ten

11. Born to Be With You		10	16. Sweet Old-Fashioned Girl		17
By D. Robertson—Published by E. H. Morris (ASCAP)			By Bob Merrill—Published by Valor (ASCAP)		
BEST SELLING RECORD: Chordettes, Cadence 1291.			BEST SELLING RECORD: T. Brewer, Coral 61636.		
RECORD AVAILABLE: L. Dee, Mercury 70870.					
12. More		11	17. Walk Hand in Hand		14
By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP)			By J. Cowell—Published by Republic (BMI)		
BEST SELLING RECORD: P. Como, Vic 20-6554.			BEST SELLING RECORD: T. Martin, Vic 20-6493.		
			RECORDS AVAILABLE: D. Vaughn, Kapp, 143; A. Williams, Cadence 1288.		
13. My Prayer		24	18. Glendora		16
By Boulanger & Kennedy—Published by Skidmore (ASCAP)			By Ray Stanley—Published by American (BMI)		
BEST SELLING RECORD: Platters, Mercury 70893.			BEST SELLING RECORD: P. Como, Vic 20-6554.		
RECORD AVAILABLE: Ink Spots, Dec 29991.					
14. Be-Bop-a-Lula		15	19. Heartbreak Hotel		13
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI)			By Axton, Durden & Presley—Published by Tree (BMI)		
BEST SELLING RECORD: G. Vincent, Cap 3450.			BEST SELLING RECORD: E. Presley, Vic 20-6420.		
			RECORDS AVAILABLE: Cadets, Modern 985; Four Jokers, Diamond 3004; S. Freberg, Cap 3480.		
14. Picnic		12	20. It Only Hurts for a Little While		17
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP)			By Mack David & Rred Spielman—Published by Advanced Music (ASCAP)		
BEST SELLING RECORD: McGuire Sisters, Coral 61627.			BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterle, Mercury 70836.					

Third Ten

21. Happy Whistler		20	26. Portuguese Washerwoman		26
By Don Robertson—Published by Birchwood Music (ASCAP)			By Popp-Lucchesi—Published by Remick (ASCAP)		
RECORD AVAILABLE: D. Robertson, Cap 3391.			RECORDS AVAILABLE: J. (Fingers) Carr, Cap 3418; J. F. Francois, Col-40713; J. Sherman, Kapp 149.		
21. Transfusion		22	26. My Blue Heaven		—
By Jimmy Drake—Published by Paul Barrett (BMI)			By G. Whiting & W. Donaldson—Published by Leo Feist (ASCAP)		
RECORDS AVAILABLE: Four Jokers, Diamond 3004; N. Norvus, Dot 15470.			RECORD AVAILABLE: F. Domino, Imperial 5386.		
23. Stranded in the Jungle		28	26. Canadian Sunset		—
By Johnson & Smith—Published by Flash (BMI)			By Eddie Heywood—Published by Meridian (BMI)		
RECORDS AVAILABLE: Cadets, Modern 994; Gadabouts, Mercury 70898; Jayhawks, Flash 109.			RECORD AVAILABLE: H. Winterhalter, Vic 20-6537.		
24. Graduation Day		21	29. I Could Have Danced All Night		29
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI)			By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP)		
RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lennon Sisters, Coral 61648; Rover Boys, ABC-Paramount 9700.			RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; S. Kaye, Col 40707; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.		
25. Treasure of Love		27	30. Hot Diggity		23
By Lou Stallman & Joe Shapiro—Published by Monument-Progressive (BMI)			By Al Hoffman & Dick Manning—Published by Roncom (ASCAP)		
RECORDS AVAILABLE: D. Collins, Coral 61647; C. McPhatter, Atlantic 1092.			RECORD AVAILABLE: P. Como, Vic 20-6427.		

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



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LARRY ADLER

the ORIGINAL French hit version
LE RIFI
(From the French Motion Picture
"Du Rififi Chez Les Hommes")

LA SOUPE A LA GRIMACE

(La Soup A La GRImas)

Record No. 3493



CAROLE BENNETT

I WAS YOUR ONLY LOVE

THE LITTLE MAGICIAN

Record No. 3487



DAKOTA STATON

MY FRIEND

DON'T MEAN MAYBE

Record No. 3489



BILLY MAY

THE BEAT NIGHTMARE

(From the Pine-Thomas-Shane
Picture "Nightmare")

Record No. 3486



EVE BOSWELL

KEEPING COOL
WITH LEMONADE
DOWN BY
THE SUGAR CANE

Record No. 3484



THE CUES

CRACKERJACK
THE GIRL I LOVE

Record No. 3483



LONNIE SATTIN

WHAT TIME DOES
THE SUN GO DOWN
MY BROKEN DREAM

Record No. 3482



RON GOODWIN

SONG OF THE
HIGH SEAS
GUADALCANAL
MARCH

(Both songs from the NBC
Television Series "Victory At Sea")

Record No. 3490



WOODY HERMAN

TO LOVE AGAIN
I DON'T WANT
NOBODY

(To Have My Love But You)

Record No. 3488



10 SUMMERTIME HITS

Concerto and Theme from
FOREIGN INTRIGUE

LES BAXTER

c/w Melodia Loca
(The Drive-You-Crazy Song)

Record No. 3478

THAT'S ALL THERE
IS TO THAT

NAT "KING" COLE

c/w My Dream Sonata

Record No. 3456

CALL ME DARLIN'
"TENNESSEE"
ERNIE FORD

c/w Rock, Roll, Boogie

Record No. 3474

HEARTBREAK HOTEL

STAN FREBERG

c/w Rock Island Line

Record No. 3480

I'M GONNA STEAL
YOU AWAY

DEAN MARTIN

c/w Street Of Love

Record No. 3468

TRUDY RICHARDS

c/w Travelin' Home

Record No. 3481

THEME FROM
"THE PROUD ONES"

NELSON RIDDLE

c/w The Love Of Genevieve

Record No. 3472

YOU'RE SENSATIONAL

FRANK SINATRA

JOHNNY CONCHO THEME
(Wait For Me)

Record No. 3469

BE-BOP-A-LULA

GENE VINCENT

c/w Woman Love

Record No. 3450

TRUE LOVE

MARGARET WHITING

c/w Haunting Love

Record No. 3473

• Best Sellers in Stores

For survey week ending July 11

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	1	12	1. WAYWARD WIND (BMI)—G. Grant.. No More Than Forever (ASCAP)—Era 1013
2	2	6	2. I ALMOST LOST MY MIND (BMI)— P. Boone..... I'm In Love With You (BMI)—Dot 15472
3	4	8	3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... 4 8 MY BABY LEFT ME (BMI)— Vic 20-6450
4	6	6	4. MORE (ASCAP)—P. Como..... 6 6 GLENDORA (BMI)—Vic 20-6554
5	17	2	5. MY PRAYER (ASCAP)—Platters..... 17 2 HEAVEN ON EARTH (ASCAP)— Mercury 70893
6	3	14	6. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff..... 3 14 Theme From "Picnic" (ASCAP)—Dec 29888
7	5	12	7. I'M IN LOVE AGAIN (BMI)— F. Domino..... 5 12 MY BLUE HEAVEN (ASCAP)— Imperial 5386
8	10	5	8. BE-BOP-A-LULA (BMI)—G. Vincent.. 10 5 Woman Love (BMI)—Cap 3450
9	15	3	9. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day..... 15 3 I Gotta Sing Away These Blues (BMI)— Col 40704
10	7	5	10. BORN TO BE WITH YOU (ASCAP)— Chordettes 7 5 Love Never Changes (ASCAP)— Cadence 1291-1091
11	9	7	11. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... 9 7 We All Need Love (ASCAP)—Col 40654
12	11	3	12. ALLEGHENY MOON (ASCAP)— P. Page..... 11 3 Strangest Romance (ASCAP)—Mercury 70878
13	7	13	13. STANDING ON THE CORNER (ASCAP)—Four Lads..... 7 13 My Little Angel (BMI)—Col 40574
14	12	5	14. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer..... 12 5 Goodbye, John (BMI)—Coral 61636
15	13	7	15. TRANSFUSION (BMI)— Nervous Norvus..... 13 7 Dig (BMI)—Dot 15470
16	14	14	16. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 14 14 Rio Batucada (ASCAP)—Coral 61618
17	19	8	17. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... 19 8 If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18	16	20	18. HEARTBREAK HOTEL (BMI)— E. Presley..... 16 20 I Was the One (BMI)—Vic 20-6420
19	—	1	19. RIP IT UP (BMI)—Little Richard.... — 1 READY TEDDY (BMI)—Specialty 579
20	18	15	20. IVORY TOWER (ASCAP)—C. Carr... 18 15 Please, Please, Believe Me (ASCAP)— Fraternity 734
21	—	1	21. STRANDED IN THE JUNGLE (BMI) Cadets — 1 I Want You (BMI)—Modern 994
22	21	5	22. TREASURE OF LOVE (BMI)— C. McPhatter..... 21 5 When You're Sincere (BMI)—Atlantic 1092
23	—	1	23. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole..... — 1 My Dream Sonata (ASCAP)—Cap 3456
24	—	1	24. SOFT SUMMER BREEZE (BMI)— E. Heywood..... — 1 Heywood's Bounce (BMI)—Mercury 70863
25	20	12	25. HAPPY WHISTLER (ASCAP)— D. Robertson..... 20 12 You're Free to Go (ASCAP)—Cap 3391

• Most Played in Juke Boxes

For survey week ending July 11

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	1	8	1. WAYWARD WIND (BMI)—G. Grant.. 1 8 No More Than Forever (ASCAP)—Era 1013
2	2	6	2. I ALMOST LOST MY MIND (BMI)— P. Boone 2 6 I'm In Love With You (BMI)—Dot 15472
3	3	10	3. I'M IN LOVE AGAIN (BMI)— F. Domino..... 3 10 MY BLUE HEAVEN (ASCAP)— Imperial 5386
4	4	7	4. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... 4 7 My Baby Left Me (BMI)—Vic 20-6540
5	7	10	5. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 7 10 Theme From "Picnic" (ASCAP)—Dec 29888
6	8	9	6. STANDING ON THE CORNER (ASCAP)—Four Lads..... 8 9 My Little Angel (BMI)—Col 40674
7	5	17	7. HEARTBREAK HOTEL (BMI)— E. Presley 5 17 I Was the One (BMI)—Vic 20-6420
8	6	12	8. IVORY TOWER (ASCAP)—C. Carr.. 6 12 Please Believe Me (ASCAP)—Fraternity 734
9	9	3	9. MORE (ASCAP)—P. Como..... 9 3 GLENDORA (BMI)—Vic 20-6554
9	12	4	9. BORN TO BE WITH YOU (ASCAP)—Chordettes..... 12 4 Love Never Changes (ASCAP)—Cadence 1291
11	14	3	11. ALLEGHENY MOON (ASCAP)— P. Page 14 3 Strangest Romance (ASCAP)—Mercury 70878
12	10	11	12. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 10 11 Rio Batucada (ASCAP)—Coral 61618
13	17	2	13. BE-BOP-A-LULA (BMI)—G. Vincent.. 17 2 Woman Love (BMI)—Cap 3450
14	19	2	14. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer..... 19 2 Goodbye, John (BMI)—Coral 61636
15	15	3	15. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... 15 3 We All Need Love (ASCAP)—Col 40654
16	11	10	16. IVORY TOWER (ASCAP)—G. Storm.. 11 10 I Ain't Gonna Worry (BMI)—Dot 15458
17	13	5	17. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.. 13 5 If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18	16	8	18. HAPPY WHISTLER (ASCAP)— D. Robertson 16 8 You're Free to Go (ASCAP)—Cap 3391
19	—	1	19. TRANSFUSION (BMI)— Nervous Norvus..... — 1 Dig (BMI)—Dot 15470
20	—	1	20. MY PRAYER (ASCAP)—Platters..... — 1 Heaven On Earth (ASCAP)—Mercury 70893

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record
1	1	8	1. Wayward Wind (Warman) 1 8
2	3	4	2. Allegheny Moon (Oxford) 3 4
3	2	13	3. Ivory Tower (E. H. Morris) 2 13
4	4	10	4. Picnic (Shapiro-Bernstein) 4 10
5	5	11	5. On the Street Where You Live (Chappell)..... 5 11
6	6	10	6. Moonglow (Mills-Columbia Pictures) 6 10
7	7	11	7. Walk Hand in Hand (Republic) 7 11
8	12	2	8. Whatever Will Be, Will Be (Che Sera, Sera Artists) 12 2
9	9	4	9. I Almost Lost My Mind (Hill & Range)..... 9 4
10	10	3	10. More (Shapiro-Bernstein) 10 3
11	8	10	11. Standing On the Corner (Frank) 8 10
12	—	1	12. Sweet Old-Fashioned Girl (Valor) — 1
13	—	1	13. My Prayer (Shapiro-Bernstein) — 1
14	—	2	14. It Only Hurts for a Little While (Advanced)..... — 2
14	11	7	14. Graduation Day (Sheldon) 11 7
14	13	14	14. Heartbreak Hotel (Tree) 13 14

• Most Played by Jockeys

For survey week ending July 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	1	11	1. WAYWARD WIND (BMI)—G. Grant .. 1 11 No More Than Forever (ASCAP)—Era 1013
2	3	6	2. I ALMOST LOST MY MIND (BMI)— P. Boone 3 6 I'm In Love With You (BMI)—Dot 15472
3	2	14	3. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 2 14 Theme From "Picnic" (ASCAP)—Dec 29888
4	4	8	4. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone..... 4 8 We All Need Love (ASCAP)—Col 40654
5	5	7	5. BORN TO BE WITH YOU (ASCAP)— Chordettes 5 7 Love Never Changes (ASCAP)—Cadence 1291
6	12	4	6. ALLEGHENY MOON (ASCAP)— P. Page 12 4 Strangest Romance (ASCAP)—Mercury 70878
7	7	6	7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley..... 7 6 My Baby Left Me (BMI)—Vic 20-6540
8	6	12	8. STANDING ON THE CORNER (ASCAP)—Four Lads..... 6 12 My Little Angel (BMI)—Col 40674
9	8	3	9. GLENDORA (BMI)—P. Como..... 8 3 More (ASCAP)—Vic 20-6554
10	16	3	10. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day 16 3 I Gotta Sing Away These Blues (BMI)— Col 40704
11	9	4	11. MORE (ASCAP)—P. Como..... 9 4 Glendora (BMI)—Vic 20-6554
12	11	14	12. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 11 14 Rio Batucada (ASCAP)—Coral 61618
13	13	4	13. BE-BOP-A-LULA (BMI)—G. Vincent.. 13 4 Woman Love (BMI)—Cap 3450
14	10	9	14. I'M IN LOVE AGAIN (BMI)— F. Domino..... 10 9 My Blue Heaven (ASCAP)—Imperial 5386
15	14	3	15. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer 14 3 Goodbye, John (BMI)—Coral 61636
16	25	2	16. MY PRAYER (ASCAP)—Platters..... 25 2 Heaven On Earth (ASCAP)—Mercury 70893
17	15	6	17. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.. 15 6 If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18	18	9	18. WALK HAND IN HAND (BMI)— T. Martin..... 18 9 Flamenco Love (ASCAP)—Vic 20-6493
19	20	9	19. PICNIC (ASCAP)—McGuire Sisters.... 20 9 Delilah Jones (ASCAP)—Coral 61627
20	—	11	20. HAPPY WHISTLER (ASCAP)— D. Robertson — 11 You're Free to Go (ASCAP)—Cap 3391
21	17	11	21. IVORY TOWER (ASCAP)—G. Storm.. 17 11 I Ain't Gonna Worry (BMI)—Dot 15458
22	22	2	22. NEVER TURN BACK (BMI)— A. Hibbler 22 2 Away All Boats (ASCAP)—Dec 29950
23	21	7	23. GRADUATION DAY (BMI)— Four Freshmen..... 21 7 Lonely Night In Paris (ASCAP)—Cap 3410
24	—	1	24. FABULOUS CHARACTER— S. Vaughan..... — 1 Other Woman (ASCAP)—Mercury 70885
25	23	2	25. FREE (ASCAP)—T. Leonetti..... 23 2 It's Wild (BMI)—Cap 3443



**THAT'S
MY GIRL!**

PATTI PAGE

“Allegheny Moon”

HEADING FOR THE TOP!



MERCURY 70878



MGM Records

SURE SELLERS

Joni James

GIVE US THIS DAY

Billboard Cashbox Variety Pick

BILLBOARD BEST BUY

HOW LUCKY YOU ARE

MGM 12288 • K12288

Art Mooney and his orch.

DAYDREAMS

Triple Trade Pick

SOMEBODY STOLE MY MUCHACHA

HITTING THE CHARTS

MGM 12277 • K12277

Leroy Holmes and His Orch.

THEME FROM "THE PROUD ONES"

WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

David Rose and His Orch.

COOL TANGO

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

MGM 12270 • K12270

Dick Hyman Trio

ONE FINGER PIANO

and THE BLUE WHISTLER

MGM 12296 • K12296

BETTY MADIGAN

CRYING

CAUSE I LOVE YOU and A PERFECT UNDERSTANDING

MGM 12273 • K12273

The Original IVORY JOE HUNTER

I ALMOST LOST MY MIND

MGM 10578 • K10578

SAM (THE MAN) TAYLOR

THE BEAT

and REAL GONE

MGM 12278 • K12278

ROBERT MAXWELL his Harp & his Orch.

FRECKLES

and **HOT TAMALE**

MGM 12293 • K12293

THE KING'S IV

YOU'RE SENSATIONAL

and **MY BONNIE LIES OVER THE OCEAN**

MGM 12287 • K12287

MARGEE ROBINSON

HURT ME BECAUSE I'M HERE WITH YOU

MGM 12297 • K12297

HIT 12 INCH ALBUMS

JONI JAMES

Let There Be Love

E3348 • X1225
X1226 • X1227

From Sound Track

THE SWAN

E3399

THE HAPPY MINSTRELS

ART MOONEY

E3431

BLUE SKIES

ART LUND

E3411 • X1314
X1315 • X1316

HI FI-ING HERD

WOODY HERMAN

E3385 • X1281
X1282 • X1283

NIGHT MOODS

GREGORY-PREAGER ORCHESTRA

E3384 • X1278
X1279 • X1280

• Territorial Best Sellers

For survey week ending July 11

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

Atlanta

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

Baltimore

1. I Almost Lost My Mind, P. Boone, Dot
2. More, P. Como, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Allegheny Moon, P. Page, Mer.
6. My Prayer, Platters, Mer.
7. On the Street Where You Live V. Damone, Col.
8. I'm in Love Again, F. Domino, Imp.
9. Wayward Wind, G. Grant, Era

Boston

1. More, P. Como, Vic.
2. Wayward Wind, G. Grant, Era
3. Whatever Will Be, Will Be Doris Day, Col.
4. On the Street Where You Live V. Damone, Col.
5. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
6. My Prayer, Platters, Mer.
7. You Don't Know Me, J. Vale, Col.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Stranded in the Jungle, Jayhawks, Fsh.

Buffalo

1. I Almost Lost My Mind, P. Boone, Dot
2. My Prayer, Platters, Mer.
3. Allegheny Moon, P. Page, Mer.
4. More, P. Como, Vic.
5. Wayward Wind, G. Grant, Era
6. On the Street Where You Live V. Damone, Col.
7. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
8. Fever, L. W. John, Kng.
9. Standing on the Corner, Four Lads, Col.

Chicago

1. I Almost Lost My Mind, P. Boone, Dot
2. I'm in Love Again, F. Domino, Imp.
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. On the Street Where You Live V. Damone, Col.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Sweet, Old-Fashioned Girl T. Brewer, Cor.
7. Stranded in the Jungle, Jayhawks, Fsh.
8. Whatever Will Be, Will Be Doris Day, Col.
9. Allegheny Moon, P. Page, Mer.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Allegheny Moon, P. Page, Mer.
4. I Almost Lost My Mind, P. Boone, Dot
5. Standing on the Corner, Four Lads, Col.
6. I'm in Love Again, F. Domino, Imp.
7. More, P. Como, Vic.
8. Whatever Will Be, Will Be Doris Day, Col.
9. On the Street Where You Live V. Damone, Col.

Cleveland

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

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Stranded in the Jungle, Cadets, Mod.
5. My Baby Left Me, E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. I'm in Love Again, F. Domino, Imp.

Denver

1. Born to Be With You, Chordettes, Cdc.
2. My Prayer, Platters, Mer.
3. I Almost Lost My Mind, P. Boone, Dot
4. Wayward Wind, G. Grant, Era
5. Walk Hand in Hand, T. Martin, Vic.
6. Picnic, McGuire Sisters, Cor.
7. I Want You to Be My Girl Teen-Agers, Gee
8. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
9. Transfusion, N. Nervus, Dot

Detroit

1. Soft Summer Breeze, E. Heywood, Mer.
2. Allegheny Moon, P. Page, Mer.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. I Almost Lost My Mind, P. Boone, Dot
5. Whatever Will Be, Will Be Doris Day, Col.
6. Wayward Wind, G. Grant, Era
7. Canadian Sunset, H. Winterhalter, Vic.
8. My Prayer, Platters, Mer.
9. I'm in Love Again, F. Domino, Imp.

Kansas City

1. I Almost Lost My Mind, P. Boone, Dot

2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Born to Be With You, Chordettes, Cdc.
4. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
5. More, P. Como, Vic.
6. Wayward Wind, G. Grant, Era
7. Rip It Up, Little Richard, Spe.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. My Prayer, Platters, Mer.

Los Angeles

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. Standing on the Corner, Four Lads, Col.
4. I'm in Love Again, F. Domino, Imp.
5. On the Street Where You Live V. Damone, Col.
6. Allegheny Moon, P. Page, Mer.
7. Born to Be With You, Chordettes, Cdc.
8. Happy Whistler, D. Robertson, Cap.
9. Glendora, P. Como, Vic.

Milwaukee

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

Minneapolis-St. Paul

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

New Orleans

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

New York

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. On the Street Where You Live V. Damone, Col.
4. My Prayer, Platters, Mer.
5. Standing on the Corner, Four Lads, Col.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Ivory Tower, C. Carr, Fty.
8. I Almost Lost My Mind, P. Boone, Dot
9. Whatever Will Be, Will Be Doris Day, Col.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Stranded in the Jungle, Jayhawks, Fsh.
5. Ivory Tower, C. Carr, Fty.
6. On the Street Where You Live V. Damone, Col.
7. Allegheny Moon, P. Page, Mer.
8. Heartbreak Hotel, E. Presley, Vic.
9. Picnic, McGuire Sisters, Cor.

Pittsburgh

1. More, P. Como, Vic.
2. Allegheny Moon, P. Page, Mer.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be Doris Day, Col.
7. I Almost Lost My Mind, P. Boone, Dot
8. On the Street Where You Live V. Damone, Col.
9. It Only Hurts for a Little While Ames Brothers, Vic.

St. Louis

1. I Almost Lost My Mind, P. Boone, Dot
2. Wayward Wind, G. Grant, Era
3. On the Street Where You Live V. Damone, Col.
4. Glendora, P. Como, Vic.
5. My Prayer, Platters, Mer.
6. Standing on the Corner, Four Lads, Col.
7. Stranded in the Jungle, Cadets, Mod.
8. Born to Be With You, Chordettes, Cdc.
9. I Want You, I Need You, I Love You E. Presley, Vic.

San Francisco

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
3. Heartbreak Hotel, E. Presley, Vic.
4. Standing on the Corner, Four Lads, Col.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Ivory Tower, C. Carr, Fty.
7. On the Street Where You Live V. Damone, Col.
8. I Almost Lost My Mind, P. Boone, Dot
9. Graduation Day, Four Freshmen, Cap.

(Continued on page 42)

EYDIE GORMÉ

SINGS

"MAMA, TEACH ME TO DANCE"

AND
"YOU BRING OUT THE LOVER IN ME"
WITH SID FELLER
His Orchestra and Chorus



STREAKING STRAIGHT TO THE TOP!



NO. 9722

Eydie's latest and greatest is topping the totals racked up by her big "Too Close For Comfort"!

EYDIE GORMÉ OPENS AT THE COPACABANA IN NEW YORK, JULY 25TH THROUGH AUGUST 15TH, AND GUEST STARS ON THE "JULIUS LAROSA SHOW", NBC-TV, JULY 28TH

From The Motion Picture "TRAPEZE"

THE HAUNTING MELODY

LOLA'S THEME

BY

RALPH

MARTERIE

AND HIS ORCHESTRA

COUPLED WITH

"YES SIR,
THAT'S MY BABY"

MERCURY 70197



• COMING UP STRONG

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. Canadian Sunset **Hugo Winterhalter**
(BMI) RCA Victor 6537
2. Stranded in the Jungle **The Jayhawks**
(BMI) Flash 109
3. Fever **Little Willie John**
(BMI) King 4935
4. You Don't Know Me **Jerry Vale**
(BMI) Columbia 40710
5. Love, Love, Love **The Clovers**
(BMI) Atlantic 1094
6. Theme From "The Proud Ones"
 **Nelson Riddle**
(BMI) Capitol 3472
7. Somebody Up There Likes Me . . . **Perry Como**
(ASCAP) RCA Victor 6590
8. Give Us This Day **Joni James**
(ASCAP) M-G-M 12288
9. Voices
Lonsome Lover Blues **Fontane Sisters**
(BMI); (ASCAP) Dot 15480
10. I Promise to Remember
Who Can Explain?
 **Frankie Lymon & the Teen-Agers**
(BMI); (ASCAP) Gee 1018

• THIS WEEK'S BEST BUYS

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

SOMEBODY UP THERE LIKES ME (Feist, ASCAP)—Perry Como—RCA Victor 6590—Como's records are never sluggish starters, but the speed with which this latest effort of his is taking off is remarkable even for him. Most dealers received shipments last week and found it hard to keep up with demand. All areas from Los Angeles to Boston, gave exceptionally enthusiastic reports. Flip is "Dream Along With Me" (Roncom, ASCAP). A previous Billboard "Spotlight" pick.

YOU DON'T KNOW ME (Hill & Range, BMI)—Jerry Vale—Columbia 40710—This disk has been developing quietly, but now is beginning to dig in in a serious way on a national scale. Vale has a sizeable following in the Northeast, and appears on Boston's top ten. Also strong in Providence and doing very well in New York. Recent reports from Baltimore, Buffalo, Detroit and Cleveland also make clear that Vale can make the national lists with only a little more push. Flip is "Enchanted" (Roger, ASCAP). A previous Billboard "Spotlight" pick.

VOICES (Porgie, BMI)
LONESOME LOVER BLUES (Randy-Smith, ASCAP)—Fontane Sisters—Dot 15480—The Fontanes have proved to be reliable bets once again. The first two weeks' sales on their latest release have been gratifying, with excellent volume reported in Philadelphia, Baltimore, Minneapolis, Milwaukee, St. Louis, Atlanta and Nashville, to mention a few cities sampled. Opinion was divided as to which was "the" side; either could make the charts. A previous Billboard "Spotlight" pick.

WEARY BLUES (Melrose, ASCAP)—McGuire Sisters—Coral 61670—These girls also let no grass grow under their feet. In the past days, they have gotten a lot of action on their new disk. Eastern, Southern and Middle Western sources in key markets indicated immediate acceptance. It is moving quickly and, from its looks, won't stop until it has hit the charts. Here and there, action is reported on the flip, "In the Alps" (Leeds, ASCAP). A previous Billboard "Spotlight" pick.

UNIQUE'S

"Man in the Raincoat" GIRL



**PRISCILLA
WRIGHT**

sings

**A TEENAGER
SINGS THE BLUES**



b/w
(Baby) DON'T CALL ME

Arranged and Conducted by **DON WRIGHT**

UNIQUE 351

by arrangement with Sparton Records of Canada

A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.



WANT MORE PROFITS? THE TOP 100

Here's how Billboard's new SALES BOOSTER KITS will help you . . .

- SELL MORE SINGLES
- SELL MORE ALBUMS
- SELL MORE PHONOGRAPHS
- SELL MORE ACCESSORIES

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

... here's what you'll get ... mailed twice a month, starting now:

• HONOR ROLL OF HITS POSTER . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrific for your window displays.

• BIG PLAY POP ALBUM POSTER . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD's nationwide surveys. Build self-selling displays around these!

• BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER. 17"x22", two colors. For counters, walls and window displays.

• TODAY'S TOP TUNES FOLDERS. . . listing the tops in pops, classical, jazz, R&B, C&W. Use 'em for give-aways, monthly statement stuffers.

• POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT . . . spread these all over your store! Pin them up in your listening booths.

All this in every kit... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

SAVE 50% BY MAILING THIS COUPON BEFORE SEPT. 15, 1956

MERCHANDISING DIVISION THE BILLBOARD

2160 Patterson Street Cincinnati 22, Ohio

Name _____

Name of Store _____

Address _____

City _____ Zone _____ State _____

I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS . . . twice a month for one year at only 50c per kit. I enclose only \$12.

Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose \$6 in full payment.

Please send me a sample kit only. I enclose \$1 for one kit.

For survey week ending July 11

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	WAYWARD WIND	G. Grant	Era	1
2.	I ALMOST LOST MY MIND	P. Boone	Dot	2
3.	MOONGLOW AND THEME FROM "PICNIC"	M. Stolfo	Decca	3
4.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	4
5.	BORN TO BE WITH YOU	Chordettes	Cadence	6
6.	I'M IN LOVE AGAIN	F. Domino	Imperial	5
7.	STANDING ON THE CORNER	Four Lads	Columbia	7
8.	ALLEGHENY MOON	P. Page	Mercury	11
9.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	8
10.	BE-BOP-A-LULA	G. Vincent	Capitol	12
11.	MORE	P. Como	Victor	9
12.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	10
14.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	20
14.	MY PRAYER	Platters	Mercury	24
15.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	13
16.	GLENDORA	P. Como	Victor	15
17.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	16
18.	IVORY TOWER	C. Carr	Fraternity	13
19.	HEARTBREAK HOTEL	E. Presley	Victor	17
20.	HAPPY WHISTLER	D. Robertson	Capitol	19
21.	IVORY TOWER	G. Storm	Dot	18
21.	TRANSFUSION	N. Norvus	Dot	22
23.	PICNIC	McGuire Sisters	Coral	20
24.	WALK HAND IN HAND	T. Martin	Victor	23
25.	TREASURE OF LOVE	C. McPhatter	Atlantic	26
25.	STRANDED IN THE JUNGLE	Cadets	Modern	47
27.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	27
28.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	31
29.	CHURCH BELLS MAY RING	Diamonds	Mercury	33
30.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	41
31.	GRADUATION DAY	Four Freshmen	Capitol	30
31.	HOT DIGGITY	P. Como	Victor	25
31.	WAYWARD WIND	T. Ritter	Capitol	32
34.	FEVER	L. W. John	King	37
34.	MY BLUE HEAVEN	F. Domino	Imperial	28
36.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	28
37.	MAGIC TOUCH	Platters	Mercury	46
37.	THAT'S ALL THERE IS TO THAT	Nat (King) Cole	Capitol	43
39.	RIP IT UP	Little Richard	Specialty	40
40.	IVORY TOWER	O. Williams	De Luxe	34
41.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	35
42.	STRANDED IN THE JUNGLE	Jayhawks	Flash	52
42.	YOU DON'T KNOW ME	J. Vale	Columbia	64
44.	READY TEDDY	Little Richard	Specialty	62
45.	STANDING ON THE CORNER	D. Martin	Capitol	44
46.	CANADIAN SUNSET	H. Winterhalter	Victor	62
47.	LOVE, LOVE, LOVE	Clovers	Atlantic	48
48.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	39
48.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	38
50.	GRADUATION DAY	Rover Boys	ABC-Paramount	54
51.	SWEET HEARTACHES	E. Fisher	Victor	50
51.	SECOND FIDDLE	K. Starr	Victor	56
53.	LOVE, LOVE, LOVE	Diamonds	Mercury	61
54.	SOFT SUMMER BREEZE	E. Heywood	Mercury	75
55.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	51
56.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	68
57.	NEVER TURN BACK	A. Hibbler	Decca	48
58.	TELL ME WHY	G. Storm	Dot	65
59.	GHOST TOWN	D. Cherry	Columbia	75
60.	FREE	T. Leonetti	Capitol	60
61.	HEAVEN ON EARTH	Platters	Mercury	57
61.	THEME FROM "THE PROUD ONE"	N. Riddle	Capitol	71
63.	FABULOUS CHARACTER	S. Va'ghan	Mercury	79
63.	MY BABY LEFT ME	E. Presley	Victor	42
65.	CAN YOU FIND IT IN YOUR HEART	T. Bennett	Columbia	36
65.	A TEAR FELL	T. Brewer	Coral	54
67.	KISS ME ANOTHER	G. Gibbs	Mercury	58
68.	LONG, TALL SALLY	Little Richard	Specialty	59
69.	BLUE SUEDE SHOES	C. Perkins	Sun	45
70.	TE AMO	D. Jacobs	Coral	75
71.	ROLL OVER BEETHOVEN	C. Berry	Chess	78
72.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	—
72.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	73
74.	MY LITTLE ANGEL	Four Lads	Columbia	52
75.	HOW LUCKY YOU ARE	J. James	M-G-M	—
76.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	99
77.	YOUR THE APPLE OF MY EYE	Four Lovers	Victor	—
78.	ROCKIN' THROUGH THE RYE	B. Haley	Decca	85
79.	HEARTBREAK HOTEL	S. Freberg	Capitol	—
80.	OOBY DOOBY	R. Orbison	Sun	81
81.	JOHNNY CASANOVA	J. P. Morgan	Victor	—
81.	TELL ME WHY	Crew Cuts	Mercury	80
83.	I'M IN LOVE WITH YOU	P. Boone	Dot	94
84.	DELILAH JONES	McGuire Sisters	Coral	89
84.	WITH A LITTLE BIT OF LUCK	P. Faith	Columbia	—
86.	TO LOVE AGAIN	Four Aces	Decca	99
87.	HOT DOG BUDDY BUDDY	B. Haley	Decca	65
88.	PRESIDENT ON THE DOLLAR	M. Miller	Columbia	—
89.	GET ME TO THE CHURCH ON TIME	J. La Rosa	Victor	91
89.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	93
91.	CASUAL LOOK	Six Teens	Flip	91
92.	AFTER SCHOOL	T. Charles	Decca	—
92.	MARIMBA CHARLESTON	M. Chiapas	Capitol	82
92.	MY DREAM SONATA	Nat (King) Cole	Capitol	74
92.	STANDING ON THE CORNER	Mills Brothers	Decca	84
96.	LAZY RIVER	R. Sherwood	Decca	—
97.	LITTLE GIRL OF MINE	Cletones	Gee	—
98.	LONG, TALL SALLY	P. Boone	Dot	72
99.	ROCK ISLAND LINE	L. Donegan	London	98
100.	TANGO OF THE DRUMS	L. Baxter	Capitol	69

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



Bennett at his Best

Tony

Bennett

**FROM THE
CANDY
STORE
ON THE
CORNER
TO THE
CHAPEL
ON THE
HILL**

**HAPPINESS
STREET**

(CORNER SUNSHINE SQUARE)

Columbia 6090

COLUMBIA RECORDS



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VOX JOX

By JUNE BUNDEY

SPINNERS BIG SPENDERS: In a unique effort to promote careful driving over July 4, the entire deejay roster at KRUX, Phoenix, Ariz., promised to buy a Pepsi-Cola for everyone in Arizona if the State had no traffic fatalities on the holidays. The gimmick (picked up by the wire services) paid off, and there were no traffic deaths that day. The station has been deluged with mail and phone calls from listeners, and free beverages are being sent out as promised. Arizona's population is around 750,000, which adds up to plenty of bottle deposits.

GAB BAG: Ted Quillin, KEPO, El Paso, Tex., writes: "It seems harder and harder to distinguish types of music and classify them as pop, r.&b. or c.&w. For instance, on my 'Spinner Sanctum' show each evening I have received calls from r.&b. fans asking for more Johnny Cash or Roy Orbison — both border-line cases, category-wise. . . . In reference to a recent story about Art Ford, WNEW, N. Y., wherein the jock offered to pay Presley \$1 a minute for an on-the-air interview, Wayne Vowell, WJAM, Marion, Ala., writes: 'I think Ford would do well to have Presley for a guest interview, but really, don't you think \$1 per minute is rather cheap for an unprecedented "bought" interview with a personality who has two records listed in the top 10 on The Billboard charts? I feel that Elvis would appreciate genuine thanks much more.'

GIMMIX: Tom Estes, program manager of WMAG, Forest, Miss., has started a pop request gimmick, whereby listeners are invited to call in and request records they'd like to hear on the show following in 30 minutes. The station's telephone beeper system is hooked onto a tape recorder and all incoming requests are recorded. Then the listener's calls are actually aired on the show to introduce each disk. Estes, incidentally, says the station needs records, both pop and c.&w. . . . Tom Edwards, WERE, Cleveland, reports: "My last 'Picture Pave' was the most successful I've had, with 3,500 orders for it, mostly from teen-age fems. If deejays are looking for a good mail pull gimmick,

Monitor Musical Survey

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Detroit**
"Allegheny Moon," Patti Page, Mercury.
- Elkhart, Ind.**
"Theme From 'The Proud Ones,'" L. Newman, Columbia.
- Trenton, N. J.**
"Born to Be With You," Chordettes, Cadence.
- Jacksonville, Fla.**
"Be-Bop-A-Lula," Gene Vincent, Capitol.
- Spokane**
"Church Bells May Ring," the Diamonds, Mercury.
- Pittsburgh**
"More," Perry Como, Victor.
- Cincinnati**
"I Almost Lost My Mind," Pat Boone, Dot.
- Hartford, Conn.**
"Me and You and the Moon," Alan Dale, Coral.
- Baltimore**
"Moonglow and Theme From 'Picnic,'" M. Stollhoff, Decca.

YESTERYEAR'S TOPS—

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

- JULY 20, 1948**
1. The Gypsy
 2. They Say It's Wonderful
 3. Prisoner of Love
 4. Surrender
 5. I Don't Know Enough About You
 6. Got the Sun in the Morning
 7. All Through the Day
 8. Laughing on the Outside (Crying on the Inside)
 9. In Love in Vain
 10. To Each His Own
 11. Sioux City Sue
 12. Do You Love Me?
 13. I Don't Know Why (I Just Do)
 14. Cement Mixer (Put-ti, Put-ti)
- JULY 21, 1951**
1. Too Young
 2. My Truly, Truly Fair
 3. Come On-a My House
 4. On Top of Old Smokey
 5. Loveliest Night of the Year
 6. Jezebel
 7. How High the Moon?
 8. Mister Mississippi
 9. Sweet Violets
 10. Because of You

it (packages of disk artist photos) really pays off."

CHANGE OF THEME: Hilary Bogden, WJAS, Pittsburgh, has dropped his three-year-old "Old Timers' Party" and turned pop jockey, with a "Pittsburgh Top Tunes" show from 9 p.m. to 12:30 a.m. across the board. It's the city's only all-pop nighttime record show. . . . Vic Bernard has moved from WLNH, Laconia, N. H., to WKNE, Keene, N. H., as emcee on "Weekend Adventure." . . . Vic Knight's "Music Show," WXLW, Indianapolis, celebrated its seventh anniversary this month. . . . Dick Corbin, WOTW, Nashua, N. H., is a new morning show, "Club Adventure," while Marc Hall, ex-staffer at WCAP, Lowell, Mass., has an evening show "Starlight Serenade" over the same station. . . . Frank Teas, formerly with WABI, Bangor, Me., has joined WKNE, Keene, N. H. . . . New staffer at KIT, Yakima, Wash., is Lou Golson, who is playing "only those sides listed in The Billboard's top 100 on his show." . . . Bob Evans, formerly with WFMO, Fairmont, N. C., has joined WKBC, North Wilkesboro, N. C., as emcee on the early morning shift "Daytime Jamboree."

Lease on Life

Continued from page 23

ings will be given away in various large local disk outlets with each \$5 record purchase. All ticket-holders will be able to view the exhibits, which will be on the same floor as the disk celebration. There will also be free admission to the hi-fi exhibits among retailers taking part in the ticket deal is the Colony Record Shop. Sam Goody, when questioned about his possible participation, said he preferred to stay out of it.

Reminded that many teen-agers could be expected on the scene because of the music and dancing angles, Reizes said: "This is not going to be a rock and roll riot, but one of the finest entertainments ever offered in New York."

The Auditorium will wind up eight days prior to the slated start of the High Fidelity Institute's show at the New York Trade Show Hall.

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- A Beautiful Friendship (R)—Kahn—ASCAP
- A Sweet Old-Fashioned Girl (R)—Valor—ASCAP
- Alleghany Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Born to Be With You (R)—Mayfair—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Doll Tango (R)—Ardmore—ASCAP
- Dino (R)—Tee Kay—ASCAP
- Get Me to the Church on Time (R)—Chappell—ASCAP
- Ghost Town (R)—Cromwell—ASCAP
- Glendora (R)—American—BMI
- He Loves Me, He Loves Me Not (R)—Broadcast—BMI
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R)—Chappell—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R)—Chappell—ASCAP
- Love of Genevieve (R)—Bourne—ASCAP
- Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Moonglow and Theme From "Picnic" (R) (F)—Mills—ASCAP
- No One Home (R)—Southern—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Portuguese Washerwoman (R)—Remick—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Te Amo (R)—Southern—ASCAP
- True Love (R)—Buxton Hill—ASCAP
- Try a Little Prayer (R)—Famous—ASCAP
- Wayward Wind (R)—Warman—BMI
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- With a Little Bit of Luck (R)—Chappell—ASCAP

Television

- A Solid Gold Cadillac (F)—Columbia Pic—ASCAP
- A Sweet Old-Fashioned Girl (R)—Valor—ASCAP
- Alleghany Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Ghost Town (R)—Cromwell—ASCAP
- Glendora (R)—American—BMI
- Heartbreak Hotel (R)—Tree—BMI
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Want You to Be My Girl (R)—Kahl—BMI
- I'm an Ordinary Man (R)—Chappell—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
- Never Turn Back (R)—Springfield—BMI
- Ninety-Eight Cents (R)—Summit—ASCAP
- No One Home (R)—Southern—ASCAP
- On the Street Where You Live (R)—Chappell—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Poor People of Paris (R)—Connelly—ASCAP
- Portuguese Washerwoman (R)—Remick—ASCAP
- Song for a Summer Night (R)—April—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- To Love Again (R) (R)—Columbia Pic—ASCAP
- To Love You (R) (F)—Paramount—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Wayward Wind (R)—Warman—BMI
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When You're in Love (R)—Chappell—ASCAP
- Why Do Fools Fall in Love? (R)—Patricia—BMI

Best Selling Sheet Music in Britain

(For Week Ending June 30)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- Hot Diggity—Peter Maurice (Roncom)
- My September—Love—Baurice
- Who Are We?—Bourne (Thunderbird)
- No Other Love—Chappell (Williams)
- Out of Town—Kassner (Kassner)
- You Can't Be True to Two—Dash (Joy)
- Too Young to Go Steady—Robbins (Robbins)
- I'll Be Home—Box & Cox (Arc)
- Mister Cuckoo—Macmelodies (Peter Maurice, Ltd.)
- Walk Hand in Hand—Duchess (Republic)
- The Poor People of Paris—Berry (Connelly)
- The Wayward Wind—Lafleur (Artists)
- It's Almost Tomorrow—Macmelodies (Northern)
- A Tear Fell—Robbins (Progressive)
- Rock and Roll Waltz—Maddox (Sheldon)
- The Happy Whisk—Bron (Birchwood)
- Whatever Will Be, Will Be—Melcher-Toff (Warman)
- Memories Are Made of This—Montclare (Montclare)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- Ivory Tower—Morris (Morris)

Best Selling Pop Records in Britain

(For Week Ending June 30)

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

This Week	Last Week
1. I'LL BE HOME—Pat Boone (London)	1
2. LOST JOHN—Lonnie Donegan (Pye-Nixa)	2
3. HEARTBREAK HOTEL—Elvis Presley (HMV)	3
4. ALL STAR HIT PARADE—Winifred Atwell, Dickie Valentine, David Whitfield, Dave King, Joan Regan, Lita Roza (Decca)	16
5. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	6
6. I'M WALKING BACKWARDS FOR CHRISTMAS—The Goons (Decca)	5
7. HOT DIGGITY—Perry Como (HMV)	4
8. NO OTHER LOVE—Ronnie Hilton (HMV)	4
9. MY SEPTEMBER LOVE—David Whitfield (Decca)	7
10. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Darlophone)	10
11. MOONGLOW AND THEME FROM "PICNIC"—Morris Stollhoff (Brunswick)	12
12. SONGS FOR SWINGIN' LOVERS (LP)—Frank Sinatra (Capitol)	13
13. WHY DO FOOLS FALL IN LOVE?—Morris Stollhoff (Columbia)	8
14. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	8
15. WAYWARD WIND—Tex Ritter (Capitol)	20
16. WAYWARD WIND—Gogi Grant (London)	18
17. A TEAR FELL—Teresa Brewer (Vogue/Coral)	9
18. BLUE SUEDIE SHOES—Elvis Presley (HMV)	10
19. HOT DIGGITY—Michael Holliday (Columbia)	14
20. PORTUGUESE WASHERWOMAN—Joe (Fingers) Carr (Capitol)	—
21. SKIFFLE SESSION (EP)—Lonnie Donegan (Pye-Nixa)	—

'Bandstand'

Continued from page 22

WFIL, Philadelphia) but the web believes the show will be "doing things with music that few local stations can do."

Two separate sound feeds will be used for the simulcast, and Parks will suggest that TV viewers turn on their radio at the same time to heighten the binaural effect. In line with this, NBC hopes that after the half-hour TV show is over, video dialers will continue to listen to the radio program until noon, thereby building additional audience strength for the AM version.

Parker Gibbs and Ward Byron will co-direct the two-hour radio show, while the half-hour TV show will be produced by Tom Naud and directed by Max Miller.

Territorial Best Sellers

Continued from page 36

Seattle

1. Wayward Wind, G. Grant, Era
2. I Almost Lost My Mind, P. Boone, Dot
3. Born to Be With You, Chordettes, Cdc
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. Stranded in the Jungle, Jayhawks, Fsh.
7. Treasure of Love, C. McPhatter, Atl.
8. Glendora, P. Como, Vic.
9. I'm in Love Again, F. Domino, Imp.

Toronto

1. Wayward Wind, G. Grant, Era
2. On the Street Where You Live V. Damone, Col.
3. I Almost Lost My Mind, P. Boone, Dot
4. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
5. I'm in Love Again, F. Domino, Imp.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Born to Be With You, Chordettes, Cdc.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Standing on the Corner, F. Lads, Col.



LITTLE WILLIE JOHN
FEVER
b/w
LETTER FROM MY DARLING
King 4935

OTIS WILLIAMS AND HIS
CHARMS
ONE NIGHT ONLY
b/w
IT'S ALL OVER
De Luxe 6095

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

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

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

BILL DOGGETT
HONKY TONK
Part 1 and Part 2
King 4950

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

JERRY DORN
WISHING WELL
SENTIMENTAL HEAVEN
4932

BONNIE LOU
NO ROCK'N ROLL TONIGHT
b/w
ONE TRACK LOVE
King 4948

EARL BOSTIC
ROSES OF PICARDY
b/w
WHERE OR WHEN
King 4943



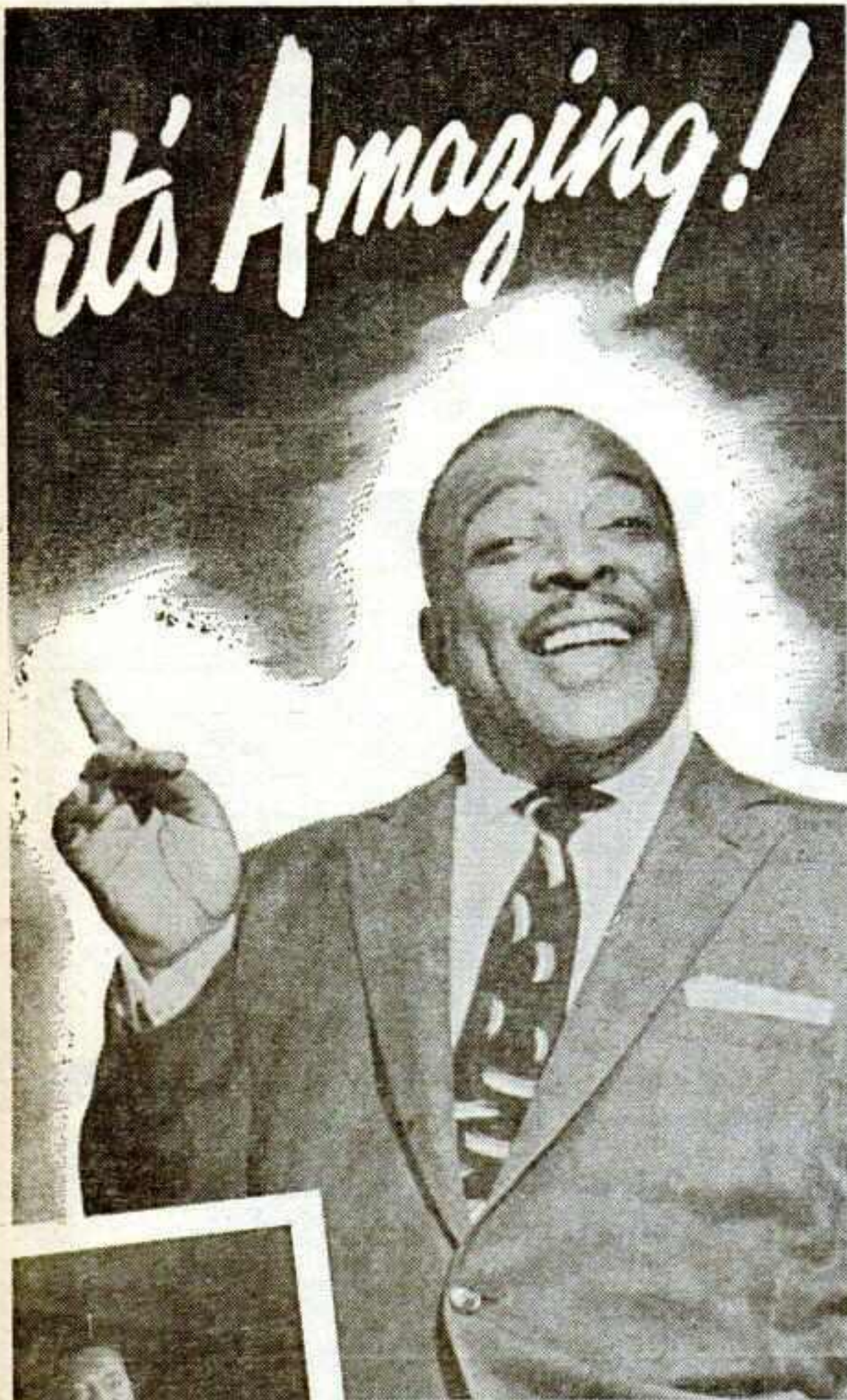
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B/W

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• Review Spotlight on . . .

RECORDS

**ELVIS PRESLEY . . . RCA Victor 6604 . . . HOUND DOG
DON'T BE CRUEL . . . (Presley & Shalimar, BMI)**
Presley hyped the "Hound Dog" side on a recent Steve Allen TV airing which gave a solid, early kickoff. It's a highly charged rhythm opus in Presley's characteristic style and should enjoy heavy commercial acceptance. "Don't Be Cruel" is in a more subdued, frankly poppish vein, and demonstrates that the singer is a versatile stylist.

(Presley & Lion, BMI)

**MITCH MILLER CHORUS & ORK . . . Columbia 40730 . . .
SONG FOR A SUMMER NIGHT
(April, ASCAP)**

This tune also has had the advantage of unusual television promotion. As the theme of a Westinghouse "Studio One" Summer Theater production, it was played repeatedly thruout the show, making maximum impact on its audience. The melody is simple and retentive with a pleasant nostalgic quality. One side of the disk is all instrumental while the flip adds chorus.

**AL HIBBLER . . . Decca 29982 . . . AFTER THE LIGHTS GO DOWN LOW
(Harvard, BMI)**

Here's a tune from the album, "Starring Al Hibbler," that has had unusually great appeal to disk jockeys—and their audiences. So much so, that Decca felt obliged to release it as a single. It is, indeed, one of Hibbler's top jobs. His tasteful phrasing and general stylistic savvy here are knockouts. The commercial possibilities of the flip, "I Was Telling Her About You" (Planetary, ASCAP), also are considerable.

**ANDY WILLIAMS . . . Cadence 1297 . . . HIGH UPON A MOUNTAIN
(E. H. Morris, ASCAP)**

CANADIAN SUNSET . . . (Meridian, BMI)
This promising newcomer has a possible doubleheader here. The sentiment and soaring melody of "High Upon a Mountain" add up to a piece of material loaded with commercial potential. "Canadian Sunset," of course, is already well established in the Winterhalter instrumental version.

DISK JOCKEY PROGRAMMING

**ANITA O'DAY . . . Verve 2014 . . . YOU'RE THE TOP
(Harms, ASCAP)**

WE LAUGHED AT LOVE . . . (Gus Kahn, ASCAP)
The jazz thrush has a field day with the standard "You're the Top." Her bright styling will be appreciated by pop listeners, as well as by her long-time jazz adherents. "We Laughed at Love" is a cover of a current Peggy Lee waxing, and this husky-voiced treatment has much merit.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

STEVE ALLEN AND ORK
Lola's Theme 82

CORAL 61681—Allen has a smart and polished rendition of the "Trapeze" theme featuring his own piano with alto sax blowing the pretty melody. Choral and full ork back-up give it the pay-off sound. This will hold its own in the sweepstakes. (Cromwell, ASCAP)

Conversation (on the Telephone) . . . 75
Here's a pleasant and colorful piece with a bright and cheery quality. Sounds parody the staccato and broken phrases of a phone chat. Appealing but the interest will center on the flip. (Rosemeadow, ASCAP)

LEO DIAMOND
La Refifi 81

VICTOR 6600—A striking arrangement of a by now much-recorded tune. To meet the competition, Diamond's version boasts an unusually impressive harmonica solo and a vocal chorus in French. Tho a bit late, this version stands to get a generous share of the loot.

Go See Tony (the Shoe Shine Boy) . . . 77
This is not a derivative of "Chattanooga Shoe Shine Boy," but a bright, diverting and rather original novelty that stands up on its own feet. Both sides merit attention.

PEGGY LEE
That's Alright, Honey 80

DECCA 29994—A haunting blues by Singleton and McCoy. Peggy Lee is very strong on this type of tune. Side is a solid one, and her performance merits strong deejay exposure. (Movietown, BMI)

We Laughed at Love . . . 76
Peggy Lee, backed by a lush ork, is effective with this old—but little known—song of Gus Kahn's. Her fans will like. (Kahn, ASCAP)

NERVOUS NORVUS
Ape Call 79

DOT 15485—More novelty material, this time tying in the cool cat's lingo with events in the period of our Darwinian forebears. Again it's the material that does it and there will be many who will get a big kick. (Smith, ASCAP)

Wild Dog of Kentucky . . . 78
Here's an amusing tome of the back country. Ukelele provides a "Ghost Riders" style accompaniment. Norvus sings verse after verse with steady help from barking sound effects. A novelty for jocks and jukes. (Barett, BMI)

WINIFRED ATWELL
Left Bank 78

LONDON 1690—The English queen of the ricky-tick piano has tailor-made material in this tune, currently creating a fuss. Her reading is very attractive and will be one of the stronger contenders, tho its late timing is a handicap. (Cromwell, ASCAP)

Rampart Street Rock . . . 75
A colorful, extrovert old-time stomper with Miss Atwell again in impressive command of the piano. (Feist, ASCAP)

THE CUES
Crackerjack 78

CAPITOL 21144—The Cues swing on this blues job with Jimmy Breedlove socking over a wild lead effort. Tune has what it takes and in spite of competition this will garner coin and plays. (Nolan, BMI)

The Girl I Love . . . 73
Abel De Costa is heard as the effective lead in this romantic tribute. Lyric consists mainly of the title but the reading is done with swinging abandon. Rapid fire drum beats against the moderate-paced vocal is an attention getter. (Lowell, BMI)

(Continued on page 46)

**JULY
RELEASE**

HITS are a habit on

**CORAL
RECORDS**



**DOROTHY COLLINS } NO ROCK 'N' ROLL TONIGHT
AND
} ROCK 'N' ROLL TRAIN**

Coral 61669



**STEVE LAWRENCE
ETHEL, NEVER
BABY, MY LOVE**

Coral 61667

LAWRENCE WELK presents . . . the **LENNON SISTERS**

ALLEGHENY MOON

FAITH UNLOCKS THE DOOR

Vocal by Jim Roberts
Coral 61679



the **MODERNAIRES**
**ASK 98
FOR JOE CENTS**

Coral 61674

**EDDIE LAWRENCE
THE OLD
PHILOSOPHER**

AND
KING ARTHUR'S MINES

Coral 61671



MARY SMALL

**DINO NONE OF
THAT NOW**

Coral 61661

ROBERTO

**EARTH ANOTHER
BOUND LOVE**

Coral 61673

JOHN LAURENZ

**LITTLE RED RED HAIR
DOG and BLUE BLUE
EYES**

Coral 61656

RAY BLOCK

AU REVOIR CANDLELIGHT

Coral 61668

SWINGING SINGLES

the **McGUIRE SISTERS**
and
LAWRENCE WELK



Coral 61670

**WEARY IN THE
BLUES ALPS**



TERESA BREWER

**SWEET OLD-FASHIONED
GIRL**

AND
GOODBYE JOHN

Coral 61636



ALAN DALE

**NO ONE
HOME**

and

ME 'N' YOU AND THE MOON

Coral 61666



DON CORNELL

**GRAZIE
and
COULD YOU**

Coral 61659



JOHNNY DESMOND

**THE PROUD ONES
and
I ONLY KNOW
I LOVE YOU**


Coral 61663



CORAL RECORDS

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ANOTHER SMASH!
"CANADIAN SUNSET"
★
"HIGH UPON A MOUNTAIN"
ANDY WILLIAMS
Cadence 1297



cadence RECORDS

DOT'S OVERNIGHT SMASH HIT
THE ORIGINAL
THE FOOL
Sanford Clark
Dot 15481

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PACK O' LETTERS — PACK O' LIES
Coupled with
LITTLE BLUE BONNET — LITTLE PINK FACE
by
BILLY SHEPARD
with The Happy Hearts
KAPP 153



KAPP

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Name _____
Occupation or title _____
Company _____
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City _____ Zone _____ State _____

Reviews of New Pop Records

Continued from page 44

PRICILLA WRIGHT
A Teen-Ager Sings the Blues.....77
UNIQUE 351—The "Man in the Raincoat" gal from Canada waxes with the heartbreak in the tragedy of a teen-ager. "Someone had to win him, someone had to lose" she sings, and in right convincing style. Iris-Trojan, (BMI)

Don't Call Me....76
Here's a bright, bouncy brush-off to the guy who had eyes for another. Idea is cute and young Miss Wright gets the most out of it. Material better than average and rates spins. (BMI Canada)

EVE BOSWELL
Down by the Sugar Cane.....76
CAPITOL 40659—British thrush carols a bouncy tune which can have good possibilities. Beat is happy and lyrics come over with fine clarity. Effective ork backing helps, too. A nice waxing for a deejay pop whirl, and should spark considerable dealer interest. (Berry)

Keeping Cool With Lemonade....74
Another in the same vein, but with less bite. Thrush again in good form on another Stateside rhythm opus. Flip, however, has the edge. (Pickwick, ASCAP)

FOREIGN INTRIGUE FILM TRACK
Intrigue.....76
M-G-M 12281 — Here's a haunting instrumental theme from a new Robert Mitchum movie, which should grab off plenty of jockey play. The European orchestra, which doesn't get any billing on the label, is lushly effective. (Leeds, ASCAP)

Foreign Intrigue Concerto....73
A dramatic instrumental (also taken from the Mitchum film sound track) with an exotic, melodic flavor. (Leeds, ASCAP)

JOE CLAY
Cracker Jack.....75
VIK 0218—Showmanly warbling by Clay on a bouncy rhythm item with a powerful beat. (Nolan, BMI)

Get on the Right Track....74
Vik's answer to Elvis Presley sells with sock impact on a fast-moving ditty with clever lyrics. (Brent, BMI)

MILANO AND ORK
I'm Yours.....75
M-G-M 12295—Good ork sound, with piano strumming, backed with fine string ensemble, settles for effective listening. Could give a nice hype to

mood-time jock programming. (Algonquin, BMI)

My One and Only Love....74
Same mood as flip, but without quite the body. Piano contribution is quite exceptional, and both sides spot excellent recording. (Sherwin, ASCAP)

PETER HANLEY
I Love You Samantha.....75
VERVE 2017—Hanley warbles with tenderness and an exciting beat on a lovely Cole Porter ballad from "High Society." Deejays should find this disk excellent material for their "new talent" segs. (Buxton Hill, ASCAP)

My Heart Is So Full of You....74
A sincere, warmly expressive reading of a touching ballad from the legit smash "The Most Happy Fella." (Frank, ASCAP)

PATTI CASEY
Rock Doc.....75
VITA 136—Here's a very smart up-tempo blues. Patti Casey belts out the clever lyrics to the accompaniment of rocking instrumentation. Fine for the boxes and deejays. Watch it. (Teri, ASCAP)

Unkind Heart....73
This side is a three-beat item, which Patti Casey chants solidly. (E.A.F., BMI)

FRED LOWERY
Theme From the Proud Ones.....75
DECCA 30001—This fine composition registers extremely well when done by Lowery, a virtuoso of the whistling art. For deejays. (Weiss & Barry, BMI)

Whistler's Daddy....73
This side is a rhythm selection. It's fast-paced, with Lowery's whistling backed by swifty instrumentation. (Amber, ASCAP)

LONNIE SATTIN
What Time Does the Sun Go Down...75
CAPITOL 21052—Sattin projects solid vigor and excitement on this swinging query. It's attractive rhythm material, ably handled. (Redd Evans, ASCAP)

My Broken Dreams....73
Here's a reflective ballad rendered in slow pulsing tones. Impression sticks that Sattin is trying too hard but net effect is on the plus side. (Fest, ASCAP)

TONI HARPER
My Memory Book.....74
VERVE 2015—The former kid canary sings an ingratiating ballad with charm and sales savvy. (Gus Kahn, ASCAP)

Love Is a Wonderful Thing....72
A tasteful vocal on a swifty tune with a catchy beat. (Saunders, ASCAP)

TRUDY RICHARDS
Temptation.....74
CAPITOL 21155—For first waxing in a long time, singer belts out tidy arrangement of old standard. Interesting treatment, particularly on background beat. Could get a fair sales play. (Robbins, ASCAP)

Travelin' Home....72
Thrush on a somewhat heftier pitch, with ork backing accordingly. Flip, however, is prime side of waxing. (Harvard, BMI)

ART AND DOTTY TODD
But Only From You.....73
DIAMOND 3003—Vocal duet has considerable charm and novelty. The duo harmonize nicely and have a good piece of material here. (Viking, ASCAP)

The Kadey Song....72
This side is a cute novelty in rapid tempo, with catchy lyrics. (Oakland, ASCAP)

KOSSOL SISTERS
While the Callopo Played.....73
EPIC 9174—Pleasant waxing of waltz tempo with an authentic carnival background sound. Thrushes do well with lyric and tune has nice reminiscent quality. A good jock spin. (Sheldon, BMI)

The Third Money....71
New group essays a beat novelty. Good harmonizing, but not so good as the flip. Platter has promise on both sides. (Marks, BMI)



TRUE HIGH FIDELITY
LONDON RECORDS

BOBBY NICHOLS
Oh Lord, Give Me Back My Rib.....73
RESERVE 109—Unusual material derived from the spiritual pattern. Nichols is effective with the vocal, particularly with the backing of the Jack Halloran Singers. (Reserve, BMI)

You Are the One....70
A tender ditty. Nichols is supported by the Jack Halloran Singers. Voice and fiddles give it a big sound. (Reserve, BMI)

POSSUM PETE
Don't Set the Clock Tonight, Rachel..73
QUEST 101—Here's a bright novelty. He threatens to sleep until Gabriel blows his horn. Pete's vocal is backed by lively instrumentation. (Quest, ASCAP)

There's No One In the World But Me....65
This side is a vocal by Paul Taylor of a ballad. Routine. (Quest, ASCAP)

GENE KRUPA BIG BAND
That's Your Mistake.....72
VERVE 2016—Krupa provides swinging backing for a bouncy, r.&b. flavored vocal job by the Waiters on a catchy rhythm theme. Good juke and jockey material. (R & T Music, BMI)

G & J Blues....72
The Waiters live up to their name by singing a catchy rhythm phrase over and over. Krupa supplies a sock beat. (JATAP, BMI)

DAN BELLOC AND ORK
Bombolero.....72
FRATERNITY 741-2 — Belloc's ork does a bolero. Performance is excellent, with fiery quality increasing as side goes along. (Mellin, BMI)

Young Lover's Melody....71
Tuneful instrumental. Side is well-suited to jockey programming, particularly as a change of pace from rock and roll. (Monitor, ASCAP)

LES ELGART ORK
While the City Sleeps.....72
COLUMBIA 40716 — This atmospheric instrumental is based on the theme of the pic of the same title. The melody is a nostalgic, bittersweet thing, as spelled out here by solo alto sax. Pretty, but not powerful. (Bourne, ASCAP)

What D'ya Know....71
The mood brightens on this side. This lively instrumental has a saucy air that is rather engaging. Also boasts a good dancing beat. (Miller, ASCAP)

JANE POWELL
Mind If I Make Love to You.....72
VERVE 2018 — The movie queen wraps up a lovely ballad from Cole Porter's "High Society" film score with charm and vicacity. (Buxton Hill, ASCAP)

True Love....70
The gal sings another fine ballad from "High Society" with expressive sweetness and warmth. (Buxton Hill, ASCAP)

AL KNAPP
Think of Me.....70
DONNA 5733—Instrumental with vocal. Side has a danceable beat and a nostalgic quality. (Arco, BMI)

I'm Sorry....70
This side is by Louise Barber, with Art Cook and ork. Has that turn of the century feeling. (Arco, BMI)

DOREE AND BILL POST
On and On With You.....69
CRYSTALETTE 703—A rather pleasant, lilting ballad in the old-fashioned boy-girl style. This may be no great commercial shakes, but it would be suitable for many jocks. (Regent, BMI)

Apple Valley....67
A rollicking ditty in praise of California. Not much of a production here, but has a simple charm nevertheless. (Simon House, BMI)

JACK HANSEN AND TRIO
Waltzin' Blues.....68
PLAZA 362—New label spots off-beat trio combo (trumpet, banjo and drums), in blued-up waltz tempo. Combined sound has novelty, and trumpet lead is clean but over-all result isn't gaited to intrigue big sales.

Sonny Boy....67
Same comment, with trio giving the old standard a solid, if not imaginative treatment. (DeSylva-Brown-Henderson, ASCAP)

EILEEN SCOTT
This Love.....68
ARC 8001—Thrush gets pleasant results with a slow ballad. Waxing, however, packs little excitement either vocally or instrumentally. Strictly run-of-the-mill fare. (Gateway, BMI)

Don't Fall in Love With Me....67
Singer warns off a prospective lover in somewhat faster tempo. Same results as the flip. (Gateway, BMI)

BERO VALDES
El Bodeguero—Cha Cha Cha.....65
DECCA 29902—Here's a happy up-beat cha cha with the band men kicking in with a unison vocal. Good terping entry for the boxes. (Morro, BMI)

Bafanga—Cha Cha Cha....65
This has a slower pace than the flip but the high quality is still there, which means more pleasant dance backing. (Morro, BMI)

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• C&W Best Sellers in Stores

For survey week ending July 11

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I WANT YOU, I NEED YOU, I LOVE YOU— E. Presley	1	8
My Baby Left Me (BMI)—Vic 20-6540		
2. CRAZY ARMS (BMI)—R. Price	3	7
YOU DONE ME WRONG (BMI)—Col 21510		
3. I WALK THE LINE (BMI)—J. Cash	4	7
Get Rhythm (BMI)—Sun 241		
4. HEARTBREAK HOTEL (BMI)—E. Presley	2	21
I Was the One (BMI)—Vic 20-6420		
5. BLUE SUEDE SHOES (BMI)—C. Perkins	5	23
Honey, Don't (BMI)—Sun 234		
6. YOU AND ME (BMI)—R. Foley & K. Wells	6	26
No One But You (BMI)—Dec 29740		
7. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	8	7
Goo Goo Dada (BMI)—Vic 20-6480		
8. BE-BOP-A-LULA (BMI)—G. Vincent	14	3
Woman Love (BMI)—Cap 3450		
9. SEARCHING (BMI)—K. Wells	9	3
I'd Rather Stay Home (BMI)—Dec 29956		
10. BLACKBOARD OF MY HEART (BMI)— H. Thompson	10	16
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
11. SWEET DREAMS (BMI)—F. Young	12	5
Until I Met You (BMI)—Cap 3443		
12. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	11	12
Hold Everything (BMI)—Dec 29876		
13. BOPPIN' THE BLUES (BMI)—C. Perkins	—	1
All Mama's Children (BMI)—Sun 243		
14. YES, I KNOW WHY (BMI)—W. Pierce	13	19
'Cause I Love You (BMI)—Dec 29805		
15. I'VE GOT FIVE DOLLARS (BMI)—F. Young	7	16
You're Still Mine (BMI)—Cap 3369		
15. ANY OLD TIME (BMI)—W. Pierce	—	1
WE'LL FIND A WAY (BMI)—Dec 29974		

• Most Played C&W in Juke Boxes

For survey week ending July 11

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. I WALK THE LINE—J. Cash	2	4
GET RHYTHM (BMI)—Sun 241		
2. I WANT YOU, I NEED YOU, I LOVE YOU (BMI) E. Presley	3	8
MY BABY LEFT ME (BMI)—Vic 20-6540		
3. CRAZY ARMS (BMI)—R. Price	5	4
YOU DONE ME WRONG (BMI)—Col 21510		
4. HEARTBREAK HOTEL (BMI)—E. Presley	1	19
I Was the One (ASCAP)—Vic 20-6420		
5. BLUE SUEDE SHOES (BMI)—C. Perkins	4	20
Honey, Don't (BMI)—Sun 234		
6. SEARCHING (BMI)—K. Wells	8	2
I'd Rather Stay Home (BMI)—Dec 29956		
7. YES, I KNOW WHY (BMI)—W. Pierce	—	17
'Cause I Love You (BMI)—Dec 29805		
7. SWEET DREAMS (BMI)—F. Young	—	1
UNTIL I MET YOU (BMI)—Cap 3443		
9. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	—	1
Goo Goo Dada (BMI)—Vic 20-6480		
9. YOU ARE THE ONE (BMI)—C. Smith	9	3
Doorstep to Heaven (BMI)—Col 21522		

• Most Played C&W by Jockeys

For survey week ending July 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	1	9
Col 21510—BMI		
2. I WALK THE LINE—J. Cash	2	7
Sun 241—BMI		
3. SWEET DREAMS—F. Young	3	4
Cap 3443—BMI		
4. I TAKE THE CHANCE—J. E. & M. Brown	4	13
Vic 20-6480—BMI		
5. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)— E. Presley	5	5
Vic 20-6540—BMI		
6. YOU ARE THE ONE—C. Smith	12	3
Col 21522—BMI		
7. HOPING THAT YOUR HOPING—Louvin Brothers	8	9
Cap 3413—BMI		
8. YOU DONE ME WRONG—R. Price	—	5
Col 21510—BMI		
9. SEARCHING—K. Wells	—	2
Dec 29956—BMI		
10. ANY OLD TIME—W. Pierce	—	1
Dec 29974—BMI		
11. YES, I KNOW WHY—W. Pierce	7	21
Dec 29805—BMI		
11. TWENTY FEET OF MUDDY WATER—S. James	—	1
Cap 3441—BMI		
13. COME BACK TO ME—J. Newman	—	1
Dot 1283—BMI		
14. YOU GOTTA BE MY BABY—G. Jones	—	1
Starday 247		
14. WALTZ OF THE ANGELS—W. Stewart	—	1
Cap 3408		

ALREADY BREAKING FOR SMASH SALES...

HER FIRST CAPITOL RECORD



WANDA JACKSON

with a jumping rock - 'n - waltz novelty

'I GOTTA KNOW'

and beautiful new ballad

'HALF AS GOOD A GIRL'



RECORD NO. 3485

This Week's C&W Best Buys

I'M SO IN LOVE WITH YOU (Sure Fire, BMI)
DEEP ELEM BLUES—Wilburn Brothers—Decca 29887—A good two-sided seller for Teddy and Doyle Wilburn. Reports from Richmond, Nashville, Durham, Atlanta and Dallas indicate that this is one of their best sellers yet. Their following seems to be growing by leaps and bounds.

THAT'S THE WAY LOVE IS (Central, BMI)
NO LOVE HAVE I (Central, BMI)—Tommy Collins—Capitol 3466—Collins is turning in the dependable sales performance that dealers have come to expect of him. Not only are key Southern markets doing well with this record, but returns from key dealers and one-stops in the Middle West and New England are also good.

Review Spotlight on . . .

C&W RECORDS

WANDA JACKSON
Half As Good a Girl (Central, BMI)
I Gotta Know (Acuff-Rose, BMI)—Capitol 3485—Miss Jackson comes thru with two powerful sides in this new coupling. On top it's a fine traditionally styled piece of country philosophy with some great lyrics. The flip is a might hip bit of swinging wax with some catchy changes of pace. Either side could go all the way. Watch 'em!

ELVIS PRESLEY
Hound Dog (Presley and Lion, BMI)
Don't Be So Cruel (Presley and Shalimar, BMI)—RCA Victor 6604
 —See listings under Review Spotlight on pop records.

Reviews of New C&W Records

SLIM WHITMAN
The Whiffenpoof Song78
IMPERIAL 739—The great standard gets a very solid vocal by Whitman, whose reading catches all the beauty of the lyric. Whitman fans will enjoy this. (Miller, ASCAP)
Dear Mary75
 Slim Whitman does this pretty waltz-time tune in his unique style. Nice coupling. (Reeve, BMI)

DUSTY ROSE
Yummy Yummy Yum77
FABOR 138—A country blues of the traditional type—with a humorous subject. Rose does a fine job and brings off a few chuckles without pressing hard. (Dandelion, BMI)
Rockin' Maraccas72
 As the title suggests, this material is a marriage of Latin-American and rock and roll idioms. Interesting as it is in spots, it does not hold up too well. Give Rose a medal for trying anyway. (Dandelion, BMI)

JUNE CARTER
Strange Woman76
COLUMBIA 21535—The pert, blonde comedienne of "Grand Ole Opry" thrushes personally on her own tune—an effective weeper-type ditty with interesting lyrics. (Cedarwood, BMI)
Honey, Look What You've Done76
 The gal wraps up an appealing weeper (her own song) in a showmanly reading. (Cedarwood, BMI)

TOM TALL AND RUCKUS TYLER
If You Know What I Know76
FABOR 139—The duo harmonizes smartly on this ingratiating ballad taken at a brisk ranchero pace. A bit unusual, this ought to appeal to a lot of deejays. (Dandelion, BMI)
Don't You Know75
 A fast rhythm item with more than a little suggestion of "Oh Susanna." The duo gives it a bright whir and makes a solid impression. (Dandelion, BMI)

JEAN CHAPEL
I Won't Be Rockin' Tonight75
SUN 244—Here again Sun has come up with a blues-oriented singer who has something to offer pop, c.&w. and r.&b. customers. Classification may be difficult in Miss Chapel's case; to enjoy her vigorous rhythmic style is not. (Nash, BMI)
Welcome to the Club72
 Not long ago Charlene Arthur recorded this tune. Miss Chapel's version is every bit as persuasive. It makes a good vehicle for her deep, husky voice. Its rock and roll backing will make it easy to sell the youngsters. (Nash, BMI)

BOBBY GROVE
Once to Every Heart74
KING 4946—Weeping, wailing fiddles add to Grove's fervent vocalizing on his own highly philosophical bit of cleffing. Good traditional fare and a possible jockey consideration. (Mar-Kay, BMI)

MARTY ROBERTS
Love Letter73
ARC 8002—Roberts the well-known Cincinnati deejay, has a recitation here that many other jocks will also be able to use. This letter of reconciliation tugs at the heart-strings, and it is hard to escape its impact. (Gateway, BMI)
Twenty-One Carpenters70
 "Twenty-one carpenters can build a mansion but they can't build a home," is the message here. The lyrics are bright, but Roberts hasn't a strong vocal style to give them more than average impact. (R&R, BMI)

JIMMY MURPHY
My Gal Dottie73
COLUMBIA 21534—Murphy sings with fervor on a briskly paced deep-South-styled ditty with a strong, insistent beat and effective harmonica backing. (Acuff-Rose, BMI)
Sixteen Tons Rock and Roll70
 A sprightly vocal treatment of a pleasant rhythm item with a happy beat. (American, BMI)

BOLEAN BARRY
Long Sideburns72
FABOR 137—Miss Barry shouts it out with a fast rhythmic beat, in the rock 'n' roll school. All about her idol and it just might have reference to Elvis. Repetition makes it pall. (Dandelion, BMI)
Toss a Coin66
 The gal gives it a good go-round but the material makes it a doubtful commercial entry. Flip has much more to offer. (Dandelion, BMI)

MYRNA LORRIE
Moonsky71
ABBOTT 187—Gal has a sad, sad tale about how she got to be moonshy. Miss Lorrie makes it all sound genuine with her weepy style. Side has rhythm interest too, which could make it a good one for terp-minded jukesters. (Dandelion, BMI)
Tears Amid the Laughter68
 A great title but in spite of Miss Lorrie's try, the side doesn't live up to it. Happy ending to a weeper is a switch. (Dandelion, BMI)

RAY STERLING
I Know I'm Dreaming71
DELTA 1502—Sterling gives a strong reading to this bouncy, melodic lilter. With the deejay assist that it deserves, this could fare well commercially. (Nichol, BMI)
Memories66
 A nostalgic weeper taken at a relaxed pace by the singer. The performance is solid enough, but production is weak. (Nash, BMI)

GRIZ GREEN'S ARIZONANS
The O K Corral70
LIBERTY BELL 9008—Spencer Bare, the vocalist on this side, has a rich baritone voice that falls easily on the ears. His material concerns two

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Suwanee River Jamboree," heard each Saturday night over WNER, Live Oak, Fla., continues as one of the oldest and largest country music shows in Florida. Saturday night crowds average around 800. Thirty minutes of the hour-long show is fed to some 15 stations on a regional network. Headlining the unit are Jim and Jess McReynolds and the Virginia Boys. Others who hold regular spots are H. M. and Sandy Flowers, Cousin Clair Parker, J. T. Pollards and the Sundown Drifters, Broward Barr, the Cumbess Family, Carolyn Gaskins, Diane Wellborn and Uncle Frank Nogels. Jim and Jess and the Virginia Boys are also sponsored on television in Tallahassee, Fla., and Savannah, Ga., by Ford Tractor Company of Florida.

Texas Bill Strength, who between personals continues his c.&w. deejay chores over KEVE, Minneapolis, guests in "Ozark Jubilee" from Springfield, Mo., July 28. Strength's latest on the Capitol label, out last week, is "Gotta Lot of Love," a bouncer, and "Where Did My Heart Go?" a ballad. . . . The Blackwood Brothers, gospel-singing foursome, are vacationing thru July 20. They resume their bookings in Atlanta July 21, following with Tupelo, Miss., 24; Paducah, Ky., 26; Memphis, 27, and Birmingham, 28. . . . Joe Taylor and His Indiana Red Birds, of station WGL, Fort Wayne, Ind., are the regular Saturday night feature at Covington Downs Dance Hall, just west of Fort Wayne, which opened recently for public round and square dancing.

Wanda Jackson, of "Ozark Jubilee" and a new name on the Capitol label, flew out July 4 for Alaska, where she's pacted to 30 days of personals. Upon her return, Wan-

da is set for a 20-day tour for T. B. Skarning, Minneapolis. Miss Jackson's first release on Capitol, "I Gotta Know" b.w. "Half as Good a Girl," hit the music racks Monday (9).

Brenda Lee, nine-year-old country singer with "Ozark Jubilee," who recently was signed to a Decca contract, appears on Don McNeill's "Breakfast Club" over the NBC radio network July 19-20, replacing Betty Johnson, McNeill's regular girl singer. . . . A "Grand Ole Opry" unit featuring Lonzo and Oscar, Judy Lynn, the Wilburn Brothers, Pat Kelly, Sugarfoot Collins and Ida Red, and the Winston County Peapickers are set on 78 county fairs and two State fairs, Missouri and Indiana, between now and October 6, according to John Kelly, who is handling bookings on the group.

The Pee Wee King caravan, taking a breather from TV commitments, rolls westward with a show and dance combination featuring Dick Glasser on vocals, Litte Eller Long, comedienne, Merle Lindsay and Vonnie Mack. Unit opened July 12 in Tucson, Ariz., and followed with San Diego, Calif., 13; Riverside Rancho, Los Angeles, 14; Town Hall Park, Los Angeles, 15; and Medford, Ore., 17. The King crowd follows with two weeks in the Pacific Northwest, including stops at Portland, Ore.; Seattle; Eugene, Ore., and Klamath Falls, Wash. This marks Pee Wee's first trek West since 1951.

Jim Reeves and band hopped to Jacksonville, Fla., July 9 to begin an 11-day tour which will include stopovers in Daytona Beach, Orlando, Lakeland, Miami and Tampa. Also on the package are Hawkshaw Hawkins, Jean Shepard; Johnny T., deejay on KEVE, Minneapolis, and others. Reeves has a number of park dates coming up later, according to his personal rep, Herb L. Schucher.

Hank Thompson and His Brazos Valley Boys have embarked on a 22-day tour that will take them thru Oregon and Washington and into Canada. They were featured last week at the Calgary Stampede, Calgary, Alta., and follow with the Edmonton Fair and Exhibition, Edmonton, Alta. Touring with Hank and the band are Jud 'n' Jody, comedy duo featured on Hank's TV shows in the Southwest. On August 24, Thompson and the Brazos Valley lads move into Holiday House, Pittsburgh, for a 10-day stand.

James K. Rhodes, 80, who tutored his sons, E. C. (Slim) Rhodes, Gilbert (Spec) Rhodes and Hilburn (Dusty) Rhodes, to folk-music prominence, died in his sleep at his home in Poplar Bluff, Mo., July 4. The sons are heard regularly over WMC and WMCT, Memphis. The elder Rhodes appeared with the boys when they broke into the business at WKOC, Poplar Bluff, 23 years ago. . . . Mary Frances, the Skeeter of the Davis Sisters, will be married Saturday (21) at DeCoursey Baptist Church, Covington, Ky., to Kenneth Carl Depew, nonpro.

Ten people whose names were drawn on the last "Grand Ole Opry" spectacular on the ABC-TV network from nearly a half million cards and letters received will be special guests of Purina at next Saturday's showing of the "Opry," when Marguerite Piazza will be guesstar. Featured will be Carl Smith, Marty Robbins, the Louvin Brothers, the Jordanaires, Grandpa Jones, Bill Monroe; Nita, Rita and Ruby, Minnie Pearl and Rod Brasfield.

Tom Edwards, who spins both the pop and country platters over WERE, Cleveland, has set Wilma Lee and Stony Cooper for a one-nighter at Geneva-on-the-Lake, O., Saturday (21). . . . Jimmy Dickens winds up a four-day stretch at Biloxi, Miss., Thursday (19) and then hits out for Los Angeles, where he's set July 20-23. He follows with Modesto, Calif., on the 24th. . . . Roy Acuff, Johnny and Jack and Kitty Wells play next Sunday (22) at Rising Sun, Md., and follow with Dry Run, Pa., 24; Deer Park, N. J., 25, and Nuagola, Pa., 26.

Ed McLemore, bossman of "Big D Jamboree," Dallas, has acquired Station KZEE, Weatherford, Tex., which is slated to debut around mid-August, with the entire "Big D" gang on hand to usher the thing in. Orville Couch, "Big D" singer, will handle deejay chores on the station, which will operate daytimes only.

Talent engaged for the new c.&w. label, Event Records, Westbrook, Me., are Hal Lone Pine and Betty Cody, formerly on RCA Victor; Sunny Breaun, 14-year-old guitar wizard; Harold Carter, trick fiddler, and Dick Curliss, vocalist. Lone Pine's waxing of "Down By the Railroad Tracks" b.w. "Prince Edward Island Is Heaven to Me" was released July 9. Deejays can get on the firm's mailing list by writing to B. L. Hawkes, Event Records, 10 Hardy Road, Westbrook, Me. . . . Starday's prexy, Don F. Pierce, reports that his firm is prepping a George Jones L.P., a polka and waltz L.P. from Hummingbird label masters recently acquired, and a Hillbilly

(Continued on page 51)

C&W Territorial Best Sellers

For survey week ending July 11

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Crazy Arms, R. Price, Col.
2. Heartbreak Hotel, E. Presley, Vic.
3. Searching, K. Wells, Dec.
4. Conscience, I'm GUILTY, H. Snow, Vic.
5. Hold Everything
6. Yes, I Know Why, W. Pierce, Dec.

Charlotte

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I Take the Chance
4. Heartbreak Hotel, E. Presley, Vic.
5. Boplin' the Blues, C. Perkins, Sun
6. Baby, Let's Play House, E. Presley, Vic.
7. On My Mind, L. Flatt-E. Scruggs, Col.
8. Searching, K. Wells, Dec.
9. I Walk the Line, J. Cash, Sun
10. I Was the One, E. Presley, Vic.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Twenty Feet of Muddy Water S. James, Cap.
4. Honky Tonk Man, J. Horton, Col.
5. Any Old Time, W. Pierce, Dec.
6. I've Changed, C. Smith, Col.
7. Uncle Pen, P. Wagoner, Vic.
8. Blue Suede Shoes, C. Perkins, Sun
9. Heartbreak Hotel, E. Presley, Vic.

Houston

1. You Gotta Be My Baby, G. Jones, Sdy.
2. You Are the One, C. Smith, Col.
3. My Lips Are Sealed, J. Reeves, Vic.
4. Crazy Arms, R. Price, Col.

feudin' families of the Old West and a showdown with Sheriff Wyatt Earp. An interesting programming bit for deejays. (Renda, BMI)

Song of Life62
 A bouncy optimistic tune that does not impress. Material and performance both weak. (Randa, BMI)

5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. I Walk the Line, J. Cash, Sun

Memphis

1. I Walk the Line, J. Cash, Sun
2. Crazy Arms, R. Price, Col.
3. Boplin' the Blues, C. Perkins, Sun
4. Blue Suede Shoes, C. Perkins, Sun
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. On My Mind, L. Flatt-E. Scruggs, Col.
7. Deep Elm Blues, Wilburn Brothers, Dec.

Nashville

1. Crazy Arms, R. Price, Col.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. I Take the Chance
5. I Walk the Line, J. Cash, Sun
6. Any Old Time, W. Pierce, Dec.
7. My Lips Are Sealed, J. Reeves, Vic.
8. Sweet Dreams, F. Young, Cap.
9. Boplin' the Blues, C. Perkins, Sun

New Orleans

1. Searching, K. Wells, Dec.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Boplin' the Blues, C. Perkins, Sun
4. Conscience, I'm GUILTY, H. Snow, Vic.
5. You Done Me Wrong, R. Price, Col.

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Boplin' the Blues, C. Perkins, Sun
5. Heartbreak Hotel, E. Presley, Vic.
6. Onie's Bop, O. Wheeler, Col

St. Louis

1. Boplin' the Blues, C. Perkins, Sun
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Heartbreak Hotel, E. Presley, Vic.
4. Searching, K. Wells, Dec.
5. Be-Bop-a-Lula, G. Vincent, Cap.



**"ONE KISS
LED TO
ANOTHER"**

the
Coasters' Big Hit!
ATCO-6073



**"ONE KISS
LED TO
ANOTHER"**

the
Coasters' Big Hit!
ATCO-6073



**"ONE KISS
LED TO
ANOTHER"**

ATCO-6073



ATCO
RECORDS
157 West 57 St. NYC

• R&B Best Sellers in Stores

For survey week ending July 11

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	2	10
2.	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	1	14
3.	RIP IT UP (BMI)—Little Richard Ready Teddy (BMI)—Specialty 579	3	4
4.	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	4	9
5.	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	—	1
6.	IT'S TOO LATE (BMI)—C. Willis Kansas City Woman (BMI)—Atlantic 1098	5	3
7.	CASUAL LOOK (BMI)—Six Teens Teen-Age Promise (BMI)—Flip 315	7	5
8.	PLEASE, PLEASE, PLEASE (BMI)—J. Brown Why Do You Do Me? (BMI)—Federal 12258	6	14
9.	STRANDED IN THE JUNGLE (BMI)—Jayhawks My Only Darling (BMI)—Flash 109	14	2
10.	MY PRAYER (ASCAP)—Platters Heaven On Earth (ASCAP)—Mercury 70893	15	2
11.	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers I'm Not a Know-It-All (ASCAP)—Gee 1012	8	12
12.	LONG, TALL SALLY (BMI)—Little Richard SLIPPIN' AND SLIDIN' (BMI)—Specialty 572	10	16
13.	HALLELUJAH, I LOVE HER SO (BMI)—R. Charles What Would I Do Without You? (BMI)—Atlantic 1096	9	6
14.	ROLL OVER, BEETHOVEN (BMI)—C. Berry Drifting Heart (BMI)—Chess 1626	12	5
15.	GANDY—Big Maybelle That's a Pretty Good Love (BMI)—Savoy 1195	13	4

• Most Played R&B in Juke Boxes

For survey week ending July 11

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	1	12
2.	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	2	7
3.	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	3	7
4.	ROLL OVER, BEETHOVEN (BMI)—C. Berry Drifting Heart (BMI)—Chess 1626	6	6
5.	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	7	6
6.	RIP IT UP (BMI)—Little Richard READY TEDDY (BMI)—Specialty 579	5	3
6.	HALLELUJAH, I LOVE HER SO (BMI)—R. Charles What Would I Do Without You? (BMI)—Atlantic 1096	9	4
8.	MY PRAYER (ASCAP)—Platters HEAVEN ON EARTH (ASCAP)—Mercury 70893	—	1
9.	IT'S TOO LATE (BMI)—C. Willis Kansas City Woman (BMI)—Atlantic 1098	—	1
10.	STRANDED IN THE JUNGLE (BMI)—Jayhawks My Only Darling (BMI)—Flash 109	—	1

• Most Played R&B by Jockeys

For survey week ending July 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	FEVER—Little Willie John King 4935—BMI	2	10
2.	TREASURE OF LOVE—C. McPhatter Atlantic 1092—BMI	3	7
3.	I'M IN LOVE AGAIN—F. Domino Imperial 5386—BMI	1	14
3.	RIP IT UP—Little Richard Specialty 579—BMI	5	3
5.	PLEASE, PLEASE, PLEASE—J. Brown Federal 12258—BMI	6	14
5.	IT'S TOO LATE—C. Willis Atlantic 1098—BMI	8	2
7.	LOVE, LOVE, LOVE—Clovers Atlantic 1094—BMI	4	5
8.	MY PRAYER—Platters Mercury 70893—ASCAP	11	2
8.	STRANDED IN THE JUNGLE—Cadets Modern 994—BMI	—	1
10.	READY TEDDY—Little Richard Specialty 579—BMI	14	3
11.	HALLELUJAH, I LOVE HER SO—R. Charles Atlantic 1096	—	1
11.	PLEADIN' FOR LOVE—L. Birdsong Excelllo 2076—BMI	—	1
11.	LETTER FROM MY DARLING—Little Willie John King 4935—BMI	—	1
14.	MY BLUE HEAVEN—F. Domino Imperial 5386—ASCAP	—	11
14.	I WANT YOU I NEED YOU, I LOVE YOU E. Presley Vic 20-6540—BMI	—	4

• This Week's R&B Best Buys

LET THE GOOD TIMES ROLL (Aladdin, BMI)—Shirley & Lee—Aladdin 3325—The duo has been mopping up with this disk in Southern markets. A very strong seller in Durham, Atlanta, Nashville and New Orleans, this week it was also in Washington's top ten and also doing well in Baltimore and Philadelphia. Eastern and Middle Western cities where it has not yet taken off could catch the spark at any time. Flip is "Do You Mean to Hurt Me So?" (Aladdin, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . .
R&B RECORDS**

BUDDY JOHNSON

Bring It Home to Me

You Got It Made—Wing—Here are two bouncy, hard-driving rhythm sides out of Johnson's new Wing LP which should stimulate strong juke and counter action. Deejays have already sparked considerable sales interest by spinning the LP. Ella Johnson thrushes with telling vivacity on "Bring It Home to Me," while Buddy Johnson sells the flip with equally solid showmanship.

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and
'YOUR FOOL AGAIN'
with Ray Ellis and His Orchestra
ATLANTIC 1099

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AND . . . A Word of Extra Advice!
"TAIN'T WHATCHA SAY," It's Whatcha Do
Also Going Pop . . . But **BIG**
LITTLE LESTER on SAVOY 1193

SAVOY RECORD CO. Inc.
NEWARK, N. J.

• **Reviews of New R&B Records**

JIMMY REED
My First Plea83
 VEE-JAY 203—Good Southern blues. Material itself is not uncommon, but Reed's vocal and the funky sound of the guitar and harmonicas give the side authentic flavor. (Conrad, BMI)
I Love You, Baby....83
 Same comment. (Conrad, BMI)

ELLA JOHNSON
I Still Love You81
 WING 90084—A slow, bluesy ballad in Ella Johnson's inimitable relaxed style. The heart and style that she puts into this tune make it a "natural" seller. The Southern, "down home" guitar in the backing gives her excellent support. (Northern, ASCAP)
Goodbye, Baby....80
 Another appealing side with a strong blues flavor. The singer rocks this one home with expert skill. Her brother Buddy is on piano and that's always worth noting. Two outstand-

ing commercial sides. (Mariau, ASCAP)

VARETTA DILLARD
Got You on My Mind80
 GROOVE 0159—Each of Miss Dillard's recent releases seems to be stronger than the last, and this is probably her most potent offering yet on the Groove label. A powerful, blues-touched ballad, it makes a good vehicle for her rich voice. She could break into the big money with this. (Raleigh, BMI)
Skinny Jimmy....75
 In semi-humorous vein, the singer explains her attraction to Jimmy. It's cute and Varetta Dillard puts a lot into it. The strength is on the flip, however. (Danby, BMI)

THE GASSERS
Hum De Dum79
 CASH 1035—The lead belts across this appealing ditty with style and

vitality. Excellent performance by the group. (Cash Songs, BMI)
Tell Me....79
 A strong vocal treatment on an effective ballad with the lead singer a standout. (Cash, BMI)

BILL DOGGETT
Honey Tonk (Parts 1 and 2).....78
 KING 4950—Here's a very satisfying instrumental featuring Bill Doggett at the organ. Instrumentation is wonderfully relaxed and flavorful. Excellent for deejays and operators. (Billace, BMI)

THE EL DORADOS
Chop Ling Soon77
 VEE-JAY 197—The El Dorados chant a novelty. Side moves right along with a swinging beat. (Conrad, BMI)
A Fallen Tear....77
 This side is a ballad in slow tempo. Effective vocal arrangement has a high-pitched voice in the background. (Conrad, BMI)

PEARL WOODS
Be My Baby77
 DOT 15477—The gal belts this slow but insistent plea in pay-off fashion. Band and "wah-wah-wahing" group back it solidly. This could move some coin. (Notre Dame, ASCAP)
My Love Is Your Love....72
 Miss Woods really pounds this one out with high decibels all the way. Vocalizing could stand some shading and more delicate touches. (Gallatin, BMI)

WNONA CARR
Hurt Me76
 SPECIALTY 580—The thrush sings with sock emotional impact on a dramatic ballad. (Fairway, BMI)
Jump, Jack, Jump!....75
 Exuberant vocalizing by the canary on a bouncy rhythm-novelty with a catchy beat. (Venice, BMI)

THE SPANIELS
Baby Come Along With Me76
 VEE-JAY 202—The boys build up a swinging head of steam on this rhythmic rock and roller. Lead man wails persuasively in this commercial item. (Conrad, BMI)
Since I Fell for You....72
 Tender caressing tones from the lead with much talking by-play by the others behind the solo job. Side moves with slow expressiveness.

JIMMY TYLER ORK
Pink Clouds75
 FEDERAL 12275—Fast-paced instrumental featuring the sax of Jimmy Tyler. The man blows real nice. Jocks looking for instrumentals with a beat have one here. (Jay & Cee, BMI)
Indian Love Call....75
 This side is the great standard in an instrumental reading which again features Tyler's sax. Nice job. Operators can use. (Harms, ASCAP)

THE HONEY BEES
Let's See What's Happening75
 IMPERIAL 1061—The girls have an unusual piece of material here, where choruses with Latin-American beat alternate with rock and roll ones. This—plus the closely woven harmonies of the group—keeps interest high. (Reeve, BMI)
Endless....70
 Here the girls work with more conventional material; a pretty, but not very original ballad. For their smooth performance, the Honey Bees still rate a fair commercial rating. (Tee Kaye Music)

ROBERT NIGHTHAWK
The Moon Is Rising74
 STATES 1152 — Strong Southern-styled blues. Nighthawk's slow vocal is from the heart, with a church sound, and he's backed by strong instrumentation. (Pamlee, BMI)
Maggie Campbell....74
 What makes this side effective is the double-time instrumentation against Nighthawk's vocal. An interesting blues for jockeys. (Pamlee, BMI)

THE HURRICANES
You May Not Know74
 KING 4947—A swiny arrangement gives this fine blues unusual appeal. A strong side which merits deejay exposure. (Dreyer, BMI)
Dear Mother....71
 This new quartet chants the story of the chick who tells her mother in a letter that she flew the coop and eloped. A fair ballad and okay performance. (Dreyer, BMI)

VERNON GREEN
The Old Willow Tree73
 SPECIALTY 581—Intense, dramatic warbling by Green and the Phantoms on an appealing ballad with a slow, steady tempo. (Venice, BMI)
Sweet Breeze....73
 Same comment. (Venice, BMI)

PECK ROWELL
Take It Easy, Greasy73
 COIN 101—This is a swinging blues job where Rowell, alto sax and guitar, pair up to sock over the side. (Planet, BMI)
Am Gonna Find Me a Woman....68
 Alto sax man wails and slides around in great style but Rowell has a hard time keeping up. Guy needs more drive to get the message over. (Planet, BMI)

THE FOUR DOTS
Peace of Mind72
 BULLSEYE 104—Here's a churchy effort which finds lead man Fletcher

• **R&B Territorial Best Sellers**

For survey week ending July 11

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

Atlanta

1. Rip It Up, Little Richard, Spe.
2. It's Too Late, C. Willis, Atl.
3. Stranded in the Jungle, Cadets, Mod.
4. Fever, L. W. John, Kng.
5. Love, Love, Love, Clovers, Atl.
6. Ruby Baby, Drifters, Atl.
7. Up on a Mountain, Magnificents, VJ

Charlotte

1. Stranded in the Jungle, Cadets, Mod.
2. Rip It Up, Little Richard, Spe.
3. It's Too Late, C. Willis, Atl.
4. Please, Please, Please, J. Brown, Atl.
5. Fever, L. W. John, Kng.
6. Ready Teddy, Little Richard, Spe.
7. Heaven on Earth, Platters, Mer.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Roll Over, Beethoven, C. Berry, Chs.
10. Treasures of Love, C. McPhatter, Atl.

Chicago

1. I'm in Love Again, F. Domino, Imp.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Stranded in the Jungle, Jayhawks, Fsh.
4. Fever, L. W. John, Kng.
5. My Prayer, Platters, Mer.
6. Love, Love, Love, Clovers, Atl.
7. Roll Over, Beethoven, C. Berry, Chs.
8. Rip It Up, Little Richard, Spe.

Cincinnati

1. Candy, Big Maybelle, Sav.
2. Taint Whatcha Say, Little Esther, Sav.
3. My Prayer, Platters, Mer.
4. Hallelujah, I Love Her So, R. Charles, Atl.
5. Up On a Mountain, Magnificents, VJ
6. That's All There Is to That, Nat (King) Cole, Cap.

Detroit

1. Fever, L. W. John, Kng.
2. Casual Look, Six Teens, Fip.
3. Candy, Big Maybelle, Sav.
4. I'm in Love Again, F. Domino, Imp.
5. Stranded in the Jungle, Cadets, Mod.
6. My Baby Left Me, E. Presley, Vic.
7. Ready Teddy, Little Richard, Spe.
8. Pleadin' for Love, L. Birdsong, Exc.

Los Angeles

1. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. My Prayer, Platters, Mer.
4. Treasures of Love, C. McPhatter, Atl.
5. Pleadin' for Love, L. Birdsong, Exc.
6. Casual Look, Six Teens, Fip.
7. Stranded in the Jungle, Jayhawks, Fsh.
8. My Blue Heaven, F. Domino, Imp.
9. Hum De Dum, Gassers, Cas.
10. Heartbreak Hotel, E. Presley, Vic.

New Orleans

1. Casual Look, Six Teens, Fip.
2. Fever, L. W. John, Kng.
3. Rip It Up, Little Richard, Spe.
4. It's Too Late, C. Willis, Atl.
5. Stranded in the Jungle, Cadets, Mod.
6. Treasures of Love, C. McPhatter, Atl.
7. I'm in Love Again, F. Domino, Imp.
8. Pleadin' for Love, L. Birdsong, Exc.
9. Time Will Tell, B. Charles, Chs.
10. Love, Love, Love, Clovers, Atl.

New York

1. It's Too Late, C. Willis, Atl.
2. I'm in Love Again, F. Domino, Imp.
3. My Prayer, Platters, Mer.
4. Casual Look, Six Teens, Fip.
5. Please, Please, Please, J. Brown, Fed.

Philadelphia

1. Rip It Up, Little Richard, Spe.
2. Hallelujah, I Love Her So, R. Charles, Atl.

Williams imparting the secrets of "Peace of Mind." Answer is to get next to the Lord, and the singer, helped by organ and group chanting, sells it. (Lowell, BMI)
Kiss Me, Sugar Plum....69
 Williams and the Dots get on a rhythm kick here with okay results. (Meridian, BMI)

THE DUSTERS

- Salle Mae**71
 ARC 3000—The group's lead is a powerful blues shouter, and he lets off plenty of steam on this side, as he pleads with a straying wife to return home. A talent to watch. (Gateway, BMI)
Give Me Time....70
 Almost equally enjoyable is this groovy, relaxed opus. The riff is a simple one but very catchy, and again lead and group hit hard. Two fine commercial sides. (Gateway, BMI)

DUSTY PAYNE

- My Walkin' Shoes**70
 FIRE 111—This has a sharp, incisive rhythm and some catchy breaks by guitar. Payne sings it in out-of-breath, exciting fashion. Good juke box fare. (Chris, BMI)
I Want You....67
 This rhythm side has a kinship with several Presley hits and the comparison may be a handicap. Doubtful potential. (Chris, BMI)

BO RHAMBO

- Lost In a Day Dream**66
 CASH 1037—Bo Rhambo with tenor effort which finds lead man Fletcher

3. Stranded in the Jungle, Jayhawks, Fsh.
4. Headin' Home, S. Gunter, Mod.
5. Fever, L. W. John, Kng.
6. Treasures of Love, C. McPhatter, Atl.
7. I'm in Love Again, F. Domino, Imp.

St. Louis

1. Fever, L. W. John, Kng.
2. Casual Look, Six Teens, Fip.
3. Candy, Big Maybelle, Sav.
4. I'm in Love Again, F. Domino, Imp.
5. Stranded in the Jungle, Cadets, Mod.
6. My Prayer, Platters, Mer.
7. Ready Teddy, Little Richard, Spe.
8. Pleadin' for Love, L. Birdsong, Exc.

Washington, D. C.

1. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. Rip It Up, Little Richard, Spe.
4. Stranded in the Jungle, Jayhawks, Fsh.
5. Stranded in the Jungle, Cadets, Mod.
6. Treasures of Love, C. McPhatter, Atl.
7. Please, Please, Please, J. Brown, Fed.
8. Let the Good Times Roll, Shirley & Lee, Ala.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. I Want You, I Need You, I Love You, E. Presley, Vic.

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FOLK TALENT AND TUNES

Continued from page 48

Hit Parade LP, all slated to hit the market during August.

Charles Wright, Dallas booker-manager, has just added to his books a new artist in Maurice Scott, who is slated for a Columbia audition in August, and Bob Belyeu, songwriter, who is battling out special material for Scott. Belyeu, has 14 of his songs set for recording by five major labels. . . . Ralph Bass, of King Records, was in Dallas July 9 for a session at the Jim Beck Studio. Jimmy Rollins handled the technical end. . . . Frankie Starr heads for Korea and Japan around mid-August to entertain the troupes in the Far East Command. . . . Jimmy Newman and George Jones have left "Louisiana Hayride," Shreveport, with the latter slated to join the "Grand Ole Opry" fold at an early date.

Lula Bell Si is set for Reelsville, Ind., July 21; Converse Fair, Converse, Ind., August 10, and Denver Fair, Denver, Ind., August 30. . . . Jim Reeves plays Newmantown, Pa., July 21; Williamsport, Pa., 22, and Lebanon, Pa., 28. . . . Byd Sloan, of Mecca Enterprises, Seattle, writer of "Will You Forget?," pubbed by Acuff-Rose, has placed three new tunes, "Unshackle Me, Lord," "Personal Friend" and "The Window-Washer Song," with Grelun Landon, of Hill and Range Songs, Inc., New York.

That was a corking human-interest yarn on Mae Boren Axton that Ben A. Green, of The Nashville Banner, did for his paper in the issue of July 7. Spread over six columns of the first page and illustrated with five photos, the story told of Mae's teaming with Tommy Durden, steel guitar player-vocalist of WMBR-TV, Jacksonville, Fla., to write the sensational "Heartbreak Hotel" in 22 minutes flat; of Mae's peddling the tune to the publishing firm headed by Jack Stapp, program manager for WSM and "Grand Ole Opry," and of her offering Elvis Presley a third interest in the ditty to press the thing for RCA Victor. The Green feature, running without advance notice, upped the paper's Saturday Sports Extra sale over 50 per cent—a sellout. The chance happening has set Green off on a feature he plans to run every Saturday night in The Banner Sports Extra under the general caption, "It happened at 'Grand Ole Opry.'"

Slim Cox and His Cowboy Caravan, heard daily over WJKO, Springfield, Mass., are the regular Sunday features at Lake Compounce Amusement Park, Bristol, Conn. Cox and his lads are in their sixth season there. . . . Roy Drusky and His Rhythm Kings continue to hold forth nightly at the Ocean Pier Casino, Daytona Beach, Fla. They're set thru Labor Day. Bob Andrews, tub-thumper for WROD, Daytona Beach, says Roy and his boys have jacked up dance business at the spot nearly 100 per cent over the same period last season. Drusky's newest on the Columbia label is "I'll Make Amends" b.w. "Three Blind Mice." . . . Cliff Waldon, reported to be netting much action with his latest on the Stardale label, "Daddy, Hurry Home," is scouting for a personal manager.

Reviews of New R&B Records

Continued from page 50

sax enters here and there with attractive blowing along with an organ and rhythm accompaniment. Amounts to slow, relaxed terp fare for the boxes. (Cash, BMI)
Move It on Out... 66
 Tenor man Rhambo moves more briskly and frequently on this rhythm side with same backing. A bouncy instrumental that's also good for dancers. (Cash, BMI)

Reviews of New Polka Records

RAY HENRY ORK
Diamond Ring Polka 78
 DECCA 29964—A fast, colorful oompah effort that is an outstanding dance instrumental in this category.
Red Moustache Polka . . . 77
 A similarly styled number, also in lively, bouncy tempo. Both recommended to any dealer having demand for polka instrumentals.

Reviews of New Sacred Records

WALLY FOWLER
You Can't Run Away From God 78
 DECCA 29964—Sincere warbling by Fowler, the All-Night Singers, the Sunshine Boys, and the Anita Kerr Singers on an impressive sacred theme. Fine commercial potential in this market. (Copar, BMI)
Singin' Camp Meetin' Style . . . 77
 Sprightly gospel material. Fowler and the three groups wrap up this bouncy material with spirit and a happy beat. (Lister, SESAC)

Reviews of New Spiritual Records

MAHALIA JACKSON
I'm Going to Live the Life I Sing About 80
 COLUMBIA 40721 — An exciting reading of a powerful item with a strong beat. (Hill & Range, BMI)
I Ask the Lord 80
 A fine vocal job by Miss Jackson on a moving sacred theme with effective lyrics. (Bulls Eye, ASCAP)

Booking Battle

Continued from page 23

A. M. Oberfelder two years ago, the booking business in Denver has been a scramble between smaller agencies that spring up to grab some of the lion's share of business that Oberfelder had cornered for nearly 35 years. The Oberfelder agency is still operated by Mrs. Oberfelder, but other offices have cut heavy inroads in the once nearly exclusive trade.

Joe Leher kicked off his summer concert series last fortnight with a package show that featured Duke Ellington, Frankie Laine, Gogi Grant, June Christy, the Penguins, Four Lads and others. More than 20,000 people jammed the D. U. Stadium for this outdoor affair. This week Harry Belafonte and his troupe played a one-nighter under Leher's banner, and later this month another country and western soiree, starring Red Foley, Pat Boone and a half a dozen "Ozark Jubilee" favorites, appears under his auspice.

DOLA Aims

Continued from page 23

will be holding a national dance contest this summer in order to help stimulate business. He pointed out that in years back, when dancing was at its height, dancing contests were popular over the entire country and that it is the hope of the ballroom operators to revive this.

The finals for the dance contest will be held at the Aragon ballroom here September 25, which will be the second night of the annual NBOA convention.

Rhythm & Blues Notes

By BILL SIMON

Louis Armstrong and his troupe including Velma Middleton are slated for a one nighter at Denver's Centennial Park where local impresario, Hazel Oberfelder, has them booked as part of her summer music festival. . . . Midnighters along with Cal Green's band pulled a good crowd into Denver Rainbow ballroom for their one night appearance last week.

Ramona Davis, sister of Sammy Davis Jr., is embarking on a new career as a singer in July. Her personal manager is the publicist-columnist, Leola Carter. . . . Bob Shad, r.&b. and jazz mahoff at Mercury, EmArcy and Wing, is cultivating an Oxford accent for his forthcoming trip to England in mid-July.

Canadian r.&b. fans will get a generous helping of State-side talent Monday (16) when the Gale Agency's "Top Record Stars Show of 1956" package moves into Toronto's Maple Leaf Gardens. Jockey George (Hound Dog) Lorenz, whose airings on WKBW, Buffalo, regularly skip across Lake Ontario to the Toronto area, will emcee the show. Line-up includes Little Richard, Carl Perkins, Al Hibbler, Frankie Lyman and the Teen-Agers, Cathy Carr, Chuck Berry, Shirley and Lee, Bobby Charles, Della Reese, the Clef-tones, the Spaniels, and Illinois Jacquet and His Rockin' Rhythm Band. Looks like a swinging night for the Canadian cats.

The folks around Peacock Records are proud as a you-know-what about the reaction to their new warbler, Elmore Morris. The diskery is making a big pitch for Northern business with its "Rock and Roll Bells" by orkster Louis Jones.

RETMA Report

Continued from page 23

automatic phonos is its largest, and a 100 per cent expanded ad budget, with heavy emphasis on trade promotion, will be used to keep up the current high sales level. Promotion for the fall will center on "Back to School," "Hallowe'en," "Thanksgiving" and "Christmas" giving themes.

Zenith is currently represented with a record high line of 18 phono and phono-combination units. Price range is from \$19.95 to \$500. L. C. Truesdell, vice-president and director of sales, said: "Zenith has the finest line of phonographs and hi-fi sets in the history of the company. We are currently planning an aggressive advertising and promotion program to merchandise these units." Altho no details could be learned, another Zenith spokesman indicated that the current ad budget is tops for the company on its phono line.

Volume of recorded fare, both in single and packaged form, is being pumped into the market in record proportions, in what shapes up as the biggest year in the industry's history. This is bound to continue to open the market for playing equipment. By the same token, more playing units sold means that a more eager public than ever is ready to gobble up the disk offerings, which indicates a continuing peak spiral for both disk and equipment sales.

NEW YORK — Hill & Range has signed up Don and Phil Everly to an exclusive writers' pact. Everly a few years ago penned "Thou Shalt Not Steal," which was a big song via the Kitty Wells disk on Decca, and about 18 months ago he wrote "Here We Are Again," which Anita Carter recorded.

Regent Debts New \$2.98 Pop LP Line

NEW YORK—Herman Lubinsky, head of Savoy Records, will debut his new Regent \$2.98 LP pop line this week. The Newark disk manufacturer has readied six 12-inch packages, with six more to follow within the next few weeks. Meanwhile, Lubinsky signed two new artists to Savoy and inked several new international deals for his label.

Regent's first flight of packages consists of titles by the Count Basie warbler, Joe Williams, by Gabor Radics' Gypsies, the Goldman Band, the Phil Urso dance band, and by a group of jazz all-stars (J. J. Johnson, Oscar Pettiford, Howard McGhee, etc.) recorded at an U.S.O. show in the South Pacific last year. It also will include a set called "Ballet for Beginners."

Savoy's new pactees are thrush Mary Ann McCall and warbler Willie Nobles. Latter also was signed to an exclusive writer's contract by Lubinsky's Crossroads Music firm. Under the deal, he's to turn in six tunes a month, says Lubinsky. Miss McCall, the one-time jazz poll-winner and featured thrush with Woody Herman and Charlie Ventura, is signed for three LP's in her first year. Ernie Wilkins is already doing the arrangements for Volume 1.

On the international front, Savoy has arranged for release in Germany on the Telefunken label, thru its link with British Decca, which owns Telefunken. In Italy, Savoy now will be released on Decca. In France, Lubinsky made a new, independent deal with Ducretet-Thompson, whereby the latter disk works will issue a Savoy label. Under that set-up, 150 EP's and all 72 Savoy LP's will be released in France immediately.

RCA Promotes Crumpacker

NEW YORK — RCA Victor Records has upped C. E. (Chick) Crumpacker to the post of Coordinator of Popular Artist and Repertoire Planning.

The former promotion man for the diskery's country and western division will report directly to Joe Carlton, Victor pop a.&r. chief. Crumpacker will co-ordinate planning of schedules for auditions and artists and will assist Carlton in interviewing publishers, screening material and supervising sessions.

Jack Dunn formerly with Coral Records, moves into the slot vacated by Crumpacker.

R&R CATS MAKE MOVIE DEBUTS

NEW YORK—Stanislavsky had nothing on the Brill Building in view of recent casting news from Hollywood. Deejay Alan Freed's second movie "Rock, Rock" will feature Mercury canary, Dori Ann Grey, as the ingenu lead and Teddy Randozza—one of the Three Chuckles—as the 'juvenile heartliner. Neither artist has ever emoted professionally.

The Vanguard production, scheduled to go before the cameras August 6, will also spotlight the Rover Boys, the Flamingos, Frankie Lyman and the Teen-Agers, Johnny Burnett and Freed's "Rock 'n' Roll Band. Meanwhile, Hal Wallis at Paramount Studios on the West Coast is readying a film for Elvis Presley, with dancer Shirley McClinton penciled in as his co-star.

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CALGARY STAMPEDE HITS NEW ATTENDANCE HIGH

Sets New Daily Gate Record Each Of First Four Days of Six-Day Run

By HERB DOTTEF

CALGARY, Alta.—Calgary Exhibition and Stampede, July 9-14, recorded total attendance of 521,071, up 277 from last year's record figure. Heavy showers affected attendance the last two days.

Up to Thursday (12), the Stampede had piled up a gate total of 343,745, up 20,531 for the corresponding four-day period last year, when the turnstile tally for the full six days hit 520,464.

The Stampede broke thru the 500,000 barrier for the first time last year, and officials figured the Stampede would fare well if it could top the half-million mark this year, but the first four days each turned up with new high single-day marks.

The daily totals follow: Monday, 97,663, as against 87,842 last year; Tuesday, 84,458, compared to 80,460; Wednesday, 87,156, as against 82,256, and Thursday, 74,468, compared to 66,467.

Weather Ideal

The record-breaking pace was expected to be maintained the final two days, always the biggest of the run and both of which last year yielded a gate count in excess of 100,000.

The Stampede was given ideal weather the first four days. Following in the wake of a long stretch of bad weather, the perfect weather was credited with being one of the factors in the higher attendance.

Turnouts for the afternoon and night grandstand programs hit new highs during the first four days. Both matinee and night bills offered two attractions for the price of one, rodeo events and horse racing in the afternoon, and the Stampede's famed chuck wagon races and an Ernie Young show at night.

Betting was up 7% for the first four days, with each day accounting for new highs. At night, stand-

ing room only was the rule, with the grandstand and bleachers, together seating more than 18,000, sold out before the chuck wagon races.

On the midway, the Royal American Shows, which last year established a new high in receipts for rides and shows at the Stampede, was running slightly under last year's business. The Royal had in operation a total of 41 attractions, five more than last year.

While the Stampede's attendance was up, slightly tighter spending than in 1955 was reported.

A Mexican Village, operated by Alphonzo Labrada, of Los Angeles, was a new feature on the inde-

(Continued on page 74)

March, Whiteman Set for Ill. State

SPRINGFIELD, Ill.—The Illinois State Fair last week signed its name attractions for two night grandstand shows with the segments to be headed by Paul Whiteman and his orchestra and Hal

March, emcee of TV's \$64,000 Question.

Whiteman will head up the opening night show on August 10, along with Florian Zabach, violinist; Chordettes, Cadence recording artists; Gogi Grant, Era record songstress, and Buddy Weede, pianist.

March will be the top name in the August 18 night show along with Peter Lind Hayes and Mary Healy, comics; Toppers, songs; Three Hous, Amin Brothers and Griff Williams and his ork.

Talent that will be in the Barnes-Carruthers' No. 1 Revue, to play August 13-17, was also announced. In addition to production numbers the cast will include M'Kay and Charles, dance team; Ving Merlin and his Violin Beauties; Nip Nelson, mimic; Roger Ray, comic; Aaren and Broderick; Brunos, Eries, Four Chaludis, and the Wazzan Troupe.

year was elected to the State Fair Board of Managers where he served as superintendent of concessions until 1929 when he was named fair secretary.

During his 21 years at the helm of the Minnesota annual, close to \$4,000,000 was spent on fairground buildings and improvements and he was instrumental in building up the fair's financial condition. One

(Continued on page 75)

Ray Lee, Veteran Fair Exec, Succumbs

LONG PRAIRIE, Minn.—Ray Lee, 75, secretary of the Minnesota State Fair for 21 years and one of the nation's best known fair executives, died Tuesday (16) at his home here following a long illness.

He was president of the International Association of Fairs and Expositions in 1936, a past president of the International Motor Contest Association, and director and treasurer of the Todd County Fair here for 35 years. He retired as secretary of the big St. Paul fair in 1951.

Lee was born in a log cabin here December 12, 1880, and attended grade and high school here. He graduated from Hamlin University in 1904 and joined his father in the banking business here. Lee's association with the Minnesota State Fair began in 1901 when he became a clerk in the concessions department during school vacation. From 1903 to 1929 he was assistant superintendent of the machinery department and in the latter



RAYMOND A. LEE



Bill Danck

"... My Partner'll be in right away. He does the comic stuff ..."

R-B Moving Slow; Shows Lost, Late, But Crowds Attend

Extra Top Arrives; No Seats One Day; Several Stands Pull Near-Full Houses

YOUNGSTOWN, O.—Ringling's rock 'n' roll tour continued its eventful way this week, with lost performances, late matinees, a seatless show and revivalists' tents in the way.

But despite all troubles the show was winning good business in many towns.

On the Fourth of July at Dunkirk, N. Y., the aft-noon show was on time. It drew three-quarters of capacity in a sidewalled arena. Night was one-third. Show's spare big top arrived from Sarasota and was in use at subsequent towns.

Lose Performances

Niagara Falls began with cancellation of the afternoon show Thursday (5). Night show was given. At Katavia, N. Y., Friday (6), Ringling had a half house for the afternoon show, which started 1 hour and 15 minutes late, and a two-thirds house at night. Teamster pickets were in action here and elsewhere.

Buffalo, N. Y., began Saturday (7), with a three-quarter house for the 2 p.m. matinee. The night

house was near-full. Union charges of alleged violations of State labor requirements were filed there.

The second day in Buffalo, Sunday (8) brought a show in the afternoon and cancellation at night because of a storm warning.

Warren, O., on Monday (9), started late but had a half house for the afternoon. At night a crowd of more than 7,000 was on hand, despite some rain. Jayce auspices was used there. Four years ago the show had a banner day at Warren and the town was enthused about the date again. Pickets there were escorted out of town by Warren police, it was reported.

One Lost, Two Late

Another performance was blown Tuesday (10) at Erie, Pa., but the night house there was reported strong.

Wednesday (11) stand was Meadville, Pa., where the show had not appeared since the combination. Both performances were given, but in each case the show's seats were not put into use.

The afternoon show did not start

(Continued on page 74)

TV Lens-Happy For Outdoor Shows

• Continued from page 1

will turn to carnival folk for its Thursday (19) program. Members of the James E. Strates family, owners of one of the biggest units, are scheduled.

The following Saturday (21) the Perry Como summer show, featuring Julius La Rosa and a host of other talent will salute the nation's fairs. This is expected to be quite the biggest send-off that the industry has ever had.

As heavy as the coverage might appear to be at times, the television potential to be found within the industry has hardly been touched. Few occupations contain such a high percentage of persons whose work or ability place them

out in left field and so suitable for the very large number of television shows that have a place for such oddity.

In the major cities hep press agents for the more lush outdoor enterprises load up the programs during the operating season, trading personalities for ballyhoo. That's the way it is mostly, with the swap figured to benefit both sides.

Good Results For Annual Wash. Show

WASHINGTON—Good results came from the 19th annual Night of Thrills show presented in Griffith Stadium ball park. Acts were booked in by Frank Wirth, who directed the show. Park was donated by the Washington Senators management for the charity show.

Opening Spectacle was "Springtime" featuring the Manhattan Girls, Three Tuckers, trampoline, and Arsene Gautier's Steeplechase. Revue specialty had a jockey number with the girls, Yong Brothers and Sisters, novelty acrobatic, and Florida Trio, pantomimists.

Revue spectacle was "Indian Fantasy" with the girls, Sanger Ross and Andree, novelty dance; Darryn Drayson, comedy, and Les Arrigonis, female acrobats. Revue finale was a patriotic number. General chairman was Harry Savage, and grand master was Samuel McIntosh.

Kelly-Miller Gets 2 Straws At Iowa Stand

CHARLES CITY, Ia.—Rain held Al G. Kelly & Miller Bros. Circus to a pair of half houses here Saturday (7), but in most earlier stands the show was scoring big business.

Marshalltown, Tuesday (3), produced two straw houses in light rain. Hampton followed with full and near-full houses despite threatening weather on the Fourth of July. An elephant truck tipped over en route.

At Mason City, Ia., the show broke in a new lot in the southeastern section of town. Half and three-quarter houses resulted.

Butler Sets Centennial Fair Plans

BUTLER, Pa.—The Butler Fair and Agricultural Association will stage its Centennial Fair August 6-11. The event will be managed by David L. Emrick who was recently appointed executive director by the board of directors headed by Lee C. McCandless, president.

Features will include three days of USTA harness racing and Beam's Attractions on the midway. Other track features are Gene Holter's Wild Animal Show, Jack Kochman's Hell Drivers and Lucky Dogs, greyhound racing presentation. A variety show and local and inter-county competitive events are also planned.

The premium list is reported of record size. A junior fair with 4-H and FFA groups participating is being developed. Extensive changes and refurbishing of the fair plant is reported under way.

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Herb Dotten Opening Day, Calgary Style

ANY time, any place, 96,663 persons are a tremendous crowd. In Calgary, that many represent about 60 per cent of the city's population. Yet, by turnstile count, that number thronged out for opening day of the '56 Calgary Exhibition and Stampede. And, additional thousands lined the city's streets to see the Stampede parade—the forenoon highlight, the pre-opening feature.

All were handsomely rewarded. The parade, which lasted one hour and 45 minutes, was a rare spectacle. It abounded in the color of the old West—Canada's West—and was punctuated by flashes of the promising new West in the form of floats of growing oil and natural gas companies . . . companies that are steadily transforming Calgary from its one-time cowtown status into a city of diversified industries.



HARTNETT

In the parade, there were Indians, cowboys and cowgirls, chuck wagons, bands, balloons and clowns—everything, in fact, traditional of a Stampede parade except the Canadian Mounted Police, missing for the first time. The absence of the Mounties, however, was more than overcome by the many, colorful units in the parade.

Stores and other commercial establishments in the city were closed during the parade to enable their employees to view the spectacle. The stores and business firms were in the spirit, too; many had requested their employees to wear Western garb—and the employees complied with alacrity.

All of the towners, it seemed, had the Stampede fever. Many put away their regular hats, shirts and ties and donned Western attire not only for opening day but for the duration of the Stampede.

Visitors Get Fever, Too

Visitors from other provinces and States quickly acquired the fever. Many who had not already bought cowboy hats, string ties, etc., dashed to the stores as soon as they reopened after the parade. And, more than one buyer was heard lamenting that he had greatly underestimated the demand for such items . . . a demand bigger by far than ever before.

On the exhibition grounds, the Stampede fever was demonstrated on all sides, but particularly in the grandstand.

Combined, the grandstand and bleachers provide seating for more than 18,000, and all seats were sold out for this year's opening matinee program, the usual daily bargain bill consisting of running horse races with pari-mutuel betting and rodeo events. What's more, several thousand persons gladly paid for the privilege to stand and watch the cowpokes and jockeys.

It was at night, tho, that the Stampede fever was at its highest pitch. Then the 9,000-capacity grandstand, scaled at \$1.50 to \$2.50, the reserved bleachers, with admission of one dollar, and the general admission bleachers, with a 75-cent admission charge, were jammed long before 7 p.m., the scheduled starting time for the evening double-header, the Stampede's famous chuck wagon races and an Ernie Young show. And, at 7 p.m. several thousand people had paid to stand up. By 7:30 p.m. an estimated 7,500 had paid for this privilege, upping the total attendance for the night show to about 25,000.

Thrill, Chill, Delight 'Em

The double bill, plus the fireworks display that capped it, did not end until almost 11 p.m., giving the customers almost four hours of entertainment. But, the estimated 7,500 standees stood up and no seats were vacated thruout.

The patrons had ample reason to stay. The chuck wagon races which had the beginning at the Stampede probably were never more thrilling. Scheduled to run one hour, the nine heats took about an hour and a quarter, during which the sitters and standees were given a succession of breath-taking thrills and viewed one spill in which a rider barely escaped death as his wagon turned over, pinning him beneath it.

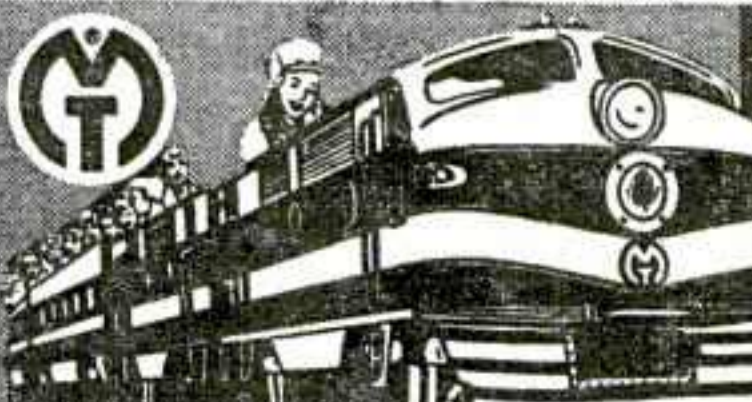
At the end of the chuck wagon events, the customers were limp. Then, there was a brief interlude . . . a short talk by Canada's Governor General Vincent Massey, followed by the singing of "God Save the Queen."

Up to this point, the customers already had received a good run for their money. And, then the Ernie Young Show started.

Limp a few minutes earlier, the huge audience quickly responded with warmth to the excellent precision dancing of the 24-girl Manhattan Rockets and to the talent of a well-picked group of able acts . . . and, the audience continued enthusiastic and responsive thru the final barrage of fireworks.

Then, the stands, bleachers emptied behind the standees, and the rush was on to the midway. Here the hardy Stampede visitors put in still another hour, delighting in the attractions of the Royal American Shows before calling the day over, at long last.

Meanwhile, Maurice Hartnett, the Stampede's general manager, had written another new record into the books. The gate of 96,633 was a new all-time high for an opening day. It eclipsed by 9,921 the previous attendance peak set last year when the Stampede pulled a record 520,464 gate during its full six-day run.



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Cristiani Wins Straw, Turnaway At Island Town

EDMUNSTON, N. B. — Cristiani Bros.' Circus won good business in the Maritimes before its Canadian tour ended.

On Dominion Day (2) the show was at Charlottetown, Prince Edward Island, and had a straw afternoon and turnaway at night. Summerside, P. E. I., followed with a good day. New Castle had two strong houses.

At Grand Falls, N. B., the afternoon was better than half and the night was strayed. In Edmundston, Friday (6), the show had a three-quarter afternoon and near-full night. Here, as in some other towns, the show gave a short parade, with sound truck, elephants, and sometimes other animals.

Tony Diano's Menagerie on the show includes a giraffe, rhino, hippo, two African elephants, four Asian bulls, lions and monkeys. The Cristiani's also have their elephants and bears on the show.

Advance billers have been working a week ahead of the show.

John Strong Plays Fairs

VALLEJO, Calif. — The John A. Strong Circus continued to pull well as a free attraction at fairs and closed a banner week at the Solano County Fair here Sunday (15).

The show moved to San Mateo to play a six-day engagement at the Hillsdale Shopping Center in San Mateo.

Booked by Isabelle Whall, of Fun Unlimited, San Francisco, the circus was featured at the Alameda County Fair in Pleasanton for a week and was held over an extra day.

John A. Strong, owner-manager of the show, said that the Fourth of July date for the merchants in Fairfield-Suisun was beyond expectations.

Peter Pepke caught Mills and visited with Frenchy LeBouf. He and Elmer Jones, "King of the two-car shows," planned to see Ringling at Warren, Pa. . . . Don Marcks caught the John Strong Circus at the Alameda (Calif.) County Fair. Ala Ming also played the fair.



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ARENAS & AUDITORIUMS

Cow Palace Makes Ready For Political Convention

By TOM PARKINSON

IF NATIONAL political conventions have the longest move-in time among arena events, Nye Wilson, manager of the Cow Palace at San Francisco, isn't surprised. Not after seeing all the action in his building, where the Republican Convention will hold forth starting August 20. Here are some of the highlights.

Seven fully equipped TV studios are being installed at the Cow Palace.

Telephone company installations include facilities for 1,000 phones, 32 micro-wave lines for TV, and more than 75 coaxial cable circuits.

There will be large-screen TV for spectators in a hall off the main arena.

Cow Palace facilities will be augmented by the use of 11 house trailers, in which the GOP Arrangements Committee will have offices, and by two large portable toilet vehicles which the Cow Palace has built.

Installing most of the temporary stages and similar facilities is the J. L. Stuart Manufacturing Co., which is featured also in an article in last week's Saturday Evening Post.

NO NOVELTIES, no programs, no newspapers and no liquor or beer will be sold in the Cow Palace. Duchess, Inc., which just signed a five-year contract for concessions at the buildings, will have food and soft drink stands plus a 500-seat restaurant. Fifteen catering stands will serve the 3,000 to 4,000 persons who will be working around the clock in the building during the convention.

When the convention gets under way it will center around the 2,600 alternates and delegates in the main arena. Spectators will have the remainder of the 14,910 seats. There also will be a bandstand, a VIP section, and backstage spaces, including three caucus rooms.

The main platform will extend 83 feet toward the center of the hall. At each side will be space assigned to the press, with about 950 seats.

THERE WILL BE NINE camera locations, five of them for TV, seven being used for still photos and seven for movies. A complete new power system with capacity of 3,000 KVA's is being put in for the extra load all equipment will require, particularly the big lights needed for movie work. TV, this time, doesn't need the extra lighting required four years ago.

Wilson describes as "fantastic" the amount of wiring being installed for special studios. These are to be used mostly by radio-TV, with NBC, CBS, ABC, DuMont, a pool and the independents accounting for six and Ampex tape recording firm using the seventh. Space devoted to radio and TV facilities in the North Barn of the Cow Palace totals 49,000 square feet.

New this time is the use of microwave lines. The telephone company will use 32 to transmit TV programs to a tower atop a nearby hill, and from there they will be beamed to the top of the Mark Hopkins Hotel for broadcasting to the nation. These are in addition to coaxial cable circuits.

PRESS FACILITIES will include ten darkrooms for still pictures and five for wirephotos. Fifteen hundred persons will be accommodated in the hall off the main area, where big screen TV will keep them posted on what goes on next door, and lounge facilities will be available. Plans call for rotating the audience there.

A headache still to come is the operation of about 15 parking lots for those assigned to the convention and the parking of 150 busses which will relay delegates from San Francisco hotels.

Apparently the biggest operation is that of the telephone company, which is spending several hundred thousand dollars. This cost and others at the convention are being met usually by the companies which will use them, such as the TV networks, but some of the costs are shared by several groups.

About 200 men are working now. The number will increase from now on. On July 20 the convention gets control of the arena itself; up to now it has had other parts of the Cow Palace, but the arena is being used for other events.

WHERE ONCE THERE WAS much talk of possible problems in moving broadcast equipment from the International Amphitheater, Chicago, after the Democratic convention, to the Cow Palace in time for the GOP meet, it now is believed no sharing of equipment will be necessary. Networks and others have accumulated enough equipment to supply both set-ups. Three cameras already have arrived at the Cow Palace.

While its tenants are building temporary facilities for the convention, the Cow Palace itself is active in construction of permanent improvements.

Wilson reports that acoustical material has been installed on the ceiling, sides and around box seats. Both barns that are part of the Cow Palace have been converted into exhibition halls, with paved floors, fire sprinklers and alarms, new electrical systems and painting. The building expects to make a strong entry into the exhibition business. The portable toilet facilities were built after the Cow Palace studied those used by Ringling-Barnum Circus and the Washington D. C., recreation department, and the new equipment already has been used at one event in the Cow Palace.

While all activity now is toward building and in preparation for the opening of the convention, the Cow Palace is looking also to the time after the big affair. The contracts call for contractors to have everything hauled out of the building by September 3. There are other events coming into the Cow Palace right after that.



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Great Scott Hospitalized

NEWCOMERSTOWN, O., — Vane S. (Great) Scott Sr., of Great Scott Displays, decorators for fairs and celebrations, with headquarters here, has entered Union Hospital, Dover, O., for observation and treatment. His sons are carrying on the business during his absence. Before entering the outdoor decorating business, the elder Scott spent 12 years with an advance crew of the Ringling show.

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Carnival Routes

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Alamo Expo.: Fort Collins, Colo.
American Beauty: (Fair) Wapello, Ia., 17-19; (Fair) Kahoka, Mo., 23-28.
Amusements of America: Arnold, Pa.
A. & T.: Pleasantville, O., 18-21; Piketon 26-29.
Badger State: Warren, Minn., 16-18; Barnesville 19-21; Roseau 24-26; Mahanomen 27-29.
Baker United: Terre Haute, Ind.; (Fair) Clinton 23-28.
Barker, Al.: Marengo, Ia.; Ollie 23-28.
Beam's Attrs.: Huntingdon, Pa.; Frostburg, Md., 23-28.
Becht, Lee: (Bank & Freeman) Cincinnati; (Barr & Kenyon) Cincinnati 24-29.
Bee's Old Reliable: (Fair) Lawrence, Ky.; (Fair) Columbia 23-28.
Belle City: (Fair) Kenosha, Wis.; (Fair) Peshigo 24-29.
Benard & Barr: Valleyfield, Que.
B. & J. Greater: Wintersville, O.; Brilliant 23-28.
Big City: Gladwin, Mich.
Blue Grass: (Fair) Martinsville, Ill.; (Fair) Urbana 23-28.
Blue Valley: Osborn, Mo., 19-21.
Bogle, F. C.: (Fair) Anthony, Kan.; Downs 23-28.
Borderland: Carlizzo, N. M.
Briggs, A. R.: Pleasant City, O.; Caldwell 23-28.
Brodbeck & Schrader: Gering, Neb. 16-24.
Brown's Al. Tri-State: Doland, S. D., 16-17; Milbank 18-19; Belview, Minn., 20-22.
Buck, O. C.: Fort Edward, N. Y.
Burdick's Greater: (Fair) Riesel, Tex., 18-21; Driftwood 23-28.
Burke, Harry: Lake Charles, La.
Burkhart: Waukegan, Ill.; Lexington 23-28.
Byers Bros.: Boone, Ia.; Tabor 23-24; Griswold 26-28.
Capital City: Monticello, Ky.
Caravella Amusements: New Castle, Pa.; Monongahela 23-28.
Carpenter Bros.: Gibsonburg, O., 18-21.
Carr Am. Co.: Taunton, Mass.
Carroll's Greater: Wahpeton, N. D., 17-19; Hoffman, Minn., 20-22; Belgrade 23-25; Winsted 27-29.
Casey, E. J.: Clear Lake, Ont., 16-17; (Fair) Shoal Lake, Man., 18-19; Nipawin, Sask., 23-25; (Fair) The Pas, Man., 27-28.
Central States: Linn, Kan., 19-21; Hanover 23-25; Jewell 26-28; Burwell, Neb., Aug. 1-4.
Cetlin & Wilson: North Tonawanda, N. Y.
Chanos, Jimmie: Spencerville, O.
Cherokee Am. Co.: El Dorado Springs, Mo., 19-21; Cherryvale, Kan., 23-28.
Coleman Bros.: Pittsfield, Mass.
Collins, Wm. T.: Hamilton, N. D.; Devils Lake 23-28.
Continental: Saranac Lake, N. Y.
Cote Am. Co.: (Fair) Vassar, Mich., 17-21; (Fair) Brown City 23-28.
Crafts Expo.: Santa Clara, Calif., 18-22.
Crafts 20 Big: Castro Valley, Calif., 19-24; Los Altos 25-29.
Cross Road Am Co.: Hart, Mich.
Cumberland Valley: Shelbyville, Tenn.; Murfreesboro 23-28.

David Am. Co.: Egin, Ore., 18-22; Joseph 26-29.
Del Fiore Am.: (Fair) Beaver Falls, Pa.
Dixie Am. Co.: Casey, Ia., 16-18; Bridge-water 19-20; Bedford 23-28.
Dobson's United: Colfax, Wis., 18-21; Hudson 22-25.
Douglas Greater: Tacoma, Wash., 17-22; West Seattle 24-29.
Down River Am. Co.: (Fair) Stockbridge, Mich.; Jackson 24-29.
Drago, No. 1: Galveston, Ind.
Drago, No. 2: Kouts, Ind.
Drew, James H.: (Fair) Covington, Ind.; (Fair) Nappanee 23-28.
Dudley, D. L.: Ft. Morgan, Colo.
Dumont: Waynesboro, Tenn.; Selmer 23-28.
Dyer's Greater: De Kalb, Ill.
Eastern Amusements: Yarmouth, Me.
Eddie's Expo.: Seneca, Pa.
Emshoff: Lake Mills, Wis., 20-22; Waterford 27-29.
Fair Time: Corona, Calif., 19-22.
Fidler: Princeton, Ill.
Foley & Burk: Salinas, Calif., 16-22.
Frame's Greater: Warren, Pa.; Wolcott, N. Y., 24-28.
Franklin, Don: Lake Geneva, Wis.; (Fair) Stoughton 26-29.
Frontier: Monticello, Utah, 18-21; Spanish Forks 23-24.
Fun Fair: Sylvania, O., 18-22.
Funland: (Fair) Boonville, Mo.
G. & B.: Elizabeth, W. Va.
Gem City: Belleville, Ill.
Gentsch, J. A.: New Albany, Miss.
Glades Am. Co.: Remington, Va.; Manassas 23-28.
Gladstone Expo.: (Fair) Glasgow, Ky.; (Fair) Central City 23-28.
Gold Bond: Hopkins, Minn., 17-22; (Fair) Portage, Wis., 25-29.
Gold Medal: Martinsville, Va.
Gooding Am. Co., No. 1: Wellston, O.
Gooding Am. Co., No. 2: Columbus, Ind.
Gooding Am. Co., No. 3: Ashtabula, O.
Gooding Am. Co., No. 4: Cleveland, O.
Gooding Am. Co., No. 5: St. Johns, Mich.
Gooding Am. Co., No. 6: Lebanon, O.
Gooding Am. Co., No. 7: Brownstown, Ind.
Gooding Am. Co., No. 8: Rocky River, O.
Gooding Am. Co., No. 9: Niles, O.
Gooding Am. Co., No. 10: Ashtabula, O.
Grand American: Waterloo, Ia.; Ackley 23-24; Marble Rock 26-28.
Greater Dixieland Expo.: Seymour, Ia.; (Fair) Mount Pleasant 23-28.
Griggs Bros.: Flemingsburg, Ky.
Hale's Show of Tomorrow: Overland Park, Kan., 17-22; Craig, Mo., 26-29.
Hames, Bill: Leonard, Tex.
Hannah's Amusements: Floreffe, Pa.; Greensburg 23-28.
Happy Attrs.: (Route 224 & Waterloo Rd.) Akron, O.; (Colorado Ave.) Lorain 23-28.
Hartsack Bros.: Pearl, Ill., 18-21; Hunnewell, Mo., 23-28.
Heller's Acme: Newark, N. J.
Heth, L. J. (Fair) Mount Vernon, Ill.
Hill's Greater: Flaxton, N. D., 16-18; Mandan 20-24.
Holiday Am. Co.: Pomona, Kan.
Holly Bros.: (Fletcher St.) Atlanta, Ga.
Hottle, Buff, No. 1: Peoria, Ill., 17-22; Aledo 23-28.
Hottle, Buff, No. 2: (Fair) Pinckneyville, Ill.; (Fair) Arthur 23-28.
Howard Bros.: Mount Sterling, O.
Howard Bros. Rides: Marianna, Pa.; New Salem 25-28.
Ideal Rides: (Fair) Carlyle, Ill.
Imperial: (Fair) Taylorville, Ill.; (Fair) Lewistown 24-28.

cord 23-24; Hull 26-28.
McKenna's Rides & Am.: Oakdale, Wis., 23-30.
Maddox Bros.: Summerfield, Kan., 19-21; Sterling 25-28.
Majestic Greater: (Fair) Sunman, Ind., 18-22.
Manning, Ross: Fort Dix, N. J., 17-22.
Marks, John H.: Sallsburg, Md.
(Continued on page 56)

Circus Routes

Beers-Barnes: Sunbury, O., 18.
Carson, Tex: Maddock, N. D., 17; Harvey 18; Fessenden 19; Carrington 20; Cooperstown 21; Aneta (mat.) 22.
Cole, Geo. W.: Iola, Wis., 17; Wittenburg 18; Straiford 19; Abbotford 20; Thorp 21.
Cristiani Bros.: Massena, N. Y., 17; Ogdenburg 18; Watertown 19; Syracuse 20-21; Herkimer 23.
Garden Bros.: Barrys Bay, Ont., 17; Arnprior 18; Eganville 19; Brancroft 20; Ganoquoque 21; Cardinal 23.
Gold, Jay: Greenbush, Minn., 17; Plummer 18-19; Battle Lake 20-21.
Hagen Bros.: Marshfield, Wis., 17; Wisconsin Rapids 18; Stevens Point 19; New London 20; Clintonville 21; Green Bay 23; Sheboygan 24; N. Fond du Lac 25; Oconomowoc 26; Waukesha 27; Burlington 28.
Hunt Bros. Three-Ring: Smithtown, N. Y., 18.
Kelly-Miller: Comanche, Ia., 17; Morrison, Ill., 18; Savanna 19; Galena 20; Freeport 21.
Mills Bros.: Vineland, N. J., 17; Bridgeton 18; Salem 19; Woodbury 20; Philadelphia (Sealtest Big Top) 21; Bridgeport 23; Flourtown 24; Lansdale 25; Allentown 26; Green Lane 27; Boyertown 28.
Packs, Tom, Eastern: Wheeling, W. Va., 17-18; Fairmont, 19; Parkersburg 20; Natchez, Miss., 24; Lafayette, La., Inland Empire: St. Anthony, Idaho, 18-24; Mountain Home 31-Aug. 4.
Jack's United: Mattoon, Ill.
Johnny's United: Boonville, Ind.; Rockport 23-28.
Joyland Midway Attrs.: Harper Woods, Mich., 19-29.
Kellogg, Robt. D.: Port Henry, N. Y.; Brandon, Vt., 23-28.
Ken-Penn Am.: Saxonburg, Pa.
Key City: Valley Mills, Ind.
Klein Am. Co.: Elkton, S. D., 16-17; Edger-ton, Minn., 18-19; Coon Rapids 20-22; Minneapolis 24-26.
Lee United: Harbor Beach, Mich., 18-22; Prescott 25-28.
Linda Am. Co.: Greenview, Ill., 21; Coon-25; Baton Rouge 27-28; Gulfport, Miss., 30; Birmingham, Ala. Aug. 1-4.
Packs, Tom, Western: Miles City, Mont., 17; Livingston 18-19; Ely, Nev., 21-22; Eiko 23; Winnemucca 24; Hawthorne 25; Bishop, Calif., 26; Auburn 28; Fallon 29; Susanville 30; Lakeview, Ore., 31; Medford Aug. 1-2.
Polack Bros., Eastern: Eau Claire, Wis., 17; Quincy, Ill., 20-21; Clinton, Ia., 24-25; Galesburg, Ill., 27-28; Bloomington 30-31; Peoria Aug. 1-4; Rockford 7-10.
Polack Bros., Western: Chico, Calif., 17-18; Redwood City 20-22; Vallejo 27-28; Modesto Aug. 3-4; Reno, Nev., 8-11.
Ringling Bros. and Barnum & Bailey: Moundsville, W. Va., 17; Zanesville, O., 18; Columbus 19; Springfield 20; Dayton 21; Middletown 22.
Strong, John A.: San Mateo, Calif., 7-21.
Von Bros.: Montgomery, N. Y., 17; Pine Bush 18; Woodbourne 19; White Lake 20; Smallwood 21; Calicoon 23; Jeffersonville 24.

Miscellaneous

Brunk's Comedians: Meeker, Colo., 17-31; Montrose 22-28.
Burke's Wild Cargo: Columbus, Ind., 17-20.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Columbus, Ind., 17-20.
O'Day's, Marie, Palace Car: Dickson, Tenn., 16-17; Waverly 18; Camden 19; Paris 20-21; Martin 23-24; Obion 25; Trenton 26; McKennie 27; Huntingdon 28.
Schaffner Players: Hannibal, Mo., 17-22; Roodhouse, Ill., 23-29.

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THE FINAL CURTAIN

BRACEY—Floyd A., 51, circus working man, in Washington recently. The body was discovered in a hay stack on the grounds used by the Ringling show some weeks earlier.

BRENNER—Leo, 65, veteran concession operator and a member of the National Showmen's Association, New

York, June 29. He had been a shut-in several years. Survivors include his widow, Marian; a son, in service; two sisters and a brother. Burial in the family plot at Brookline, Mass.

GORDON—Fred S., former operator of the Gordon Players, at Lakeland, Fla., hospital June 12. Surviving are his widow, Ethel Lorraine Gordon, of Plant City, Fla., and two sisters.

HALL—Charles Russell, veteran circus owner and animal trainer, recently at Evansville, W. Va. His grandfather was George W. (Popcorn) Hall, circus owner. His father was George W. Hall Jr. Deceased was a nephew of Walter S. Gollmar and William P. (Low Grass) Campbell, former circus owners. In addition to being with Hall family shows over the years, he also was with a number of small circuses operated by others, working his various domestic animal acts. Burial at Evansville.

LEE—Raymond A., 75, retired secretary of the Minnesota State Fair, July 10 in Brand Prairie, Minn. (Details in Outdoor section.)

LUX—Nora Hurley, 71, wife of George H. Lux, of the United States Printing & Lithographing Company, Erie, Pa., June 29 in that city following an illness of six months. Burial July 2 in Erie.

SHREFFLER—Halmer D., 69, Shelby, O., theater operator who thru his early connections with Tom shows was well known in the outdoor show field, July 2 in Shelby Memorial Hospital following a heart attack. Shreffler had been in show business since he was 13 years old. In 1912 he took over the Shelby Opera House, operating it until 1922, when he bought the Castamba Theater, which he operated with his son, Arthur, until his death. He was a member of the Elks lodge and the Variety Club of Cleveland. In addition to his son, he is survived by his widow, Alice; a brother, Robert, of Shelby, and two grandchildren. Services July 5 and burial in Oakland Cemetery.

SIDES—Jesse, 65, veteran bicycle-unicycle performer, July 11 in Columbus, O., of injuries sustained in an automobile crash. Funeral July 16 in Columbus.

SLUTZ—Wayne, secretary of the Bureau County Fair, Princeton, Ill., recently in that city. Death came shortly after a meeting of the fair's board of directors.

WADSWORTH—Curiy, auto race driver, July 6 in Kansas City, Kan., of injuries sustained in an IMCA auto race program at Kansas City's Lake-Side Stadium July 4.

WISWELL—Ernie, circus performer, who pioneered with Funny Ford acts, of a heart ailment at a hospital in Belleville, O., July 10, while en route to Warren, O., for the Tom Packs Circus. He began touring in 1922 and was with Polack Bros. 10 years, Ringling-Barnum, Hagenbeck-Wallace, Sells-Floto Robinson, Frank Wirth, Hamid-Morton and others. He also played fairs and other outdoor events. Surviving are his widow, Frieda; his father, Clarence, Gibsonton, Fla., and a sister, Mrs. Dorothy McArthur, Erie, Pa. Burial in Erie July 13.

SENT TO LACKEY

Air Freight Totes 5-Car Hot Rod Unit

NEW YORK—Of the two Hot Rod units sold recently, one was unique in that it was air-freighted the breadth of the nation.

The five big-sized cars for a new installation were flown to Elgin Lackey's Pier Golf in Ocean-side, Calif., to permit July Fourth operation, importer Mickey Hughes reported. The other unit consisted of eight cars bought by the Ramagosa interests in Wildwood, N. J. A second Junior Hot Rod has been bought by the Nunley kiddie park chain on Long Island.

Hughes has been commuting by air between New York and Montreal, where he has a Hot Rod operating at Belmont Park. Business at that location has been good this year, according to the report.

Panacek Wins After Slow Early Dates

PEWAUKEE, Wis.—Belle City Shows, hurt by early-season weather, has been operating on the right side of the ledger in recent weeks, Charles Panacek, owner, announced. Rural areas were weak but industrial and resort spots have come up with good spending, he said.

The Kenosha, Wis., stand produced good results as did the July 4 week in Burlington, Wis., where rain cut down takes somewhat. Show was here last week for the Pewaukee Fair which this year is being held on the streets and came up with increased ride and show grosses.

Attraction line-up is up to full strength with 12 rides, 4 shows, 35 concessions, 5 light towers, light plant and a new front arch. On the back-end are Clare Radtke's athletic unit, Ray Jensen's Wild Life, Ed Hamparian's mechanical show and Steele Brothers' Penny Arcade.

The Spitfire, which was damaged early this season, is back in top shape and the Tilt-a-Whirl is also in operation. Orville Hull has a new bear pitch and the Karius Brothers a new huckley-buck. After the Italian feast in Milwaukee and the Kenosha, Wis., Jaycee cele, the show heads for its fair route.

Two-Car Train At Wash. Hotel

WASHINGTON—A 27-passenger trackless train is in use at Sheraton-Park Hotel here and the hotel claims it is an innovation for hotels. There is a three-quarter mile run every 15 minutes over the hotel property, which spreads over 16 acres.

Stops on an asphalt runway are made at the pool, parking lot, tennis courts, apartment annex, ballroom, front entrance, and garage.

The Sheraton is using two open cars hauled by a "Sheraton-Park Cherry Blossom Special" diesel engine, actually mounted on an auto chassis. It is the Sheraton chain's effort to lure tourist business from auto motels. Another element in the plan is the arrangement whereby gasoline credit cards can be used for food and lodging.

Carnival Routes

Continued from page 55

- Marvel: Gladstone, Ill., 19-22.
- Meekers: Pasco, Wash., 18-21.
- Merriam's Midway: (Fair) Park Rapids, Minn., 16-18; Pine Island 20-22; Grand Meadow 23-25; Sleepy Eye 27-29.
- Miami Valley Am.: Montpelier, Ind., 17-21.
- Midway of Mirth: Farmersville, Ill.
- Mighty Hoosier State: (Fair) Jasonville, Ind.; (Fair) Worthington 23-28.
- Mighty Interstate: Rogersville, Tenn.; Manchester, Ky., 23-28.
- Mo-Ark: Theodosia, Mo., Raymondville 26-28.
- Monarch Expo.: (Fair) Carrollton, Ill.; (Fair) Belleville 23-28.
- Motor State, No. 1: Bradner, O., 17-21; New Bremen 24-28.
- Motor State, No. 2: Grand Rapids, O.
- Mound City: Collinsville, Ill., 19-21; Nokomis 23-28.
- Mountain State: Chilhowie, Va.
- Mullins Royal Pine: Lubec, Me.
- Myers, Sonny: Redfield, Ia., 27-28.
- Nelson, Geo. W.: Plainview, Neb., 17; Orchard 19; Ewing 20-21; Clearwater 23-24; Winside 25-26.
- Nolan Am. Co.: (Fair) Grove City, O., 18-21; New Rome 27-28.
- Norton's Rides: No. 1: Bozeman, Mont.
- Oklahoma Expo.: Colcord, Okla.
- Olson: South Bend, Ind.
- Page Bros.: Edmonton, Ky.
- Pan American: Evansville, Ind.; Union City, Tenn., 23-28.
- Palmetto Expo.: Farmville, N. C.
- Parada: Weaubleau, Mo., 18-21; Louisburg 23-24; Warsaw 26-28.
- Penn Premier: Connersville, Pa.
- Playtime: Hyannis, Mass.; Provincetown 23-28.
- Port City Rides: De Witt, Ia., 20-22; Brimfield, Ill., 26-28.
- Powelson Greater: Dresden, O.; (Fair) Woodsfield 24-28.
- Prell's Broadway: Newark, N. J., 16-18; Harrington, Del., 26-28.
- Raines Amusements: Stillwell, Okla.
- Rainier: Auburn, Wash.
- Raley Bros.: Farmville, N. C.; Tarboro 23-28.
- Reid's Golden Star: Tazewell, Va.
- Reid, King: Fredricton, N. B., Canada.
- Reithoffer, Blue: Penn Yan, N. Y.
- Reithoffer, Uley: Beach Creek, Pa.; Athens 23-28.
- Robinson Greater: Woodbine, Ia., 16-17; Lewis 18-19; Omaha, Neb., 21-29.
- Rock City: (Fair) Augusta, Ill., 18-21; Malta 24-28.
- Rocky Mountain Empire: Douglas, Wyo.
- Rogers Bros.: (Fair) Wishek, N. D., 16-18; (Fair) Lisbon 19-21; Savage, Minn., 27-29.
- Rohr's Modern Midway: Gridley, Ill., 17-22; Stronghurst 24-27.
- Rose City Rides: Hermann, Mo., 19-23.
- Royal American: Edmonton, Alta.
- Royal United: Marietta, Ill., 16-17; Alpha 18-19; Atkinson 20-22; LaHarpe 23-24; Port Byron 25-26; Coggon, Ia., 27-28.
- Rumble Greater Am.: (Fair) Cayuga, Ind.
- Schafer's Just for Fun: (95th & Jeffrey St.) Chicago.
- Shop-O-Rama: Hill City, Kan., 16-18; Basine 19-21.
- Shorter's: Cumberland, Wis., 19-22.
- Siebrand: Kalspell, Mont.
- Shamrock: Nemaha, Neb.
- Silk City Combined: Northampton, Pa.
- Skerbeck: Yale, Mich., 19-21.
- Smith, Geo. Clyde: Hooversville, Pa.; Corriganville, Md., 23-28.
- Snapp Greater: Watertown, Wis., 16-22.
- Standard: Rawlins, Wyo., 16-18; Diamondville 20-22.
- Stanley, Wm. D.: Max, N. D., 16-17; Ryder 18-19; Plaza 20-21; Douglas 23-24; Maddock 25-26; Edmore 27-28.
- Stephens, C. A.: Jellico, Tenn.; (Fair) Harrodsburg, Ky., 23-28.
- Stephens, C. A.: (Fair) Harrodsburg, Ky., 23-28.
- Stephens, Otto: Bonaparte, Ia.; Centerville 23-25.
- Stipe's: Gilmonton, Wis., 19-22; Chetek 27-29.
- Strates, James E.: Rochester, N. Y.; Batavia 22-28.
- Strong's Am.: Walthill, Neb., 20-21.
- Sunny, A. J.: (Burton St.) Warren, O.; Garfield Heights 23-28.
- Sunset Am. Co.: Clinton, Ia.; (Fair) Manson 23-28.
- Sylvester, Ernie: Accomac, Va.
- Tatham Bros.: Heyworth, Ill., 17-21; (Fair) Roberts 25-28.
- Tennessee Valley Am.: Portland, Tenn.; Springfield 23-28.
- Thomas, Art B., No. 1: Michigan, N. D., 16-18; (Fair) Breckenridge, Minn., 19-22; Hatton, N. D., 23-25; (Fair) Perham, Minn., 26-29.
- Thomas, Art B., No. 2: Sumner, Ia., 16-17; Arlington 18-19; Montezuma 23-24; North English 25-26; Adair 27-28.
- Thomas Joyland: New Martinsville, W. Va., Lawrenceburg, Ind., 23-28.
- Thomas, W. A.: Ravenna, Neb., 16-17; Plymouth 19-20; Fremont 22-28.
- Tidwell, T. J.: Salina, Kan.; (Fair) Waverly 23-28.
- Tinsley, Johnny T.: Mount Airy, N. C.; W. Jefferson 23-28.
- Tip Top: Sturgeon Bay, Wis., 17-23; (Detroit & Jackson) Milwaukee 27-29.
- Tivoli Expo.: Waverly, Ill.; Paris 23-28.
- 20th Century: Fosston, Minn., 18-21; Grand Forks, N. D., 22-28.
- United Expo.: Hammond, Ind.
- United States: Gallipolis, O.
- Victor Am. Service: Manchester, Vt., Aug. 3-5.
- Victory Expo.: Grants, N. M., 17-22; Albuquerque 23-28.
- Virginia Greater: Dover, Del.; Rehoboth Beach 23-28.
- W. B. J.: Lambertville, Mich., 19-22; Tonogony, O., 25-28.
- Wade Greater: (Fair) Romulus, Mich., 18-22; (Fair) Milan 24-28.
- Wade, W. G.: Harbor Springs, Mich., 17-21; (Fair) Muncie, Ind., 26-Aug. 4.
- Wallace Bros.: Madison, Wis.
- West Coast, No. 2: (Fair) Santa Rosa, Calif., 16-23; (Fair) Yuba City 24-29.
- Western: Mount Vernon, Wash., 18-21.
- Wilber's Wolverine: Delton, Mich.
- Wilcox, Dick: Norway, Me.; Greenville 23-28.
- Wilson Famous: Cuba, Ill.; (Fair) New Berlin 25-28.
- Wolfe Am. Co.: Ayden, N. C.
- World's Finest: Yorkton, Sask., 16-18; Melfort 19-21; Lloydminster 23-25; Vermillion, Alta., 26-28.
- World of Pleasure: Carleton, Mich.
- Young, Monty: Orem, Utah, 18-24; Preston, Idaho, 25-28.



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OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

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With Grateful Appreciation the many beautiful floral offerings and expressions of sympathy from our many friends on the death of


My Beloved Husband
in my hour of bereavement

Mrs. Ralph Clawson

In Loving Memory
JOSEPH A. PISARA

Died July 23, 1948.
BABE PISARA

IRVING J. POLACK



In Loving Memory of My Dear Husband, Irving, Died July 13, 1949. You Are Greatly Missed.

BESSIE POLACK

BIRTHS

ARNOLD—
A son July 6 to Mr. and Mrs. Billy Arnold in St. Mary Mercy Hospital, Gary, Ind. Father is Ferris Wheel foreman at Burkhardt Shows.

FAIRS-EXPOSITIONS

JULY 21, 1956

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

THE BILLBOARD

57

HAND MILKING

Reading Adds 'Farm Maid' Contest to Its Promotion

READING, Pa.—A new contest, Farm Maid of 1956, has been added to the promotional portfolio of the Reading Fair. The contest will be staged with the co-operation of WCAU-TV, Philadelphia, major TV area outlet.

Russ Moyer, publicity director, originator of the contest, said the judging would cover three phases—needlework, baking and hand milking. The last two will take place on the fairgrounds with the milking scheduled for last and in front of the grandstand on Saturday afternoon.

It is expected that the milking competition will build the most spectator interest and also offer the best possibility for picture coverage. The local gas company is co-operating by furnishing the necessary stoves for the baking competition.

Creates Live Exhibit

Besides the ballyhoo potential Moyer said the new contest was designed because the exhibit halls contained too many static exhibits. As a result of the contest the utility company, for instance, will have a working exhibit that should greatly

increase interest in its display of appliances.

The Farm Maid contest, which stresses accomplishment, will have no effect on the fair's popular beauty contest. Attractiveness is not being overlooked in the farm girl contest since the age of participants is set at 16 to 26. Contestants may be single or married.

Fair promotion will get into high gear shortly since only about two months remain before opening. Prospects are described as good altho a continuance of the steel strike might have an adverse affect.

Record 52,400 Pay Gate Tab At Sacramento

SACRAMENTO, Calif. — A total of 52,400 people attended the Sacramento County Fair, to set an all-time record as well as marks for three of the four day run which ended Sunday (8).

The figure, which bettered last year's mark of 51,016, was all the more remarkable, said Robert Baker, secretary-manager, in view of the fact no gate admission was charged a year ago, in contrast to a 25-cent fee this year.

Single-day attendance records of 10,689, 10,746 and 17,269 were chalked up the first three days. Similar days in 1955 pulled 9,253, 10,382 and 16,088. The figure for Sunday was 13,696 as against 15,293 in 1955. Fair Board President Ancil Hoffman blamed a cool evening for the drop.

A feature of the fair was the selection of Miss Sacramento County by a group of judges including Louis S. Merrill, general manager, Western Fairs Association; William Zell, president, Sacramento Junior Chamber of Commerce; Howard Young, co-producer of the Music Circus, and Ira Petina, Music Circus vocal star.

West Coast Exposition Shows were again featured on the midway.

San Mateo, Calif., Maps Big Prize Giveaway Program

SAN MATEO, Calif. — Prizes will be awarded visitors during eight of the nine days the San Mateo County Fair and Floral Fiesta will operate here. Fair opens August 3.

William M. Wilson, secretary-manager, emphasized that visitors will not be required to appear in costumes of the past but are invited to come dressed in any period of early day San Mateo County.

Beginning Saturday (4), and continuing thru Friday (10), a daily prize of a \$25 United States Saving Bond will be awarded the costume judged the best for the day. On the closing Saturday the winning contestants from the other seven days will compete for the Fiesta Centennial Costume prize of a \$100 bond and a second prize of a \$50 bond.

Authenticity of costumes as well as attractiveness will be considered in naming awards, Wilson declared. They may include costumes of the Spanish explorers, American settlers, Gold Rush days, Gay Nineties or even the depression '30's.

VISITORS

Mgrs., Concessh Ops in Force At Del Mar

DEL MAR, Calif.—The Southern California Exposition and County Fair, which closed its 10-day run here Sunday (8), attracted a number of fair managers and the return to the grounds of several veteran concessionaires.

Among the fair managers visiting the fair during the run were Nye Wilson, manager of the Cow Palace in San Francisco, who attended the preview on Thursday (28); Bud Nelson, who is serving his first year as the secretary-manager of the Farmers' Fair and Festival in Hemet, Calif.; George Goodman and Ralph Watkins, manager and assistant manager, respectively of the Arizona State Fair in Phoenix, and Lillian and Earl E. Buie, of the National Orange Show in San Bernardino, Calif.

Larry (Bozo the Clown) Valli worked the independent midway with his balloon tricks and also conducted contests on the Community Stage. Harald Harper, who operates "lost child car" and assists the Gene Holter Wild Animal Show in promotion and book ings, was back. Dave Barham moved his stand with Party Batter and lemonade to a location near the carnival grounds from that near the Bing Crosby Hall, where he was spotted last year. Dorothy and Newton Stone had their regular spot on the Avenue of Flags with monogrammed hats. Billie and John Backman, well-known glassblowers, were in the paddock section. M. (Whitey) Monette had the novelties on the fair midway and Alex Freedman the items on the Frank W. Babcock United Shows lot.

Stu Wilson broadcasts daily from the grounds over KBIG, the John Poole radio station on Catalina Island.

Talent Set for NBC Net TV Salute to Fairs

NEW YORK—Vocalist Jonie James and ventriloquist Paul Winchell will join Julius La Rosa Saturday night (21) in a program that will be themed to salute the fairs of the nation. The show (8-9 EDT) is the summer replacement for the Perry Como Show on NBC.

Other acts set by Harry Anger of General Artists Corporation are Gautier's Steeplechase, Pat Henning, comic; Francis Brunn, juggler, and Milton Q. Ford with Richard the parrot.

Michigan State Hosts Shriners

DETROIT — The Michigan State Fair last week played host to some 800 Chicago Shriners here for their annual convention. The Chicagoans, due to the shortage of hotel accommodations, slept in cots in one of the fair's agriculture buildings and were fed by caterers who moved into the big plant.

South Calif. Expo Tabs 225,107 Gate

Name Attractions Get Good Crowds At Two Free Grandstand Shows

DEL MAR, Calif. — A total attendance of 225,107 was recorded by the annual Southern California Exposition and County Fair, which ended a ten-day run here Sunday (8).

Paul T. Mannen, secretary-manager, compared the run with that of 1952 which also had ten days with the attendance being 5,229 under that year. Comparing ten days of 1955 with this year's run, the fair emerged with an increase for the period of 7,893. Weather thruout the ten days was overcast in the morning but clearing in the early afternoon. Nights were pleasantly cool.

The exposition again featured its one-pay gate with 85 cents being charged for adults. Once in the grounds, visitors had their choice, in addition to the exhibits, of a horse show, community stage events, Don Diego Super Circus in front of the grandstand wrestling a portion of the run, dances, racing mules and the twice-daily grandstand show. An added attraction was the Flying Indians, which Mannen brought over from the southern part of Mexico.

Two-Segment Show

The grandstand shows were divided into two sections. The first five afternoon and night presentations were booked and produced for the fifth year by the Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson. The line-up featured the Jerry Fielding orchestra, Doye O'Dell and his Western Varieties, and Lawrence Welk and orchestra. Supporting acts included The Bruxcellos, Wong Troupe, and the Frank Wheeler Marimba trio. The latter act played the full ten days, moving to another stage. In addition to this segment of the grandstand attraction, the Brunsons also produced the circus.

The last five days of stage show was produced by the GAC-Hamid office with George Burke in charge. The headliners were Russell Arms, Eydie Gorme and Frankie Carle and orchestra. Supporting acts included the Boginos, risley; A. Robbins, the banana man, and Al Carney from the musical show, "Fanny." Victor Julian and his Pets were brought in for two days.

Attendance in the grandstand,

which seats 8,500, was good thruout the run. On the Fourth of July, however, there were turnaways at both the matinee and evening shows.

The Flying Indians, a ritualistic rather than a commercial performance by Totonaca Indians from deep in Mexico, were definitely an attraction but, perhaps, not up to expectations as a crowd-puller. Act is colorful with the native dress being featured. Five Indians performed atop a 90-foot pole set 15 feet in the ground. They go thru their ritual on a platform 28 inches square and then fall slowly backwards, going around and around on ropes to which they are tied until they reach the ground.

The promotional schedule was stepped up this year, William Arballo, press director, said. The additional expenditure was for both radio and television. Six and 24 sheets were used thruout the county and those adjoining. On the publicity staff again this year were Dick Van Brackle and Johnny McDonald with Wanda Frizzell.

GAC-H Starts Bally Trek for Package Units

NEW YORK—The planned intensive selling campaign to ballyhoo the GAC-Hamid package show offerings, made available to fairs this year for the first time, gets under way Tuesday (17).

The road crew, headed up by Charles Schuler, publicist, will include two billposters, Phil Marcus and Mike Shea. The routing, which will begin at Middletown, N. Y., and include all of the areas in which the units will appear, was defined here Friday (13) by Babe Rabb, GAC-Hamid, and John O'Malley, publicist in charge of the over-all effort.

O'Malley will make a number of towns himself, supplementing the efforts of the road crew. Working about two weeks ahead of the events, the road crew will time its moves only with the completion of a job in each locality.

Schuler will make every radio, newspaper and television outlet in each area whenever possible, including weeklies. All outlets will be additionally serviced by regular mailings from the O'Malley office.

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HOLIDAY STOCKS UNUSED

Merchandise Biz At Halt in N. J.

NEW YORK—The merchandise business in New Jersey has ground to a sudden halt with the imposing of the Statewide ban on concession games. How many hundreds of thousands of dollars in prize items is stockpiled at game stands and in jobbers' warehouses is impossible to determine. It may well surpass \$1,000,000.

The stockpiling took place in preparation for the Fourth of July weekend, by which time those operators who were still on the nut anticipated getting off it. It was time to settle rents and start setting aside some earnings for the off-season.

Without exception, the State's crackdown caught everyone—on

both the buying and selling sides—unawares. It had been, at best, only a so-so season. Everyone needed the big holiday, the operators because good revenue was sadly in absence up to that point, and the jobbers because of the many bills outstanding.

Everyone Stocked Up

As the situation now stands, the holiday merchandise is still unused. Some of the larger games people have settled with their merchandise suppliers. But the hundreds of little fellows who sweat out a living out of one or two stands, have been wounded almost beyond repair. They have their rent paid, the chances are, but they owe for merchandise they cannot use. Jobbers are well stocked with items they cannot sell. The games are ready to go, but they are idle.

Only the novelty business is seeing some action, but turnouts at park, and on boardwalks has dropped off and this business is feeling the pinch also.

Riverside Spared; OK Biz on 4th

AGAWAM, Mass. — Ed Carroll's Riverside Park did well here over the holiday. Weather for both the holiday and eve and July Fourth were tops in this area despite being rough elsewhere. Wednesday (4) was exceptional and new highs were hung up in many departments. Biz started off strong right at noon and kept rolling until fireworks time late in the evening.

Carroll programmed a group of special events over the holiday period and the preceding weekend (1-2). Extra lap race classics for stock cars and late model cars were on schedule plus circus acts, fireworks, country music jamboree, Polish-American orchestras, puppet shows, etc.

Remodeling at Riverside continues. Latest improvements are the installation of machine gun-type shooting gallery, canopies for box offices at entrance to the speedway, removal of the Looper ride and Roll-o-Plane, and new, permanent roofing over food and beverage stands in the stadium.

Carroll has begun to divide his time between the park and the Great Barrington fairgrounds where he has some major reconstruction work under way. The fair is scheduled to open there September 9 for seven days and nights.

Al Martin of Boston, Carroll's booker for acts and special attractions, was in Agawam over the holiday for conferences. Budgets for acts both at Riverside for the balance of the season and Barrington Fair were upped.

The smash July 4 turned out to be the second highest single day in the 17 seasons Carroll has been operating Riverside Park. Only one to beat it was a big outing day in 1954 when a factory group of 12,000 turned out early and a huge night auto race crowd attended.

Disney Letters Out

ANAHEIM, Calif.—Letters of invitation from Walt Disney to the NAAPB's summer session are being mailed to association members this week. The session will be held at Disneyland September 18-20.

Bob-Lo Pitches To Shriners At Convention

DETROIT — By pin-pointing promotion toward Detroit-bound convention-goers, Bob-Lo Park on Bois Blanc Island has been building some bonus business.

Typical was the tie-in this past week with the national convention of the show-minded Shriners, who sponsor circus events annually across the country.

An estimated 50,000 attended, and Ray Scheetz, general passenger agent for Bob-Lo, arranged for specially imprinted envelopes to be given to each Shriner at the registration desk. This was large enough to hold circulars and souvenirs of the convention, with one side printed with cuts and text describing the attractions of a trip by water across the international line to the park.

Newspaper advertising was given a special touch with the "Welcome Nobles" theme, and an extra cruise was scheduled to the island to accommodate the Shriners' hours.

Meyner Reluctance Keeps Games Shut

NEW YORK—The Garden State is still shut tight, as New Jersey's concession crisis heads into its third straight week without a wheel turning or the pitching of a dart, ball or coin anywhere in the State—almost. The only flicker of activity is the tactic taken by a few operators who are not doing too well with it.

Governor Meyner last week vetoed the permissive bill rushed thru the State Legislature to get at least skill games off the hook for the rest of the season. In the middle of pressures from every angle, Meyner said the bill is definitely unconstitutional, that gambling in any form can be authorized only by statewide referendum conducted in a general election.

The Legislature responded when the State Senate said it would meet in emergency session Monday (16) to over-ride the veto. In the vote on the skill games amendment, the Senate had passed it, 20-0. Foreseeing the Senate's over-riding action, Meyner said he is so convinced of the bill's illegality that the State Supreme Court would likely wipe out the result.

It was a foregone conclusion that concessionaires would again jam the Legislature's chamber by the hundreds as they did when the skill amendment was passed last week.

In the meantime, some operators in the Wildwood and Atlantic City sections were running their games this way: They give a prize every time to each player for every game. This makes it a game for amusement only. If players do not want the slum prizes, they get a coupon, the same number of coupons whatever the score may be. Thus, the value of the prize exchanged for depends on the number of games, since they get the same winnings every time. Some games are being played for as little as 2 cents, some charge a nickel. But none get much action.

For the most part, all games in the State, whether permanent or transient, are shuttered.

Amusement locations are drawing fairly good crowds during the daytime, but one Asbury Park operator, who does not own a game, brought up the old saying that you can shoot a cannon down the boardwalk at sundown, and not hit a soul. When the crowds leave the beaches there is scarcely

anything to keep them in the boardwalks, and the same condition applies all along the State's resort stretch and at inland parks as well.

As to the various protests by operators of every conceivable amusement, as well as hotel and other elements, Meyner made this reply on television:

"They still have sunshine. They still have the beach. They still have a pleasant climate and nice homes. And they still have nice places to eat."

10-ACRE SPOT

Von Circus Slates Zoo At Pa. Park

WILKES-BARRE, Pa.—A new zoo effort is being established near here by Henry Vonderheid, proprietor of the touring Von Bros. Circus, which is based here. The 37-year-old showman has acquired 10 acres at the entrance to a State park, and even the most modest plans are for unqualified success, depending on availability of animals.

Vonderheid has allocated \$15,000, he reports, to send Warren E. Buck, of Merchantville, N. J., abroad to obtain monkeys, hyenas, leopards, snakes, ostriches and other animals. Buck is to leave by air January 1. He has made some two dozen trips to Africa, securing animals for various organizations, and will handle procurement and other facets of the Vonderheid operation.

To be known as Fort Henry Wild Animal Farm, the zoo will be on Route 115 at Red Rock Mountain, between Wilkes-Barre and Williamsport.

In addition to the animals, Von and Mrs. H. E. Vonderheid, his mother, will operate the refreshment concessions on which they have developed their circus. They expect to enter into animal dealings with various shows and dealers, in efforts to enlarge the circus menagerie by trading. The zoo will serve as a compound for their commercial and show stock.

Vast Expansion Plan Set for White City

SHREWSBURY, Mass. — The only thing that outshines the list of free attractions at White City Amusement Park here is the ambitious improvement project planned for this year and next.

Tackling this task is Irwin Knohl, in his third year as manager of the 16-acre funspot situated on Lake Quinsigamont on the outskirts of Worcester. Owner is his father, Larry Knohl, New York businessman.

Already built and in operation is a 3,000-seat outdoor theater situated along the bank of the lake, where Edye Corne, Cab Calloway, Carl Perkins, Four Step Brothers and Fran Warren has been seen. Booked for early dates are the Four Coins, Four Voices, Charlie Applewhite, the Fontane Sisters and other names.

Even in some of the recent inclement weather patrons have sat in rain and shivering temperatures to see the stars. This is the park's top free attraction and it never fails to draw good crowds. A dance hall also provides free dancing every weekend to Perry Conte's orchestra. Patrons also can enjoy free swimming facilities at the lake beaches. Knohl frequently holds giveaway nights and already has given away a Thunderbird and a Chevrolet.

The park has a 25-cent admission charge with children free, and the gate ticket allows the customer any ride of his choice.

One idea Knohl plans soon is a series of family nights when the whole family will be admitted for a set price which will include attractions and rides. Television sets and washing machines will be among the gifts offered at these occasions.

The amusement spot, operated until three years ago by George Hamid, has a large assortment of major rides, a 16-unit Kiddieland, batting range, Funhouse, Arcade and new Skee Ball building.

Knohl takes advantage of the lake by running a boat ride. The White City Queen, a large-capacity power boat with canopy, carries adults for 25 cents and moppets for 10 cents. Among the projects in progress is a second midway along the lake shore. Also in the works is a picnic area with a baseball field and other facilities.

Another major task is the rebuilding of the incompleting Roller Coaster which was destroyed in a storm last year. An archery range and a midget auto race ride with 12 cars will be completed this year.

Special kiddie days are held Wednesdays and Saturdays when kids can ride for a nickel, as well as have a chance at two giveaway bikes. Expansion in this department also is planned with a zoological garden and storyland.

Knohl hopes to complete his fondest dream this year, a large plush restaurant overlooking the lake. There are already three refreshment stands and two custard stands on the ground as well as a pizza place. Knohl attributes a good deal of the park's mounting grosses to promotions. These are radio plugs, ads in newspapers in Worcester, Providence and Boston, and tie-ins with local charities and events.

OK Publicity For Coney

NEW YORK — Coney has been garnering pretty good publicity locally and nationwide during the current season, which has been just so-so because of spotty weather conditions for the metropolitan area. A good "hit" was the NBC "Weekday" show on July 4 which devoted three and three-quarter hours of time to the funspot.

Mike Wallace and Virginia Graham broadcast live from Steeplechase Park's pavilion, pool and pavilion roof, from 10 a.m. to noon and 2-3:45 p.m.

The Sunday News on July 1 plugged the Island in its rotogravure supplement with night color pictures. Shown among other elements were Steeplechase, Surf Avenue, the Wonder Wheel and Gyo Globe.

Added \$\$ Units Presage Good Year for Massachusetts Spot

SOUTH CARVER, Mass. — Steam is up for a banner year for the Edaville Railroad in this Cape Cod cranberry town. The line, one of the nation's last surviving two-foot-gauge railroads, is now in its 10th year of operation as a public attraction. F. Nelson Blount, of Warren, R. I., who purchased the line last year from the estate of the late Ellis D. Atwood, has made a number of changes and has more in progress and on the drawing board.

Blount, who has made a name for himself in the seafood and boat-building business, has built a new station in a different location along the five and a half-mile track and put another 14-car train into operation.

David W. Eldredge, manager of the spot for 10 years, says that

while grosses are big the upkeep takes a very large slice. Fifteen workers are employed year round and much of the profits are being used to create a museum-type operation with separate admission.

As many as 200,000 persons have ridden the railroad in one two-part season which goes from May to October with good Christmas business from November thru January. Price for the ride is 50 cents for adults and 25 cents for children. Last Christmas Day more than 10,000 persons came to ride thru the cranberry area and see the lighted displays all along the line.

Forty-ton engines draw the 14 coaches and cabooses thru cranberry bogs, waterways, canals, pine forests and storage reservoirs belonging to the Ocean Spray Cranberry Corp. The trains are the same

(Continued on page 59)

ROLLER RUMBLINGS

Cut Rates, Handbills Cure Summer's Slump

DENVER — Half-price admission coupons, handbills and heavy party promotion have combined to help Amer Plaisted over the usual summer slump at his Rollaway Rink in suburban Aurora.

One of the best customer's at Plaisted's rink is a free style skater who has been skating more than half her life.

WE BUY AND SELL USED ROLLER SKATES

- 200 pr. Used Clamp Skates \$2.00 pr.
200 pr. Used Clamp Skates. 3.00 pr.
1000 pr. Used Clamp Skates 3.50 pr.
200 pr. Used Shoe Skates. 5.00 pr.
700 pr. Used Shoe Skates. 6.00 pr.

Bonny's Hug-Me-Tights. \$10.50 dz.
Bonny's New "Princess" Line Skating Skirts. 24.00 dz. up

Write for price list. 1/2 down, bal. C.O.D. Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

JACK ADAMS & SON, INC. 723 MORRIS PARK AVENUE BRONX 62, NEW YORK SYcamore 2-1110, 1111

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan

We BUY AND SELL NEW and USED RINK ROLLER SKATES Lowest prices Write for quotations—1-day service.

JOHNNY JONES, JR. CHICAGO ROLLER SKATE CO. 51 CHATHAM ST., PITTSBURGH 19, PA.

THE USERS of "CHICAGO" SKATES



Are Successful There is a reason. Service and PROMPT DELIVERIES. Durite Wheels CHICAGO ROLLER SKATE CO. 4427 W. Lake St., Chicago, Ill. Estebrook 9-3800

FOR SALE—ROLLER RINK OPEN YEAR AROUND—CEDAR LAKE, INDIANA

Plastic coated Floor, 160'x60". 300 ft. Frontage on Lake, 250 ft. Pier. 34 ft. 40 Passenger Excursion Boat. 4 Cottages, Hamburger Stand. Corner Lot 200 ft. x 200 ft. Shooting Gallery, Popcorn Stand leased. Lot of room for expansion. L. T. MURRAY 834 W. Chicago Ave., East Chicago, Indiana Ph. EC 848 — Cedar Lake 7319

barely able to stand. Meskel recently turned pro after winning the Colorado free style crown and was Illinois champion in that class in 1953.

Flint's Rollerhaven Clicks During Summer . . .

FLINT, Mich.—The new Rollerhaven Skating Arena is doing good business here with patronage holding up well into the summer months.

Owners of Rollerhaven are Jay Ellsworth and Lloyd Eastwood, co-managers, and Merle and Gerald Gillis. The Gillis brothers operate Brockway Roller Rink, Saginaw, Mich.

The rink building is 110 by 240 feet, with a 90 by 200-foot skating floor. Theater-type seats for 150 spectators are provided.

An entirely separate refreshment room and a skating supplies salesroom are located in the front of the building.

Rollerhaven is operating on a year-round, five-night-a-week policy. Matinees are scheduled for Saturday and Sunday during most of the year.

SANDUSKY, O.—A recreation area, including a motel, recreation building and boat docking facilities, is to be part of a housing and resort area to be built on Kelly Island, four miles off Sandusky.

Good Year for Mass. Spot

Continued from page 58

type that once ran on Maine and Canadian rails in the 1800's.

Pay Gate at Museum Trains start out from the new depot, Cranberry Junction, taking the passengers to Edaville Station, where they may spend the day or remain abroad for the return trip.

New Parisian Effort Opens

PARIS—Joy Park, new woodland recreation spot occupying 82 acres on the banks of the Marne River, near Meaux, opened the first week in July.

Joy Park aims at developing into a full-scale amusement-recreation park, but is starting off modestly with mostly recreational features—boating, swimming, fishing and kiddie attractions.

The park has little competition and draws from a heavily populated area.

Bright Dark Ride Gets Press Space

PALISADES, N. J.—Palisades Park here got lots of mileage from a light-hearted story.

Asserting that something went wrong, the park said lights came on brilliantly in the dark ride.

The yarn was good for wordage on the United Press and space in papers in many parts of the country.

FOR SALE The Midwest's finest

KIDDIELAND

5 RIDES including the most beautiful 3-Abreast Allan Herschell Merry-Go-Round in the country. 12 years in operation in largest amusement park on percentage.

Must be seen to be appreciated. Price \$30,000 CASH. BOX D-224 c/o The Billboard Cincinnati 22, O.

CONTROL ADMISSIONS with STROBLITE "INVISIBLE" IDENTIFIER



Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc. COMPLETE KIT, \$45 Dept. B-4 75 W. 45th St., N. Y. C.

A new swimming pool is provided to allow a family to make a day of it. There is a cranberry-style chicken barbecue at a cost of 99 cents for adults and 60 cents for kids.

Among other projects in the building stage is a Gaslight Village, a permanent installation which is in addition to the story-land displays set up at Christmas.

Adding to the profits are various concessions at the stations. These include lunch counters, candy stands and a souvenir and gift shop.

So far this year, Eldredge reports, business has been fine when the weather has permitted.

Installation is located on Route 28, the direct road to Cape Cod. Large billboards attract passing motorists, but there are thousands of steady customers.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP. GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE. BETTER THAN A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. Write for Complete Free Details. HOLLYWOOD SPOTS-LITE Co. Dept. B 3619 No. 16th St. Omaha 10, Nebraska

WANTED Turnstiles and Roto Gates Call or write MR. WAGNER care Edgewater Amusement Park 23500 W. Seven Mile Rd. Detroit 19, Mich. Phone: KENwood 1-2660

FOR SALE 90-plate, 20-car Lusse Scooter Ride. New in 1951. All stainless steel portable building. Excellent condition. Must sell quick and cheap. Doctor's orders. BOX D-218 c/o The Billboard Cincinnati 22, O.

KIDIE CAR RAILROADS Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y. 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

ALL MODERN NEW KIDIE PARK 21 RIDES 21 Will be finest Park in East. 8 Major and 13 Kiddie Rides. This Park is a part of the largest Farmers' Market in the world. Corner of Rt. 130 and 73 in New Jersey. Two miles from Philadelphia, six miles from Camden. Very heavy industrial area. Paved parking for 10,000 cars. Set up to handle at least 150,000 weekly. Opening August 27. BOOK, BUY OR LEASE Major Rides: LARGE PORTABLE COASTER, LARGE MERRY-GO-ROUND, Kiddie Rides: SKY FIGHTER, FERRIS WHEEL, PONY CART. ALL EQUIPMENT MUST BE FIRST CLASS, PASS RIGID INSPECTION, APPEARANCE AND CONDITION. WRITE PLAYMART, INC. WIRE Pennsauken Mdse. Mart Pennsauken, New Jersey

PARK RIDES FOR SALE Moon Rocket, Caterpillar, Octopus Roll-O-Plane, #12 Ferris Wheel, 40-ft. M-G-R. Write for detailed information. CAN BE SEEN IN OPERATION P. O. Box 282, Baltimore, Maryland

High Quality KIDIE RIDES ROTO WHIP—KIDIE WHIP—SPEED BOATS—PONY CARTS— GALLOPING HORSE CARROUSEL Illustrated Circulars Free W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

FOR SALE—AMUSEMENT PARK Well established park, year round operation, located in heart of large city in Southern California. Major Ride, 12 Concessions, Arcade—room for expansion. Four large offices, store rooms, fully equipped shop. Four rentals on lot bring in better than \$800 per month. Park well maintained—clean and in excellent condition. Ill health forces sale. Best offer takes. BOX D-219 c/o THE BILLBOARD CINCINNATI 22, O.

RAS CALGARY GROSS BIG, BUT OFF FROM PEAK '55

Ride, Show Takes Down Slightly During First Four of Six Days

CALGARY—The Royal American Shows for years have been writing history at the Calgary Stampede and Exhibition. Each year they have achieved what was thought impossible and have set new high grosses for rides and shows. This year, however, the Royal may fail to hit a new peak.

Thru Thursday (12), the fourth day of the six-day Stampede, the Royal's gross, while a thumping one, was slightly under its take for the corresponding four-day period last year. However, there was still a small chance that the Royal would overcome that dip in the final two days. The closing two days last year were whoppers, and it would take some doing to eclipse them.

Midway personnel ascribed the dip in the ride and show receipts the first four days to tighter spending. The Stampede's attendance was up some 26,531 during that period, but the tighter spending more than offset the higher attendance.

The midway line-up was revamped from last year, and some held that this had some effect on business. Some also pointed out that the Mexican Village, a new feature on the Stampede's indepen-

dent midway, also had some effect on the takes. The village played to some 10,000 people daily and considerable Mexican food and merchandise was sold there, thus deflecting money which otherwise might have been spent on the show midway.

The Royal offered 41 rides and shows as against 36 last year. The lineup embraced 16 shows against 13 in '55.

Of the shows, Lottie Mayer's "Watercade" turned in bigger grosses than "Moulin Rouge." Leon Claxton's "Harlem in Havana" was given good patronage, tho off slightly from last year. Dick Best's

Side Show also was down from last year.

The Arcade, owned and operated by Harry Julius, turned in bigger receipts each of the first four days.

Set Up Early

The Royal American show train made a fast run in here from the Brandon (Man.) Exhibition and all of the attractions were up and ready to operate by 6 p.m. Sunday, altho the Stampede did not open until the following day.

Carl Sedlmayr Sr., RAS owner, said that he plans to set up his new Kiddieland layout for the first time at the Saskatoon, Sask., Exhibition, where space will make it possible.

Early Fairs Strong For Billy Collins

FESSENDEN, N. D.—The William T. Collins Shows got off to a good start at the Wells County Fair here, which opened Tuesday (10) and ran thru Friday (13). The first fair of the season, Jamestown, N. D., was also good, yielding ride and show grosses some 20 per cent ahead of a year ago.

Veteran owner Billy Collins had 14 major and 10 kid rides in operation here along with 10 back-end shows. Four more rides and "Miracle Fountain" will be added before the show opens July 30 at the North Dakota State Fair, Minot. All lighting has been changed to either fluorescent or slim line this year, two new show fronts were built and a new entrance arch is being used.

Staff, in addition to Collins, includes Mrs. William T. Collins, treasurer; Art Signor, secretary; Charles Sheesley, general superintendent; E. W. (Slim) Wells, general representative; George Gallo, outdoor advertising; Michael Collins, assistant manager, and Carlo Schiavone, ride superintendent.

Other personnel on the show include:

Rides—(foremen listed first)—Scrambler, Chet Marcum, Kenny Smith; Octopus, Henry Busch, Leo Stewart; Merry-Go-Round, Charleston Winters; Dodgem, Russell Ames, Craig Wagner; Tilt-a-Whirl, Curtis Russell, Robert Walkin, John Willis; Rock-o-Plane, E. W. Schroeder, Henry Showalters; Roll-o-Planes, Melvin Preston, Paul Bliz; Round-Up, Howard Hall, Gordon McNeese; Fly-o-Plane, Elwin Ames, Ben Bellanger, Jimmy Jackson, Gilbert Courser; Ferris Wheels, Charles Hall, Raymond Howe; Kiddie Racers, Boats,

Roll-o-Whip and Airplanes, Ernie and Vivian Slavin, Penny and John Slavin, Henry Lindall; Roller Coaster, W. B. Rich, C. Prince; Jolly Caterpillar, Geneva and Walter Williams; Kiddie Cars, Tug Boats and Swings, Johnny J. Jones Jr.; Tubs of Fun, William Mastiolla, George Mastiolla; Ponies, F. W. Cook.

Shows—Side Show and Monkey Show, Mr. and Mrs. William Chalkias Sr.; Fish, Mr. and Mrs. Weldemann; Glass House, Theodore Effos; Dark Ride, Al Wallace; Mickey Mouse, Mr. and Mrs. Dunberry; Girl Revue, Bill Jackson; Miracle Fountain, Mr. and Mrs. R. Thompson.

Concessions—W. B. Rich, 5; E. J. Adams, popcorn; Bob Harris, percentage; Mrs. Bob Harris, pan game; L. J. Stout, custard; Gabe Schickling, 2; V. Pelon, pin store; Jean Wells, jewelry; Joe Decker, 5; Mr. and Mrs. Weldemann, short range; Ted Cory, grocery wheel; Ben Blikas, foot-long; L. Holden, Roman targets; J. Williams, 3; J. Griffith, Coke pitch; Frenchie Le Deaux, 2; Chuck Magid, 10; W. Ray, diggers and derby; Henry Polk, cigarette block; Morris Bluestein, 3; Vern Holmberg, 3; Vera Harrison, basketball; Jimmy Harrison, bingo; H. Wood, 2; Billie Chalkias, cook-house; Mr. and Mrs. O'Reilly, basketball, and Mr. and Mrs. Jack Sheean, Penny Arcade.

New Eng. Dates OK For World of Mirth

WORCESTER, Mass. — New England gave Frank Bergen's World of Mirth Shows its second good stand in as many weeks here. Last week over the Fourth of July holiday, business was reported very good at New Britain, Conn.

The gate at New Britain and here has been very good and spending on the inside was also labeled okay. The New Britain date was signed here for next year. The stand will again incorporate the holiday if fireworks can be included. The planned pyro show this year had to be canceled because of fire laws covering the proximity of canvas.

This date, always good, is all the better since the show is the first sizable organization of its kind to play here. The lot is close to heavy population.

Bulding Continues

The show continues to shape up as it heads for fairs. New banners have arrived for the fat show which joined last week. New banners are on order for the Side Show and will be ready in time for the Ottawa Exhibition. The train will be painted and the job completed before the show crosses the border.

The big girl show, Club 18, will open in Portland, Me. The open-

Solid Takes Mark Coleman Still Dates In Compact Zone

Record Stand, First-In Benefits Boost Earnings in Season Tagged as Spotty

By JIM McHUGH

KINGSTON, N. Y.—A record still date, Meriden, Conn., and good business at 11 of the 12 dates played so far have added to the prosperous air that has long been identified with Coleman Bros.' Shows. Now, with only two dates remaining before the start of its fair route, the show is certain to enter the more lucrative phase of its season in excellent shape.

Altho dogged by the same adverse weather that blanketed the area and other units operating at the same time, the Coleman family, Owner Dick, his wife and their two sons minimized the competition from the elements by sticking to the operating formula that has identified their organization for 39 years.

This, for instance, is the only one of 14 still dates in which the show has been predated by a similar organization. But not much importance is attached to this here since the Colemans aim for the moneyed vacationers who have only recently arrived.

The Meriden date, noting the city's 150th birthday, provided a feather for the managerial cap and a lush green lining for the money bins. The show was the first to play the town in 49 years. Several generations found the attractions amazing and delightful and their enthusiasm could not be held in check at the gates to the city park showgrounds beyond noon each day. Show elements, including all units, banged away for 12 solid hours each day with no apparent lull for the dinner hour. Show personnel folded up at week's

end, but the paper money made soft bedding.

Record Still Date

The date was the biggest non-fair appearance in the history of the show. The obvious enjoyment of the attractions by the citizenry and the fine relationship between show and town officials may well result in an open-door policy there for the Coleman organization.

The Colemans continue to place their hope and find their fortune within a couple of hundred miles of their Middletown, Conn., headquarters. The first three weeks of the season were bunched in a nine-

(Continued on page 64)

Circus Holds Patrons for Bill Tatham

GARDNER, Ill.—The featured circus on Tatham, Bros.' Shows is helping business two ways. Not only does it draw patrons to the lot; but it keeps them there until well into the night, Bill Tatham, owner, reported here.

The performance, which is staged on a 34 by 44-foot platform illuminated by floodlights and embellished by scenery, runs 1½ hours. Acts include Sylvia Lytell with dogs, monkey, and a parrot; Paul Zallee, musical novelty; Buster Todd, trained pony; Zallee and Mike Tatham, clowns; Arthur Dick, skating; Zallee, juggling; Buster Todd, ropes, and Sylvia Thompson, Dalmatians. Owner Tatham emcees; Rollie Hardin is stage manager; Bill Tatham Jr. handles props, and Henry Clayton the sound equipment. Show does two-a-day at 4 p.m. and 11 p.m.

Show played the Sullivan, Ill., July 4 celebration for the 10th year and has been signed to return in '57. On the route this season are four centennials and five fairs where the circus will be augmented and presented in front of the grandstand.

Report Marks Takes Okay With Weather

CHESTER, Pa.—Weather has been the tip-off on business for the John H. Marks Shows. When the skies are clear business is good. In Baltimore, with the weather hot, business was reported good.

The Wilmington, Del., date was at the airport, five miles out of town. Transportation was poor but business was fair on Friday and Saturday.

The show has a good line-up of back-end attractions with Rita Cortez featured in the Girl Show, Jimmie Simpson's minstrel unit, Art Spencer's Lion Motordrome, Walter Stoffel's wild life and Whitey Sutton's Side Show.

Staff also has depth with Paul Lane as concession manager; Harry Schreiber, business manager, and Harry Crafton, special agent.

Weiss to Make Annual Miami Fund Junket

MIAMI—The annual trip by the secretary to beat the financial drums for the Miami Showmen's Association will get under way in a couple of weeks. Developed to a successful art by Phil Cook, the tour will be made this year by his successor in office, Martin M. Weiss.

Weiss will visit many shows to stimulate the holding of jamborees and sale of journal ads and booster sheets. He is the son-in-law of Barney Tassell, well-known Eastern show operator.

Page Frames Second Unit

BLOOMFIELD, Ky. — Page Bros.' Shows will frame a second unit this month in order to service the string of fairs booked by the organization. W. E. Page, manager, announced here last week. The additional unit will be managed by Colon Lenard.

Page moved here last week from a profitable July 4 week at Eminence, Ky. Nancy the elephant, being worked by Judy Smith, is holding the crowds at night, with Judy also doubling with several other turns.

Hardy Brady, business manager, closed at Eminence and his chores were taken over by Bill Porter.

Olson Adds Strength To Ride, Show Line-Up

FORT WAYNE, Ind. — Olson Shows, already loaded with big money-winning attractions, this week announced the addition of more units to strengthen both its back-end and ride line-up.

Paul Olson, manager and co-owner, reported he had closed with the Gaylon Siamese twins of Dayton, O., to play the Olson circuit of fairs this year. He will manage the duo during the season and will also book them for winter dates. The veteran operator also reported that a Spineroo would join the show at the Illinois State Fair, Springfield, and a new Choo-Choo Boat Ride from King Amusement Company debuted here at the Fort Wayne Free Fair.

Further strengthening of the ride line-up results from excellent business in that department this season. Close to 75 per cent of the grosses have stemmed from rides at the Anderson, Ind., Fair, a still date in Toledo, O., and the fair here.

The Scrambler has been topping all units thus far. Each Chamber's Monkey Speedway, however, has also been getting a good share of the attention.

Show-wise, Charles Teichner's Rock 'n' Roll unit is doing okay. Featured are George Williams, comic; Sheppards (5), songs; Patterson Brothers, dance; Jackie Turner, mimic; Nadja and Caroline, exotics; Katalina, featured dancer, and Tommy Badger's ork.

INTERSTATE SHOWS

WANT - - - WANT

SHOWS—Girl Show with own equipment, any Grind Show not conflicting. CONCESSIONS—All Prize Every Time Concession open; also Long Range, Age & Weight, Hi-Striker, Hats, etc. RIDE HELP—Foremen and Second Men all Rides, semi drivers preferred; top wages if you can produce. Want Show Electrician who can handle GM Diesel plant to join on wire. Want Bingo Caller and Countermen to join on wire.

H. B. ROSEN

Rogersville, Tenn., this week; Manchester, Ky., to follow.

TIVOLI EXPOSITION SHOWS

WANT FOR 15 SOLID WEEKS OF FAIRS

Including Burlington and Dubuque, Iowa, and closing late in fall with 4 Big Louisiana Fairs, including Leesville and Eunice.

CONCESSIONS: Penny Arcade and Hanky Panks of all kinds. SHOWS: First-class Girl Show or any Show of merit except 10-In-1 Side Show. RIDES: Will book 1 major Ride (What have you?), also 1 more Kiddie Ride. HELP: Can place Ride Men on all Rides. Must drive semis.

Address H. V. PETERSEN, Mgr.

Waverly, Ill. (Centennial), this week; Paris, Ill. (Fair), next week.

JIMMY ACKLEY WANTS

Agents for Six Cats, Buckets, Swinger, Pan Game, Age & Scales.

Also want Man who is capable to up and down eight Concessions. Living quarters furnished. Must be able to drive semi.

Those joining now get preference at the Holy Redeemer Celebration, Flint, Mich., and Crown Point, Ind., Fair. All answer

BIG CITY SHOWS

Gladwin, Mich., July 15-21.

15 MORE FAIRS—Bumper Crops

Want Novelties, Fish Pond, Scales, Glass Pitch, etc. SHOWS—Girl, Athletic or any with own equipment. RIDES—Live Ponies and all Kiddie Rides. HELP—Foremen and Second Men on Tilt, Octopus and Spitfire. \$50-\$60 per week plus bonus. Agents for Pin and Count Shows.

BOGLE SHOWS

Anthony, Kansas, Fair now; Downs, Kansas, Fair next week.

P.S.: Bob Jones, Paul Carroll, call show collect.

RIDE HELP WANTED

Experienced Foremen for Wheel and Coaster who drive. No drunks. Darrel Michael (Eldorado Slim), contact me. Long season. Want Flashy Girl Show for Nemaha, Nebr., Celebration, July 17-21. Will book Concessions not conflicting. Will sell slightly used Evans Skillo.

SHAMROCK SHOWS

Nemaha, Nebr., July 17-21.

WANT A BANKROLL? BUY THIS SHOW!

It's complete, ready to open. 1946 dual wheel Chev. Panel Truck, 20x40 Top, 8' Sidewall, 50' Pipe Front, Bally, 2 Stages. Blow-ups, Banners, P.A. Set and 10 "Unborn" specimens, including a Blue Baby, Test Tube and Two-Headed Boy. Complete frame-up for Girl or "Unborn." Cash—no deals. All newly painted on truck, ready to go.

Address: SHOWMAN

3925 Airline Highway, New Orleans 26, La.

ROY ALLEN

Wants Skillo, Count and Peek Store Agents for #2 Unit. Also Cookhouse Help.

Famous American Shows

Chatsworth, Ga.

COMPLETE COOKHOUSE FOR SALE

Kitchen mounted in 24' Lowboy Trailer, with 1949 Ford Tractor in perfect shape, with only 7,000 miles. WILL SELL FOR 50% OF COST. A real buy—everything ready to set up and operate.

DICK REDDEN

Jonesboro, Ill.

WANTED

Experienced Ride Foreman for Merry-Go-Round, Tilt-a-Whirl and Scrambler. Top salary.

Belgarian Amusement

1759 N. Newland Chicago 35, Ill.

Shorter's Greater Shows

Want for balance of season: Popcorn, Sno-Cone, small Grab, Jewelry, Man with Stores and Hanky Panks. Need Help on Funhouse and Snake Show Grinder, Girls for Agents and Shows. Contact

MANAGER

Cumberland, Wis., July 19-22.

SIDESHOW HELP WANTED

Enlarging for fairs. Fire Eater who can lecture, Tattooer (good territory), Ed Evans, Sig Anderson, Huck, answer. Half & Half who can work and not play. Verne Martin, Mona, Gilda, Harold, answer. Do not write—call or wire, must join now.

EARL MEYER

c/o O. C. Buck Shows, Fort Edwards, N. Y.

WANT CARNIVAL

For August 1-2-3-4 for ANNUAL STARKE COUNTY 4-H FAIR at Hamlet, Indiana.

TOM BELL

Phone 8958 Knox, Indiana

RIDE HELP WANTED

Foreman for Merry-Go-Round. Foreman for 8-tub Octopus. Must drive and have driver's license. Best of wages. Long season. Contact

JOHN HANSEN

Phone Independence 3-9614, Chicago, Ill.

BILL PORTER WANTS AGENTS

Nail Store, Razzle, Clothes Pin, inside and outside for Skillo.

Edmonson, Ky., this week.

WANTED

Bingo, Frozen Custard, Floss Candy. All replies

GEO. CLYDE SMITH SHOWS

Hooversville, Pa. this week; Corriganville, Md., next week.

PARAKEETS

65c

BABIES—90c ea.

CHROME CAGES

50c ea.

Shipped Daily, F.O.B. Los Angeles.

Minimum Order, 48 Birds.

—Call or Wire—

24-Hour Service.

Durkee's Bird Farm

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Phone: OXford 9-5210

BILL CHALKIAS WANTS FOR FINEST FRAMED SIDE SHOW ON THE ROAD.

Two more Acts. Will pay top salary for good Sword Swallower, (Pat Zerm, answer.) Torture or Pin Cushion. Can place good Talker who can cut it. Billy Milton, Red Friend, Jerry O'Brien, Charlie Zerm, John Bowman, wire me! Will cut P.C. on Front. Four State Fairs coming up. Long season—money sure, rain or shine.

BILL CHALKIAS JR.
Can use COOKHOUSE HELP.

All Address: **BILL CHALKIAS**
c/o Wm. T. Collins Shows, Hamilton, N. Dak., this week; Devils Lake, N. Dak., next week.

COOKHOUSE & GRAB HELP WANTED

Need first class Breakfast man, Hamburger Man and Waiters. Red Cochran and Mike Still, get in touch. North Tonawanda, New York, this week; Niagara Falls, N. Y., week of July 23.

Contact

Paul "Pinetree" Bozman or

Carl Parsons

c/o Cellin & Wilson Shows, per route.

SALE—CHEAP—SALE

30 ft. Van, GMC Tractor, 16x28 Bingo with lots of stock, complete with extra P-A Sets; Mouse Game, complete, one 6x6 outfit; lots of other equipment. Booked on a Show for the season with good Fairs and Celebrations. For quick cash sale, \$1,695.00 for all. Good reason for selling! Might consider trade for Long Range

B. NESSLER

Jack's United Shows, Mattoon, Ill.

BINGO CALLER WANTED

For five weeks of continual Fairs, starting at Paris, Ill., July 21; followed by Charleston, Ill.; Rockville, Ind.; Greenup, Ill., and Scott Field, Ill.

Wire **JOHN RICE**

c/o Western Union, Paris, Ill., this week.

WANTED

BOOKING AGENCY or GENERAL AGENT
One capable of selling 4-Ride Show, for flat money, to Supermarkets, Merchants, Plenics, Unions, Manufacturers in Midwest area. Write:

CAL ZIMMERLI

4152 Juniata St. ST. LOUIS, MO.

WANTED

Ride Superintendent for our Second Unit. Ferris Wheel, Merry-Go-Round, Coaster and Kid Rides. Good treatment. State salary wanted.

Write **P. O. Box 7503,**

Cleveland 30, Ohio

MARVEL SHOWS

Want Wheel Man and other Ride Men who drive. Also a few stock concessions, especially Photos, Hi-Striker, Age and Weight Bumper, Duck Pitch, Coke Bottle

EDW. (JAKE) MERRIMAN
Gladstone, Ill., July 19-22; Lanark, Ill., to follow.

AL BARKER'S SHOW

Marengo, Iowa, on Square, this week; Ollie Iowa, Homecoming following. Want Concessions: Hi-Striker, Balloon Dart, Age & Weight, Dish Pitch, Bear Pitch Lead Gallery, Snow Cone, Jewelry, Photos. Want Second Man on Eli Wheel, must drive. Committees in Missouri and Tennessee, have time open in September. Contact **ALBERT BARKER**, Marengo, Ia.

FOR SALE—RIDES

used 7-Car Seller Tilt-A-Whirl \$3,000.00.
No. 5 Eli Wheel, 1946 Model, new condition, \$4,750.00
WEST COAST NOVELTY CO.
7283 Bellaire, North Hollywood, Calif
Telephone: POplar 5-0320

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Tony Finstinetno
Concessionaire,
Cettin & Wilson Shows,
for your automobile purchase

"Save Money With Johnny"

JOHNNY CANOLE

3000 Third Ave. Altoona, Pa
Phones 9347 or 3-0063

WANTED FOR GIGANTIC ANNUAL FESTIVAL AND CELEBRATION



July 20 to August 15
79th and Cicero
CHICAGO



Sponsored by St. Nicholas Council

Will book Legitimate Concessions of all kinds. Bingo for Merchandise still open.

Shows Wanted: Motordrome, Circus, Side Shows, Illusions, Shows of any kind, Walk Thru or Grind Shows.

Want a good clean Cook House.

Highlights: 26 big days & 26 big nights. One million free ride tickets distributed. All Rides free from 6:30 to 7:30 every night. Dancing contests nightly, TV celebrities on stage every other night. Nightly door prizes. Free circus nightly, free aerial acts; lights in sky. Not a dull moment! This is it! You can't miss!

Contact

LAWRENCE MATURA

8322 S. Mayfield, Oak Lawn, Ill. Garden 2-1557

HELP!—WANTED—HELP!

For FAIRS starting July 31st for Number 2 Show

FREAKS, CURIOSITIES, NOVELTY ACTS, LECTURERS, TALKERS, MAN WITH ILLUSIONS, GIRLS FOR MAMBO REVUE.

Want to buy Two-Headed Baby or any Freak Unborn Specimen.

CAVALCADE VARIETY SHOWS

FRED SINDELL

3819 Oceanic Ave., Brooklyn, N. Y. ESplanade 2-6867

WANTED

Experienced Foreman on Merry-Go-Round, Ferris Wheel, Octopus, Tilt-a-Whirl. Have to drive semi and stay sober. My reputation as to top wages and good treatment still stands. Those who worked for me before, come on.

SAM MENCHIN, Lakeshore Amusements

11 W. Division, Chicago, Ill. Superior 7-7243 or Indiana Harbor, July 13-22.

100,000	\$32.00
10,000	\$10.00
20,000	12.50
50,000	20.00
200,000	55.00
Price Chg.	\$3.00
Color Chg.	\$1.00

ROLL TICKETS
Printed to Order
DALY TICKET CO.
Collinsville Ill.
Union Made

PRICES F.O.B. COLLINSVILLE, ILL.	
Coupons Double Price	
Stock Tickets, 1x2 inches	
1 Roll	5.90
5 Rolls	4.25
10 Rolls	8.00
50 Rolls	23.00

PENN PREMIER SHOWS

worlds • cleanest • midway

CONCESSIONS

Can place Custard, Photos, Jewelry (Red Mack, call), Short Range, Bear Pitch, Scales, Bird Pitch, French Fries, Derby Racers, Diggers or any other legitimate Concessions. Dwight, call Buster.

SHOWS

Can place Wild Life, Monkey Show or any Shows not conflicting.

WANT DROME RIDERS AT ONCE!

ALL BIG FAIRS COMING UP. Little Red, Speed Lindsey or Kenny Hoffman, contact TRAVIS WARD, CALL BUSTER AT ONCE. IMPORTANT!

HELP

Also want Talkers. Can use Ticket Seller who drives for Circus Side Show.

RIDE HELP

Can place Men on Wheels, Octopus, Rolloplane, Coaster and Kiddie Rides. Must drive semis. No drunks or agitators. Good salary and bonus. Out until Nov. 15.

RIDES

Can place for a long list of fairs starting in two weeks. Scooter, Rock-O-Plane, Cat, Fly-O-Plane, Live Pony or any other Ride not conflicting.

Our first fair is Waynesburg, Pa., Free Fair; followed by Indiana Fair.

Address all mail and wires to
Lloyd D. Serfass, Gen. Mgr.
Connellsville, Pa., this week

All phone calls to
Harry (Buster) Westbrook, Bus. Mgr.
Midtown Motel, Uniontown, Pa.

GREATER DIXIELAND EXPOSITION

WANTS FOR HENRY COUNTY FAIR, Mt. Pleasant, Iowa, July 23-28;
Followed by a solid route of proven Fairs until November 1

CONCESSIONS

Watch-La, Balloon Darts, Long or Short Range Galleries, Age and Weight, High Striker, Novelties, Hats, Jewelry, Derby and legitimate Concessions of all kinds.

HELP

Foremen and Second Men on Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round, Auto Speedway, Comet and Octopus. Must have driver's license. If you drink, don't answer.

RIDES

Can place one High Ride such as Roll-a-Plane, Round-Up, Spitfire, etc.

SHOWS

Will place any clean Show with own equipment except 5-in-1. Note: Want Acts and sober Help for Side Show.

All reply **JIMMIE HENSON, Mgr., Seymour, Iowa,**
this week; **Mt. Pleasant, next**

BUTLER, PA., CENTENNIAL FAIR

AUGUST 6 THRU 11—DAY AND NIGHT

The oldest County Fair in Pennsylvania is celebrating its 100th Anniversary with the biggest fair program ever staged at the annual event.

NOW BOOKING legitimate Concessions and Shows for both the carnival and the independent midway.

WANT Ferris Wheel, Tilt, Octopus, Chairplane or any other major Ride to augment our midway for this fair.

BEAM'S ATTRACTIONS hold the fence-to-fence contract for this event. Contact

STEVE DECKER
c/o **BEAM'S ATTRACTIONS**

Huntingdon, Pa., this week; Frostburg, Md., July 23-28; Charles Town, W. Va., July 30-Aug. 4.

FRANK W.

BABCOCK UNITED SHOWS

"THE BIG SHOW ON THE WEST COAST"

CAN PLACE LEGITIMATE CONCESSIONS

WITH CLEAN EQUIPMENT FOR FOLLOWING TOP CALIFORNIA FAIRS:

SANTA BARBARA COUNTY FAIR, SANTA MARIA, JULY 25-29, INC. CONTRA COSTA COUNTY FAIR, ANTIOCH, AUG. 2-5, INC. ORANGE COUNTY FAIR, SANTA ANA, AUG. 10-19, INC.

LUCKY BOYS NEED NOT APPLY. NEED QUALIFIED RIDE SUPERINTENDENT. CAN ALSO USE COMBINATION MECHANIC AND WELDER—YEAR ROUND JOB FOR RIGHT MAN. CAN PLACE SOBER RIDE MEN WHO CAN DRIVE SEMIS. ALSO WANT FOREMEN FOR FERRIS WHEEL, ROLLOPLANE, OCTOPUS AND POWER AND FRONT GATE MAN.

Contact: **F. M. (Pete) SUTTON, FRANK W. BABCOCK UNITED SHOWS**

BALTIMORE HOTEL, 501 SOUTH LOS ANGELES ST., LOS ANGELES, CALIFORNIA.

TELEPHONE: TRINITY 5941

THIS WEEK: EL SEGUNDO (CALIF.) COMMUNITY FAIR

WANTED

For Harrodsburg, Ky., followed by Russell Springs, Ky.; Grundy, Va., then Maryville, Tenn. CONCESSIONS working for stock—Eats, Drinks, Long and Short Range, Basketball, Novelties, Custard. No EX at these spots. Come in, will place you. RIDES—Place Octopus, Tilt, Caterpillar and Scrambler, also Live Ponies. Place Sideshow, Girl Show, Illusion, Fat Show, Whatsis, Monkey Show and Snake Show—all with own equipment.
Wire C. A. STEPHENS, Jellico, Tenn., this week

FOR SALE

C-Cruise, mechanically good, needs paint, for quick sale \$2250.00. Spitfire, new paint and upholstery, ready to go, \$2750.00.
R & S Amusement Co.
115 Munger Avenue, Birmingham, Ala.
Phone 4-2259

GRIGGS BROS.' SHOWS

Want for now and Ft. Knox, Ky., July 30-August 5

A complete Crew for Skills. No drunks or habits—that is cause of this ad. Count Store Agent, Pin Store Agent. Agents who join this week to play Ft. Knox. Will book a couple of Stores if you have Hanky Panks. Will book Six Cats, Buckets, Swinger and Nail for this pay day.

Fairs start at Richmond, Ky., Free Fair, August 7-10 and continue until November. Will sell EX on Popcorn and Apple, Bingo, Diggers—all legitimate Concessions open. Rides—Will book, buy or lease Merry-Go-Round and Octopus; must be in first class condition. Can always use Ride Men who drive. Mr. Slausser, who was in my winter quarters, get in touch with me—good deal.

CHAS. GRIGGS

Flemingsburg, Ky., this week. (Phone at Dairy Queen.)

P.S.: For Sale—Pony Ride—8 Ponies; CMC Bus in A-1 shape, equipped to haul ponies, all for \$800.00. Will book on Show.

ROXIE GATTO & HELLER'S ACME SHOWS COMBINED

For 10 Southern Fairs, starting Weirwood, Va., Aug. 13; closing Armistice Day

Want Ride Help—Foremen and Second Men on Merry-Go-Round and Chairplane. Also Help on other Rides. Top salaries. Drivers given preference. Cliff Carter, contact, and all other Ride Help with us before, come on.

This week Greenwood Lake, N. Y.; then Sloatsburg, N. Y.; then South.

Also want Shows with own outfit, Jig Show, Girl Shows, White and Colored, Grind Shows, Side Show. Very low percentage. Johnny Ryan and Bill Martin, contact Roxie. Lew Alter, contact Harry Heller. Starting Fairs want all kinds of Concessions. Contact

HARRY HELLER

Orange, N. J., phone Orange 4-5447, midnight. Contact Roxie Gatto at Show.

CHUCK MOSS & W. A. SCHAFER

Want for 3 Wisconsin Fairs—Menomonie, Wilmet, Tomah; then 2 more weeks in Chicago—53rd & Cicero, Aug. 13-19; California & Peterson (on North Side), Aug. 20-26; then Hannibal, Mo. (on the streets), Aug. 27-Sept. 1; big Labor Day Week, Keokuk, Iowa (on the streets, first time in 7 years); Quincy, Ill., Annual Celebration; Ft. Smith, Ark., Fair; Texas Fairs at Longview, Lufkin, Nacogdoches and Gilmer. Out until November.

SHOWS: Athletic, Side Show, Two-Headed Cow, and any good outstanding Grind Shows. Also Penny Arcade. RIDES: Baby Merry-Go-Round, Train and can use 1 or 2 Major Rides that do not conflict. Need Ride Help on all rides. CONCESSIONS: Photos, Long and Short Range Galleries, Hi-Striker, Ball Games, Frozen Custard, Ice Cream Dip, Bird Pitch, Coke Bottle Rings, Jewelry, Guess-Your-Age, Straight Sales of all kinds and any Slum Stores.

Address c/o **W. A. SCHAFER JUST FOR FUN SHOWS**

95th & Jeffrey Sts., Chicago, Ill., this week; then Menomonie, Wis.

WANTED

BLAIR COUNTY FAIR, August 28 to Sept. 3, Hollidaysburg, Pa. Bingo, Lunch, legitimate Concessions of all kinds. No gypsies. Popcorn, Apples, Floss and Custard sold. Contact: Gilson C. Ginnick, 1013 Chestnut Ave., Altoona, Pa.

WANTED

GREAT HAGERSTOWN FAIR, Sept. 17 to Sept. 22, Hagerstown, Md. Legitimate Concessions and Shows of all kinds. Contact: Fuzzy Bears, Hagerstown, Md.

Will book non-conflicting Rides for the above dates.

Contact: **THOMPSON BROS.' AMUSEMENT CO., Altoona, Pa.**

FOR SALE: Loper Ride—cannot be told from new.

THOMPSON BROS., Altoona, Pa.

Monarch EXPOSITION SHOWS

—ALL FAIRS UNTIL OCTOBER—
NOW BOOKING FOR ST. CLAIR COUNTY FREE FAIR, BELLEVILLE, ILLINOIS
10 DAYS—STARTING JULY 27

Estimated Attendance 125,000. Air Force Base Nearby. THIS IS A RED ONE. CAN PLACE A FEW MORE STOCK CONCESSIONS. Ball Games, Basketball, Six-Cats, etc. KID RIDES: Will book 2 for balance of season or will buy. CAN PLACE SECOND MAN FOR FERRIS WHEEL. BUCK SMITH wants clean couple for Bingo. (Experience not necessary—must be able to drive.)

All address **E. L. WINROD, Mgr.**

CARROLLTON, ILL. (Fair), this week; then BELLEVILLE, ILL., next week.

GOLD BOND SHOWS

WANT

WANT

WANT

FOR ALL FAIRS STARTING PORTAGE, WIS., JULY 25-29; MONROE, WIS., AUG. 1-5

CONCESSIONS: Hanky Panks only. Novelties, Jewelry Sales, Hats, Jewelry Spindles, Basketball, Photos, Bumper, Dart Games, Age and Weight, Pitch Games, Ball Games. **SHOWS:** 10-in-1 or 5-in-1 (will give good deal), Motordrome, Wildlife, Mechanical and Illusion.

RIDES: Want non-conflicting major and Kid Rides.

All reply by wire only to:

MICKEY STARK, Mgr.

(Fair) HOPKINS, MINN., July 17-22; then PORTAGE, WIS.

WANT—MIDWAY OF MIRTH SHOWS—WANT

CONCESSIONS: Hanky Panks, Fish Bowl, Coke Pitch, Hoopla, Parakeets, High Striker and Milk Bottles.

RIDE HELP: Ferris Wheel Foreman, Tilt-a-Whirl Man. Must drive.

12 FAIRS STARTING AT FARMERSVILLE, ILL., this week; BENTON, ILL., follows.

Address: **FARMERSVILLE, ILL., this week.**

GIRLS - - - WANT - - - GIRLS

\$75.00 A WEEK

For Girl Show—Strippers, Hula, Rumba, etc. Want Ticket Seller and Grinder who can drive semi, \$50.00 a week (no drunks). Must up and down. Want Candy Pitchman, 50/50 after stock. We have all Fairs including Saginaw. Want Girl Show Talker. Phone or wire care fairgrounds. No time to write; pay your own.

Columbus, Ind., July 15 to 20; Logansport, Ind., July 22 to 28. Wire

F. W. MILLER

c/o **GOODING SHOWS**

WANT

For Caldwell, Ohio, on the Square, July 25-28

Fishpond, Hi-Striker, Glass Pitch, Novelties, Jewelry, Photos, Pitch-Till-You-Win, Pan Game, Coke Bottle, Milk Bottle and Cat Rack. RIDES—Any non-conflicting Ride. **HELP ON RIDES—Foremen and Second Men who drive.** Call or come on. **FOR SALE—40 ft. Spillman Merry-Go-Round, nice shape, has 105 organ, just overhauled by Heller—price \$2,800.00. Can be seen any week per route.**

Contact **A. R. BRIGGS, Pleasant City, Ohio, this week**

MIDWAY CONFAB

When Monte Young Shows had a day off in Provo, Utah, recently, the personnel held a picnic in the park. Mrs. Samuel Snobar was in charge of food; Rod Markey supervised the liquid refreshments, while Samuel Snobar handled ticket sales for the Pacific Coast Showmen's Association. Night entertainment was provided by home movies. . . . Frances Lopez is back with Jeffery's Side Show on Penn Premier after undergoing surgery in Marion, O.

Robe Robeson, former girl show operator, is headlining the floor show at the Club Carnival in Hurley, Wis. Also on the bill are Mae Miller, songs; Wendy Barr, exotic; Chi LaRama, exotic; Carmen, flamenco; Princess Pale Moon, fire dance; Marcella, Lody Lee, Curlessa, Tohita St. Pierre and Linda Lamont, exotics; Bobby Jay, dancer, and Bill Richards as emcee. . . . Jack Lydick, veteran talker and bingo caller, was recently elected commander of American Legion Post No. 2 in Cleveland. Elmer Allen, who had concessions at the Cleveland Great Lakes Exposition, is on the post's board of trustees.

Less Hutchison was recently released from a Montgomery, Ala., hospital following surgery and is convalescing at his home at Box 553-A, Route 2, Montgomery 8, Ala. Babe Hutchison says he'll be taking it easy for several weeks and would like to hear from friends. . . . Ellis Hughes recently joined Sugar State Shows with his Chair-plane and live ponies. Ted Dior, show manager, reports the weather hot and business fair.

Willie J. Bernard recently visited the King Reid and O. C. Buck organizations. He plans to join Playtime Shows as ticket seller for Edward M. Burr.

Billy Logsdon has moved his Side Show to the Buff Hottle No. 2 unit. . . . John Looney joined Eastern Amusement Company at Old Town, Me., with two novelty joints.

Terry Johnson and Willie Johnson are new agents for Harry and Evelyn Curry, former road unit operators, who have games at Rockaways Playland, New York.

Danny Easto, son of Girl Show operators Howard and Ronny Easto, is in University Hospital, Ann Arbor, Mich., for leg surgery. He'd like to hear from friends.

Joe Uknis, custard operator, is back on the Marks Show, having recovered from a recent illness. Bingo operator Harry Weiss has been doing okay. George Schleman has popcorn, French fries and cotton candy on the show. Jack Galluppo has the cafeteria.

BLUE GRASS SHOWS

Wanted for
CHAMPAIGN COUNTY FAIR
 Urbana, Illinois, week of July 23
 FOLLOWED BY COLES COUNTY FAIR, CHARLESTON, ILL., AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS INCLUDING SUCH OUTSTANDING EVENTS AS LA PORTE, INDIANA, AND LAUREL, MISSISSIPPI.

CONCESSIONS	Hanky Panks and Prize-Every-Time Games of all kinds, Age and Scales, Derby Racers, African Dip, Name-on-Hats, Basketball, Ice Cream-on-a-Stick, Penny Arcade, etc.	SHOWS	Wildlife, Animal, Monkey, Motordrome or any good non-conflicting Grind or Bally Shows with own equipment and transportation. Liberal percentage.
RIDES	Will book set of non-conflicting Kiddie Rides for balance of season.	HELP	Lot Man, Ride Superintendent and Help on all Major Rides. Good salaries and part of Rides for Foremen. All must be licensed semi drivers.

All wire M. G. Stokes, secretary, Blue Grass Shows, Martinsville, Ill., all this week.

Cleanest Show on Earth **RALEY BROS.' EXPO.** **Most Outstanding Fair Route in the South**

August 6, Durham County Farm Fair & Expo., Durham, N. C.	Sept. 10, Chatham County Fair, Pittsboro, N. C.	October 15, The Great Chesterfield Fair, Chesterfield, S. C.
August 13, Exchange Club Fair, Roanoke Rapids, N. C.	Sept. 17, Alexander County Fair, Taylorsville, N. C.	October 22, Berkeley County Fair, Moncks Corner, S. C.
August 20, Rocky Mount Fair, Rocky Mount, Va.	September 24, Stokes County Fair, King, N. C.	October 29, Colleton County Fair, Walterboro, S. C.
August 27, Montgomery County Fair, Troy, N. C.	October 1, Firemen's Peanut Fair, Scotland Neck, N. C.	November 5, Beaufort County Fair, Beaufort, S. C.
September 3, Burke County Fair, Morganton, N. C.	October 8, Marion County Fair, Marion, S. C.	

Can Place Bingo to Join at Once

RIDES	Need two Major Rides not conflicting. Buy for cash, book or lease. Place set of Kid Rides.	SHOWS	Colored Girl Show, any Family-type Shows.
CONCESSIONS	Place any Hanky Panks, no exclusives. No grift at any time.	HELP	Need Talker for What-Is-It and Geek. Can use Second Men on all Rides, must be sober and drive.

Farmville, N. C., this week; Tarboro, N. C., and Clayton, N. C., to follow. Then all Fairs.
 Please Wire — No Phone Calls Accepted.
 Harold Raley, Mgr. — Ethel Raley, Secy. — Frank Dickerson, Gen. Agt.

WESLEY BALIR
 Wire me collect, have excellent proposition for you.
MARK WILLIAMS
 c/o Western Union Oaklawn, Illinois

SLIM STOUT
 Wants one Count Store Agent. Buddy Stevens and Glen Senior, come on.
AL BROWN'S TRI STATE SHOWS
 As per route.

CAN PLACE CONCESSIONS

July 22-28, CASS COUNTY FAIR, Logansport, Ind. Can place Games, Cookhouse & Bingo.	July 23-28, MADISON, INDIANA, FAIR Can place Games only.
July 29-Aug. 3, JOHNSON COUNTY FAIR, Franklin, Ind. Can place Long Range exclusive.	July 30-Aug. 3, CENTERVILLE, INDIANA, FAIR Can place Games only.
July 30 to Aug. 4, ELNORA, INDIANA FAIR Can place Games, Floss and Apples	

GOODING AMUSEMENT CO.
 1300 Norton Ave. Phone AXminster 9-1193 Columbus 8, Ohio

PARAKEETS and CAGES



Real Flash! **CHROME & NICKEL CAGES** **45¢**
 With or without handles —all set up.
 Write or Wire for Prices on Live Birds.
 • Shipped Daily
 • Safe Arrival
 • Lowest Prices
 • Buy Direct
 25% dep., bal. C.O.D.—F.O.B. Chicago—Webster 9-4191
CHICAGO BIRD & CAGE CO. 422 S. State St. Chicago, Ill.

CALHOUN COUNTY FAIR; MANSON, IOWA, JULY 24 TO 29
 Followed by Fairs at Webster City, Iowa; Rochester, Minn., Free Fair; Decorah, Iowa; Monticello, Iowa.
 Want Ball Games, Hanky Panks, Hats, Basketball, Ice Cream, Long and Short Range, Photos. Can place Glass, China Lamps and Parakeet Pitches. Show wanted with own equipment, have Girl Shows, especially want Athletic Show and Arcade. Can place Second Men who drive on Rides; no cars.
SUNSET AMUSEMENT CO.
 Clinton, Iowa, this week; Manson, Iowa, next.

WANT CONCESSIONS OF ALL KINDS
 For Collinsville, Ill., July 19-21; Nokomis, Ill., Centennial, July 23-28; Mexico, Mo., Fair, July 30-Aug. 4; Elsberry, Mo., Homecoming, Aug. 4-11; St. Charles, Mo., Fair, Sept. 5-9, and others.
 Can place: Ball Games, Short Range Gallery, Photo Gallery, Pitch-'Til-You-Win and other Concessions. What have you?
WANT RIDE HELP ON ALL RIDES. ESPECIALLY WANT COASTER MAN.
 All address
MOUND CITY SHOWS
 as per above route.

Hedy Jo Star, H. P. Hill and Lisa Del Mar
WANT FOR
HILL'S GREATER SHOWS

FOR THE FOLLOWING FAIRS: FLAXTON, NORTH DAKOTA, JULY 16-17-18; MANDAN, NORTH DAKOTA, JULY 20-24; CARSON, NORTH DAKOTA, JULY 26-27-28-29; THEN THE BIG ONE, DULUTH, MINNESOTA, DOWNTOWN FOR TEN DAYS' CENTENNIAL Foreman for Wheel. Salary no object if you can produce. Second Men on all Rides. Good treatment and salary every week, no promises. I have 18 office-owned Rides, new equipment. Hedy Jo Star wants for Girl Show—Working Men to up and down Big Top and Ticket Sellers. A-1 Geek Show Talker who can roust Pit. I have a brand new Girl Show that will be in Duluth, factory built from top to bottom. All girls who worked for me before contact. No good-time party girls wanted. Lisa Del Mar wants Side Show Talker who can produce. Would like to hear from one good Freak to feature in Side Show. Please do not misrepresent because we will not. Will also book all Shows that do not conflict with what we have. All replies per route.

STRATES SHOWS

JAMES E.
AMERICA'S BEST MIDWAY

Wants for our Fairs starting July 30, at Clearfield, Pa., Erie County, 8 days; Hamburg, N. Y., New York State Fair, 8 days; Syracuse, N. Y.; York, Pa.; Shelby, N. C.; Greenville, S. C.; Southern States Fair, Charlotte, S. C.; Danville, Va.; North Carolina State Fair, Raleigh; Florence, S. C.; Charleston, S. C.

Scrambler and any Ride not conflicting. Fat Girl with or without banners. Ice Show with own ice machine; we have Tents, Seats, Wagons, Front for same. All answers to

JAMES E. STRATES SHOWS, INC.
THIS WEEK ROCHESTER, N. Y.; BATAVIA, N. Y., NEXT

P.S.: Frances Fornier wants Man and Wife; Man to drive semi, Wife to work Duck Pond.

CRAFTS 20 BIG SHOWS

Now Booking Shows and Concessions for the Following Fall Fairs:

San Mateo County Fair, Aug. 3-11; San Mateo; Placer County Fair, Aug. 8-12; Roseville; Yola County Fair, Aug. 16-19; Woodland; Merced County Fair, Aug. 22-26; Merced; Amador County Fair, Aug. 24-26, Plymouth; Kings County Fair, Sept. 13-16, Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23, Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California.
Phone: Poplar 50909 or Poplar 50320

MIAMI VALLEY AMUSEMENTS

WANT FOR RICHMOND, IND., SESQUICENTENNIAL, IN THE HEART OF TOWN, AUGUST 6-11

Can use only 14 Hanky Panks, two Grind Shows and Straight Sales Concessions. Deposit required on above. No Flats or Girl Shows needed. Need one Bucket Store Agent.

All replies to **MACK McDONALD**

Montpelier, Ind., Fairgrounds, July 17-21.

P.S.: Kiddie Ride for sale with transportation. Want to buy, book or lease small Merry-Go-Round with transportation. No junk.

CORRIGANVILLE, MARYLAND, BIG FIREMEN'S CELEBRATION

July 23 to 28

WANTED—Ball Game, Pitch-Till-You-Win, Fish Pond, High Striker, Swinger, Buckets, Hoop-La, Basketball, Snow Cone, Photos, Balloon Dart, Penny Arcade, Glass Pitch, Age and Scales, Novelties, Bear Pitch.

WANTED—Monkey Show, Wildlife, Girl Show, Agents for office Hanky Panks.

WANTED—Truck and Tractor Drivers, General Ride Help, Spitfire Foreman.

All replies

GEORGE CLYDE SMITH SHOWS

Hooversville, Pa., this week; Corriganville, Md., next week.

RIDE FOREMEN, ATTENTION

WHEEL FOREMAN, TILT FOREMAN, MERRY-GO-ROUND FOREMAN, DIPPER FOREMAN, SCREW-BALL FOREMAN. \$60.00 per week plus bonus. Experienced Second Men on all Rides, \$45.00 per week plus bonus. Only sober, reliable Help needed; that's the reason for this ad.

NOTICE TO ALL: "Heavy" Saunders is no longer connected with this Show in any capacity. All former employees, you are welcome back.

This week Burton St., Warren, Ohio; next week Garfield Heights, Ohio.

A. J. SUNNY AMUSEMENTS

3006 East 130th St. Phone Washington 1-4679 Cleveland, Ohio

WANTED

Individual to finance the purchase of major Amusement Ride to be operated at Fairs. You finance, I will handle operation. Net to be divided 50-50. No get-rich scheme. Good investment, hard work plus personal supervision provides above average return. Best references. Contact:

MILLARD F. SLOVER

1327 West 104th St. Los Angeles 44, Calif.

KIDDIE RIDES WANTED

ALL KINDS FOR CASH. STATE YOUR LOWEST PRICE.

WANT FOREMAN WHO CAN MAINTAIN RIDES.

BOX 721, c/o BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

AL BROWN'S TRI-STATE SHOWS

Want High Striker, Caramel Corn, Snow Cones, Apples, Short Range, Photos, Novelties; also Hanky Panks not conflicting.

SHOWS: Will book Mechanical, Monkey, Snake, Funhouse or any Grind Show for committee money.

CONTACT AS PER ROUTE

MOTOR STATE SHOWS

16 RIDES 5 SHOWS

WANT FOR NEW BREMEN, OHIO, HOMECOMING, JULY 24-28; LUCAS COUNTY FAIR, MAUMEE (TOLEDO), OHIO, AUG. 2-5; ARGOS & FT. WAYNE, IND., 4-H FAIR FOLLOWS, AND A CONTINUOUS ROUTE OF FAIRS IN MICHIGAN, OHIO, INDIANA AND MISSISSIPPI. LATE FALL FAIRS.

Hanky Panks only. Cookhouse for above Fairs. Can place Funhouse or any Grind Shows. Want Foreman for Roller Coaster, must drive. Man for Monkey Show and Arcade.

JOE FREDERICK, Bradner, Ohio, July 17-21.

Coleman Gets Solid Grosses

Continued from page 60

mile radius and included the Coleman's own in-town showgrounds in Middletown for a starter. The show had the State—a difficult one for the outsider—virtually to itself.

The tight radius in which it operates for much of the season solves a principal help problem. A whole crew of veteran drivers leaves Middletown each Saturday, picks up the show wherever it might be, helps with the teardown and drives the trucks to the next location. They help for as long as they can with set-up and then take off for Middletown in time to start their regular driving jobs on Monday.

Help Scarcity

This unique arrangement, in effect for several years, is more important this season than ever before because of the scarcity of help. It was set up originally as a device to insure good drivers for the costly equipment.

Babcock Party Yields \$1,200 For Troupers

LOS ANGELES — Approximately \$1,200 was raised by the Regular Associated Troupers at their "Show Within-a-Show" on the Frank W. Babcock United Shows at the Southern California Exposition in Del Mar July 5, Rose Westlake, chairman of the event, announced last week.

Nearly \$1,100 was raised thru the sale of tickets for the ham and turkey dinner and another \$100 thru bank night tickets sold by June Sutton and Alex Freedman.

F. M. (Pete) Sutton, manager of the Babcock shows, arranged for a special big top to be erected on the show lot. Harold Hunting provided coffee urns and tables for serving the dinner. Steve Vaughn, Hunting, Emily Bailey, Peggy Butler and Myrtle Hutt Morris, club president, donated food. Other donations of food and refreshments were from Fred Smith, Rose Fitzgerald, Vera Downie, Pete Steinkellner, Lilabel Williams, Billie Backman, Norman Schue, Warren McManus, Art Thompson, Marlo LeFors and Lucille King.

Among those serving the dinner were Inez Allton, Ted LeFors, Eve Scott, Helen Smith, Emily Bailey, Penny Butler, Myrtle Morris and Rose Westlake.

Cards were enjoyed during the afternoon under the direction of C. H. Allton, who was on hand despite the fact that his car was demolished in an accident the previous Saturday night (30). He was uninjured.

Door prizes were awarded R. R. Denning, Nate Harris, Steve Vaughn, Del Clark, Lilabel Williams, Jack Morris and Jerry Giblen. The awards were donated by Ruth Wolff Wood, Ted LeFors, Myrtle Morris, Jennie Riegel and Tillie Palmeteer.

Nine new applications for membership were received from Jack and Dorothy Haggard, Michael White, Harry Waldman, Edward Fox, Stephen Anthor, William A. Roger, E. L. Bankhead and Mary L. Fair.

The event was the third held this year on the Babcock shows. The other two were at the Riverside County Fair and National Date Festival in Indio and the National Orange Show in San Bernardino.

The money will go into a fund to help retire the last of three mortgages remaining on the clubrooms on West Adams Boulevard.

With more than 30 pieces of heavy transparent equipment, plus at least that many independent pieces and 14 show-owned rides, the layout is both sizeable and attractive. A new Ferris Wheel will be added in two weeks and in time for the fairs.

The front end is impressive with more than 45 units in operation. Just about every type of game is represented.

Features Cannon Act

Coleman is unique among carnivals in that he continues to carry a free attraction. Currently, the Bell Cannon act is helping to attract and hold patronage. The human projectile is shot from the center of the midway across the artery over a straight up Roll-o-Plane and into a net. The custom of presenting free a good attraction seems to pay off for Coleman.

The show is alert on promotion. Two bikes are given away at each Saturday matinee. Free tickets are distributed thruout the week and the results invariably have been reported as excellent, with the matinees generally bigger than in the past.

The Rizzuto cookhouse has a novel portable kitchen-serving unit built into a former Trailway bus. Dick Coleman was credited with all phases of the project up to the execution.

Novel Bus Kitchen

The bus interior was stripped and gas ranges, a mammoth deep freeze, two refrigerators and water heating and dishwashing equipment were installed. A row of coffee urns were installed in a cut-out section on one side, providing easy access for servers. A second screened opening on the same side provides an efficient pickup station for food prepared in the kitchen.

Comfortably cooled now by fans, the work area of the unit will be made even more pleasant with the installation soon of a three-quarter-ton air conditioner.

A top with sit-down counters on each side and a griddle facing the midway completes the unit. The self-contained kitchen can be made ready to go in minutes and can serve the help practically as soon as it arrives on a new lot.

Troupers Plan Jan. 8 Ball

LOS ANGELES—Regular Associated Troupers launched the preliminary plans here last week for its annual banquet and ball to be held January 8, with F. M. (Pete) Sutton being named chairman by Myrtle Hutt Morris, president.

Alex Freedman and Norman Schue were appointed as co-chairmen to serve with Sutton in staging the annual event to be held at Larry Potter's Supper Club in North Hollywood.

PCSA Ladies Sked Dinner

LOS ANGELES—The Ladies' Auxiliary of the Pacific Coast Showmen's Association will hold a mid-summer dinner in the clubrooms here Monday night (23) to which all PCSA members are invited.

The dinner will start at 5 p.m., with tickets at \$1 each. The meetings will be held following the affair.

The application of Mike Cardella, of Arizona, has been accepted for membership.

PARADA SHOWS

WANT

Electrician, Second Men on Rides, Agents for Concessions, Concessions of all kinds, Ticket Sellers, Truck Drivers. Weaubleau, Mo., Reunion, July 18-21; Louisville, Mo., Reunion, July 23-24; Warsaw, Mo., July 26-27-28; Clinton, Mo., Fair, July 30-Aug. 2; California, Mo., Fair, Aug. 8-11; Mound City, Kansas, Fair, Aug. 15-18; Paola, Kansas, Fair, Aug. 20-21-22; Richland, Kansas, Fair, Aug. 23-25; Garnett, Kansas, Fair, Aug. 29-31; Severy, Kansas, Labor Day, Sept. 3; Longton, Kansas, Fair, Sept. 6-8; Baxter Springs, Kansas, Big Celebration, Sept. 13-15; then all Fairs until Nov. 11. Keep this route, it's a honey. Will place you.

H. C. SWISHER, PARADA SHOWS
P.S.: Skitook, call me at once.

WANT

2ND MAN ON ROLL-O-PLANE AND ROCK-O-PLANE

Wire or come in.

STANLEY MAZURZIEWITZ

c/o M. D. SHOWS, KIMBERTON, PA.

DYER'S LOTTA HOOEY

DE KALB, ILL., THIS WEEK

Want Platform Shows, sober Ride Men, must drive semi. Agents for Fish Pond and Hanky Panks. Contact Jim White. Showing City Parks next three weeks, then Fairs. If not "clean as a whistle," stay where you are. Contact per route. For Sale: Bingo Game complete.

WM. R. DYER

HELP WANTED

Drome Rider, Ticket Sellers, Kiddie Ride Help, two Candy Floss Operators. Twelve fairs—closing in Florida.

North Tonawanda, N. Y., now; Niagara Falls follows. Contact now:

EARL PURTLE

c/o Cetlin & Wilson Shows.

P.S.: Have two Lions for sale.

WANTED

Agents on Scale and Age for Harrington, Del.; Middletown, N. Y.; West Virginia State Fair, Mineola Fair. Also Hat Machine Operator for Conklin Show in Canada. Apply

A. HYMES

455 Schenectady Ave., Brooklyn, N. Y. Phone President 4-5961

W. A. THOMAS SHOWS

Want Concessions for Centennial Celebration

July 22-28 at Fremont, Neb. Have excellent route to follow. Can use good, clean Grind Shows capable to play streets. Plymouth, Neb., July 19-20

FOR SALE

Koregel rubber Carnival plaster molds, like new. Reasonable.

Eastern Statuary Co.

Phone: 597-J Silver Creek, N. Y.

WANT BINGO CALLER

To work 50-50 after nut. Must be semi driver or drive house trailer. No phone calls. Paid wires only.

ANNA TILLEY

c/o MIDWAY OF MIRTH SHOWS
Farmersville, Ill., this week

Want Agents

Six Cat, Bucket, 4 Bottle, Cat Rack, Roll-a-Ball. 12 weeks of Fairs and Celebrations, mostly two a week.

FORREST C. SWISHER, PARADA SHOWS
Weaubleau, Mo., July 18-21, Reunion/
Louisburg, Mo., July 23-24, Reunion.

WANTED

For new Side Show, Fire Eater, Pin Cushion, Magician, Inside Lecturer (Dan and Thelma Riley, come on), Claude, Hale, come on. Working Acts of all kinds. Female Impersonator for Girl Show. No collect wires please.

BILLY TIMBERLAKE

Funland Expo Shows, Bensville, Mo.

TENNESSEE VALLEY SHOWS
SPRINGFIELD, TENN., JULY 23 thru 28
 FOLLOWED BY GUTHRIE, KY. (ONLY 10 MILES FROM FORT CAMPBELL. FIRST BIG SOLDIERS' PAY DAY THIS YEAR.)
 This show has 15 proven fairs in Tennessee, Alabama and Mississippi. Want flashy Bingo, Grab, Hanky Panks of all kinds, Bear Pitch, Novelties, Age & Weight and Long and Short Range Galleries. Will book Girl Show, with or without own equipment, white or Colored. Want Talker for newly framed Geek Show. Have first-class Geek ready to operate. Want Foremen for Roll-o-Plane, Chairplane and Merry-Go-Round and Ride Help who drive semis.
 Want two capable Skillo Agents, no head. Brownie Cole, contact. Also want Man and Crew for Line-Up Store. Can place 3 good Men on Grind Store for soldiers' pay day in Guthrie. Ray Bona, answer. Want Girls for Girl Show, salary and bonus. Need 6-Cat Gunner and Ball Boys who also up and down concessions. Following contact me: Norfolk, James Moore and Lightning. Have five good spots for you. Also want Colored Girl Show to join first week in August.
 Above contact KIRK DECKER; all others, THEO. MEADOWS, Portland, Tenn., this week

BEAM'S ATTRACTIONS
 CLUB FAIR, FROSTBURY, MD., NEXT WEEK
HELP WANTED—First class sober Mechanic with tools, top wages; experienced Ride Help who can drive, Griddle Man for cook-house. Can book Photos, Glass Pitch and Hoop-La. A good opening for Monkey Show for our long list fairs starting next week.
 All replies to STEVE DECKER, Huntington, Penn.

JACK'S UNITED SHOWS
WANT FOR FAIRS. CLAY COUNTY FAIR, Flora, July 23-28; MADISON COUNTY FAIR, Highland, Aug. 1-5; CLARK COUNTY FAIR, Marshall, Aug. 6-11; All Illinois
 Hanky Panks, Basketball, Hi-Striker, Long Range, Coke Bottles, etc. Want Cookouse or Sit-Down Grab. This is an eight-Ride Show. Need Flat Ride that don't conflict. Want Pony Ride for Flora. No flats on this Show.
 All answer JACK SETTLE
 Mattoon, Ill., now; Flora Fair to follow.

MULLINS' ROYAL PINE SHOWS
WANT FOR BALANCE OF THE SEASON
CONCESSIONS: Cook House, Six Cats, Hanky Panks of all kinds. **RIDE HELP:** Can place capable sober Men who drive semis. Those booking now will receive preference at our Fairs.
 All replies to:
CLIFFORD W. MULLINS, Mgr.
 LUBEC, MAINE, This Week.

D. S. DUDLEY SHOWS
 Want for 12 weeks of Fairs in Kansas, New Mexico, Oklahoma and Texas beginning at Phillipsburg, Kan., on the streets, July 30 to August 4.
CONCESSIONS: Can place Hanky Pank Agents. Will sell "ex" on Photos, Jewelry, Long and Short Range Lead Galleries, Hats, Bumper, Duck Pond, Slum Spindle, String Game, Hoopla or any non-conflicting Hanky Pank. **RIDES:** Will book Live Ponies or any other Ride not conflicting. Can place one Ride Foreman and extra Men on 12 rides. Must drive semis. Must be sober and reliable; place Wives on Tickets. **SHOWS:** Will book Athletic Show with own outfit.
 Wire or phone D. S. Dudley, Fort Morgan, Colo., July 16-21

WANTED FOR FAIRS
 Top pay, good treatment, long season.
 Grill Man, Counterman, Dish Washers for up-to-date Sit-Down Grab.
 Popcorn, Candy Apples and Floss Help.
 Mouse Game Agents, Prefer Man and Wife.
 6-Cat Agents, Ball Boys for double 6-Cats.
 Will be on lot from Sunday, July 22. Wire or come on.
RICHARD MILLER, W. G. Wade Shows
 Delaware Co Fair, Muncie, Ind.

CLINTON, IND., 4-H FAIR
CONCESSIONS—Wanted to join at once. Short Range, Color Game (Jack Watson, answer), Parakeet, Live Ducks, Gold Fish, Bottle Up, Coke Bottle, Milk Bottle, Records or any clean, legitimate Concession that works for stock. **RIDE HELP**—Want Wheel Foreman at once (Ray Williams, answer). Can place reliable Men on all rides; must drive. Electrician to join at once. Have transformer. **SHOWS**—Can place Mechanical, Illusion, Fat or Ten-in-One at once. Walkerton Centennial to follow.
 All replies to ERNIE ALLEN
 Terre Haute, Ind., this week.

WANT—AGENTS—WANT
 For all Concessions, also Cat Boy and Truck Drivers, Help in Cig Block. Can place Men on Long Range. Fairs until November, all winter in Florida. Knoxville, Nashville, Atlanta, Columbus, Pensacola, Tallahassee, Savannah. Contact
ROSS REED
 Street Fair, Brownstown, Ind., July 16-21; or
NEAL CARLIN
 Dresden, Ohio, July 16-21, or Phone 4101, Buckeye Lake, Ohio.

THE RED MENACE SHOW
 Wants Phonemen now, 25%, for three Police Deals. Circus Contracting Agent with ability and reputation. Bondable Promotional Directors.
TOM TERRELL, General Agent
 Phone Chattanooga, Tenn., 9-82221

SILK CITY COMBINED SHOWS
 Want now for Chester, Pa., and 14 Fairs starting August 13 and all winter in Florida. **CONCESSIONS**—Most all open. What have you. **SHOWS**—Monkey, Girl, Illusion, Side Show; Chief Whonapony, contact at once; Wild Life. Jo Ann, Peggy Euelle, Fink, contact. **HELP**—Foremen and Second Men on all Rides who drive at once.
 All replies to A. LONGO or TED LEWIS
 This week Northampton, Pa.
 P.S.: Paul Botwick, call at once.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

VICTOR AMUSEMENT SERVICE, INC.
Haverhill, Mass.
 NOW BOOKING FOR MANCHESTER, VERMONT, FAIR, AUG. 3-4-5; BARTON, VERMONT, AUG. 16-17-18-19; KEENE, NEW HAMPSHIRE, AUG. 23-24-25-26; LANCASTER, NEW HAMPSHIRE, AUG. 31, SEPT. 1-2-3; FARMINGTON, MAINE (FOR COLEMAN BROS.' SHOWS) WEEK OF SEPT. 17.
 Will book all Shows of merit and any Concessions not conflicting. Positively no grift or gypsies. Contact
VICTOR H. LAGASSE
 21 Hilldale Ave. Phone Drake 2-3660 Haverhill, Mass.



WANTS WANTS WANTS
FOR MIDDLETOWN, N. Y., FAIR, AUGUST 4-12
CONCESSIONS—Strictly Hanky Panks that work for stock. No others need call or wire. Novelties, Scales and Age already booked.
SHOWS—Want Shows that do not conflict, especially Fun House.
RIDES—Can use Kiddie Rides for Mineola, New York, Fair, September 8-17. Also major Rides that are new and novel.
 All answer: PHIL ISSER, Gen. Mgr.
 1916 Avenue K Cloverdale 2-2796 Brooklyn, N. Y.

PRELL'S BROADWAY SHOWS INC.
 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

LAST CALL WANT FOR HARRINGTON, DELAWARE, FAIR, JULY 23-28 LAST CALL
CONCESSIONS Eating and Drinking Stands, Age and Scales, Hats, Novelties, Hanky Panks, Merchandise Stands.
RIDES Scooter, Scrambler, Round-Up, Rocket. Can use 2 or 3 Kiddie Rides, Dark Ride, Fun House. Ralph Endy, get in touch.
SHOWS Snake Show, Fat Show, Peep Show, Mechanical Show or any Show with merit.
HELP Ride Men in all departments. Semi drivers preferred.
 All Answer: PRELL'S BROADWAY SHOWS
 Harrington, Delaware. Will be at Fairgrounds Wednesday, July 18

WILLIAM T. COLLINS SHOWS
"Pride of the Northwest"
WANT FOR STAR-STUDED ROUTE OF FAIRS, STARTING WITH NORTH DAKOTA STATE FAIR, MINOT, AND CLOSING WITH TULSA STATE FAIR AND EXPOSITION, TULSA, OKLA.
SHOWS: Can place a few Grind Shows of merit. Particularly want Motordrome.
RIDES: Can place one more Major Ride—Twister, Hurricane, Caterpillar or Looper.
CONCESSIONS: Can place a few more Hanky Panks. Can place Sit-Down Grab for Back-End.
RIDE HELP: Foremen for Dodgem, Scrambler and Round-Up. (\$60.00 per week and 2% of gross.)
 Second Men on all Rides who have chauffeur licenses. (\$50.00 per week.)
 Swede Lundquist and Doug Humphries, get in touch with us.
HELP: Can use Ticket Sellers and useful People in all departments.
MAC and JUNE McNEAR, wire me; very important; good opportunity. WALTER WILLIAMS
 All address WM. T. COLLINS, Mgr.
 Hamilton, N. D., this week; Devils Lake, N. D., next week; then per route.

W.G. WADE SHOWS

DELAWARE COUNTY FAIR, MUNCIE, IND.

10 days and nights, Thursday, July 26, thru Saturday, August 4.
One of the largest county fairs in the United States.

—CAN PLACE—

CONCESSIONS—Games of all kinds, Fish Pond, Pitch-Till-You-Win, Ball Games, String Game, Bowling Alley, High Striker and all others. Outright sales privileges available. Need large Cookhouse for the fairs, also Photos, Names on Hats, Waffles and the rest. (Red McCoy, contact at once, cannot locate you.)

EXCELLENT OPPORTUNITY FOR PENNY ARCADE

SHOWS—Can place neat money-getting Grind and Bally Shows with something to offer. Can use Monkey Village, Single-O or Fat Family and other outstanding attractions. "Torture Show Burns," please get in touch. LASH LA RUE, have been trying to contact you. Please wire.

RIDES—Can use two major Rides for our fair route such as Caterpillar, Octopus, Flying Scooter, Round-Up, Spitfire, Looper or what you have to offer.

HELP—Can place, at once, Experienced Merry-Go-Round Foreman, also Dodgem Foreman for King Amuse. Co. built building. Need Ride Help in general. Prefer Semi Drivers. Slim Martin, contact.

All replies via Western Union only to D. WADE, W. G. WADE SHOWS, Harbor Springs, Mich., all this week; Muncie, Ind., starting Sunday, July 22.

Morris Hannum Shows

One of the Great Eastern Shows

FAIRLESS HILLS, PA., JULY 25-AUGUST 4. FREE GATE—PARADES—PRIZES—CAR GIVEAWAY; FOLLOWED BY BIG FREE GATE COMMUNITY CELEBRATION, WARRINGTON, PA., AUGUST 6-11—WITH 8,000 IN ADVANCE SALES

WANT RIDES—Scrambler, Rockplane, Roundup, Caterpillar.

Fairs start August 13 with Dallastown, Pa.

SHOWS—Sideshow Manager with inside equipment and people to join at once. Girl Shows, Illusion, Mechanical, Wild Life, Arcade, Motardrome.

CONCESSIONS—Age & Scales, Photos, Jewelry, Darts, Ball Games, Six Cats, Duck and Bird Pitch, Wheels, Derby Racer.

HELP—Capable Help for Wheels, Octopus, Tilt, Chairplane; prefer semi drivers. Man to handle light tower and Fun House; top wages, bonus and long season.

All replies MORRIS HANNUM

934 Murdock Road Phone: Philadelphia—Chestnut Hill 7-8176 Philadelphia, Pa.

JOHNNY'S UNITED SHOWS

A FAMILY TRADITION

A SOLID ROUTE OF FAIRS STARTING NEXT WEEK AT SPENCER COUNTY FAIR, ROCKPORT, IND., AND DUBOIS COUNTY FAIR, HUNTINGBURG, IND., FOLLOWING. FAIRS UNTIL LAST WEEK OF OCTOBER.

CONCESSIONS—Cotton Candy, Sno Cone, Long Range, Short Range, Basketball, Glass Pitch, China Pitch, Cork Gallery, Hi-Striker.

SHOWS—Monkey, Snake, Wild Life, Illusion or any clean Grind Show.

HELP—Agents for Lemonade Shake and Pronto Pups.

All replies to JOHN PORTEMONT, Boonville, Indiana, this week

JOHNSTOWN, OHIO, STREET FAIR, JULY 23-28
NEW ROME, OHIO, ANNUAL HOMECOMING, JULY 27-28
DERBY, OHIO, ANNUAL HOMECOMING, JULY 27-28
WANT CONCESSIONS, SHOWS AND RIDE HELP
CONCESSIONS—Floss, Popcorn, Apples, Snowball, Pill Pool, Cigarette Block, Photos, Novelties, Age & Scales, Ball Games, Short Range, Long Range, Jewelry, Hi-Striker, Coke Bottles, Basketball, Glass Pitch and Hankies. **RIDE HELP**—Want A-1 Wheel Foreman and Merry-Go-Round Foreman. Top salary. Second Men on all Rides. All replies to
Fred Nolan
NOLAN AMUSEMENT CO.
c/o WESTERN UNION, GROVE CITY, OHIO

BIG CITY SHOWS

GLADWIN, MICH., JULY 15-21

Want First and Second Men for Merry-Go-Round, Ferris Wheel, Tilt and Rolloplains. Must have license and able to drive semi. If I know you, will send ticket. Can place set of Kid Rides for Holy Redeemer Church Festival, Flint, Mich., and balance of season. Have long route of fairs in South. Can offer you one or two major Rides not conflicting.

All mail and wires to J. P. MacSPADDEN, per route

GIVE TO DAMON RUNYON CANCER FUND

DIXIE AMUSEMENTS WANTS RIDE HELP

On Ferris Wheel, Merry-Go-Round and Mix-Up. Good pay for good Men. Must stay sober and drive.
HAVE A FEW MORE HANKY PANK CONCESSIONS STILL OPEN.

Address:

CLIFFORD DAVIS, Mgr.
Casey, Iowa, July 16-18; Bridgewater, Iowa, Annual Celebration, July 19-20; Bedford, Iowa, Fair, 23-28; Leon, Iowa, Fair, July 30-Aug. 1; Four Iowa Fairs to follow, plus our Southern Route.

WANTED TICKET SELLERS

Who can Grind and drive semi trucks. "Slim," who drove truck from Austin, Texas, get in touch with me. Robert (Bob) Martin and Robert Wright, contact me. All replies to:

MILO ANTHONY
c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

AGENTS WANTED

For Balloon Darts, Coke, Basketball, Records, Whisky Bottles and Toy Store. Clearfield, Hamburg and Syracuse Fairs.

WALTER B. COX
c/o Jas. E. Strates Shows, Rochester, N. Y., this week; then per route.

BUFF HOTTLE SHOWS #1

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MISSOURI, AUG. 11-17, AND BALANCE OF SEASON

Minstrel Show and Sit-Down Girl Show (Joe Scortino, contact). Will book any Grind Shows not conflicting (all for committee money only). Sam Shahan: Contact concerning Dancing Waters unit. Want Foreman for Fly-a-Plane, Rock-a-Plane and Ferris Wheel. (Gully, contact). Can place Scale and Age Agents. Starting September 10 we have the Fairs contracted at Jackson, Tenn.; Florence, Ala.; Huntsville, Ala.; Donaldsonville, La., and Franklinton, La.

Contact **BUFF HOTTLE, Mgr.**
PEORIA, ILL., this week.

INLAND EMPIRE SHOWS

WANT

For balance of season, Rides, capable Ride Help, Shows, Concessions not conflicting. Contact **RAY BARBER** as per route.

St. Anthony, Idaho, Pioneer Days, July 18-24; Mountain Home, Idaho, July 31-Aug. 4; Priest River Log Roll, Priest River, Idaho, Aug. 8-12; Hillyard Hi-Jenks, Hillyard, Wash., Aug. 16-18; Spokane Interstate Fair, Spokane, Wash., Aug. 22-26; Kamiah Barbecue, Kamiah, Idaho, Aug. 31-Sept. 3; Grant Co. Fair, Moses Lake, Wash.; Sept. 7-8-9; Clearwater Co. Fair, Orofino, Idaho, Sept. 21-23

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience.

NEW NYLON Tent Fabric
Red—Yellow—Blue—White

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANT

Count, Bucket and Swinger Agents to replace agitators. Derby Operator or will lease or sell. Also novel Kid Rides, etc.

CHUCK DUMA

Sandy Beach Park, Russells Point, Ohio.
Phone 4-6681 between 6:30 PM and 11 PM.

EARL FISHER WANTS HELP

Any Help I know come on. Jack Raymond, Paul, Bud and Bill, come on. Stacy, your proposition is OK, come on. Man and Woman to take over Bird Pitch, Bessie, will see you in Logansport. Riley's Fairs start Washington Court House, needs Help. St. Johns, Michigan; then Logansport, Ind.; Greentown, Ind. John Blakley, I need a couple Truck Drivers. Fathead, where are you?

GIRLS --- GIRLS

For Girl Show. Experienced or inexperienced. Salary and percentage. Wardrobe cleaned. Salary and percentage. Wardrobe and transportation furnished. Also Man and Wife for Single-O, Carol and Don, come on. Also Wrestlers and Boxes to Athletic Show.

JACK BERNARD

c/o Merriam Shows, Park Rapids, Minn., July 16-18; Pine Island, Minn., July 20-22.

ARE YOU INTERESTING?

Have you developed a theory, philosophy or technique? Are you an authority on any specific subject? Have you developed or invented something people should see? Have you an unusual occupation you would like to discuss? If so, and you would like to appear on network TV shows, send full particulars to box listed below. All replies are held in strictest confidence.

BOX 63, THE BILLBOARD

1564 Broadway New York 36, N. Y.

WANTED

RIDES FOR KIWANIS CLUB
ANNUAL COUNTY FAIR, AUG. 15-16-17

Contact

C. A. MIFFLIN, Georgetown, Ky.

LARGE CARNIVAL WANTED

Must be recognized organization with Major and Kiddie Rides, Shows and Concessions. For EAST ST. LOUIS HOMECOMING CELEBRATION, sponsored by American Legion Post #33. (Last of August or early September.)

Contact: **JOE KASSLY**

1101 North 9th St. East St. Louis, Ill. (Phone: UPTON 5-1234)

THOMAS JOYLAND SHOWS

WANT

FOR FINE ROUTE OF FAIRS,
STARTING JULY 23 AT
LAWRENCEBURG, IND.

RIDES

Scrambler, Round-Up, Twister,
#12 Ferris Wheel, Spineroo.

SHOWS

Motardrome, Monkey, Unborn and Grind Shows of merit. Want Attractions and Annex Feature for SIDE SHOW.

All Address:

L. I. THOMAS, Mgr.
New Martinsville, W. Va., this week;
then Lawrenceburg, Ind.

"U-MIX-IT"

HAVE ONE 3 ROW AND TWO 6 ROW MACHINES

made by

SOL-U-PAC CORPORATION,

of Minneapolis, Minn.

Used Very Little.

Must be sold now.

Makes offer quick, if you can use cheap.

A. N. RICE

8440 Wornall Road, Kansas City 5, Mo.

JACK COOK WANTS AGENTS

For tip and Coke, One Ball, Scales and other Hanky Panks.

SIDE SHOW and GIRL SHOW HELP.

Also Half & Half.

John & Retha, Roger, Pappy, George, contact or come on. People who have been with George Hirschley, come on.

Lavon, contact. Blackie: lost letter, can place you Address

c/o GREATER DIXIELAND EXPOSITION

Seymour, Iowa, this week; solid route of Fairs start following week at Mt. Pleasant, Iowa.

D. D. HALE WANTS

Agents for Sium Outfits and Buckets. Also Count Store. Fred J. Burton, Bob and Iva and Tommy Brown, contact me at once. Hubert Clark, get in touch with me. I am framing new Fin Store. Have five Fairs, including one soldier payday, all in Michigan starting July 14 in Delton, Michigan. All replies to

D. D. HALE

Wilber Wolverine Shows, Delton, Mich. P.S.: Reward for any information as to whereabouts of Mimmie Leto.

**PARAKEETS
70 CENTS
BABIES
\$1.00**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE
Phone Elliott 9-4591

WELLS BIRD FARM
2143 South Myrtle Avenue
Monrovia, California

RIDES FOR SALE

2 Number 3 Ell Wheels—Metal Seats
One 16 Car Lusse Auto Scooter
One 8 Car Mangels Whip
One Dark Ride—(Pretzel)
One Kiddie Auto Racers
One Kiddie Auto Ride (A. H.)
All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire.

CRAFTS 20 Big Shows
7283 Bellaire Avenue,
North Hollywood, Calif.
Phone: POplar 50909 or POplar 50320

**DICK BEST
WANTS FOR
RIVERVIEW PARK, CHICAGO**

All Season's Work at Side Show.
TICKET SELLERS; Also TALKERS.
Address
Dick Best
c/o RIVERVIEW PARK
Chicago, Illinois.

FOR SALE

Tilt-a-Whirl with 2 Semi Trailers, rebuilt, all new factory parts, new wood, lights and painted. Stored at St. Petersburg, Fla. Also 32-ft. Van Fruehauf Semi Trailer (aluminum body). 30-ft. Van Fruehauf Semi Trailer, 28-ft. Van Fruehauf Semi Trailer, 30-ft. Drop Frame Trailer (Van). 32-ft. Black Diamond Trailer, Rack (Octopus). Has small Winch. Stored at Bicknell, Ind.

BOB K. PARKER
Box 111, Delavan, Wis.
(Phone: 801-J)

RIDE MEN

**WANT GOOD RIDE MEN
FOR ROTOR**

Top salaries with positive bonus. Must drive. Drunks and chasers need not apply. (Friday, Bob, Tex and John, come in.)
Milwaukee until August 25.

Address
JAMES E. DEAL
STATE FAIR PARK, MILWAUKEE, WIS.

FOR SALE

'51 F6 Ford and 28-Ft. Trailer
Unit equipped for air. Ready to roll.
Phone

HARRY MODELE
Edison Hotel, Sunbury, Pa.

CAN USE

Good Novelty Man and Scale Agent. Must drive trucks. Starting at Minot, N. D., State Fair, to be followed by a strong route of fairs, including La-Crosse, Wis.; Cedar Rapids, Ia.; Lincoln, Neb.; Tulsa and Muskogee, Okla., and Tupelo, Miss. Men knowing me contact.
MORRIS BLUESTEIN
c/o Wm. T. Collins Shows, Hamilton, N. Dak., this week; Devils Lake, N. Dak., next; then Minot.

**GENERAL AGENT
WANTED AT ONCE**

Prefer Man who knows Virginia and Maryland for 6-Ride Show. Contact
LEO LANE
c/o LEO LANE SHOWS
Box 339 Virginia Beach, Va.
P.S.: Want Foreman and Second Men on all Rides.

COMING EVENTS

Arizona
Elroy—Mexican Independence Day, Sept. 15-16.
Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.
Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.
Mesa—Mermon Pioneer Celebration, July 24.
Nogales—Mexican Independence Day Celebration, Sept. 15-16.
Payson—71st Annual Rodeo, Aug. 10-12.
Prescott—Smoki Ceremonials, Aug. 11.
Prescott—Quarter Horse Show, Sept. 22-23.
St. Johns—Pioneer Celebration, July 24.
St. Johns—Camporams & Pioneer Day Celebration by Mormons, July 24.
Snowflake—Pioneer Day Celebration & Rodeo, July 23-24.
Tucson—Mexican Independence Day Celebration, Sept. 15-16.
Williams—Labor Day Rodeo, Sept. 3-4.
Winslow—Jaycee Rodeo, Sept. 15-16.

Arkansas
Camden—Ouachita Co. Livestock Show, Sept. 10-15, M. C. Reynolds.
DeQueen—Servier Co. Livestock Show, Sept. 10-12, Victor Ivy.
El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29, G. O. Dunn.
Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29, H. B. Correll.
Helena—Centennial, Aug. 17-22, Sam W. Tappan, Chamber of Commerce.
Hope—Thrd Dist. Livestock Show, Sept. 24-29, R. C. Daniels.
Mammoth Spring—Soldiers, Sailors and Marines' Reunion, Aug. 13-18, E. E. Sterling.
Monticello—Dre Co. Livestock Show, Sept. 12-15, Jack Shelton.
Pine Bluff—S. Ark. Livestock Show, Sept. 15-19, George Hestand.
Rogers—Diamond Jubilee, Aug. 27-Sept. 2, C. B. Porter.

California
Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16, C. S. Jackson.
Los Angeles—Allied Gift & Jewelry Show, Sept. 2-6.
Oakland—California Garden Show, Sept. 26-30, E. E. Schreiber, 920 Fallon St.
San Francisco—China, Glass and Gift Show, Aug. 5-8, Kay Leber, 1355 Market St.
San Francisco—Flower Show, Aug. 23-24, Robert D. Gromm, 2059 28th Ave.

Colorado
Arvada—Arvada Harvest Festival, Sept. 7-8, Stanley H. Stolte.
Boulder—Pow Wow & Rodeo, July 28-30, Gene Loye.
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.
Estes Park—Rooftop Rodeo, Aug. 2-4, Chamber of Commerce.
Estes Park—Regional Arabian Horse Show, Aug. 18-19, Chamber of Commerce.
Fort Morgan—Ninth Annual Howdy Day, Aug. 1, Olin L. Webb.
Kit Carson—Kit Carson Day, Sept. 22, Paul Bock.
Littleton—Westward Ho Days, Sept. 21-22, Wayne E. Michel.
Manitou—Zebulon Days, Sept. 1-3, Jaycees.
Trinidad—Trinidad Round-Up, Sept. 1-3, Wainwright.
Windsor—Spanish Peaks Festival, Aug. 4-8.
Woodland Park—Ute Trail Stampede, July 26-22, Edith M. Atwell.

Connecticut
Waterbury—National Home Show, Sept. 22-29, John W. Daly.

Georgia
Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18, W. G. Bishop, Room 219 Oglethorpe Hotel.

Illinois
Ashburn—Centennial and Labor Day Celebration, Sept. 1-3.
Carthage—4-H Show, July 25-28.
Davis—Celebration, July 26-28, William Brault.
Farmersville—Irish Day Picnic, July 16-21.
Forreston—Saurkraut Day, Sept. 13, LeRoy M. Grande, American Legion.
Levinston—Homecoming, July 24-28, T. M. Patton.
Maywood—Italian Festival of Chicago, July 25-Aug. 5, Joseph De Beerto, 1615 N. 16th Ave., Melrose Park.
Mokena—Glad Festival, Aug. 16-18.
Peotone—Centennial, August 2-5.
Stockton—Street Celebration, July 19-21, Frank O. Niemeyer.
Strasburg—Homecoming and Street Celebration, Sept. 5-8, L. R. Hamm.

Indiana
Columba City—Old Settlers' Day and Legion Festival, Aug. 8-11, Byron Beeber.
Covington—Street Fair, July 15-21.
Ellettsville—Monroe Co. Festival, Sept. 13-15.
Huntington—VPW Street Fair, July 30-Aug. 4, Warren C. Heeter.
Lagrange—Lagrange Co. Corn School, Sept. 12-15, Walter Emmert.
Odon—Old Settlers' Meeting, Aug. 15-18, C. J. Stotts.
Richmond—Sesoutcentennial, Aug. 5-11.
Terre Haute—Miners' Picnic, Aug. 3-5, Alex Cliver, 1013 Maple Ave.

Iowa
Ackley—Saurkraut Days, July 23-24.
Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-16, Mrs. Lee Cottingham, Russell.
Cherokee—Pilot Rock Plowing Match, Aug. 13-15, Albert R. Griffith.
Chariton—Celebration, July 26-28.
Clinton—Clinton Birthday Party, July 18-21.
DeWitt—Clinton Co. Club Show, Aug. 6-10, Jimmy Miller.
Fairfield—Jefferson Co. Jr. Agrl. Show, Aug. 13-16, Henry McCleary, Packwood Jessup—Farmers' Day, July 30-31.
Red Oak—Firemen's Convention, Sept. 17-19.
Sibley—Osceola Co. Livestock Show, Aug. 29-31, Gene Alexander.
Sioux Center—Sioux Co. Youth Fair, Aug. 7-9, Maurice E. Eldridge, Orange City.
Thompson—Winneshago Co. Jr. Show, Aug. 13-15, Dean Nerdig, Forest City.
Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6, E. S. Estel.
Waterloo—Evansdale Booster Days, July 16-21.

Kansas
Anthony—Anthony Race Meet, July 18-21, J. L. Robinson.
Chapman—Labor Day Celebration, Sept. 3.

Kentucky
Paducah—Centennial, July 29-Aug. 4, Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.

Louisiana
Lake Charles—Home Show, Sept. 4-9, Lloyd A. Goodin.
Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3, Mrs. Richard L. Davis.
Natchitoches—La. Broiler Festival, Sept. 25, L. J. Flessant.
Ville Platte—La. Cotton Festival, Sept. 28-30, Dallas Deville.

Maryland
Baltimore—National Home Week Exposition, Sept. 16-23, Patrick J. O'Toole, 1010 St. Paul St.
New Bedford—Fire Fighters Free Charity Circus, July 16-21.
Princess Anne—Princess Anne Livestock Show, Sept. 28-29, Howard H. Anderson.

Massachusetts
New Bedford—National Home Show, Sept. 11-16, Dorothy H. Godfrey.
New Bedford—Feast of the Blessed Sacrament, Aug. 3-5.
Worcester—National Home Show, Sept. 2-9, Arthur Gilbert.

Michigan
Baraga—Baraga Co. Dairy Show, Aug. 8, Donald Lehto.
Bay City—Brown Swiss Cattle Show, Aug. 7.
Berrien Springs—Southwestern Mich. Guernsey Breeders' Show, Aug. 6, F. W. Bruce.
Charlotte—Brown Swiss Cattle Show, Aug. 8.
Coldwater—Brown Swiss Cattle Show, Aug. 9.
Corunna—Mich. State Holstein-Friesian Show, Aug. 3.
Flushing—Homecoming, Aug. 1-4.
Grand Rapids—Grand Rapids Guernsey Show, Aug. 11, Donald Kamps.
Grant—Jersey Cattle Show, Aug. 2.
Harper Woods—Police and Fire Midsummer Festival, July 19-20.
Imlay City—Jersey Cattle Show, Aug. 1, Imlay City—Thumb Dist. Guernsey Show, Aug. 1, Harold L. Kingsbury.
Ionia—Brown Swiss Cattle Show, Aug. 10.
Jackson—Southeastern Mich. Guernsey Show, Aug. 11, Lauren Goodlock.
Jackson—Jersey Cattle Show, Aug. 18.
Menominee—Menominee Dairy Show, July 28, Gall E. Bower.
Midland—Saginaw Valley Guernsey Show, Aug. 13, Osborn Thurlow.
Midland—Jersey Cattle Show, Aug. 16.
Newaygo—Brown Swiss Cattle Show, Aug. 11.
Pontiac—Central States Threshermen's Reunion, Aug. 30-Sept. 3.
Romeo—Peach Festival, Aug. 30-Sept. 3.
Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9, Wm. Dickinson.
Wayland—Jersey Cattle Show, July 30.

Minnesota
Braham—Progress Days, July 30-Aug. 1.
Edgerton—Dutch Festival, July 18-19, Clifford H. Peterson.
Duluth—National Home Show, Sept. 15-23, Dorothy H. Godfrey.
Duluth—Centennial Celebration, Aug. 3-12, James W. Kling, 219 W. First St.
Savage—Dan Patch Days, July 27-29.

Mississippi
Newton—Newton State Dairy Show, Sept. 17-22, W. P. McMillan Jr.
Sebastopol—Leake Co. Dairy Show, Sept. 3-8, L. R. Anthony.

Missouri
Canton—Lewis Co. 4-H Show, July 20-21.
Gallatin—Davies Co. Jr. Livestock Show, Aug. 31, Geo. H. Schmitt.
Hopkins—Hopkins Picnic, Aug. 10-12, Geo. L. Hill.
Linneus—Old Settlers' Reunion, Aug. 9-11, Roy T. Young.
Loubourg—Old Settlers' Reunion, July 23-24, Harry W. Atchley.
Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1, K. K. Blanchard.
Maryville—4-H Baby Beef & Pig Club Show, Sept. 24, Kenneth Walkup.
Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8, Helen Sagar, Chamber of Commerce.
Pollock—4-H Club Achievement Day, Aug. 4, J. H. Streeter.
Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15, Geo. McCuskey.
St. Louis—Mid-America Jubilee, Sept. 1-30, City-County Cavalcade, Inc., 1501 Locust St.

Nevada
Ely—Nevada Fair of Industry, Aug. 23-26, P. P. Hoover, P. O. Box 688.

New Jersey
Hammonton—Feast of Our Lady of Assumption, Aug. 13-18, Ralph Santilli, 221 French St.

New Mexico
Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12, Edward S. Merry.

New York
Cooperstown—Jr. Livestock Show, Aug. 7-8.
Copake—Holstein Show, Aug. 4.
Elmira—Antique Show, Sept. 17-20.
Fredonia—Annual Gala Week, Aug. 21-23, Fire Dept.
Gowanda—Southwestern Firemen's Convention, July 30-Aug. 4.
Lackawanna—Legion Field Days, July 18-22, Edward Aldrich, 546 Ride Road.
Montauk—Horse Show, Aug. 5.
Mount Morris—Livingston Co. Firemen's Convention, July 17-21, F. J. Lopez.
New York—National Baby's and Children's Show, Aug. 4-12.
New York—National Home Furnishings Show, Aug. 25-Sept. 9.
North Tonawanda—Wurlitzer Anniversary Celebration, Aug. 22-25.
Saranac Lake—Antique Show, July 31-Aug. 2.

North Carolina
Raleigh—National Home Show, Sept. 2-9, E. J. Smith.

(Continued on page 74)

WANT WANT WANT

ESPECIALLY WANT BINGO STARTING JULY 23 FOR THREE WEEKS IN VERMONT, INCLUDING ONE FAIR, FOLLOWED BY TWO FAIRS IN NEW YORK STATE. P.C. GAMES FOR VERMONT ONLY. NON-CONFLICTING HANKY PANKS FOR FULL ROUTE. EXCELLENT PROPOSITION TO FREAK, WILD LIFE, MOTORDROME OR ANY WELL FRAMED GRIND SHOW. OUR FAIRS INCLUDE CONNECTICUT VALLEY EXPOSITION, BRADFORD, VT.; WARREN COUNTY FAIR, WARRENSBURG, N. Y.; WASHINGTON COUNTY FAIR, HUDSON FALLS, N. Y., FORMERLY AT GREENWICH.

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CAN PLACE Girl Shows and any good family Side Shows.

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Say You Saw It in The Billboard

McClosky, Kernan to Open Beatty Rail Show in August

SARASOTA, Fla.—The Clyde Beatty Circus is to reopen August 30 under management of Frank McClosky and Walter Kernan, they revealed here Thursday (12).

The two held a second mortgage against Clyde Beatty's bankrupt National Circus Corporation and stated they picked up the \$50,000 first mortgage of Art Concello to protect theirs and obtain control of show. They said that Concello was not connected with the new corporation under which they would operate.

McClosky and Kernan also stated that Clyde Beatty would be with the circus and perform his act, but that Beatty would be there as an independent contractor, not owner.

Go to Deming

The show equipment is at quarters in Deming, N. M. McClosky was leaving for Deming Saturday (14) and Kernan is to join him in about a week.

McClosky, former general manager of Ringling-Barnum and earlier this season the concession operator on the Beatty show, will be manager.

Kernan, former assistant manager on Ringling and with McClosky on the Beatty concessions this spring, will be assistant manager.

Paul Kelly Gets Wirtz Interest In King Property

CHICAGO—Interest of Arthur M. Wirtz's St. Louis Arena Corporation in the former Cole Bros.' elephants, horses and trucks has been transferred to Paul Kelly, of Peru, Ind., it was announced here this week by Bill Horstman, of the Wirtz organization.

The animals and property are with King Bros.' Circus. Kelly has the former Cole quarters at Peru. In several earlier acquisitions he came into possession of much of the Cole equipment, including wagons, tops and other show property, plus hippo, lead stock and other elephants. He also has bought lion and elephant acts from the St. Louis zoo.

The elephants and horses involved in this latest transaction were bought by King Bros.' Circus prior to the 1954 season. The number of elephants involved and the amount due on the mortgage are in dispute, it was learned.

Carson Okay In Dakotas

KENMARE, N. D.—Tex Carson Circus had half and three-quarter houses here Monday (9) altho "Holiday on Ice" was playing at nearby Minot.

Stanley, a Sunday matinee-only stop, gave a three-quarter house in rain. Earlier, Turtle Lake, N. D., had near-full and turnaway houses.

Ring in Michigan

MANISTIQUE, Mich.—Ring Bros.' Circus played to light business here Thursday (5). Lot was out of town and no bally was used. Show won good follow-up mentions.

They said Friday (13) that their deal was completed that day and that some details were not yet decided upon. The general agent has not been appointed.

R-B People Join

Superintendent will be Robert Reynolds, formerly with Ringling and early this year with Beatty. David (Deacon) Blanchfield, former Ringling truck and tractor boss, will have that post with the new Beatty show. Count Nicholas, former Ringling equestrian director, will be on the Beatty show.

Polack Western Spots Upturn at Late Stands

EUREKA, Calif.—Polack Bros.' Circus (Western), now in the second half of its 1956 tour, has been enjoying an upturn in business at recent stands after several dates in California where grosses dropped below normal.

As usual, the half-way mark was reached at Pasadena, where the annual sold-out single performance was played the night of the Fourth of July in the Rose Bowl to a crowd that topped 60,000.

Before that, the show had returned to Southern California at Long Beach. Thanks to a record advance membership sale, attendance was excellent at all four performances of the two days there.

Some Towns Off

Previously, the route followed a zigzag course between coastal and valley towns that took the show, after San Francisco, to Stockton, Santa Cruz, Fresno, Salinas, Bakersfield and Monterey in that order. In most of these, business failed to measure up to that of previous years.

The show headed north again from Pasadena, but instead of jumping all the way to Eureka, as was the case last year, the move was broken with a stop at Ukiah. This was Polack's first date in Ukiah, and the town welcomed the show with bumper crowds at the four performances of the two-day stand.

In Eureka, an advance promo-

Packs Western Sets New Mark For Portland

PORTLAND, Ore.—Western unit of Tom Packs Circus set a record for the Shrine Circus here, according to Shrine Circus Chairman Ralph Hoge. He said plans call for a five-day stand next year. This time, Packs Western played July 6-8.

The run at Multnomah Stadium here drew attendance of 40,000 people, he said.

Earlier, the unit played Colorado Shrine dates with success and contracted to rerun next year. Salida, one of the Colorado stands, had attendance of 5,000.

Leonard in Indiana

WAKARUSA, Ind.—Leonard Bros.' Circus played to a light afternoon but a three-quarter night here Tuesday (3).

Other former Ringling people are expected to be on hand, but many positions have not yet been filled.

The show will use auspices and promotion.

The new owners said that the transaction was completed in Deming and that it was not associated with action against Beatty's old corporation in federal court at Macon, Ga. At Deming earlier, Concello had filed suit to foreclose on the mortgage he held. Apparently, the new moves would replace that step.

tion that topped all previous local records awaited the show for a three-day run of six performances ending Saturday (14).

Promoters Spotted

Mickey Blue, who handled the Eureka promotion, returned the day before the show opened after a flying trip to the Shrine Convention in Detroit. His next date will be Vancouver, B. C.

James Rison and members of his staff handled all the towns between San Francisco and Long Beach, as well as Ukiah, where

(Continued on page 74)

Packs Business Big; St. Louis Record Set

WARREN, O.—Tom Packs Circus has been playing to strong business. At Warren, Wednesday (11), they had 8,500 in the 9,000-seat football stadium in the afternoon and 5,000 at night.

Earlier, in St. Louis for six days under Shrine auspices, the Packs aggregation rolled up its best attendance for the date. This was estimated at 123,445. The stand was set for June 29-July 4 at the 22,000-seat Public Schools Stadium, but rain cut out the July 3 show, so the circus stayed for July 5.

An estimated 25,400 persons were on hand when the July 3 show had to be canceled. July 4 pulled 23,643, and July 5 had 20,173. No afternoon shows were given.

At Terre Haute, Ind. (6), the show had another record stand, drawing 12,000 in two performances.

Advance sale for Pittsburgh the

Sello Opens In Indiana, Uses 8 Loads

PERU, Ind.—Roy Bible's Sello Bros.' Circus opened out of here, with the first stand being LaFontaine, Ind. (2). Show gets 50 cents for a 90-minute performance.

It is using a 60 with a 40 and a 30. It has an elephant and moves on eight trucks. There were plans for adding two more soon. A Side Show was to be used after arrival of banners. Second stand was Warren, Ind., which also gave good business.

The Archie Silverlake Family joined.

Ontario Okay For Royal; Hill Closes

WIARTON, Ont.—Royal Bros.' Circus, operated by the Garden brothers of Toronto, has been doing good business in Ontario towns, it was reported by Bill Garden.

He said business dipped during the week of June 23 but picked up again about July 1, when school exams were over. He said the show was getting houses of three-quarters and better afternoon and nights.

Hank Carlisle has joined the show as contracting agent.

Will Hill, with his elephant and dog acts, found it necessary to leave the show and return to the States after his two trucks were damaged in accidents. In one, a trailer roof was ripped off by a low bridge. In the other, one Hill truck hit another, damaging both.

Gray Retrenches; Acts, Trucks Off

LINCOLN, Neb.—Business for Gil Gray Circus has been off sharply from previous years, according to information here.

The show recently curtailed the number of trucks it carries, and some personnel was laid off.

The Reynolds Seals, Hazel King and the Hoffman juggling act were among those dropped.

Reynolds Seals went to Peru, Ind., where they were working out of the Paul Kelly quarters.

Trustee Sees Dim Prospects For King Sale

MACON, Ga.—A dim view on the outlook for sale of King Bros.' Circus properties was expressed by Trustee Durward Mercer on his return from a week-long inspection trip to Pennsylvania and Middletown, Conn.

Mercer revealed that he had received a large number of offers for individual pieces of equipment and animals, but most of the offers were "too low to be recommended to the court."

Floyd King and Arnold F. Maley, co-partners in the King circus ownership, have been adjudicated bankrupt in United States District Court here. Mercer was appointed by Judge E. P. Johnston, referee in bankruptcy, to handle liquidation of the properties.

Creditors Seek Releases

Another complicating factor, Mercer pointed out, is that most

(Continued on page 74)

Hagen Business Good in North; Stock Stricken

SUPERIOR, Wis.—Hagen Bros.' Circus has won good business in Minnesota and upper Wisconsin, Manager Robert Couls reported. He said the show had a straw house for the afternoon on July 4 at Virginia, Minn., and the night was okay despite opposition from local holiday events.

Proctor, Minn., adjacent to Duluth, gave two half houses in rain and cold.

Ely, Minn., on July 5, gave a turnaway afternoon and 90 percent night house. The town is primarily a mining center and all miners are on strike there. Weather was cloudy and cool. Auspices was Knights of Columbus. Heavy rain after afternoon show cleared by 5 p.m.

Hagen's horses and ponies were hit by what is believed to have been a virus of some type and were not able to work for three days.

Trustee Comments on King, Beatty, Barney, Calliope

MACON, Ga.—Durward Mercer, trustee in bankrupt for both King Bros.' Circus and the Clyde Beatty Circus, said here Friday (13) reopening of the Beatty show under new management would not be in conflict with the bankruptcy proceedings. He also told of action in connection with King Bros.' equipment.

In Federal Court Friday, Paul Kelly started proceedings to reclaim assets from the King show including elephants, horses and trucks. Mercer said Kelly dropped claim to three elephants and was given possession of nine elephants, plus horses, ponies and trucks pending decision of the court on his reclamation suit. Kelly will move these to his Peru, Ind., quarters. This followed announcement in Chicago that the Wirtz organization had transferred its interest in King stock and equipment to Kelly.

Mercer said he had talked with

Red Larkin, one of the operators of Barney Bros.' Circus, on Friday. The Barney show is made up of King equipment leased from the trustee and Federal Court. Larkin told him the show was to reach its first promotion stand on Monday (16).

Mercer also reported great interest has been shown in the steam calliope which King Bros. owned. This is one of few remaining in the country. Mercer said he has requested court permission to sell the calliope. If this is granted, he will announce the time and terms, hold a sale and use the proceeds for expenses in connection with disposal of the show equipment. Mercer said a number of people have indicated interest in buying this.

The trustee also said that a few King trucks had been started on the trip from Connecticut to Macon.

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UNDER THE MARQUEE

Jackie Dale is at the State Tu-
berculosis Sanitarium at Norton,
Kan., and would enjoy mail. . . .
Patti Page's TV show has included
some circus acts recently, including
Dieter Tasso and the Cristiani tee-
terboard troupe. . . . Karl K.
Knecht's cartoon in the Evansville,
Ind., paper boosted the Packs cir-
cus. Drawing included Happy Kel-
lems, Norma Davenport Cristiani
Elephants, Jack Joyce, Bostock-
Christiansens and Wierengards. . . .
James P. (Duchess) Mason, for-
merly with circuses, will open at
the Circus Bar, Miami, late in
July.

Hazel King is at Gainesville,
Tex., and Jimmy Connor is build-
ing a stable for her horse. . . .
Marjorie Towson, touring Europe,
recently caught Circus Appolo on
a mid-town lot in Vienna. One act
included dogs, cats, mice, chicken,
duck, rabbit and monkeys work-
ing together. Show also features
an American singer and a "Danc-
ing Waters" type of water finale.
She also saw Prechtl Zoo, a tour-
ing menagerie, in Austria.

Warren (Billy) Wilson is back in
Columbus, Miss., after closing as
Barney Bros. agent. . . . CFA
Wally Ahlberg, St. Paul, writes that
fans in the area will have a meet-
ing July 15 at Como Park. They
have caught Miller Bros., Hagen
Bros. and Kelly-Miller recently.

Jim and Sylvia Hirschberg are
in Charlotte, N. C., following the
close of King Bros.' Circus. . . .
The Leslie H. Davis wrestling bear
act is playing professional wrest-
ling circuits and now are playing
Utah and Colorado.

Aerialist Don Dorsey played
Riverside Park, Agawam, Mass., re-
cently and was visited by Joe
Beach, fan and father of Wally
Beach, Ringling press agent. At
an earlier stand, Dorsey was enter-
tained by the Punch Allen family.

The Roscoe Armstrongs, bucking
Ford act, visited Milt Hinkle's ro-
deo July 4 at Cuyuga, Ind. On
hand were the Duke Jensen family,
Bud and Jean Decker and King
Kong Smith. Hinkle was ahead of
the show. Roscoe Armstrong Jr.,
caught the Packs show at Evans-
ville, Ind., and visited with Happy
Kellems and Ernie Wiswell. Others
visiting the Hinkle show included
Ross Engle, Harley Monnett and
Ernie Payton.

Ralph Green, who had Pawnee
Bros. Circus some time ago, has
been working dates out of Paul
Kelly's quarters, Peru. Green has
Rudy's Circus for shopping center
dates. . . . Fan Frank Upp visited
John Sullivan, Chester Hoyt, Mary
Jane Miller and Dolly Copeland
at Sullivan's Hall of Fame, Sara-
sota.

Poetry has come to the circus.
Buster Melzora, flyer of Saginaw,
Mich., has written a poem about
a youngster at a circus, and a
poetry publication, Pax, in its first
issue carries a poem by Marck Van
Doren about the Cristiani Family
and another called "Circus" by
Robert Lax.

Agent Bill Moore has been in
New York where he expected to
talk with John Ringling North. . . .
C. S. Primrose, former circus
agent, is visiting in LaCrosse, Wis.
. . . . Ringling advance agents now
working out of Chicago include
George Smith, Floyd King, Al But-
ler, Leon Pickett and L. D. (Doc)
Hall.

Press agents Wally Beach and
Harry Davies, of Ringling, visited
Mike C. Piccolo at Pittsburgh. . . .
Recent visitors to Jethro Almond
at Albermarle, N. C., included
Lloyd and Ethel Kirtley, who were
with him in tent show and circus
days, and Allison and Helen
Wheeler, son and daughter-in-law
of Al F. Wheeler.

Ringling newspaper ad copy pre-
pared by the show's new advertis-
ing agency uses the term "lion
tamers."

Hunt press agent Raymond Bick-
ford made the AP with a yarn
about clowning. . . . Alex Irwin
caught Ringling at Buffalo.

From Ringling-Barnum, Freddie
Freeman writes about the Fourth
of July party. Program started with
a holiday dinner prepared by John
Staley. Girl performers were
pressed into service at the cook-
house to prepare and serve it.
Between shows the activities in-
cluded a speech by Michael Burke.
Dick Todd was emcee. Jimmy Ar-
strong worked; Justino Loyal and
Seguria did a comedy ladder act.
Imitating clowns and their make-
up were Maggie Smith as Gene
Lewis, Gladys Rimmer as Lou
Nagy, Anna Delmonte as Freddie
Freeman and Margot Margus as
Albert White. Dennis Stevens did
his contortion act. Dolly Loyal did
heel and toe catches. Sonny Riley
and Harry Burman added a com-
edy cat act. Justino and Seguria
Loyal and Oscar Canestrelli did a
take-off on the Whirlwind acro-
batic act. Dolly Loyal, Gloria Bale
and Nita Bale also did an acro-
batic act. Races and contests fol-
lowed. The big top gang won the
stake driving contest.

Recent visitors on Ringling in-
cluded the Arnold Maleys, Phil
and Betty Escalante, Don Dorsey,
the Eddie Hendrixes; John and
Alice Durant, working on a book;
Will H. Hill, Don Francisco, Pete
Daniels, Henry Varner, Myron D.
Gandee, Percy Smith, John Logan,
Jimmy DeCobb, Vin Carey, Henry
Van Loon, Ed Fledbauer, Charles
and Martha Hart, Steve Kondos,
Ward Shafer, the Sverre Braathens,
John H. Harris, and the Ray Mo-
reau family.

John (Chuckles) Facer writes
from the Jay Gould Circus that
owner Jay Gould is back in action
after a stay at the Mankato, Minn.,
hospital. . . . Facer clowning a
Rochester, Minn., hospital and Jay
Gould, Renee Raber and Norman
Smith's chimped worked on TV.
. . . . Pop Willard took his elephant
to Omaha for a date in connection
with a movie promotion. . . . John
Theitze is the show's new secre-
tary. . . . Peter Stibal is lea-
rning bars and Sherrie Ward is
learning juggling. . . . Facer and
Guy Biting are working a take-
off on Sonny Conroy's slack wire
act. . . . Visitors included George
Gould and family, the Rev. Clem-
ent Flannery and Mrs. Kay Aegan.

**Michigan Strong
For George Cole**

GRAYLING, Mich.—George
W. Cole Circus played to a three-
quarter afternoon and straw house
at night here Thursday (5). The
Kiwanis Club was auspices.

Earlier, the show had big busi-
ness at Lowell, Mich., and nearly
as good at Shepherd, Mich. Lions
and Rotary were sponsors there.
After notices for the show are
strong. Show is moving well and
using animals for town bally.

**ARE YOU A --
TELEPHONE SALESMAN
OR SALESWOMAN**

DON'T CALL UNLESS QUALIFIED
Pleasant working conditions. Air con-
ditioned offices. Draw can be arranged
if qualified. Need 4 Salesmen or Sales-
women to sell top national Radio Show
locally. First time offered in St. Louis.
If you are a producer you can easily
make \$126.50 to \$207.00 per week.
Apply JACK DOYLE
Suite 601, 705 Olive St. St. Louis, Mo.
(Phone: Chestnut 1-6656)
P.S.: Ross McClaine, apply at once.

HUNT BROS. WANTS

FOR SIDE SHOW: Boss Canvasman, also
Man to take charge of front. Also Candy
Butchers who drive. Other useful People
who drive. Contact as per route or call
mobile telephone ZL 44465, 1-3 or
7-10:30 p.m.

**CLYDE BEATTY
RAILROAD CIRCUS**

Under new ownership

Opening August 30,
Albuquerque, N. M.

WANTS:

Bosses and Working Men in all departments, Ground Acts,
Aerial Acts, Animal Acts; Eddie Kuhn, answer; Clowns,
Billposters—Kitzman, answer; Concert Wrestler, Candy
Butchers. Long season. Write, wire:

CLYDE BEATTY CIRCUS

Winter Quarters

Deming, N. M.

CLYDE BEATTY CIRCUS

Under complete new ownership

WANTS

Contracting Agents, with automobile, who understand
sponsorship dates. Promotion Managers with Crews.
Banner Men. Can use Telephone Salesmen. Long season.
No collect calls. Contact

GENERAL AGENT

P. O. Box 3529

Phone: Ringling 2-1052

Sarasota, Florida

SHOWMEN-----PERFORMERS

Our 1956 Catalogue of Show and Performers Equipment is ready for mailing.

THE HEBELER SHOPS

P. O. Box 691

Phone: Ringling 3-7801

Sarasota, Florida

SPACE SALESMAN

To represent official Post Office monthly publication. Steady position.
50% commission to sober, solvent sincere solicitor.

POSTMASTER'S ADVOCATE P. O. Box 1919, Hartford 1, Conn.

(4) PHONEMEN (4)

CIRCUS BANNERS AND UPC'S

Chamber of Commerce Circus Approved by Mayor and City Council. Must be
able to conduct yourself as a gentleman or I cannot place you. Office open July 20.

J. F. SHAFER, Westlake Hotel, Rocky River, Ohio

No collect

4—PHONEMEN—4

Rescue Squad consented to deal. First
time in 30 years. Excellent proposition.
Six weeks' work. Phone or write

STATE ENTERPRISES, INC.

31 N. Willow St. Trenton, N. J.

Phone Owen 5-2503

TWO PHONEMEN

UPC's and Banners, strong
sponsors, festival day. Sea-
son's work. Straight 25%.
Call Lehigh 69290,
Youngstown, Ohio.

No collect calls, please.

PROMOTERS AND PHONEMEN

High caliber Men who can work without
heat for top sponsors. I have dates in
Pennsylvania and Ohio — steady year-
around work. Program Book—UPC's—
Banners. Pay daily. Contact

A. J. WIESNER

6 Sylvania Bank Bldg. Sylvania, Ohio
Phones: 2-2367—2-5355. No collect, please

THE SPARTON FAMILY

Contact me at once. Steady work, steady
payday.

JOE SULLIVAN

MERCHANTS' FREE CIRCUS
Peebles, Ohio, July 18; Ripley, 19; Geor-
getown, 20; Felicity, 21; New Richmond,
22; Harrison 23.

**FAMOUS HUNT BROS.'
CIRCUS ELEPHANT ACT**

available for Indoor Circuses,
TV, etc., starting October 1.

Reply to Burlington, N. J.,
quarters, as per route, or call

mobile telephone ZL 44465,
1-3 or 7-10:30 p.m.

6—PHONEMEN—6

2—DEALS—2

2 Men for repeat Labor Day Edition.
Jax only endorsed labor paper. 4 Men
for Safety Deal, strongest sponsor in
Jacksonville. 2 separate offices. Esell,
De Loach, Morrey, contact. No promo-
ters, no drinks, no collect.

SPENCER

808 Main, Jacksonville, Fla. Elgin 47793

PHONE MEN

Tickets and Advertising. Junior Chamber,
Elks' Charity Ball, Purple Heart National
Magazine, Official Publication.

EDUCATIONAL PUBLISHING CO.

1340 Ingham St. N. W.
Washington, D. C.

MERCHANDISE

70

THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

JULY 21, 1956

HOT-WEATHER SPECIAL! PARKER-COOLER

PORTABLE—take it anywhere.
PRACTICAL—plugs in any outlet.
PERFECT—gives air conditioned cool comfort day and night!

How PARKER-COOLER Works:
Conditions the air in any room because hot, stale air is forced over two special coolants which you simply freeze in your own refrigerator.

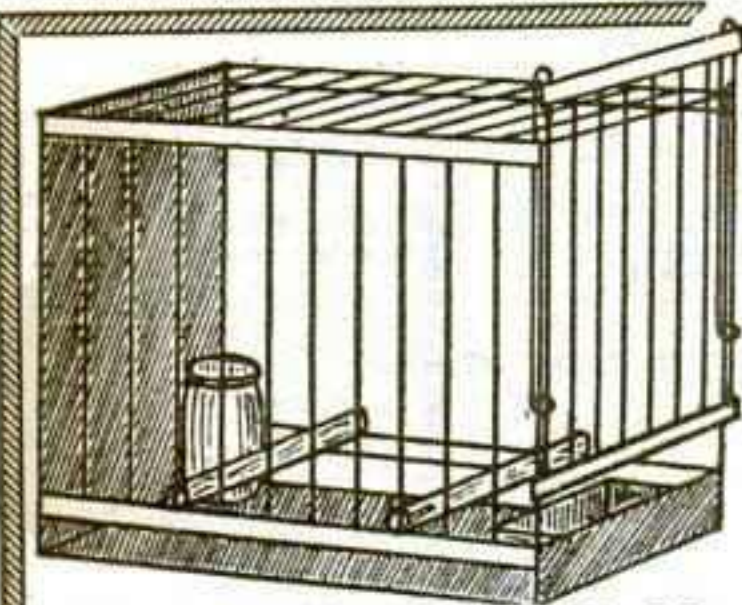
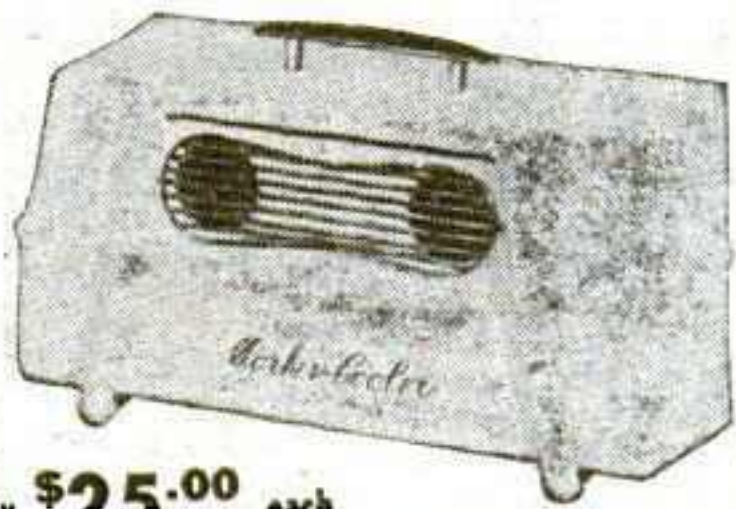
- Precision-Engineered
- UL Approved
- Factory Warranty for Full Year
- Packed 1 to Shipping Carton, complete with coolant

List \$69.95 Your Cost Only **\$25.00** each

25% deposit, balance C.O.D., F.O.B. Chicago.

DIVISION SALES

3341 W. Roosevelt Road
Chicago 24, Illinois
Phone: LAwnedale 2-7377



PARAKEET CAGES

No. 7163—Completely assembled.
6 1/4" x 4 3/4" x 5 1/4" high.
Packed 60 to carton.

1 Carton (60 cages) . \$.50 ea.

In quantity lots of 5

cartons (300 cages) . .48 ea.

We carry a complete line of Concession & Premium Merchandise.

Write for Catalog.
State Business in First Letter.

1900-12 N. 3d Street
Milwaukee 12, Wisconsin

WISCONSIN DE LUXE CO.

The FAMOUS Geneva
7 PC. MENS JEWELRY SET
AT THE NEW LOW PRICE
\$5.95 6 or more
Sample \$6.95
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Includes:
• Jeweled White Watch, fancy dial
• Matching Expansion Band
• Spring Clip Tie Bar, matching Cuff Links
• Detachable Bull Head Pin
• Precut/Reset Lead Parcel
• Beautiful soft leather bag with 1 1/2" top and \$7.95 price tag

PHONE 82-6473
1751 W. FLAGLER
MIAMI, FLORIDA

NATIONAL DISTRIBUTING CO.

OVER 600 PINS AND IDENTS FOR ENGRAVING

Twenty-four (24) inch heart or round necks, polished nickel or gold plated, at twenty-seven dollars (\$27.00) per gross.

Expansion Idents.
Doz. \$ 4.00
Photo Expansions.
Doz. 5.00
Pearl Anklets. Gr. ... 32.00

CATALOG WITH NEW NUMBERS READY FOR ENGRAVERS & DEMONSTRATORS
State your business

DEXECO, INC.

Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

IT'S PACKED WITH POWERFUL PROFITS
FREE 1956 WHOLESALE 292 pg. CATALOG
SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES
Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares, Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.

GEM SALES CO. 533 Woodward
Detroit 26 Mich

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th St. St. Louis 4, Mo.

MERCHANDISE TOPICS

Midwest Merchandise Company, 1006 Broadway, Kansas City, Mo., reports that its largest and most complete catalog, just off the press, contains many bargains in novelties, premium items and carnival and bingo supplies. The firm, in its 35th year, lists such items as housewares, toys, novelties, balloons, jewelry, glassware, hats, agents' and pitchmen's items, aluminum and tin ware, blankets, slum, plaster and blush toys. Readers are urged to send for the catalog. When writing, mention your line of business so that Midwest can advise you of any special items it has that may fit well into your work.

The Christmas retail gift and toy sale at Madison Square Garden, New York, December 5-22, will be one of the greatest of its kind ever held, according to Mr. Palmieri, World-Wide Expositions Corporation, 15 West 44th Street, New York. All types of merchandise will be sold, including complete lines of toys, cosmetics and perfumes, jewelry, watches, Christmas ornaments, lights and wrapping paper, religious items, lighters, artificial trees and other gift items. Included will be a huge toyland, featuring Santa Claus. The sale will be backed by a heavy advertising campaign in all media. Concessionaires, farmer market operators, pitchmen and jobbers are urged to rent space now.

Hawthorne Watch Company has moved to larger and more modern quarters at 593 Mission Street, San Francisco, and is in a position to give immediate delivery on all orders, including the Thornehill ensemble, which includes a jewel watch with guaranteed unbreakable mainspring, key chain, cuff links,

tie bar and expansion band. The Thornehill ensemble was recently advertised in Life magazine.

Because of quick turnover of distress merchandise, National Distributing Company, P. O. Box 261, Ocean Drive, S. C., has no catalog. However, its ads appear regularly in the pages of The Billboard's Merchandise Department, and you are urged to watch for the exceptionally low-priced values offered.

Plastic towels, which have always been money makers, are offered to the trade by the Palmer Company, 10307 East Warren, Detroit. In lots of 100 or more the towels are priced at 25 cents per \$1 package. Ten free workers are given with each 100 ordered. Overnight service on orders is promised.

An introductory offer is being made by Bargain Jewelry Company, 396 Harvard Street, Brookline, Mass., of its jeweled gift items. The items include door-knockers, silent butlers, can openers, beer can openers, address key chains, ash trays, piggy banks and Johnny seats. To get three of every item send \$11.95.

Wonder Dancers, the new action toy, is called the perfect item for fairs by Atlanta Jaystik Company, 751 Park Street S.W., Atlanta. These fast-selling dancers are made in six characters which have been approved for demonstration in all chain stores. One dollar will get you a catalog and set of samples.

Sterling Jewelers, Inc., 1975 East Main Street, Columbus, O., has a special on warrior boys' rings with imitation double head cameo at \$1 per dozen, plus postage. Minimum order is three dozen or *(Continued on page 73)*

PIPES FOR PITCHMEN

By BILL BAKER

CHARLIE COURTOT . . . one of the more successful merchants in the Pipes business, and his wife, Mildred, continue to rack up sound scores with their cake decorators. Now in their sixth week in Rochester, N. Y., they have several more weeks to go there before beginning their fair season early in August. They are set for three major annuals in the Midwest, before hitting out for Pomona, Calif. After winding up the fair trek in Dallas, Charlie and Mildred will head for Florida for a rest and some excellent fishing with their good friends, George and Irene Hess. "As you know," writes Charlie, "I rarely contribute to the Pipes department, but I am sorely tempted to now after reading the drivel sent in by a certain individual recently, but I doubt whether you'd print what I have to say regarding that character. He's as phony as a Confederate \$3 bill. Maybe this character can tell what happened to my dough and stock which he and his friend scrambled with one Christmas Eve a few years back. And it was I who broke them in on the item. I haven't seen either of them since, but I will some day."

to contact the fast-talking gent who was doing a spellbinding job on the first floor of Cincinnati's big Shillito's department store recently. (There were so many women in the tip that we couldn't even see what he was pitching). However, we do remember one of his lines that brought a big guffaw from the gals in the audience. Just when he was at the height of his eloquence, a very small child let out with a terrific yelp. Not being the least bit perturbed, our friend turned in the direction of the scream and wanted to know "who was pitchin' babies" and lousing up his act.

REPORTS HAVE IT . . . that the following boys are working the new Ten-In-One Scopes to bang-up results: Sid Travers and George Harris are doing their stuff in Reading, Pa., and Sam Sebastian and Jack Powers are holding forth in and around Atlantic City, N. J.

RECENTLY . . . it's been nice to see some of the old-timers and "first-timers" (first time to pipe in, that is) coming out from behind the baseboards and other miscellaneous hiding places. The following international dis- *(Continued on page 74)*

PETE NITNEY SAYS . . . that any one who remains CALM in the midst of all this CONFUSION just doesn't UNDERSTAND the situation.

WE'RE SORRY . . . that we didn't get an opportunity

COIL WORKERS
New Improved 2-Color Coil
Best in Quality New Low Price
Best in Service \$40.00 Gross
BEST IN PRICE
Wire—Write—Phone HAROLD NEWMAN
UNIVERSAL IGNITION CO.
4754 N. Clark St. Chicago 40, Ill.
Shop Phone: LOngbeach 1-3499
Home Phone: LOngbeach 1-4983

NOW with NOSE
the NEW **OAK MICKEY MOUSE NOSE BALLOON**
WDP
... is a

BIGGER SELLER THAN EVER!

- A GOOD JOINT:
- PRE-SOLD THRU TV
 - OFFICIAL CLUB-BALLOON

2 BIG BALLOONS!
NO. 14 HMS—WITH BLACK EARS AND STRETCHED FOR BIGGER VALUE AT THE HANDOUT.
NO. 14 HM—ASSORTED COLORS FOR SALE INFLATED WITHOUT BLACK EARS.

HIT THE STREET FOR BIG DOUGH WITH THIS HOT OAK EXCLUSIVE SEE YOUR JOBBER TODAY!

OUR 40TH YEAR
The OAK RUBBER CO.
RAVENNA, OHIO

HAWAIIAN
'TI' PLANT LOG
Shipped Day Order Received
LOWEST PRICES ANYWHERE
Buy for 7¢, sell for 4¢ to 6¢ each! Ideal for demonstration.
"Ti" logs grow — by themselves—into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD
2126 BOYER SEATTLE, WASH.

Free Wholesale Catalog
CONTAINING
• Expansion & Photo Idents •
• Heart & Disc Pendants •
• Aluminum Chain Idents •
Rings • Pins • Pearls
Closeouts, Etc.
SEND FOR YOUR COPY TODAY
Please state your business.
FRISCO PETE 226 S. Wells St.
Chicago 6, Ill.
All Phones: Franklin 2-2567

IDENT BRACELETS!
Aluminum, gold plated, 8 styles of Expansion Ident Bracelets, 8 styles of 24" Disc Necklaces, heavyweight Mexican Rings, all kinds of nickel-silver Signet Rings, Pins for engraving. Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$3 for samples.
Milwaukee Novelty Co.
1012 N 3rd St. Milwaukee 3, Wis.

45 RPM RECORDS 15¢
Rock and roll only. New and used, but all good and unbreakable. Assorted titles and artists—well known. Minimum order 100. All orders C.O.D. or cash in advance—F.O.B. Baltimore.
JALEN AMUSEMENT CO., INC.
14 E. 21st St. Baltimore 18, Md.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

*1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

ATTENTION, COMEDIANS!

Show-Biz is at your service to produce sock comedy material to fit your budget. Stock gagfiles, parodies, monologs, songs, Special Material, etc. Write for full information, and describe your needs.

SHOW-BIZ COMEDY SERVICE

1613 E. 29 Street Brooklyn 29, N. Y.
MAMMOTH COMEDY COLLECTION: AMAZING low price! Over 1,000 "Clever Remarks," \$1. Introductory Offer! Edmond Orrin, 5854 San Vicente Blvd., Los Angeles, California. au25

AGENTS & DISTRIBUTORS

AGENTS-PITCHMEN — ELECTION YEAR political garters. Red, white, blue Sleeve Garters, men and women. Hottest selling novelty, gold metal Donkey or G.O.P. Elephant insignia. Send \$1 for samples. Al Zuckerman, 2707 Franklin, St. Louis 6, Mo.
A BEST BUY—HOTTEST SELLING ITEMS in the country. Genuine French-type Perfumes, novelty T-Shirts and Sailor Hats. "Husk" O'Hare, 5732 N. Kenmore, Chicago 40, Ill. j928

"BARGAINS," MONTHLY PUBLICATION of various low priced merchandise, year \$3. Max Saltzman, Dept "Bargains," 7635 Hinds Ave., North Hollywood, Calif. au4
BIGGEST CHRISTMAS CARD PROFITS. Sensational "Super-36" Assortment pays \$1.25 profit on every box, \$50 on 40 boxes. 200 fast sellers double earnings. All easy, 200 fast sellers double earnings. All Cards, Novelties, Stationery, bargain specials. Assortments on approval. Color catalog, personalized album free. Midwest, 1113 Washington, Dept. 407-P, St. Louis 1, Mo. np

BILFOLDS—HAND-MADE AND LACED with genuine goat from factory. Neat uniform, \$15 per dozen; six samples, \$7.50; prepaid. Theresa Bansom, 614 Charlotte Ave., Sanford, N. C.
BILFOLDS—LADIES' AND GENTS' BILFOLDS, hand made and laced of 100% genuine leather. gift boxed, \$7.50, \$12, and \$15 dozen. Two samples and circular, \$2 prepaid. Dixie Sales, Rt. 1, Box 308, Hope Mills, N. C. j921

"COMICS FOR PREMIUMS"—COMPLETE line of full covered regular 10¢ comic books for promotion and premiums. All approved books, \$25 per thousand, f.o.b. Chicago. The perfect five-a-way! 1600. S. Komarsky, Chicago 23, Ill. j928
EARRINGS ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. j928
EARRINGS SPECIAL SUMMER ASST. All colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.
EASIEST \$65 YOU'LL EVER MAKE! SHOW amazing "Magic-Lustre" Christmas Cards, 65 boxes pay \$65. Personalized cards, 25 for \$1. Assortments on approval, free sample book. "Southern Belle" Dept. Free for promptness. Southern, 478 N. Hollywood, Dept. K-48, Memphis 12, Tenn. np

FAMOUS MFR. CLOSEOUTS

Assorted Brooches \$1.75 dz.
Summer Earrings, 1.50 dz.
Stoned or tailored Earrings, 2.00 dz.
Pierced Earrings on Display 1.50 dz.
Charm & Link Bracelets, asst. 1.75 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 1.75 dz.
Shorty Tie Slides, carded 5.10 ea.
Giveaways, asst. 1.25 dz.
Cufflinks, carded 1.25 dz.
Cameo Sets, boxed 7.20 dz.
Anklets, G.F., carded 3.50 dz.
Tie Slide Sets, asst. 4.00 dz.
Rhinestones "Miracle" Crosses, boxed 4.00 dz.
Charm Bracelets, asst. 1.00 dz.
Summer Earrings, asst. 7.00 gr.
Pearl Necklaces (domestic) 1.75 dz.
Summer Sets, boxed \$4.50 & 9.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FREE BOOKLET! MAKE BIG MONEY! Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. j928

BILFOLDS, CASH BOOKS, SALESMEN'S Order Books, Fast selling line printed business forms, continuous forms. Free illustrated catalog. Erscow, Bronx 73, New York. ch-np
Hula Skirts, raffia, imported from Jamaica. Big flash.
#1 Child's size \$ 6.00 doz.
#2 Ladies' size 9.00 doz.
#3 Ladies' size 12.75 doz.
#4 Large size 15.00 doz.
25% with order on C.O.D.'s

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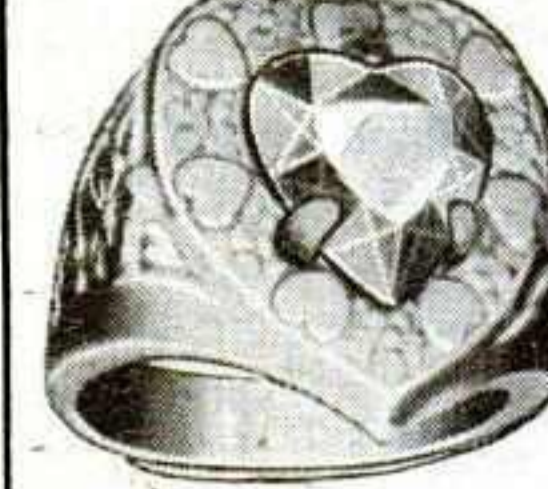
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ALWAYS SPEEDIEST SERVICE, LOWEST prices. Flashy 3-color 14x22 Window Cards, \$5 hundred, 17x25 size \$12.50; adhesive backed Bumperettes, 4x14 day-glo colors, \$13 hundred; Bumper Cards, 5 1/2 x 26, \$5 hundred. Tribunes Press, Dept. JA, Earl Park, Ind. au25

POSTPAID PRINTING SPECIALS! 1,000 8 1/2 x 11 Letterheads, \$6.98; 5 1/2 x 8 1/2 Letterheads, \$4.98; 1,000 #10 Envelopes, \$7.98; 6 1/2 Envelopes, \$3.98; 1,000 Business Cards, \$3.98. James Specialties, Washington, Ga.

SUMMER SPECIAL OF PRINTING BARGAINS. 1,000 8 1/2 x 11 Letterheads or Bill-boards, \$6.95; 1,000 5 1/2 x 8 1/2 Noteheads or Statements, \$4.70; 1,000 size 10 Envelopes, \$7.95; 1,000 size 6 1/2 Envelopes, \$5.25; 2,000 Shipping Labels, \$3.75; 2,000 embossed Business Cards, \$5. All items postpaid. Bargain prices expire July 31, 1956. John Peper, Box 822, Chattanooga, Tenn. jy21

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. aull

200 LETTERHEADS 8 1/2 x 11 AND 200 #10 envelopes, \$3.50; 100 each, \$2. With 6 1/2 envelopes, \$2.95. postpaid. Palmer Press, Du Quoin, Ill.

SALESMEN WANTED

A HOT ITEM FOR PREMIUM SALESMEN—It's different, it's new. Sensational Presto Fire Extinguisher is recognized instantly as ideal premium item for tie-in sales, giveaways to customers and employees, incentive plans, etc. Low priced, only \$4.95. Over 2,000,000 sold. Exceptional discounts. Write for prices and full details. Merlite (Presto Div.), 114 E. 32d St., New York 16, N. Y. aull

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-118, Chicago 32, Ill. jy28

ALL TRADES, SHEETS, MAGAZINES, SUBSCRIPTION Salespeople, Crew Managers. Best deals. Write Mark Steele, 33 W. 60, New York City. ch

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now, real future; equipment free. Hoover, Dept. G-109, New York 11, N. Y. au25-np

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles 3, Calif. jy28

LARGE ELECT. TATTOO OUTFIT. WRITE Stevens, 1120 Chaucer St., Berkeley, Calif. au4

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican #12 sharps Write Milt Zeis, 728 Lesley, Rockford, Ill. se25

NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. jy21

WANTED TO BUY

USED MERRY-GO-ROUND WOOD HORSES, jumping type, adult size. No packing, we pick up. National, 4241 Sansom, Philadelphia, Pa.

SALESBOARDS

LOWEST PRICES ALWAYS
1000 25¢ Charley Board Prof. \$30.00 \$1.10
1000 25¢ Double Fin Prof. 24.00 1.15
1440 5¢ Barrel Board Prof. 18.00 1.15
1440 10¢ Barrel Board Prof. 36.00 1.69
1000 25¢ Charley Tk. Prof. \$52.04 \$1.79
1000 5¢ J.P. Boards Prof. 24.00 1.98
1000 5¢ J.P. Girls Boards Prof. 28.00 2.49
Ticket Deals, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

Spotlight Value!

Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



KEY CHAIN
EXPANSION BAND
JEWELLED WATCH
CUFF LINKS
TIE BAR
\$4.89
Sample \$1.45
In lots of 12, \$4.77 Ea.

Stunning Beauty in FIVE (5) Smartly matching pieces!
Complete Jewelry Wardrobe Plus U.S. Handsome Jeweled Watch!
Shipped in assorted sets. Beautifully boxed! Min. order 6.

NATIONALLY ADVERTISED

It's terrific! High styled Cuff Links - Full length Key Chain... Tie Bar... Fine Expansion Band and Handsome Jeweled Watch!... All luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, Balance C.O.D.

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

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- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make that "Easy Buck" with these sensational values.

G. E. Equipped COOKER-FRYER
Large 6-Qt. Capacity

\$39.95 \$6.75 ea. in Sample
List Lots of 6 \$7.25

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN

- ADJUSTABLE—fits any window—double hung—casement—steel construction.
- EXHAUSTS stale air.
- FRESH AIR drawn in from outdoors.
- NO DRAFTS directs air up-down-straight.
- Quiet four 10" blades for maximum volume.
- 110-120 V., A.C. only.
- Packed 1 to carton.
- Carries price tag of \$49.95.

\$11.00 each in quantities of 3
\$12.00 each for sample.

WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS. C.O.D. or Cash Sales Only.

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Phone: MAin 1-9114

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS



Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

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145-B West 15th Street, New York 11, N. Y.

Levin's Catalog Ready

32-PAGE FLYER OF CARNIVAL AND BINGO PRIZES

MIN. SQUIRT GUNS—
2 DOZ. \$1.40
FRICTION AUTOS—3 DOZ. ... 2.40
10 GROSS GOOD NEW SLUM (NO LARRYS) FOR 8.50

F.O.B. Terre Haute—Postage Extra. Send 25¢ Dep. With C.O.D. Order.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

FAIR SPECIALS

- Hit Camera w/Pigskin Case, Dz. \$12.75
 - Hit Camera Film, 6 Rolls to Box, Dz. 4.75
 - 3-Pc. Pen & Pencil Sets, Gold Caps, Dz. St. 4.40
 - Ronson-Type Automatic Lighter, Chrome, Dz. 4.85
 - Jap Hunting Knife, White Plastic Handle w/Red Stripe, Pigskin Sheath, Dz. 2.75
 - Men's Photo Ident Bracelet, Chrome, Dz. 4.75
 - Aluminum Pendant, Dog Tag Type, 3 Assorted Styles, Gr. 9.75
 - Single Strand Pearls, Gr. 9.50
 - Ident Bracelet, Imported, Small Size, Gr. 3.60
 - Dice Earrings, Dz. 4.75
 - Mouse Earrings, Dz. 3.50
 - 12-Inch Embossed Crucifix, Dz. 5.95
 - 8-Inch Embossed Crucifix, Dz. 2.95
 - 6-Inch Embossed Crucifix, Dz. 2.00
 - Lucky Lady Matching Coins, Per 100 6.00
 - 1,000 Pieces of Slum—SPECIAL, Per 1,000 6.50
 - 1 1/2-Inch Comic Buttons, Per 100 .90
 - 1 3/4-Inch Comic Buttons, Per 100 1.35
 - 5-Inch Celluloid Hula Dolls, Gr. 7.50
 - 5-Inch Fur Monkey, Celluloid Head Gr. 4.00
 - Boxed Character Dolls, Dz. 5.20
 - 14-Inch Plush Bears, Dz. 19.20
 - 18-Inch Plush Bears, Dz. 13.50
 - 30-Inch Plush Bears, Dz. 27.00
 - Mambo Monkeys, Dz. 35.00
 - 14-Inch Sitting Poodle, Dz. 13.60
 - 17-Inch Sitting Poodle, Dz. 17.60
- Write for copy of complete price list. 25% deposit with order, balance C.O.D.
- EXCEL Mds. & Novelty Company**
1001-11 S. 24th St., Omaha, Nebraska

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4 CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

CHRISTMAS ATTRACTIONS SUITABLE for parades, stores and shopping centers. Stanley Attractions, 7240 Beechmont Ave., Cincinnati 30, Ohio. Jy28

DANCING GIRLS WANTED—EXPERIENCE unnecessary. Will teach you how to become exotic. Dancers, good pay while learning; fare paid Baltimore, Maryland. Idlers and time wasters stay away. Michael Goldstein, 408 Bar. 408 E. Baltimore St., Baltimore 2, Md. Jy28

GIRL MUSICIANS—ALL INSTRUMENTS. Vocalists, Cocktail, Drummers, steady work. Location spots only. Experienced. Photos. Box C-461, c/o Billboard, Cincinnati 22, Ohio. Jy28

GIRL ACCORDION, PIANO OR HARPIST to work in trio. Send photo and dimensions; transportation paid. Beasley Music, Port Huron, Mich. Jy28

GIRL PARTNER, UNENCUMBERED, YEAR around work with movie Trick Horse in nite clubs, theaters, TV. Send photo & dimension to Bob Cavanaugh, Meadow Creek Service Station, Route 29, Charlottesville, Va. Jy28

LEAD TENOR AND TRUMPET MAN wanted for Midwest traveling tenor band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb. Jy21

LEAD TRUMPET AND DRUMMER wanted for traveling Midwest orchestra. Contact Jess Gayer, 1612 Broadwell, Grand Island, Neb. Jy21

MAN, ATTRACTIVE GIRL, GROOM, EXPERIENCED presenting Liberty horse act. Man, wife preferred. Write fully, send recent photos. Rare Bird Farm, Kendall, Florida. Jy28

WANTED—GIRL MUSICIAN, 21-35, instrumentalist with some knowledge of drums. Job starts at once. Babe Sutherland, Old Orchard Beach, Me. Tel. 62018. Jy28

WANTED—PIANO-VOCALISTS, MUSICAL Duos, Trios, Novelty Acts, Exotics, Singers, Dancers, etc. Send photo and information about act. John Spirst Agency, 105 Lafayette St., Utica 2, N. Y. Phone 4-0426. Jy28

WANTED—MUSICIANS. LARGE TRAVELING swing band, coast to coast. Include phone number. Dick Mango, 847 East Colfax, Denver, Colo. Jy21

AT CLOSE OF ENGAGEMENT, SIX PIECE Orchestra. Girl Singer, Trombone, Trumpet, Sax doubling three rhythms. Name band musicians, over 200 arrangements. Hotel styled, references. Twenty weeks, Iroquois Gardens, Louisville, Ky; worked acts, Chas. Chase, Four Coins, Gus Van, etc.; Plantation Supper Club, Greensboro, N. C.; act Ice Follies three weeks. Present Silver Slipper Club. Would like agent or booking. Pictures on request. Contact Orchestra Leader, Phone 4-1480, Silver Slipper, Memphis, Tenn. Jy28

CLARINET, ALTO, TENOR, FLUTE MAN. Sober, reliable, go anywhere; read or fake. Richard Daugherty, 1718 N. 10th St., Terre Haute, Ind. Harrison 6860. Jy28

DRUMMER, READ, FAKE, SHOWS, CUT anything, prefer locations; good habits; anything considered. Harold Arbeitman, 510 Mt. Vernon, Springfield, Mo., 2-4906. Jy21

DRUMMER—27, EXPERIENCED ALL styles, commercial, jazz, Latin, Dixie, etc. Prefer resort work will travel. Bill Griffen, 56 Montauk Ave., Merrick, N. Y. Phone Fragoort 9-7238. Jy28

FIRST CLASS RINK ORGANIST AVAILABLE. 12 years' experience best rinks. Will locate anywhere. Address Box C-464, c/o Billboard, Cincinnati 22, Ohio. Jy28

ORGANIST, DOUBLE ACCORDION, Vocals. Available after July 26th. Bill Fisher, c/o Dutch Mill Ballroom, Lake Delevan, Wisconsin. Jy28

PIANIST, EXPERIENCED, READ, DESIRES good reliable position. Prefer location. Letha Townsend, Bruce, S. Dak. Jy21

PIANIST, EXPERIENCED, SOBER, READ, jazz, combo, Dixie. Fire caused ad. Wire, pianist, Robert E. Lee Motel, E. Main St., Columbus, Ohio. Jy28

PIANIST, SINGER AND SAX, DUO, TRIO. All fields, music arranging & teaching, recordings made. Musician, 1441 S. Napa St., Philadelphia, Pa. Jy28

STRING BASSIST AVAILABLE JULY 19. Name background, good personal ability, age 27. Prefer resort location for summer or steady group doing locations within 100 miles of New York City. Barbee, 48 Ashford St., Brooklyn, N. Y. Jy28

TROMBONE, PREFER DIXIELAND, plenty experience. Single, sober, will travel. Pete Bolcau, 415 S. 6th Ave., Washington, Iowa. Jy28

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE drops, Parks, Fairs, Celebrations: CAA certified equipment; We dig no holes or trenches. Porter Flyers, 614 Hoyt Ave., Muncie, Ind. Phone 8760. Jy28

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jy21

CLOUD SWING ACT WORKED WITHOUT safety devices. For open time for Fairs or Circuses contact William Rodgers, Box 52, East Orwell, Ohio. Phone Orwell 2436. Jy28

FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: EAstbrook 3312. Jy28

SENSATIONAL HIGH DIVING. FIRE spears, somersault into smallest tank in the world, as featured by Fox Movietone, produces impressive results. Large colored posters that really do an advertising job, free. Capt. Earl McDonald, 456 Lamphier Pl., Warren, Ohio. Tel. 45337. au4

SHERMAN Master Painters Products



Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

RICHARD'S CHROME FINISH Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

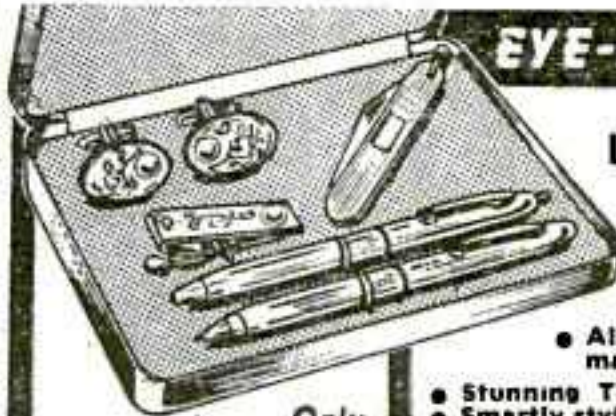
3-PIECE PAINT BRUSH SET Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

ADJUSTABLE ANGLE WRENCH 3-pc. set • 4, 6 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets.

10-PIECE DRILL SETS. From 1/16" to 1/2" sizes • Heat treated • Chrome steel • 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

STILLSON PATTERN WRENCH Steel • 8-inch size • Individually boxed • Per doz. \$5.40.

COOK BROS., 916 S. Halsted St., Chicago, Ill.



EYE-APPEAL! BUY-APPEAL!

Luxurious 6 Pc. Set Priced for ACTION

Includes: • All metal, top action pen • All metal automatic pencil • Stunning Tie Bar • Smartly styled Cuff Links • Handy Pocket Knife

All in plush, satin-lined metal gift case

25% with order, balance C.O.D.

Sample Set \$3.50 Only \$2.50 Per Set in lots of 6

MODERN PEN Mfg. Co. Inc. 384 B'way, N. Y. 13, N. Y.

WESTINGHOUSE THER. AUTOMATIC SKILLET



Large 12-inch size comes complete with Westinghouse Thermostatic Automatic Signal Light and Cover. In lots of 6. \$7.35

Sample \$2.50, 25% dep., bal. C.O.D., F.O.B. Chicago. 1391 Milwaukee Ave. Chicago, 22, Ill.

Star Sales Co.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge E. Diehl, Post Office Box 2002, Seattle, Wash. ac29

MUSICIANS

BASS MAN WANTS JOB WITH COMBO OF five or less in or around Michigan or on the East Coast. Reads well, with 12 years of experience; age 31. Apply to Rodney Schairer, 108 S. Hosmer St., Apt. #B7, Lansing, Mich.

MERCHANDISE TOPICS

Continued from page 70

send \$9 for a gross. They are made of aviation metal and are tarnish proof with anodized finish in gold color. A special adjustment fits rings to all fingers. The same band may be had in skull, snake, birthstone and belt buckle rings at the same price. Send for samples and new catalog.

Polish workers are invited to contact Kraft Products Company, 4375 West Buena Vista, Detroit, in regard to its Formula 9 car polish which retails at \$1 for one can or \$2 for three. Store demonstrators are wanted. Write for prices. A sample is \$1.

Whitehall Studios, 2486 Cleveland Avenue, Elmira, N. Y., offers Photo Statuettes with a money-back guarantee. Whitehall has a method whereby any snapshot of individual or pet is made into a realistic statuette. Your snapshot or negative is enlarged to about seven inches in height, permanently mounted on masonite and placed on polished wood base. The firm describes them as perfect as gifts. A model is \$2.50. If you like oil coloring, add \$1 and specify color of eyes, hair, etc.

You Can't Beat BRODY for Merchandise We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plush Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways. 84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOntroe 6-9520 In Business in Chicago for 37 Years

HAVE YOU SEEN THE NEW BUBBLING BOY ? Send 50c for sample Dz., \$2.40; Gr., \$27.00 Include postage with order 25% deposit with C.O.D. order Write today for 1956-'57 Catalog State your business

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Child's Ident, aluminum, Gr. \$3.00 Hunting Knife, 8 inch, w/sheath, Dz. 2.75 Photo Knife, Dz. 4.50 Fish Knife, Dz. 4.50 Pocket Knife, 2 blade, Dz. 1.20 25% deposit with order, bal. C.O.D. Send for FREE C-36 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

Introductory Offer! SLUM GREATEST DEAL ON THE LOT! Assorted Novelties, Gifts, Toys, etc., etc. 1,000 PIECES \$6.75 LOT KLONDIKE 19 East 16 St. New York City

HURRY!

There's Still Time to "Generate" BIG SALES during the biggest part of the Outdoor Season ahead.

Rush Your Ad Instructions TODAY for The Billboard's

FAIR SPECIAL

Dated July 28 — Out Next Week!

Featuring: The final publication of the 1956 Fair Dates and many other special articles of great interest and importance to everyone.

Final Ad Deadline ----- July 19

CINCINNATI 22, OHIO 2160 Patterson St. DUmber 1-6450	CHICAGO 1, ILLINOIS 188 W. Randolph St. CEntral 6-8761	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5931
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7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business.

You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%." Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.

Att'n: Mr Raymond Mitchell
2120 San Fernando Rd., Dept. 45
Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat offer.
Also send me FREE SAMPLE full-size demonstrator, order book and complete information. I am enclosing \$1 to cover postage and handling.

MONEY-BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name.....
Address.....
City..... Zone..... State.....

COMING EVENTS

Continued from page 67

Ohio
Caldwell—Firemen's Fair, July 25-28.
Clarksburg—Field Day, Aug. 2.
Derby—Homecoming, July 27-28.
Dresden—Homecoming, July 19.
Grove City—Street Fair & Homecoming, July 18-21.
Harrisburg—Homecoming, Aug. 10.
Lancaster—Central Rural Electric Co-Op Picnic, Aug. 16.
Lockington—Firemen's Jamboree, July 21.
Miamisburg—VFW Free Fair, Aug. 20-25.
Millersport—Sweet Corn Festival, Aug. 30.
New Bremen—Woodmen Festival, July 27.
New Rome—Homecoming, July 27-28.
North Industry—Homecoming, July 24-28.
George Marlow, 91 Payne Ct., N.E., Canton 5.
St. Paris—Fall Festival, Sept. 22.
Pleasant City—Homecoming Firemen's Fair, July 18-21.
Utica—Homecoming, Oct. 8.

Oklahoma
Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon
Albany—Willamette Valley Ram Sale, Aug. 4.
Beverton—Beaverton Horse Show, July 20-21.
Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25.
Grants Pass—Gladious Festival & Show, July 28-29.
Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.
Portland—Washington Park Summer Festival, Aug. 11-25.

Pennsylvania
Clark—Homecoming, July 31-Aug. 4.
George Linder.
Clymer—Volunteer Firemen's Convention, Aug. 6-11.
Connellsville—Sesquicentennial, Aug. 9-18.
Ray Booth.
Connellsville—Western Pa. Firemen's Assn. Convention, Aug. 13-18.
Robert Welsh.
Pittsburgh—National Home Show, Sept. 2-9.
Irving Wayne.

Rhode Island
Natick—Old-Timers Jamboree, July 23-28.
Newport—National Home Show, Aug. 14-19.
A. F. French.

South Dakota
Corstica—Dutch Festival, Aug. 31-Sept. 1.
Custer—Gold Discovery Days, July 22-24.
Deadwood—Days of '78, Aug. 3-5.
Elk Point—Elk Point Carnival, Aug. 16-18.
Faith—Annual Stock Show, Aug. 10-12.
Grotton—Harvest Festival, Aug. 21.
Huron—Pow Wow Day, Sept. 29.
Kadoka—Labor Day Celebration, Sept. 2-3.
Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.
Lemmon—Jr. Livestock Show, Sept. 24.
Mitchell—4-H Stock Show and Sale, Sept. 11-12.
Mitchell—Corn Palace Festival, Sept. 23-29.
Mitchell—S. D. Market Hog Show, Sept. 25.
Mobridge—50th Anniversary Celebration, Aug. 24-28.
Newell—Labor Day Celebration, Sept. 3.
Rapid City—Range Days, Aug. 16-19.

Utah
Brigham—Peach Days, Sept. 7-8.
Cedar City—Southern Utah Livestock Show, Sept. 8-9.
Ferron—Southwestern Livestock Show, Aug. 3-4.
Nephi—Suffolk Sheep Show, Sept. 6-8.
Ogden—National Home Show, Sept. 22-29.
Richfield—Jr. Livestock Show, Aug. 23-25.

West Virginia
Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29.
Mary Steplis.

Wisconsin
Dale—Festival, July 13-15.
A. W. Strehlow, P. O. Box 1, Waukesha.
Franksville—Sauerkraut Festival, July 27-29.
A. W. Strehlow, P. O. Box 1, Waukesha.
Kenosha—Jaycee Lakefront Fair, July 16-22.
Milwaukee—Wis. Sports Show at State Fair, Aug. 18-26.
Willard Masterson.
Peshtigo—Legion Frolic and Cheese Day, July 24-29.
Dr. L. J. Moore.
Reedsburg—Dairy Days Festival, Sept. 13-15.
Lions Club.
Reedsburg—Lions Club Dairy Days, Sept. 13-15.
James Garn.
Reeseville—Centennial, Aug. 15-19.
A. W. Strehlow, P. O. Box 1, Waukesha.
Waukesha—Labor Celebration, Aug. 31-Sept. 3.
A. W. Strehlow, P. O. Box 1.

Wyoming
Casper—Labor Day Celebration, Sept. 3.
Devils Tower—50th Anniversary Celebration, Sept. 23-24.
Fairview—Pioneer Days, July 24.
Riverton—50th Anniversary Celebration, Aug. 15-18.
Sheridan—All American Indian Days, Aug. 3-5.
Shoshoni—Shoshoni Water Carnival, Aug. 4-5.

CANADA
Alberta
Calgary—National Home Show, Sept. 2-9.
Arthur Gilbert.
British Columbia
Victoria—National Home Show, Sept. 22-29.
Arthur Gilbert.
Ontario
Leamington—Tomato Festival, Sept. 7-8.

Sisseton—Kiwanis Club Horse Show, Sept. 3.
Vermillion—Old Settlers' Picnic, Aug. 19.
Vermillion—Days of '59, Aug. 23-24.
Wagoner—Labor Day Celebration, Sept. 2-3.
White Lake—Labor Day Celebration, Sept. 2.
Winner—Labor Day Celebration, Sept. 2.

Tennessee
Adamsville—Adamsville Horse & Stock Show, Aug. 9.
Coleman Smith.
Athens—McMinn Co. Dairy Show, Sept. 6.
Marvin Lowry.
Chatanooga—Hamilton Co. 4-H Dairy Show, Sept. 6.
Robert Childress.
Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6.
W. M. Hala.
Greenback—Loudon Co. Dairy Show, Sept. 8.
Roy M. Brooks.
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 24-25.
Emerson Burnett.
Martin—Weakley Co. Dairy Show, Aug. 9-10.
A. M. Walker.
Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8.
Felix E. Knight.
Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9.
James T. Guill.
Nolensville—Nolensville Jr. Dairy Show, Sept. 1.
Robert S. Mosley.
Seimer—McNairy Livestock & Dairy Show, Aug. 18.
Mrs. Mildred Petty.
Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10.
Mrs. W. K. Fly.
Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8.
Gene Chilcutt.
Yorkville—Yorkville Jersey Cattle Show, Aug. 24.
Lloyd Kuykendall.

Texas
Austin—Austin Rodeo, July 26-28.
James M. Clay.
Big Spring—Big Spring Rodeo, Aug. 1-4.
E. F. Driver.
Center—Center Rodeo, July 19-21.
Leo Mockelroy.
Corsicana—Corsicana Livestock Show, Sept. 24-29.
R. W. Knight.
Deshart—XII Rodeo & Reunion, Aug. 3-4.
Nick P. Craig.
Dallas—Dallas Gift Show, Sept. 2-5.
E. Paul Jones, Southland Life Annex.
Dublin—Dublin Rodeo, Aug. 29-Sept. 1.
C. E. Leatherwood.
Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21.
Houston—Gift & Housewares Trade Show, Aug. 19-21.
Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1.
Wm. D. Percy.
Kerrville—S. Tex. Sheep Dog Trials, Aug. 2-4.
Kerrville—Angora Goat Show & Sale, Aug. 2-4.
P. E. Guiley, Uvalde.
Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1.
Henry Bland Jr.
Pampa—Top o' Texas Rodeo & Kid Pony Show, Aug. 6-11.
E. C. Wedgeworth.
Rusk—Lions Club Rodeo, Aug. 8-11.
Leo Pfleger.
Weatherford—Parker Co. Frontier Rodeo, July 25-28.
Fred Slocum.

California
Hank Feimster was in charge of the office. Dixie Hebert is now in Chico, where the show goes from Eureka; Rison is in Redwood City, next on the route, and Herb Ellingsworth is in charge of the office at Vallejo.

Joe O'Donnell jumped to Seattle after finishing at Long Beach. Meanwhile, his wife, Avis, and Tom Edgeworth are sharing Modesto, Calif., and Klamath Falls, Ore.

Sam Ward, after handling San Diego for Polack Eastern, went to Reno, where Western plays at the conclusion of the current segment of the California route at Modesto early in August.

George W. Westerman is in Eugene, Ore., which follows Reno and Klamath Falls. Westerman will also have Salem, Ore., a new date which is to follow Seattle.

As a result of switches in the route, Seattle will follow Vancouver, B. C., and Kennewick, Wash., for the first time in several years, and San Jose, Calif., which usually comes in mid-July, will not be played until after the swing thru the Pacific Northwest ends in Roseburg, Ore., late in September.

Calgary Stampede

Continued from page 52

pendent midway and was given excellent business. Ten thousand persons paid 25 cents each on the first four days to visit the village housed in a huge tent without seats. Inside, Mexican talent was presented and Mexican merchandise and food was offered for sale. Sales were reported brisk.

The Stampede corral was given over to pro wrestling the first two nights, with both women and men grapplers on the card. Crowds for the grunt-and-groaners were rated as more than satisfactory during the first two nights. Western musical stars took over for the following four nights. On the first two of these, the Western talent played to about 5,000 persons each night.

New plant improvements included the near completion of an addition to the livestock pavilion and a new administrative building. The addition to the livestock building provides housing for an additional 250 head of livestock, has one judging ring, and a dormitory capable of housing 250 herdsman and 4-H youngsters. The addition, when completed, will also have a cafeteria.

A striking new feature were four fountains of colored water spotted thruout the grounds. The fountains were rented from Marv Putnam, of Lodi (Calif.) Tent Company.

Polack Western

Continued from page 68

Hank Feimster was in charge of the office. Dixie Hebert is now in Chico, where the show goes from Eureka; Rison is in Redwood City, next on the route, and Herb Ellingsworth is in charge of the office at Vallejo.

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R-B Moving Slow

Continued from page 52

until 6:30 p.m. and 3,000 people sat on the ground to see it. The Meadville night show was delayed until 10 p.m. and drew 6,500, who also sat on the ground. Reason for the elimination of seat wagons was said to be softness of the lot; however, it was believed other factors, including shortage of workingmen, also were involved. Show officials said it was the first time in the show's 86 years it had worked without seats, and this was carried widely by wire services.

Prior to moving to Youngstown, the show learned that the lot it contracted here was occupied by tents of a religious revival organization. Investigation showed that the firm owning the lot had leased it to both, with venging getting it thru the company's home office and the revivalists getting it thru a local representative. Ringling's contract was made first, and therefore the revival tents were to be removed for subsequent days.

Dim Prospects

Continued from page 68

of the assets are covered by mortgages on which substantial amounts are still due.

Several of the mortgage holders have asked the trustee to release the property on which they hold title as security, but so far none has been released from the court. The trustee is demanding strict proof of amounts due and court hearings may be set in the near future.

One of the first to request release of property was the St. Louis Arena Corporation on a claim of \$22,000 allegedly remaining due from the purchase of some of the Cole Bros.' Circus equipment more than two years ago. In the schedule of liabilities filed by Maley and King this debt was listed at \$10,000 to \$12,000.

Other creditors who are asking release of property include Thornton Motor Company, on claims of approximately \$23,000, and W. J. Bailey, on claims for about \$15,000.

On his trip the trustee inspected the property leased to R. E. (Bobby) Miller, Red Larkin and Eddie Keck, being operated as Barney Bros. Circus, and the property in Middletown, Conn., where the King show folded. Arnold Maley remains in Middletown with a skeleton crew.

Mercer said that in his report to the court he will show that a sale of the King circus properties as presently situated would be "at a distress" and yield little money. However, if funds can be raised to bring the property back to Macon the trustee said he believes sales can be negotiated on "a fair market basis." The cost to bring all the property back to Macon is estimated at between \$2,000 and \$3,000.

Craig's Chimps now are working Canadian fairs for Ernie Young. . . . Sky Kings and Larry Griswold were among the acts on an American Legion bill at Denver. . . . William F. Jones, recently with Polack Bros. promotion department, now is press agent for Saquaro Lake, Mesa, Ariz., resort area.

JOIN THE FUN! BE A GAGSTER!

Maybe you'll be a GAGSTER Winner, too! Every winner gets a handsome certificate ready for hanging on the wall, plus an official wallet-size GAGSTER membership card.

IT'S SIMPLE! HERE'S ALL YOU DO:

1. Write a gag line in 20 words or less to fit the cartoon below. Use the coupon or your own stationery.
2. All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
3. Name, occupation and address of sender must accompany all entries.
4. Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.



Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

My Caption for Cartoon:

Name..... Occupation.....
Address.....
City..... State.....

Pipes for Pitchmen

Continued from page 70

patch comes from E. P. Fitzpatrick. Postaling from Dublin, Eire, Fitz says, "This is my first time to send in a pipe. I saw in The Billboard sometime ago where Sailor White is still around working TV, etc; I worked the opposite corner from him in Charleston, W. Va., about 30 years ago. There are no mosquitoes here and, for some reason or other, no pitchmen either. Regards to everyone."

BIG 18" COWBOY

Ventriloquist

- Cotton Stuffed
- Smartly Dressed
- Brightly Colored
- Individually Boxed

\$18.00

\$6 DZ. SPECIALS! Minimum Order
All in Pile Bags! 3 Dozen
24" Taffeta Clown/Doll,
15" Plush Scotty, ass'd. colors,
15" Rayon Plush Sitting Doll.
IN GROSS LOTS... \$5.75 dz.

Send for FREE Catalog and closeout lists F.O.B. N. Y. C. 25% dep., balance C.O.D. if not rated.

TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 5-3234

ACE

LADIES' TERRY WRAPS

A Year-Round Necessity for Millady

Rugged, thirsty, washable terry. Tubs like a towel—takes commercial laundries, your local Laundromat, the family washing machine with equal ease. Just wash, shake and dry—needs no ironing. One size fits all figures, 32-40. Comes in assorted patterns.

\$24.50 per dozen

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

C & G SALES
1000 MILWAUKEE AVE.
CHICAGO, ILL.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Bluestein, Morris (Hat), 30¢
Cooper, Jerry (Magazine), 10¢
Hood, Mrs. W. E., 35¢
Lee, Tona, 20¢
Medecke, Carl Ed., 25¢

Alexander, Mr. Fay
Alford, Arthur
Alzora, Karl
Ambrose, A. A.
Anthony, Pat & Mrs.
Asher, Charles
Ayers, C. W.
Ayers, Mrs. Mildred
Baggett, Jim & Mrs.
Ballentine, Peter
Barfield, Emmett
Barris, Herbert
Barry, Tom
Bartlett, Mary
Bartlett, Maurice
Baur, Mrs. Josephine
Bengall, The Great
Bergman, Ella
Berry, Mrs. Hayward
Berryman, Pete
Bisby, Ted
Bishop, R. L. (Red)
Bloodgood, Charles
Boatwright, Whitey
Borden, Sam
Born, Henry
Boucher, Harvey
Bradley, Henry S.
Brady, F. J.
Bray, W. M. (Whitey)
Breneman, Jean & Mrs.

Broad, Frances
Brockman, Thad L.
Brown, Betty
Brown, Harry
Brown, Mr. M.
Brown, Milton
Buckanna, Tommy
Burdge, Michaela A.
Burton, Freddie J.
Byrd, Walter & Mrs.
Camp, John
Campbell, Henrietta
Cappell, Frank
Carlyle, Mike
Caruso, John (Pine
Caruso, State Show)
Cattell, Cecil E.
Chambers, Larry
Chandler, Eddie
Chapman, Mrs. Helen
Chapman, J. T.
Chase, Frank & Mrs.
Cheminant, Lee
Chiodo, Jack
Citarelli, Edw.
Clayton, Raymond & Mrs.
Cody, Edward
Cole, Mrs. Daisy
Collins, Herman
Conn, Kathryn Marie
Conn, Robert
Conti, Fred
Cook, Lee
Cook, Mrs. Lee
Cooke, Dano
Cooper, Quey
Cornelison, Terry
Cortier, Rita
Costa, Zeke
Counter, Mrs. Virginia
Coward, T. M. (Curley)
Cox, Cecil
Cox, Mrs. Cecil
Crabb, Harold & Dot
Craden, Sammy
Crawford, Mrs. Edna
Crawford, L. P.
Crouch, Leon
Cucco, Betty Jean
Cunningham, B. C. (Bill)
Cunningham, Beryl
Dallas, Mrs. Mary
Dameron, Albert
Daubenspeck, Robert
Dausco, Mrs. Jerry
Davis, Harry Bee
Dayton, Mr.
DeWald, Bonnie M.
Del Grosso, Daniel
Del Mar, Lisa
Demster, Frank
Di Corte, David
Dimmette Jr., R. G.
Doene, Clarence
Doyle, Mike (Calliope Player)
Drake, Joe
Duchene, Mrs. Thelma
Duran, Martha
Eimre, John
Estes, Mrs. Dorothy
Evans, Merle
Evans, Ray
Farien, Harry Ernest
Farrell, D. T.
Farrington, Roy
Faulkner, Robert J.
Fawbush, Glen (Cowboy)
Flanagan, Patrick M.
Fier, Edward G.
Fisher, Mrs. George
Flake, James & Mrs.
Flax, Harry
Fowler, Billie
Fowler, Carl Jack
Fox, Hannah
Frank, Charles & Mrs.
Frank, Jack
Frazier, Clarence
Frisbie, Alfred L.
Furlow Jr., John H.
Gage, Ronald W. & Mrs.
Gaines, Jimmy
Gaines, Mrs. Vi
Gallagher, Amusements
Gallagher, John J. & Bessie
Gallagher, Richard C.
Gallup, Theodore T.
Garey, Tom
Gaye, Gloria
Gennusa, Benjamin C.
Gerry, Claire L.
Girouard, Anthony
Glaser, Mrs. Benny
Gloth, Mrs. Louis
Golderich, F.
Goodman, Helen
Gordon, Mrs. Louise
Grace, Ted
Green, Johnny
Green, Thomas J.
Guadayino, Robert
Hackett, Mrs. E. J.
Hammond, Bubbles
Hardin, Mrs. L. H.
Hardy, Margaret
Harms, Russell C.
Harrell, David
Harris, Esie Lee
Harris, Sun
Hathaway Tent Rep. Show

Rochman, Al
Rose, Blacky
Ross, Charles
Roxby, William A.
Rucker, E. H.
Russell, Robert
Russel, S. V.
Salter, Hubert (Red)
Sanders, Luther
Seidman, Charlie
Seaton, Sammy
Schaffner, Candy & Mrs. Melody
Schaffner, Neil
Sharpes, Mrs. Cloate
Schmid, Martin Leroy
Schneppel, E. W.
Shaffer, Billy (free act)
Sheansy, Charlie & Scotty
Shelden, S. M.
Sierman, Claudia
Sivells, Charles F.
Small, Mrs. Ethel
Smart, Walter
Smith, Duke
Smith, Mrs. Eddie
Smith, James
Smith, Kenneth
Smith, Kid
Smythe, Frank
Sneezer—Road Show
Sparks, Jimmie (of Tenn.)
Spears Jr., George
Spencer, Bill
Spencer, A. E.
Spillers, Ernest
Stafford, Ernest
Stalder, Doris A.
Stevens, M. A.
Stout, Wm. L.
Suber, Chuck
Sudduth, William F.
Swank, Ruth
Swanson, Bill
Swartz, Herman
Hatfield, James
Hauck, Mrs. Vera
Hawkins, Mrs. Eunice
Heady, Mrs. Bill
Heckler, Donald A.
Henderson, E. G.
Hendy, Mrs. R. C.
Herr, H. V.
Hirschberg, Sylvia
Hill, David (Red)
Hill, Gene
Hinkle, Milt
Holman, Mrs. Irene
Hood, Mrs. W. E.
Horan, Irish
Howacum, Miss E. M.
Hulcha, Walter
Huis, John M.
Humphries, Jimmy
Hunter, Charles
Hurt, David
Ingle, Fred E.
James, Joseph Leland
Jamison, James (High Fire Diver)
Jed, Mr. (Road Show)
Johnson, Dewey
Johnson, Dick & Mavis
Johnson, Fred
Johnson, Johnnie J.
Johnson, Pete L.
Kagle, Syral
Kain, Mrs. Jerry
Kavanaugh, Jimmy & Mrs.
Keederlein, Fred (Dutch)
Keating, Jack
Kelly, Patrick
Kessner, June or Jane?
Kidd, Charles
Kidd, H. P.
Kisler, E. R.
Kisler, E. R.
Kittman, E.
Kjos, Marvin
Klaus, Frederick
Knoll, John Wm. H.
Knoback, Robert H.
Kotun, George
La Croix, Joseph
Lamorris, W. F.
Landes, B. E.
Landrum, Calvin
Larrow Brothers
Lauber, Fritz
Law, George
Le Due, George
Le Vian, Mrs. Mary
Leibetter, Floyd
Leib, Mrs. Vivian
Lester, Johnny
Levy, Stanley
Lewis, George A.
Lewis, Joe & Mrs. F.
Longamore, Mrs. F. W.
Louise's Cafe
Lppin, Leonard L.
Lines, Rev. J.
McCarthy, Pat
McCarthy, B. W.
McGinnis, Cleburn
McIntosh, Will
McIntyre, Mrs. Calndela
McIntyre, Riley
McIntyre, Riley
McKee, John & Mrs.
McKinstry, Curtis
McKnight, C. H.
Madam Loray
Maley, Arnold F.
Mann, Bob
Marsh, Joseph Lucky
Martin Earl
Mason, Edwin
Massey, C. W.
Mayer, William
Mayman, Gil
Mercy, Alexander
Mikloiche, Joseph
Miller, Alan
Miller, F. W.
Miller, James Robert
Miller, W. M. & Mrs.
Mitchell, Lawrence
Mohr, Mrs. E. R.
Montello, James & Mrs.
Moore, Maxine
Moran, Eddie
Morgan, James N.
Morosoff, Merna
Morris, Allen & Atta
Mort, Joseph
Mullins, Virginia
Murphy, Dave
Murphy, Edward & Mrs.
Murphy, Elnor & Dennis
Murray, Glnzer
Naramore, Charles E.
Nasworthy, Jack
Neill, Leonard K. or Nellie
Nolan, Mrs. Lucille E.
Nordin, B. E. (camel rider)
Novak, Mrs. Penny
O'Brien, Mrs. Lillian
Orelvil, Gene F.
Oliver, Jack Leslie
Olson, O. S.
Olson, O. L.
Osieczaney, Bernadette J.
Overstreet, Louis
Palmer, Dick
Pannebaker, George
Paree, Ann
Parker, Sue
Parmenter, Arthur
Paroff Trio
Parsons, Mr. & Mrs.
Paul, Jean
Perez, Frank V.
Phinney, M. M.
Pickett, Polly
Pike, W. D.
Pias, Stanley
Pleven, Mrs. Opal
Poizars, Johnnie
Powers, Mrs. Nellie R.
Rayburn, Louise
Renee, Sheron
Rhoades, Wm. R.
Ribel, E. A.
Riely, Margaret
Riley, Dan & Thelma
Riley, Ray
Ringsen, Lee Jay
Ritchey, Luther G. & Mrs.
Roberts, Cookie
Robinson, Charles & Mrs.
Robinson, Lee
Robinson, Mrs. S.
Rocci, Leonard Joe

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Bengtsson, Karl
Carey, Mrs. Esther
Christine, Lily
Chickenli, Jack
Clifford, Edward
Claire, Dorothy
Cobb, Jack
Cann, Doc Harvey
Cunningfox, A.
DuVal, Mrs. S.
Farraine, B.
Geddis, Robert
Gloth, Louis
Guastella, C. F.
Hans, Grant B.
Harrim, Lloyd
Harris, William Earl
Hish, Mrs. Pauline
Hoover, Billy Gene
Jabara, Mrs. Louise
Kaye, Marilyn
Kirby, George
Lang, Paul
Lasso, R.
Lark, Larry
Lefe, George
Long, Melaine
Meade, Mickey
Miller, R. R. (Lucky)
Moore, Jimmy R.
Newman, Larry
O'Connell, Dan & Florence
Parkerson, Madeline
Parker, P. V.
Richards, Nellie
Schaffer, Nathaniel
Shewitz, D. J.
Sudan
Summers, Bill
Thompson, Ann
Tumber, W. R.
Vick, A. M.
Wald, Margaret M.
Wallace, I. K.
Williams, Victor G.
Wolfson, A.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Boyle, Charles F.
Duane, Clyde
Davis, Ken
Fredricks, Louis J.
Heaney, The Great
Magician
Halstead, Mrs. Virginia G.
Zimmer, Florence
Jaxon, Jay
Jamison, John A.
Johnson, Dewey L.
Logan, Alice
Scott, W. B.
Streb, William A.
Todd, Robert H.
Zimmer, Florence

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Adkisson, Gordon
Baker, Jimmie
Basten, Mrs. J. M.
Baikenship, Bob
Bluestein, Sam
Boatwright, B. E.
Boudreau, Peter
Boyle, Mrs. Ruth
Brifford, Enoch
Brakes, Leroy
Bright, Mrs. Ruby
Brewer, James Edw.
Brotherton, Bill
Burge, Lloyd
Bydairk, Albert
Cabot, Nita V.
Calder, James B.
Calk, Tom
Canipe, Walter
Carl, Robert Earl
Carlyle, Malcolm A.
Carneer, J. Bill
Carson, Sam B.
Charnick, Felix
Cherry, John M.
Chidester, Wm. J.
Clark, V. S. Jack
Cockerham, Dale E.
Coe, Roy R.
Conaway, Martin
Cook, Ben
Crowe, W. J.
Crowell, H. W. or Johana C.
Crowell, Mrs. H. W.
Davis, Don
Davis, Harold Russell
Davis, Harry S.

Parcel Post

Miller, Mrs. Dorothy M., 12¢

Davis, Mrs. N. E.
Dickerson, Ralph R.
Dugan, John
Dunn, David B.
Erratt, Barrie R.
Evans, Mrs. Thelma N.
Ferenzi, James
Fields, Vern (Spud)
Findlay, Elizabeth L.
Finley, Evelyn
Fortner, Daniel
Golden, George A.
Mill, Milan W.
Goacher, Thomas R.
Goad, Mrs. Carmen
Goodale, Frank
Goza, Donald
Graves, F. A.
Greenlee, Miss Ginger
Griffin, Lloyd
Hall, Mrs. Alue
Hall, Edward
Hall, Louise or Ed L.
Hampton, Dudley
Harby, J.
Harris, M. J.
Harrison, James E.
Harvey, John
Harvey, John Stanley
Hill, Earl
Holston, J. F.
Hutton, Betty B.
Hyland, Dick
Jordan, Vance & Ygnacia C.
Kaplan, Lewis
Kent, George
Kirkpatrick, Clara Lee
Korman, Carroll
Kurtz, Earl E.
Lauther, William E.
Leonard Jr., William P.
Lovell, Jack
Lucas, Nick & Son
McBride Jr., R. M.
McCarthy, C. P.
McCawley, James
McConnell, Dan
McCrory, W. H. (Tex)
McDonner, Mrs. C. J.
McHenry, F.
MacBride, Alvan
Marco, Walter
Matejewski, Chester A.
Matthews, Sport
May, Harry & Hedy
Mayberry, Wayne
Mead, H. S.
Medlin, Mrs. James
Medlin, Jimmy
Medlin, Saddle
Meyers, Fred
Meyers, Robert
Miller, R. M.
Miller, Ruby
Mills, Melvin E.
Mills, Melvin E.
Moore, Mrs. Jonnie Juanita
Moorehead, C. L.
Moreno, Geraldine
Moreno, Lito
Netzier, Emil
Nofield, James
Norris, Bill
Oberg, Arvid
Ogilvie, L. B.
Painter, Ervin Eugene
Patterson, J. B.
Pendleton, Charles
Peterson, Ernest A.
Pfleger, George
Pilger, Mrs. W. L.
Rader, Kenneth
Resam, Lisa
Rice, Mrs. Ruth
Rice, William
Richards, J. T.
Rose, Evert H.
Ross, Jack R.
Rowe, Terrance J.
Rucetto, Emil B.
Schantz, Raymond G.
Schlicker, L. E.
Scott, Al
Scott, Tom Elaine
Shanley, J. H.
Silcox, Joe
Simon, Leo C.
Sika, Wm.
Smith, Kenneth
Sorenson, Paul D.
Spencer, Jack
Sproull, Albert
Stein, Jack
Sternor, Mrs. Maxine or Mrs. J. L. Simons
Stewart, Raymond Odell
Sue, Sandra
Sunbrock, Lawrence
Sutton, Mrs. Carl
Sutton, C. M.
Swan, Walter
Teska, Messrs. Adam & Ed
Thomas, Frenchy
Thompson, Frank K.
Tomblin, L. L.
Trumble, George
Wallace, Vernon Max
Washburn, George
Webb, Johanna & Charlie
Webb, Mary (Fat Girl)
Weiss, Joseph
West, Mrs. Edna
Whitson, L. W.
Willis, Margaret
Wilson, George
Wilson, Harvey
Winters, Mrs. Mae
Worthington, Kenneth
Wright, Jack
Yard, Martin
Zimmerman, Leon
Zucco, Joseph

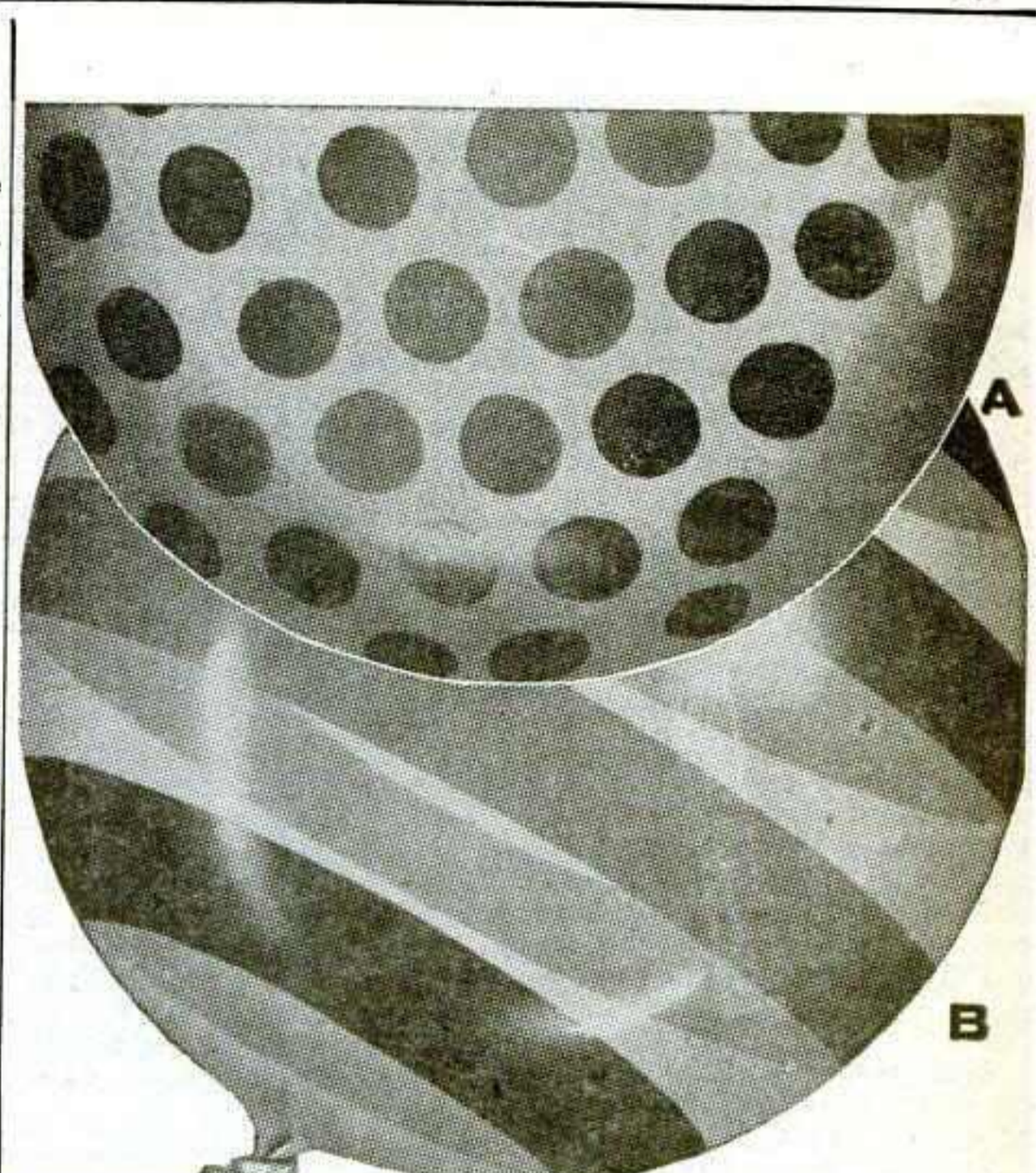
Ray Lee Dies

Continued from page 52

of the major policy changes during his long tenure was the "everybody pays gate," which was instituted in 1933. Attendance during the 21 years Lee was secretary, grew from 433,268 in 1929 to 905,563 in 1950, his last year with the fair.

In addition to his fair and banking connections, Lee was a trustee of Hamline University for 22 years, including 18 years as president of that board. He was a member of the Midway Club, a St. Paul group, and was a Potarian and Shriner. Active in youth work, he received an outstanding service award from Minnesota 4-Clubs in 1939.

He is survived by his wife, Emalyn. Funeral services were held here Friday (13).



New

Quick Pitch... Qualatex® Balloons

- A 4 Color Polka Dots** ... on 9" and 11" white or transparent balloons.
- B 4 Color Stripes** ... on 9" and 11" white or transparent balloons.
- C 2 Color Patriotics** ... on 9" and 11" white or transparent balloons.
- D White Snowflakes** ... on 9" and 11" assorted color and transparent balloons.
- E 2 Color Stars** ... on 9" and 11" white balloons. Also white stars on assorted color balloons.



IT'S BACK!

32" PLUSH BEAR
COTTON FILL

\$20.00 per dozen

30" ALL PLUSH BEAR Standing Cotton Fill **\$16.75** dz.

21" PLUSH BEAR. Dz. **\$11.00**

13" TEDDY BEAR. Dz. **7.75**

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.
FREE CATALOG ON REQUEST

TEE JAY TOYS, INC.

48 West 20th St., NYC 11 WA 9-6865

WIN A LIFE-SIZE DOLL

10¢ FOR 3 BALLS

"You'd be surprised how many dolls we save this way."

—Myron Craddock, Radio Station WMLS, Sylacauga, Ala., winner. July 7 issue GAGSTER Cartoon Contest.

For Immediate Delivery... Order Today

the **PIONEER** Rubber Company

407 Tiffin Road, Willard, Ohio

Vending Op Profit: 3.4% of Total Sales

NAMA Study of 92 Firms Show Operating Costs Average \$36 Per \$100 in 1955

CHICAGO—Average profit before income taxes of 92 automatic vending machine operating companies in 1955 was 3.4 per cent of total sales at retail.

This is down 0.26 per cent from the 1954 figure of 3.68 per cent, according to an operating ratio report released Friday (13) by Price Waterhouse & Company, certified public accountants, for the National Automatic Merchandising Association.

The report indicated that cost of merchandise sold thru vending machines in 1955 consumed \$61.29 of each \$100 in retail sales. Operating expenses totaled \$36.04. Approximately one-third of the total operating expense was paid in wages and salaries—\$1.57 per \$100 of retail sales.

The 92 vending firms that submitted financial statements to Price Waterhouse for analysis recorded total sales of \$42,935,883 in 1955.

The report disclosed that \$3.54 in sales was recorded for each dollar of total assets by the reporting companies, which also sold \$6.90 in products and services for each dollar of net worth. Profit, before income taxes, on total assets was 12.14 per cent in 1955, and 23.24 per cent on net worth.

Details of the 25-page report are available to NAMA members and to financial organization thru the

association headquarters, 7 South Dearborn Street, Chicago, according to Frank Ghinelli, Capital Vending, Inc., Lansing, Mich., chairman of the operator accounting committee.

The report includes an analysis of gross profit and sales statistics by products, classified according to total sales volume by type of operation; composite analyses by sales volume categories and by type of operations; and detailed analyses of operating expenses, classified by sales volume and type of operation. Depreciation rates and methods by type of vending machines are also included.

JUST WEIGHT TILL BONNIE PRINCE IS KING

BLOOMINGTON, Ill. — You know, maybe it ain't so much fun growing up to be a king, the people around here are beginning to believe.

Kings may have anything they want—but yet, can they? That question has many an American youngster a-thinking since the Paul F. Beich Company, makers of Whiz candy bars and others, made Bonnie Prince Charles, future king of England, a sweet offer.

Pointing out that the Aga Khan's subjects match his weight in diamonds, the Bloomington firm offered the future ruler of Britain a product he would like much better—his weight in chocolate.

But alas, the wee prince has not sent his answer as yet.

How Bulk Ops Keep Summer Volume Up

Avoid Slump Via Year-Round Program Of 'Sprucing Up' Location Venders

CHICAGO — "Is your bulk vending business up to par this summer?"

This question was asked of representative large Midwest operators of ball gum, nuts and candy vending machines. Each has from 500 to 1,500 bulk units.

General consensus: "Business is holding up well. In fact it's above par."

To keep summer sales up, the operators polled all disclosed a similar pattern for their success:

"Carrying out their year-round policy of keeping 'dressed up' venders in locations, dispensing fresh

merchandise and frequent servicing of machines."

Dress Up Units

When owners spruce up their place of business, the operator, they said, should replace the vender on location with a brightly painted machine, keeping in line with improvements made at the stop.

In many instances, the operators reported, better store positions were obtained this way as the location owner saw the interest taken by the operator to attract attention with a "sparkling new" vender.

Further, a few disclosed, "merchandise your product thru simple, but attractive point-of-sale stickers that call attention to an item in the vender."

Sales Aid

"It's surprising how these stickers help sales," one operator disclosed. He pointed to one showing a girl and the lines: "Rattle and Roll with Maracas." The words rumba, mambo, sumba and others were printed about the figure.

"Too many bulk operators," each was quick to note, "believes that all they have to do is spot machines anywhere on location and

(Continued on page 81)

FOLZ SEEKS COURT ACTION

L. I. Ball Gum Operator Challenges County Cops to Put Up or Shut Up

NEW YORK — Harold and Roger Folz, who operate Long Island's largest bulk vending route with headquarters at Oceanside, are demanding that they be arrested, but Nassau County police refuse to comply.

Last week, the Folz brothers presented their demands to Justice Cortland A. Johnson at Supreme Court in Mineola. The request was roughly that the gendarmes either put up or shut up.

It appears that the Nassau County police have been telling storekeepers that unless the ball gum machines are removed, the storekeepers will be arrested.

Warning Enough

Harold Folz says this warning is generally enough to have the storekeeper ask the operating company to remove the machine.

For five months, added Folz, the

police had been warning him and his brother that unless the machines were removed, they would face arrest. The police had charged that ball gum and charm venders were gambling devices.

I Dare You

Folz's reply had been that the venders were perfectly legal, and if the police wanted to arrest him, he would be only too glad to have a test case.

However, the police never did arrest Folz, instead they went to the locations, telling the storekeepers to get rid of the venders or else. Storekeepers generally responded to the request, and the Folz Vending Company has lost some good locations.

At Supreme Court, Harry Kuttner, representing Folz, asked the judge for an injunction to prevent the police from harassing merchants who have machines in their stores.

Gambling Device?

The police had contended that the toddlers could make wagers on what would come out of the machine after the penny was inserted.

Kuttner claimed that the element of chance is entirely removed, and he plunked a ball gum machine on his honor's desk to prove his point.

The machine contains a viewer attachment which enables the potential purchaser to see exactly what he is buying. Kuttner also cited six decisions in the Bronx and Queens where summonses had been handed Folz locations and

the cases were tossed out of court.

The operating firm, Kuttner added, had asked Nassau Chief Inspector Andrew Kirk to issue a summons either to them or one of their locations, but the request was refused. Deputy Nassau County Attorney Harold E. Collins said police have no power to issue such summonses.

Before the judge reserved decision on the injunction, he decided to test the machine in question.

"I'm like a kid," he explained, "I've always liked a game of chance. After popping the gum in his mouth, he returned to his seat and pronounced his decision—"good gum."

Stamp Vender Plugs Savings

LONDON—An automatic savings machine is being manufactured here by Hall Telephone Accessories to promote retail shop sales by encouraging saving.

Prominently displayed in retail shops, the machine sells stamps which are stuck in a passbook by the customer. The retailer then adds 5 per cent bonus for every \$2.80 saved.

Retailers find it a novel twist to the old Christmas club idea of savings for seasonal expenses, and in addition to holding old customers once they have started saving, it also attracts new ones.

Curtiss Tests Bulk Gum Unit As Sales Aid

Routemen Initiate Move; Company Not In Vending Field

CHICAGO — Curtiss Candy Company is testing a specially designed vending machine for dispensing 1-cent candy-coated bubble gum, Robert Schnering, president, announced Friday (13). "Curtiss," Schnering emphasized, "does not intend to go into the vending business. We are testing these venders at the request of our route salesmen to bolster the sale of gum. We have been in the 5-cent package and 1-cent candy-coated bubble gum business for many years."

Unusual Design

Unusual in design, the vender resembles a jet rocket ship. Of all-plastic construction, it is 22 inches high and nine inches in diameter at the base, and is designed for counter use only.

There are four fins at the base of the vender with a suction cup on each. The base is red and the clear plastic globe is topped with a silver button.

The venders are considered by the company in the same light as the candy display racks made available to retail outlets by Curtiss routemen, Schnering said.

Initial test sales are being made by Curtiss route salesmen in direct co-operation with dealers. The men, a spokesman pointed out, will not intentionally jump any established locations of a bulk vending operator.

The gum is sold to the retailer *(Continued on page 81)*

Dairies Show Interest in Shake-A-Mat

CHICAGO—Representatives of five large dairies inspected the new malted milk vender exhibited here this week by the Lovitt Enterprises of Providence.

In addition, more than 150 operators, distributors and theater concessionaires attended the special three-day introductory showing at the Sherman Hotel.

Demonstrating the machine, known as the Florence Shake-A-Mat, were Sid Lovitt, president; Louis S. Wait, Culver City, Calif., inventor and chief engineer of Lovitt; Ken Progin, treasurer of the firm, and Bob Ferguson, vice-president.

Lovitt announced at the showing that the vender will be taken to the University of Michigan food division where it will be submitted for approval for use by the U.S. Armed Forces.

Production of the vender, to be manufactured under contract by the Florence Stove Company in Gardner, Mass. (The Billboard April 28), is scheduled to begin *(Continued on page 81)*

'Pageant of Vending' NAMA's Conclave Theme

CHICAGO—"Pageant of Vending" is the theme around which the 1956 convention and exhibit of the National Automatic Merchandising will be centered.

The announcement was made by Bill McConnell, automatic Merchandising Corporation, Medford, Mass., general chairman, this week. The convention will be held at the Conrad Hilton Hotel here December 2-5.

This year's convention is being designed to give operators fresh, new ideas that he can apply to his business, W. F. Courtney Jr.,

Youngstown, O., program chairman, and W. T. Collett, W. W. Tibbals company, Cincinnati, vice chairman, announced.

All exhibit space in the North and South halls of the hotel has been sold, it was disclosed by Herb Geiger, Geiger Automatic Sales Company, Milwaukee, Wis., exhibit sales chairman.

However, he added, good space is still available in the Williford Room and on the fifth floor. "The exhibits," Geiger claims, "will be the biggest and most colorful in the association history."

NAMA to Open Nat'l Member Drive August 1

CHICAGO — Plans are being completed for a nationwide membership drive by the National Automatic Merchandising Association, Ernest H. Fox, Austin Packing Company, Inc., Baltimore, chairman of the membership building and maintenance committee, announced this week.

"Our goal is 300 new operator members by the end of the 1956," Fox stated. "The campaign will be concentrated in the larger metropolitan areas. State and local chairmen are currently being appointed."

The drive will be launched officially August 1 and will be built around the theme, "Here's How." Fox explained that the theme is also the title of the new booklet being readied by the association. It will explain advantages gained by being a member of the NAMA.

Special prizes will be awarded to those filling their quota of the drive. The prizes range in value from \$10 to \$100, and include portable typewriters, power tools, clock radios to gold cigarette lighters.

Vice chairmen of the membership building and maintenance committee who will spearhead the campaign under Fox's direction are: Jack Burlington, the Vendo Company, Kansas City, Mo.; H. J. Foster, the Bert Mills Corporation, St. Charles, Ill.; Dave Hampton, Tenco, Inc., Linden, N. J., and Jack Hopson, Rowe Manufacturing Company, Inc., New York.

Winners will be announced at the 1956 NAMA convention in Chicago December 2-5 at the Conrad Hilton Hotel.

Keeney's 3 VENDERS

SOUP

COFFEE

SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!

Keeney's HOT SOUP VENDER

300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hammerloid

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Keeney's SNACK VENDER

Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.

Red or Gold Hammerloid SIZE: 19 3/4" W. x 15 1/2" D. x 52" H. 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

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Phil. Firm Buys McCann 'Dog' Vender Rights

PHILADELPHIA — Norman Automatic Vending Company has acquired all manufacturing and sales rights to the McCann Automatic Hot Dog machine of Glendale, Calif.

Announcement of the purchase was made by Norman J. Kasser, owner of the Philadelphia firm. At the same time he announced the formation of the United States Vending Machine Corporation here to produce and market the hot dog unit.

No purchase price was announced. However, Kasser said the vender will be sold for \$895, the same price established by McCann.

Kasser will head the new firm. Other officers include D. S. Richmond, vice-president, and Irving Mazer, secretary.

Distribution of the machine will be thru a distributor organization that will be formed in the near future. A special service department is also to be set up to instruct and aid in the operation of the machine.

Parliament Set On New Pack; Reduces Price

NEW YORK—The new Parliament, in the flip-top box, will be introduced Monday (16) in Baltimore, Chicago, Cleveland, Detroit, Milwaukee, Philadelphia and Washington.

The flip-top box will be the same design as the Marlboro and Spud boxes. All three brands are made by Philip Morris.

Wholesale price of the new Parliaments has been reduced from \$11.61 to \$9.81 a thousand, both figures less 2 per cent. The cigarette has a new long-size, filter-tip mouthpiece. The chevron design package is printed in blue, gold and white.

Officials of the Benson & Hedges division of Philip Morris said that the old slide and shell package will be marketed as a premium-priced brand, under the brand name of Benson & Hedges Cigarettes.

The new Parliaments will retail for about 2 cents a pack more than popular-priced filter-tips, which would put them in the 30-cent class in vending machines.

Peanut Supply Heavy

Supply of peanuts on May 31 totaled 576 million pounds of equivalent farmers' stock (uncleaned, unshelled) peanuts, according to Agriculture Department. The supply was 17 per cent below the previous month, but well over double (222 per cent) the amount held in similar positions a year earlier. Total includes 1 1/2 million pounds of imported shelled peanuts, but excludes stocks on farms, shelled seed and shelled oil stock. Supplies of roasting peanuts totaled 23 million pounds, compared with 19 million pounds at the same time last year.

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Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.

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Chloro-Vend Chicks, 320 ct. 40¢ lb.

Chicle Chicks, 320 & 520 ct. 34¢ lb.

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5-Stick Gum, 100 packs \$1.90

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DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ ...	135.00
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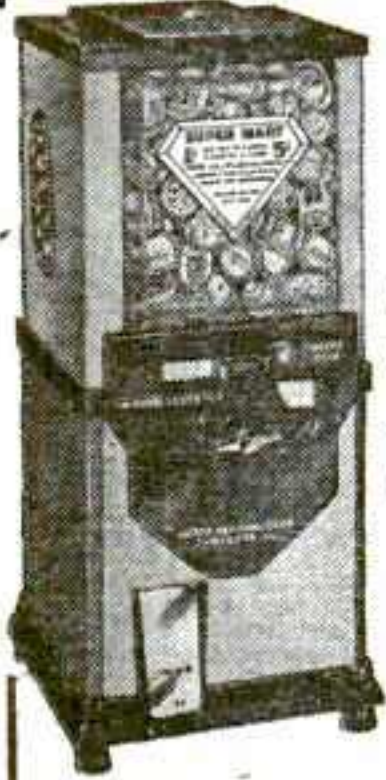
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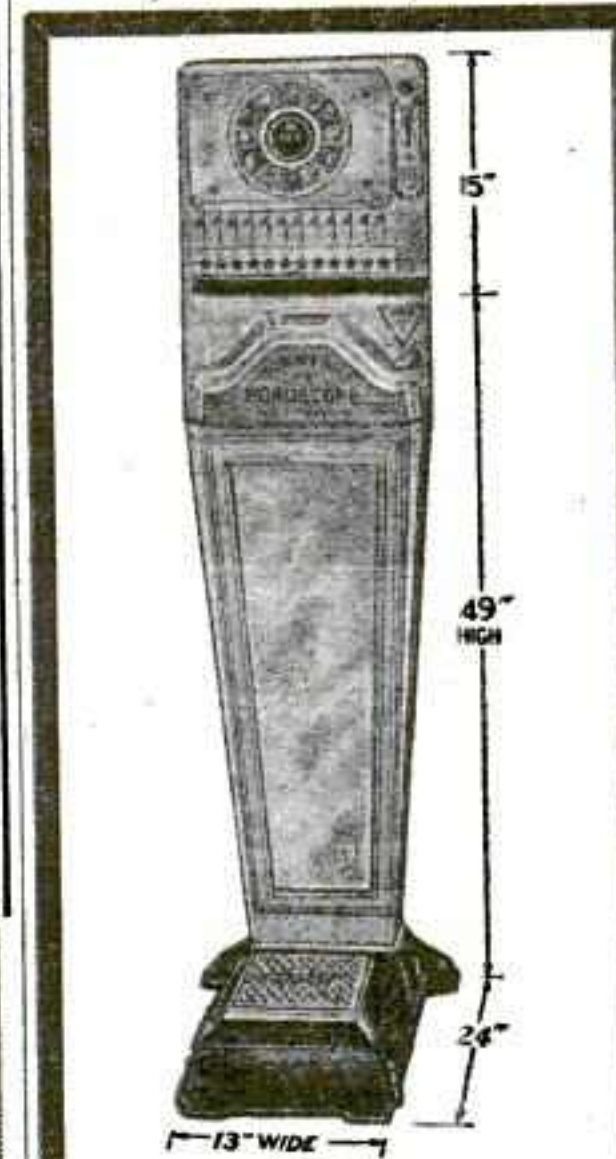


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Sugar Deliveries Up

Deliveries of sugar for U. S. consumption thru May totaled 3,356,000 tons, 212,000 tons more than deliveries at the same time last year, according to Agriculture Department. May deliveries totaled 699,000 tons (preliminary), down 1.8 per cent from April, 1956, but up 2.6 per cent from May, 1955. During May, raw sugar spot prices at New York averaged 6.03 cents per pound. On June 22, Agriculture Department added 125,000 tons to the total sugar quotas, in accordance with the new Sugar Act.



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COINMEN YOU KNOW

Chicago

By KEN KNAUF

MFERS. BACK FROM VACATIONS. Both Chicago juke box manufacturers, the J. P. Seeburg Company and the Rock-Ola Manufacturing Corporation, get back to production schedules again Monday, following two weeks of vacation. Both factories shut down production on June 29. Most of the local game manufacturers also resume full production this week.

Ted Raynor, legal counsel of National Vendors' Association, in Washington this week attending discussion on Standard Sanitation Ordinance. Executives of National Automatic Merchandising Association also on hand... Tom King, partner in King and Company, back at work following hospitalization. King plans to take it easy for a while, letting his partner, Paul Crisman, take the reigns... Carl Johnson, Emco, reports pool sales still going strong in some areas.

Barbara and Gary Kline, children of Joe Kline, First Coin Machine Exchange, celebrated birthdays—both on the same day—last week. Joe dashed up to Eagle River, Wis., over the weekend to see Barbara at summer camp. Wally Finke had to scurry back from vacation last week to take care of mounting orders for the Chicago Coin Twin Hockey game, newly licensed in Chicago. First visitors recently included Si Kase, Kankakee; Dick Savoie, Gilman; Tommy Tomlin, Nashville; Ed Blumenfeld, Michigan City, Ind., and Rose Ondrus, Union Pier, Mich.

Herb Perkins, Purveyor Distributing Company, last seen in California... Jack Burns, Empire Coin Machine Exchange, subbing for Joe Robbins at the home office, while Joe was out East on vacation... Alvin Gottlieb, D. Gottlieb & Company, dodging the paint splashes at the Gottlieb offices, which are being redecorated.

Herb Oettinger, United Manufacturing Company vice-president, elected workhorse last week while the rest of the United crew was off on vacation... Another one-man sales staff last week was Ralph Sheffield, Genco Manufacturing & Sales Company... Sam Lewis, Exhibit Supply president, back from his honeymoon, and once again

St. Louis

ARCADES HIT HIGH MARK. Mrs. Margaret Trippe, owner of Ideal Novelty Company as well as the Chain of Rocks amusement park north of St. Louis, reports that Arcade play is hitting a new high for 1956, despite expectations that coin flow would be somewhat below par. Clarence Kinyon is managing Ideal Novelty headquarters in downtown St. Louis, while Mrs. Trippe has moved both her home and offices to the park area.

Chances look fine for the re-election of Harry Raiffe, veteran St. Louis operator, as a representative to the Missouri State Legislature. Fluorescent rear bumper signs are being carried by the cars of most members of the Missouri Amusement Machine Association backing Raiffe's campaign... Olive Novelty Company, operator by Al Haneklaub, has moved from its former location in mid-town to a new semi-suburban point... D. W. Munger has purchased the phonograph, game and vending routes formerly operated by Tony Hauser in the Affton-Lemay suburbs.

John Gazzoli, formerly a partner with Al Liebrach in the operation of Star Novelty Company, has announced that he is now complete owner of the firm. He's bought out Liebrach's interest in the juke box, game and cigarette and candy vending firm... Joe Simokitus, Simon Novelty Company, has gone intensively into pool game locations to round out his varied amusement game line.

Walter Morris, partner in J. S. Morris Novelty Company, was forced to spend his June vacation "right at home" in the company's air-conditioned offices. The reason: A visit from the stork which confined Mrs. Morris to the hospital as vacation plans were being shaped... Proud of his new \$10,000 Lincoln Continental is Vernon Anderson, head of Vernon Anderson & Sons, which in a few short years has become one of the city's largest game operations.

Miami

By RAOUL SHAPIRO

VACATION BOUND.... Mr. and Mrs. Willie Blatt on a six weeks' motor tour of the country in their air-conditioned Caddy. Willie is a partner in Music Makers, Inc. Also on vacation from that same company is Rex Holly, head mechanic. Rex says he intends to stay home and just rest.

Sammy Lano, S & L Amusement Company, spent his vacation money on a beautiful 26-foot Chris-Craft. Sammy says that with his

(Continued on page 80)

Correction

NEW YORK—A story in last week's issue of The Billboard listed vending machine companies whose stocks are traded on the two major exchanges. Omitted from the listing was the United States Hoffman Machinery Corporation, whose subsidiary, Apco, Inc., is a major producer of vending machines. U. S. Hoffman is listed on the New York Stock Exchange.

Cig Manufacture Up

Cigarettes manufactured in April totaled 32,523,161,128, up 1,289,

941,641 from the April, 1955, figure, according to Treasury Department. Large cigars manufactured during April totaled 489,139,231, up 27,442,316 from the April, 1955, figure. Number of cigarettes manufactured in 1956 may rise to about 425 billion—3 per cent more than in 1955 and second only to the 1952 record of 435½ billion.

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National 9-M National Cigarette Vendors will handle BOTH king and regular. Operates on nickels, dimes, quarters. Will sell at 25c and 30c at same time. Will sell matches. Will give matches. Completely renewed, refinished and will operate and look good as new. Guaranteed same as brand new.

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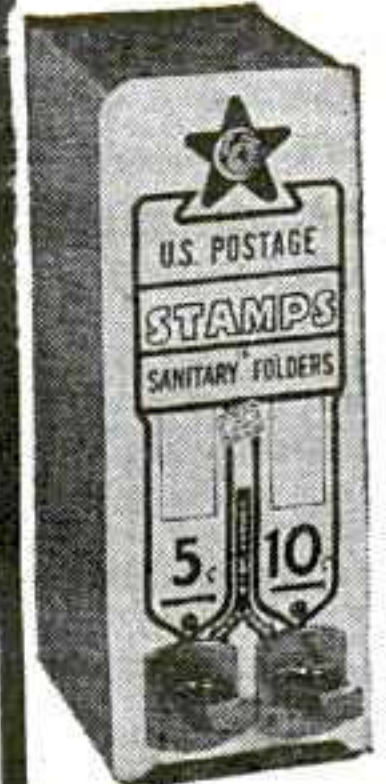
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 - NATIONAL 9-18 CANDY, 162 capacity ... 75.00
 - ROWE 8-COLUMN CANDY, 120 capacity ... 60.00
 - DUGRENIER CHAMPION CIGARETTE, 11 column, king size ... 65.00
 - DUGRENIER "V" CIGARETTE, 7 column, king size ... 50.00
 - UNEEDA 6-COLUMN CIGARETTE, king size ... 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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Will vend with 210 ball gum. Asst. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—ass't. designs. \$2.15 per doz.; \$24.00 per gross. Full cash with order.

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Good indoors or out
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Two machines in one—weighs, tells fortunes



CUSTOMERS' DELIGHT

It Pays to Please, Chi Operator Finds

CHICAGO — His customers wanted sardines, anchovies, cheese and cracker sandwiches and snuff. And that's exactly what Lou Sulkow, head of J. & J. Products, gave them.

Results have been amazing. Sulkow reported, disclosing at the same time he plans to upgrade his candy machines in other industrial locations and "give the customers what they want."

Continuing, he said he believes that in fulfilling customers' requests his firm, which operates more than 150 candy, beverage, coffee, penny bulk peanut machines and tab gum venders, has found the answer to keep over-all volume up during the hot weather.

As the result of providing the sardines, anchovies, cheese and cracker sandwiches and snuff in this location, the over-all volume of

the candy vender is up 50 per cent, Sulkow disclosed. Sales in past summers dropped off 25 per cent in the plant, he added.

The unusual products, Sulkow stated, are being dispensed thru a Northwestern's "Sweet 16" candy vender which he installed about the middle of June. Each of the items vend for 15 cents, and the candy bars for a nickel.

Sulkow said he devoted only one column to each of the products, and two to the snuff because two different brands were requested. The rest are filled with candy bars.

Column Capacity

Column capacity is 20 cans of sardines and anchovies and 30 cheese and cracker sandwiches with an alike number for the boxes of snuff.

"The new items are outselling candy by 3 to 1," Sulkow reported, adding, "we have to service the machines three times a week with the newly added items."

Coffee, beverage, gum and peanuts sales, he continued, are holding at par.

Asked why he doesn't devote more columns to the new items, Sulkow said:

Remind Workers

"Why? I want those workers to see me servicing the candy vender as often as possible. It reminds them I am fulfilling their requests, and that I am seeing that they get what they want."

"It also reminds them that I put in the new machine just to handle these products. Further, they get a big kick out of the actuality that fish, snuff and crackers and cheese sandwiches are being dispensed thru a candy machine."

In turn, Sulkow revealed, he gets a big kick out of watching the workers enjoy meals.

Sulkow said he previously had sold cans of sardines, anchovies, cheese and cracker sandwiches and the snuff thru the tool crib

with the attendant handling the sales.

However, he had to give this up when the firm moved into a new plant some months ago. Since then he had been searching for a vender to handle the products.

Finds Help

Finally he took his problem to Paul Crisman, a partner in King and Company, distributor for Northwestern Corporation, who suggested the "Sweet 16."

Sulkow said he is now going to employees in all his industrial locations to learn what they want and then try to fulfill the requests and also upgrade his candy venders.

Currently, he said, he has been asked by a number of workers at the location that handles fish, cheese and crackers, to supply them with aspirins.

Experienced Operators Say:

"YOU MAKE MORE MONEY WITH ...

Northwestern

VENDING EQUIPMENT

PROVE IT TO YOURSELF



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
27216 Armstrong St. Morris, Ill.

LOOK AT THIS OFFER!

COMPLETE PACKAGE DEAL! **\$64.**

Here's What You Get:
2 Victor Baby Grand Picture Card Vendors!



25 lbs. Gum!
4 Packs of Cards
TOTAL COST **\$64.!**

Cash with order or 1/2 dep., bal. C.O.D. Time-Payment Plan Arranged.

PIONEER VENDING SERVICE

Syd Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
President 4-5358

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

POPPITS! ALL YOU WANT

12 mm POPPITS—Moonglow, pearled, pastel shades.
100 M or more.....\$2.00/M. Less than 100 M.....\$2.50/M
Smart looking, modern matching Earrings—
5 M or more.....\$25/M. Less than 5 M.....\$32/M
10 mm POPPITS—Write for our special price in quantity.

PLASTIC PROCESSES, Inc. 83 Hanse Avenue, Freeport, N. Y.
Telephone: FReeport 8-4360

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GENIE LAMP
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SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION STREET PITTSBURGH 3, PA.

VACUUM-PLATED KNIFE



Beautifully detailed—looks like the real thing. This scout knife charm will thrill the kiddies. Comes in assorted vacuum plated colors.

FOR ALL TYPES OF VENDING
Immediate Delivery
\$7.75 per M

paul a. PRICE Co. Inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

join the

Waves

be a woman of the world!

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

SUMMER SPECIALS!

Silver King, 5c.....\$ 8.50
Columbus, 5c..... 8.50
Asco Hot Nut, 5c..... 8.50
Acorn, 5c..... 10.00
N. W. 49, 1c..... 12.50
Master 1c & 5c Comb..... 8.50
N. W. Deluxe 1c & 5c Comb 9.95
Columbus, 1c..... 5.00
Jennings In-a-Bag Machine. 4.50
N. W. 10 Col. Tab..... 19.50
Mills 6 Col. Tab..... 17.50
G. V. 4 Col. Tab..... 14.50
3 Col. Hot Nut 5c & 10c Comb..... 25.00

All machines completely checked and ready for location—Order with complete confidence.
1/2 Deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #29 1¢ Parc.	7.95
N.W. #35 1¢ Parc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Midse.	7.45
ABT Guns	36.00
Acorn 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.45
Pistachio Nuts, Shell	.41
Cashew Whole	.41
Cashew Butts	.39
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.37
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & B.), 250 ct.	.40
Rain Bio Ball Gum, 40 ct.	\$.30
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices..... Write

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

... Insures Billboard readers of a high standard of useful editorial services

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

COIN MARKET PLACE
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.
CLASSIFIED ADVERTISING

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

JARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. Jy28

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-aull
NOTICE: I HAVE TAKEN OVER THE PIE crimper business formerly operated by Chas. Mason of Cincinnati, Ohio & Tampa, Florida. Send orders to Melvin Mason, 406 S. Columbia, Union City, Ind. au1

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-jy28

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. Jy28

CIGARETTE—CANDY—COFFEE—CIGAROMAT

—FACTORY DISTRIBUTORS—
U-Select-It, Candy & Coffee, Watling Scales, Royal "17" and Mercury Cigarette Machines, Cigaromat, Cigar and Gum Vendor. Write for full information, prices, terms.

TEXAS ASSOCIATED ENTERPRISES

P. O. BOX 1068 AMARILLO, TEXAS DR 3-8022
FOR SALE—8 CLEAN PANORAMS, \$300 each; 1 Capitol Giant Pan-O-Rama, \$200. Lannie's Penny Arcade, 506 Market St., St. Louis, Mo.

FOR SALE—KEENEY ELECTRIC, \$55; Eastern 8 col., \$40; Eastern 8 col. (5¢-10¢), \$15; National 950, \$40; Exhibit Silver Bullets, \$30; Williams Sea Jockey, \$25; 700 used 45 rpm Records, 14¢ ea. Frank King, Buckeye Lake Park, Ohio. Ph. 3406.

FOR SALE—5 STANDARD METAL Typers, \$305 each. Paul S. Everley, 550 9th St., San Francisco 3, Calif.

FOR SALE—38 REVCO ICE CREAM VENDING Machines and Supplies. Jack & Jill Sales & Service, 41 Cathedral St., Nutley, New Jersey. Jy28

REFRIGERATED CANDY VENDERS, brand-new, in original crates. Kelvinator refrigerator, 393 bar capacity; at sacrifice price, repeat closeout price. R. C. Kinsloe, 2600 Biscayne Blvd., Miami, Fla.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturer & Distributors.

NATIONAL SANITARY SALES

Dept. B-8, 6440 N. Western Ave., Chicago 45

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Ride Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. Jy28

3 ADVANCE STAMP MACHINES, 1 SCHUMACK Stamp Machine, 1 Advance 1¢ Tab Gum Machine, 1¢ Post Card Machine, 1¢ Grip Vue, 20 1¢ Variety Shop 5 compartment Vendors, and 30 3¢. Some three-column Vendors, any of these machines, \$4.50 each. 23 Baby Grand Victors, \$7.50 each. Columbia Arcade Scale, \$50. Al Hoff, 1920 Rose, Balto, 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. Jy28

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

COINMEN YOU KNOW

Continued from page 78

new boat he'll be on a perpetual vacation. Another guy off on a well-deserved rest is Frank Brady, Crosby Music Company, in Pahokee.

Henry Stone, Chart Records prexy, back from a business trip to New Orleans, attacked by the virus bug and forced to spend a couple of days in bed. Another guy laid up for a few days was Red Gurkin, Glades Music Company, in Belle Glade. Red was bitten by a dog.

Ozzie Truppman, Advance Music Company, going into the Arcade business in a big way. Ozzie has teamed up with Morris Marder, M & M Service, and opened an Arcade in the colored section. Not satisfied with that, he is readying an Arcade in Playland. Ozzie says that this one will be set up on an entirely new principal.

Marvin Turner, Palm City Music Company, reports that in spite of the fact many places of business are closed down for the summer in his area, collections are about as good as ever. Marvin credits this to the fact that they have converted to dime play, with an unbelievable boost in collections. . . . Jim Robbins, Robbins Electric Company in Okeechobee, busily converting his equipment to dime play after experimenting a big increase in collections in the few locations he had experimented with.

Lenny Wolf, Broward Music Company, in town for some records. Lenny reports business is quiet now, but with the steady influx of tourists expects business to go up rapidly. Lenny says he will start converting the balance of his route to dime play beginning in October.

Los Angeles

By SAM ABBOTT

VISITOR FROM SOUTH AMERICA. Bernard Guzman, an AMI distributor in Colombia, ended a week's trip here during which he combined business and pleasure. While in the city, he made his headquarters at the Badger Sales Company. . . . Al Cicero, who has been operating in Santa Maria for the past 15 years, made one of his infrequent trips into the city. He visited the various jobbers and distributors along Coin Row to pick up supplies and talk about new games. . . . Bob Connelly made a trip to Coin Row to shop for the General Amusement Company in Long Beach. . . . Ralph Cragen, of the local M. A. C. Vendors, took time off from his office to pick up supplies.

The party that Al Bettelman, C. A. Robinson Company, gave on the occasion of the marriage of his daughter, Sylvia, was one of the highlights of the year. Held at the Ambassador Hotel, the reception was attended by C. A. Robinson, Dave Wallachs, who are Bettelman's co-workers, and others in the coin machine field. . . . Larry Collins in town for supplies for his music and pool game routes in the Whittier area. . . . Ed Ristau, sales director for Rock-Ola, in town from Chicago and conferring with Paul Laymon, of Paul A. Laymon, Inc., his firm's distributors. . . . Ed Fritz, who handles the Paul Laymon parts department, and his wife back from a week's vacation spent in Las Vegas. . . . Noel (Red) Creswell, of the Laymon service department, returned to work after two weeks of vacationing.

Frank Lamb, a veteran coin machine operator, made a fast trip into the city from nearby Montebello for parts. He is associated in the Jud Novelty Company there. . . . Ed Wisler, salesman for Sierra Distributors, back from San Diego and then off again for Santa Ana and San Bernardino. . . . Bob Bear, Wurlitzer Company, and Gary Sinclair, Western representative for the phonograph company, in town

(Continued on page 81)

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.

July 17—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.

July 18—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

July 19—Eastern Ohio Phonograph Operators' Association, Youngstown, O.

July 30—Central States Music Guild, monthly meeting, 805 Main Street, Peoria, Ill.

August 1—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

August 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

August 2—Summit County Music Operators' Association, monthly meeting, Akron, O.

August 2—California Music Merchants' Association, Sacramento division, monthly meeting association headquarters, Sacramento.

August 8—Retail Amusement Association of Canton, O., monthly meeting, offices of the Elum Music Company, Massillon, O.

August 9—Massachusetts Music Operators' Association, monthly meeting, Baconsfield Hotel, Brookline.

August 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

August 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

August 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Lawler, Mitchell.

August 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 22-23—The Music Guild of Nebraska, quarterly meeting, Omaha.

Rowe Sets Up Advisory Plan For Milk Ops

NEW YORK—A special outdoor milk vending advisory service has been set up by the Rowe Manufacturing Company, Bern Bernard, vice-president who heads the firm's milk vending department, announced this week.

This service will be available without charge to dairies who plan to initiate or expand their operations on a major scale. It includes getting locations for the operator and merchandising advice from the company's milk vending specialists.

Six-Point Program

Bernard announced a six-point program as part of the advisory service. The program includes:

1. An area survey to determine the prime locations and the best method of operation.
2. Negotiating with the locations, signing them up, and advising the operator how to get more locations.
3. Training of operating personnel by Rowe field engineers in operation, repair and servicing of milk venders.
4. Suggestions on merchandising and promotional displays, pricing, commissions, bookkeeping and installing equipment.
5. Help in placing local news stories.
6. Development of a long-range plan to build the operation.

Reds Discover Vending Units

NEW YORK—Already (note the time, July, 1956), the Soviet Union of Russia has learned the advantages of automatic vending machines, according to "free word" from behind the iron curtain.

And, mind you, the USSR's ministry of trade, trying to hide its enthusiasm, states in mouthpiece magazine, Ogonyok, quoting G. A. Rastiger, chief of Moscovite Experimental Design Bureau:

"Coin-operated machines can be operated night and day without personnel help or payroll and yield huge profits. We could not only free thousands of 'workers' (the single quote ours), but would save the government no less than four million rubles—\$1,000,000—annually. "Original cost of the venders would be recouped in only—and at the most—five months."

(Footnote: Cost only included expenditure for 300 cigarette machines offering a selection of five brands—USSR cig, of course.)

But alas and alack, according to Rastiger:

"It is unfortunate that vending machine used in capitalist nations—America and Free European countries—are not always applicable to our requirements."

Russia's Joë (is it still Stalin?), predicts: "The Soviet 'robot' merchants are to be much simpler."

Elaborating under Russia's sixth fifth-year plan, Molodio (Young Communist) magazine declares:

"There will be automatic machines for everything from bread to headache medicine, and hot meals, ice cream, fruit juice, beer, tea, cocoa and coffee. Notebooks and pencils will be offered at school entrance halls."

Pointing out that the simplest way to design machines would be to copy (pilfer, is a better word), American ideas, Rastiger claims foreign inventions will be superior to American methods.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues Next 4 Issues Next 3 Issues Next Issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

Bulk Operators

• *Continued from page 76*

then sit back and take in profits. That's a foolish dream."

"The operator must keep up with his location business standards," Bob Kantor, head of Confection Specialties, Inc., stated. "His services must be on or above the level of the stop."

Currently most of the operators interviewed disclosed they are "dressing up"—repainting and overhauling—machines because of the ideal summer temperatures which lends itself to this sort of work.

Exchange Venders

As quickly as venders are repainted in attractive color combinations and designs, the operators disclosed they are moved out to locations and the machine out is picked up.

A new appearing vender attracts greater attention, they agreed, and boost sales. Its fresh appearance is eye-appealing, and that's what counts, they said.

Knowing what product to vend in a location is vitally important, they pointed out, and can spell the difference between success and failure.

Salted nuts are natural for taverns, bars and wherever beer is sold, they said, but candy-coated gum does not click as well as ball or bubble gum in neighborhood stores where they are a lot of children.

Quality candy gum is an excellent item for restaurants where adults will usually spend a penny for it after enjoying a good meal. Confections receive the greatest sales in locations where they are girls, especially in factories and office buildings.

Year-Round Job

1. Always being neat and clean in appearance, and never servicing the route without first shaving.

2. Always carry clean cartons into locations when servicing a machine.

3. Always shine globes with a clean cloth—never a dirty rag.

4. Stay out of locations during rush hours.

5. Treat customers and employees with respect. Always have a cheerful word for everyone.

6. Always leave a receipt showing the amount of commission paid, and the signature of the person receiving it.

Dairy Interest

• *Continued from page 76*

about August 1. Original plans called for production to start about mid-June.

The machine will dispense a milk shake—chocolate or strawberry flavored—developed by Bowey of Chicago for Lovitt, that can be supplied by local dairies.

Capacity of the machine is 360 eight-ounce drinks, with a cup capacity of 500. It is 70 inches high, 34 inches wide, and 23 inches deep. It will list for \$1,095 f.o.b. It vends drinks for either 10, 15, 20 or 25 cents.

Curtiss Tests

• *Continued from page 76*

by the box, the firm explained, and on the initial order the vender is supplied free. The machines are being tested in the Chicago area, and have been on locations for about three months.

"Sufficient results are not available to decide on the permanency of the program," Schnering said. "It will take time to determine whether sufficient volume can be maintained to warrant the cost to Curtiss of continuing the program."

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

	HIGH	LOW	Mean Average
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BALLY

Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 60.00
Beach Club (2/53)	100.00	50.00	75.00
Beauty (11/52)	80.00	50.00	70.00
Big Time (1/55)	325.00	225.00	275.00
Bright Spot (11/51)	95.00	55.00	95.00
Broadway (12/55)	550.00	375.00	445.00
Coney Island (9/52)	65.00	25.00	50.00
Dude Ranch (9/51)	110.00	50.00	85.00
Gayety (3/55)	195.00	95.00	145.00
Gaytime (6/55)	325.00	150.00	240.00
Hi-Fi (6/54)	125.00	50.00	95.00
Ice Frolics (1/54)	115.00	35.00	75.00
Miami Beach (9/55)	360.00	225.00	295.00
Palm Beach (7/52)	85.00	49.50	65.00
Palm Springs (11/52)	195.00	50.00	89.50
Surf Club (3/54)	150.00	65.00	95.00
Variety (9/54)	195.00	119.00	165.00
Yacht Club (6/53)	85.00	49.50	70.00

EVANS

Saddle & Turf Club Model (10/53)	275.00	195.00	250.00
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GOTTLIEB

Dragonette (6/54)	145.00	140.00	140.00
Duette (4/55)	235.00	235.00	235.00
Gold Star (3/54)	150.00	145.00	150.00
Grand Slam (4/53)	110.00	65.00	85.00
Guys & Dolls (5/53)	110.00	65.00	75.00
Happy Days (7/52)	95.00	65.00	65.00
Hawaiian Beauty (4/54)	160.00	69.50	135.00
Jubilee (5/55)	375.00	295.00	325.00
Mystic Marvel (3/54)	175.00	130.00	145.00
Pin Wheel (11/53)	125.00	95.00	95.00
Poker Face (9/53)	155.00	85.00	95.00
Quartet (2/52)	110.00	59.50	59.50
Shindig (10/53)	115.00	95.00	95.00

UNITED

Cabana (3/53)	95.00	35.00	65.00
Havana (2/54)	115.00	75.00	110.00
Hawaii (6/54)	125.00	69.50	69.50
Leader (10/51)	95.00	50.00	95.00
Manhattan (4/55)	275.00	160.00	195.00
Mexico (3/54)	135.00	95.00	125.00
Nevada (8/54)	125.00	35.00	85.00
Pixie (9/55)	425.00	295.00	345.00
Rio (11/53)	105.00	35.00	90.00
Tahiti (8/53)	100.00	35.00	90.00
Triple Play (8/55)	295.00	200.00	295.00
Tropicana (1/55)	125.00	45.00	65.00
Tropics (7/55)	75.00	35.00	69.50

WILLIAMS

C. O. D. (9/53)	115.00	55.00	95.00
Disk Jockey (11/52)	85.00	65.00	69.50
Hayburner (6/51)	50.00	49.50	50.00
Jolly Joker (10/55)	150.00	125.00	150.00
Times Square (4/53)	89.50	47.50	75.00

ARCADE EQUIPMENT

Code—AP—Auto Photo, B—Bally, CC—Chicago Coin, Ev—Evans, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.

ABT Challenger (5/46) \$ 30.00 \$ 20.00 \$ 30.00

Basketball (G) 195.00 169.00 195.00

Bat-A-Score (Ev) (8/48) 145.00 115.00 145.00

Big Inning (B) (47) 115.00 85.00 105.00

Carnival Deluxe (U) 275.00 175.00 225.00

Coon Hunt (S) (2/54) 175.00 125.00 150.00

Dale Gun (Ex) 89.50 35.00 50.00

Drivemobile (M) (7/54) 165.00 125.00 165.00

Goalie (CC) (1/46) 95.00 65.00 95.00

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated July 14, 1956)

ARCADE EQUIPMENT

1. SEEBURG—Coon Hunt
2. SEEBURG—Shoot the Bear
3. EXHIBIT—Dale Gun
4. CHICAGO COIN—Goalie
4. GENCO—Rifle Gallery

VENDING MACHINES

1. National 950
2. PX (10 Col.)
3. National 930
3. PX (8 Col.)
3. Rowe Crusader (8 Col.)

MUSIC MACHINES

1. AMI—Model D-80
2. WURLITZER—1250
3. WURLITZER—1500
4. ROCK-OLA—1436-A
4. SEEBURG—M-100-C

SHUFFLE GAMES

1. UNITED—Royal
2. UNITED—Chief
3. KEENEY—Bikini
3. UNITED—Classic
3. KEENEY—Pacemaker

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

1. Miami Beach
2. Gayety
3. Big Time
3. Gaytime
3. Variety

GOTTLIEB

1. Guys & Dolls
1. Poker Face
2. Pinwheel

WILLIAMS

1. Disk Jockey
2. C. O. D.
2. Hayburner
2. Jolly Joker
2. Times Square

UNITED

1. Pixie
2. Tahiti
3. Rio

	HIGH	LOW	Mean Average
Gun Patrol (Ex) (5/51)	95.00	95.00	95.00
Heavy Hitter (B)	49.50	35.00	35.00
Hockey (CC)	75.00	65.00	65.00
Home Run, 6 Player (CC) (3/54)	175.00	135.00	175.00
Midget Movies (CC)	135.00	125.00	135.00
Moon Rides (B) (5/54)	295.00	250.00	275.00
Photomatic (M) (1/50)	350.00	175.00	350.00
Pitch'm & Bat'm (S)	175.00	150.00	175.00
Quarterbacks (G) (9/55)	325.00	200.00	325.00
Rifle Gallery (G) (6/54)	225.00	150.00	185.00
Shoot the Bear (S)	145.00	89.50	125.00
Shooting Gallery (Ex) (6/54)	175.00	125.00	165.00
Sidewalk Engineer (W) (5/55)	195.00	195.00	195.00
Six Shooter (Ex)	95.00	75.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	125.00
Sky Gunner (G) (9/53)	145.00	95.00	95.00
Sportland (Ex) (11/51)	225.00	175.00	195.00
Telequiz (1/49) (T)	100.00	85.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
Undersea Raider (2/46)	125.00	125.00	125.00
Wild West (G) (2/55)	335.00	315.00	315.00

MUSIC MACHINES

AMI

Model D-80 (51) 40 sel. (78 RPM)	\$325.00	\$195.00	\$225.00
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ROCK-OLA

1436-A (53) sel. (45 RPM)	275.00	195.00	295.00
1438 (54) 120 sel. (45 RPM)	550.00	425.00	499.50

SEEBURG

M-100-B (51) 100 sel. (45 RPM)	475.00	375.00	445.00
M-100-C (53) 100 sel. (45 RPM)	595.00	450.00	550.00

WURLITZER

1250 (50) 48 sel. (78 RPM)	175.00	129.50	169.00
1500 (53) 104 sel. (45-78 RPM Mix)	350.00	185.00	275.00

VENDING MACHINES

Keeney Electric (9 col.)	\$135.00	\$125.00	\$135.00
National M-9-A (9 col.)	135.00	125.00	125.00
National 930	110.00	85.00	95.00
National 950	115.00	90.00	110.00
PX (8 col.)	115.00	100.00	115.00
PX (10 col.)	125.00	115.00	125.00
Rowe Crusader (8 col.)	135.00	95.00	135.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$195.00	\$125.00	\$150.00
Advance Bowler (CC) (5/53)	135.00	100.00	135.00
Bikini (K) (6/54)	150.00	150.00	150.00
Blue Ribbon Bowler (B)	350.00	325.00	350.00
Bonus Bowler (K) (3/54)	126.00	75.00	75.00
Bonus Score Bowler (CC) (4/55)	345.00	125.00	325.00
Capital Deluxe Shuffle Games	315.00	295.00	295.00
Capitol (U) (6/55)	295.00	275.00	295.00
Cascade (U) (2/53)	75.00	59.00	60.00
Chief (U) (6/53)	145.00	110.00	125.64
Classic (U) (6/53)	85.00	75.00	85.00
Clipper (U) (5/55)	285.00	255.00	285.00
Clipper Deluxe (U) (5/55)	275.00	265.00	275.00
Clover Shuffle (U) (1/53)	75.00	65.00	65.00
Comet Targette (U) (11/54)	175.00	125.00	175.00
Comet Deluxe (M) (11/54)	195.00	125.00	145.00
Cross-Cross Targette Deluxe (CC) (1/55)	195.00	125.00	145.00
Cross-Cross Targette Regular (CC) (1/55)	150.00	125.00	125.00

	HIGH	LOW	Mean Average
Feature (CC) (7/54)	105.00	60.00	185.00
Fireball (CC) (11/54)	245.00	195.00	225.00
Flash (CC) (9/54)	195.00	175.00	195.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Hollywood (CC) (5/55)	295.00	275.00	295.00
Imperial (U) (9/53)	175.00	65.00	75.00
Jet Bowler (B) (8/54)	195.00	175.00	195.00
King (CC)	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53)	175.00	125.00	125.00
League (K) (8/50)	145.00	120.00	120.00
League Bowler (U)	145.00	110.00	140.00
Magic (B) (12/54)	275.00	225.00	275.00
Mars Deluxe (U)	225.00	215.00	215.00
Match Pool (Ge) (2/54)	75.00	75.00	75.00
Olympic (U) (8/54)	75.00	70.00	75.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Royal (U) (8/54)	95.00	90.00	95.00
Shuffle Alley, 10 Player (K)	60.00	55.00	55.00
Star, 10th Frame (U) (9/52)	65.00	60.00	60.00
Starlite (CC) (5/54)	175.00	175.00	175.00
Super Frame (CC) (5/54)	165.00	125.00	125.00
Targette (U)	165.00	150.00	165.00
Team Bowler (U) (1/54)	169.00	150.00	155.00
Triple Strike Bowler (CC)	275.00	275.00	275.00
Venus Deluxe (U) (3/55)	275.00	175.00	250.00
Victory Bowler (B) (5/54)	175.00	165.00	165.00
Virus Bowler	295.00	140.00	275.00

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

200's, Dime Play, Tourists Promise Bright Juke Summer

CHICAGO—More dime play, 200-selection phonographs and a good crop of tourists may pull this summer's juke box collections out of the doldrums.

According to a survey of operators in 16 States this past week, the outlook for the juke box business this summer is bright. Even operators whose average summer takes normally fall off as much as 20 per cent seemed confident that this year things would be different.

If expectations are realized, the juke box business will hit the fall season in better shape than it has in years.

Normally, according to the survey, about 70 per cent of all juke box operators have a drop in play during June, July and August—the average decrease being about 16 per cent. The remaining operators have either thru tourist trade or equipment shifting, been able to hold their own or show a slight increase.

Fewer Drop-Offs

Expected collections this summer, however, alter the figures considerably. Collection drops are not only expected to be lighter, but fewer as well. Approximately 60 per cent of the operators contacted reported that they were looking forward to a summer of steady or increased collections—just twice the number which normally manages to hold their own. Of the 40 per cent anticipating a drop in summer collections, the overwhelming majority said that they thought the drop-off would be slight compared with previous summers.

The big factors behind this wave of optimism were more phonographs on dime play, more play

appeal via the jumbo 200-selection machines, and a combination of good tourist business and good spring grosses.

Typical was the outlook of a Buffalo operator: "Our juke box grosses normally fall off about 15 per cent in the summer months, but this year we replaced about 25 per cent of our route with new equipment and expect summer collections to hold a steady level, maybe even show an increase."

Two Basic Aids

Sid Crawford, of Juke Box Music Company, Miami, Ariz., had this to say about summer collections: "There are only two things an operator can do during the summer to keep his grosses up. One is to make sure his equipment is in good working order and up to date, and the other is to pay careful attention to the records going on the ma-

chines. Good records will boost collections higher than a change in equipment."

Crawford expects to turn a normal drop in play into a slight increase this summer.

Leroy Cambert, of Stockton, Calif., agrees with Crawford. He reports that more record buying and good equipment will help summer collections more than anything else. Cambert expects to wind up the summer with an increase in play.

Summer Spots

Indiana operator, Don Calkins, of Automatic Music and Record Shop, adds new locations to his route during the summer months. Calkins said: "We operate about 15 additional juke box locations in the summer. All of the locations are tourist type spots. Of course,

(Continued on page 84)

Baltimore One-Stop Sets Distrib Price

Musical Sales to Spur Op Disk Buying Via Nonprofit Tag on 45's, 78's, EP's

BALTIMORE — The Musical Sales Company, local Seeburg distributor and record one-stop, has launched a new policy for disk sales to juke box operators.

Traditionally, the one-stop adds an extra 5 cents a record over the usual distributor's price. And the operator is generally happy to pay the extra 5 cents, as buying all his records in one stop saves him enough time and money to more than compensate for the extra charge.

However, in an effort to spur disk sales, Mack and Hy Lesnick, Musical Sales owners, are now selling records at the same price as the record distributors. The new schedule calls for 45's at 55 cents, 78's at 60 cents and EP's at 91 cents.

Sales Aid

The Lesnick's feel that with the lower prices, operators will buy more records, and will be able to program more effectively, thus picking up play and eventually spurring new machine sales.

While 45's account for the great bulk of sales, Hy Lesnick said that EP purchases have picked up with the introduction of the 200-play machine. He added that sales of 78's, which accounted for 40 per cent of the business a year ago, now account for only 15 per cent of sales.

Record sales to operators, said Lesnick, are running about 25 per cent ahead of last year. He figures that only about 2 per cent of this increase is due to new stops opening up. Biggest factor in the sales increase is the scrapping of old 20 and 40-selection units and the substitution of modern music machines which carry a minimum of 100 45-r.p.m. selections.

While the music machine busi-

(Continued on page 84)

N. J. Assn. Ops Up Dime Play

NEWARK, N. J.—The Music Guild of New Jersey, which reports weekly on the progress of dime play in the State, announced that over one quarter of the phonographs on location in New Jersey were on dime play as of July 9. This is a 10 per cent increase compared with two weeks ago.

The association obtains its information from operators on a voluntary basis, each operator supplying weekly facts on their route's progress.

Some association members expect to hit the 40 per cent conversion mark before Labor Day.

Name Passaro Business Mgr. Of L. A. Assn.

LOS ANGELES—Vince Passaro was named business manager of the Los Angeles division of the California Music Merchants' Association at a board of directors meeting here last Tuesday.

Passaro succeeds Ben Chemers, who recently resigned from the post to enter his own business. Chemers had served as business manager for two years.

Passaro was formerly the public relations director of the California Peace Officers' Association. Prior to joining the CPOA, he was a theatrical booking agent in San Francisco.

Not Pro or Con On Kilgore Bill

Continued from page 22

payment—the music operator who puts in the machine or the location owner himself? These puzzlers which have kept the industry "in a quandary whenever the question of juke box exemption arises," committee sources say, may get long-awaited answers from the Senate group in its report.

Assn. Bulletin, Juke Tax Spark Kansas Op Meet

EL DORADO, Kan. — Local licensing problems, a proposal to start a monthly association bulletin and a report on the Music Operators of America convention held last May sparked the Kansas Music Association's quarterly meeting here Saturday and Sunday (7-8) at the El Dorado Hotel.

During the Sunday afternoon business meeting, some 23 operators from all over the State heard Harlan Wingrave and Louis Ptacek, secretary and president of the association, respectively, discuss MOA's aims for a National Tax Council.

The pair also reported on the convention. Emphasis was placed on the forum meetings, which Wingrave and Ptacek helped organize.

Before the meeting ended, a three-man committee was appointed to work out details and cost estimates of an association-supported bulletin. The bulletin would cover juke box news within the State. The committee members are Wingrave, Ptacek and Don Foose, who hosted the meeting in El Dorado here.

The next meeting was scheduled to be held in Manhattan sometime in October.

METERS CALL TUNES

Juke Boxes, Deejays Spin Identical Disks

EMPORIA, Kan. — Juke box and radio music here in Emporia go hand in hand. What's featured on one is featured on the other.

Harlan Wingrave, secretary-treasurer of the Kansas Music Association and head of the local operating firm, Emporia Music Service, and disk jockeys on station KBOE have worked out a programming tie-in to make sure the public gets what it wants.

Wingrave, whose average summer collections normally fall off about 20 per cent, feels that this tie-in will not only erase the seasonal drop, but net him an increase as well. He says he hopes to wind up the summer with something like a 10 per cent increase.

The tie-in came about when local deejays found they could get certain records from Wingrave easier and quicker than they could from record stores or disk manufacturers.

Wingrave said he would be glad

to supply them with the disks. He even went a step further, offered them a tabulated list of the records most often played on his machines every week. The deejays liked the idea and, in turn, they agreed to credit the juke box ratings every time they played one of the records on the air.

KBOE is basically a deejay station, tho it carries the baseball games and news broadcasts as well. Since the tie-in between Wingrave and the disk jockeys, every time one of the top 20 tunes in the city is played, credit is given to the juke box popularity meters.

As far as Wingrave is concerned, the tie-in can go on indefinitely. He's glad to take the extra trouble to check the meters for the radio plugs every day.

Here's what Wingrave actually does: Every time a phonograph is collected or serviced, the serviceman records on a tally sheet how

(Continued on page 90)

St. Louis Ops Convert to 10c

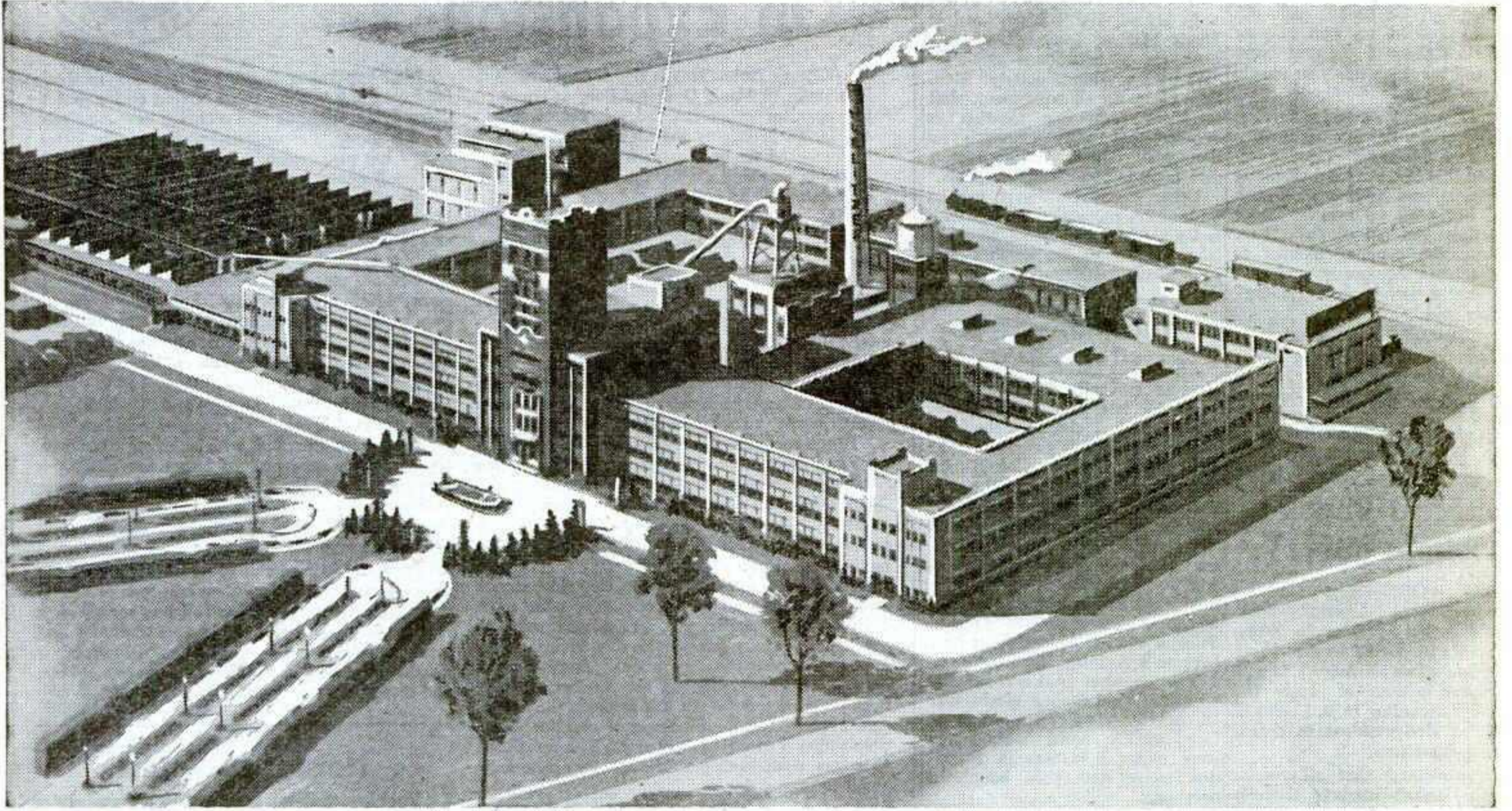
ST. LOUIS—Music operators in the St. Louis area are beginning to convert their routes to dime play, Lou Morris, president of the Missouri Amusement Machine Association, said this week.

Morris said that more than 10 per cent of all the phonographs in the area were expected to be on dime play, three or four for a quarter by the end of the month. He pointed out that the number of phonographs in the area on dime play would be a small percentage of the total, but that the number would grow as more operators got behind the move.



REPRESENTATIVES FROM 17 CENTRAL AND SOUTH AMERICAN DISTRIBUTING FIRMS and AMI factory officials met at the Reforma Hotel, Mexico City, June 25-27, to launch the first Inter-American AMI distributor convention. Business meetings, held daily in one of the hotel's banquet rooms, covered importing and exporting regulations, distributor salesman training, financing and operator sales promotion. Guests also saw AMI's new public relations film and were informed that it would be available thruout Latin America.

SITE OF 3 DAY EXTRAVAGANZA FOR MUSIC OPERATORS AND THEIR WIVES



YOU CAN HAVE THE TIME OF YOUR LIFE AT THE BIG **WURLITZER CENTENNIAL CLUB CELEBRATION** AUGUST 23-24 and 25

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ALL FOR YOU**

Mr. Music Operator:

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Ask your Wurlitzer Distributor for details on the Wurlitzer Centennial Club, then plan to be our guests for these three wonderful days.



Best accommodations at Buffalo's finest hotel — The Statler.



Top stage entertainment by recording artists, name bands and variety acts.



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Giant carnival with circus performers and midway right on the Wurlitzer grounds.

**PLUS
PRIZES GALORE**



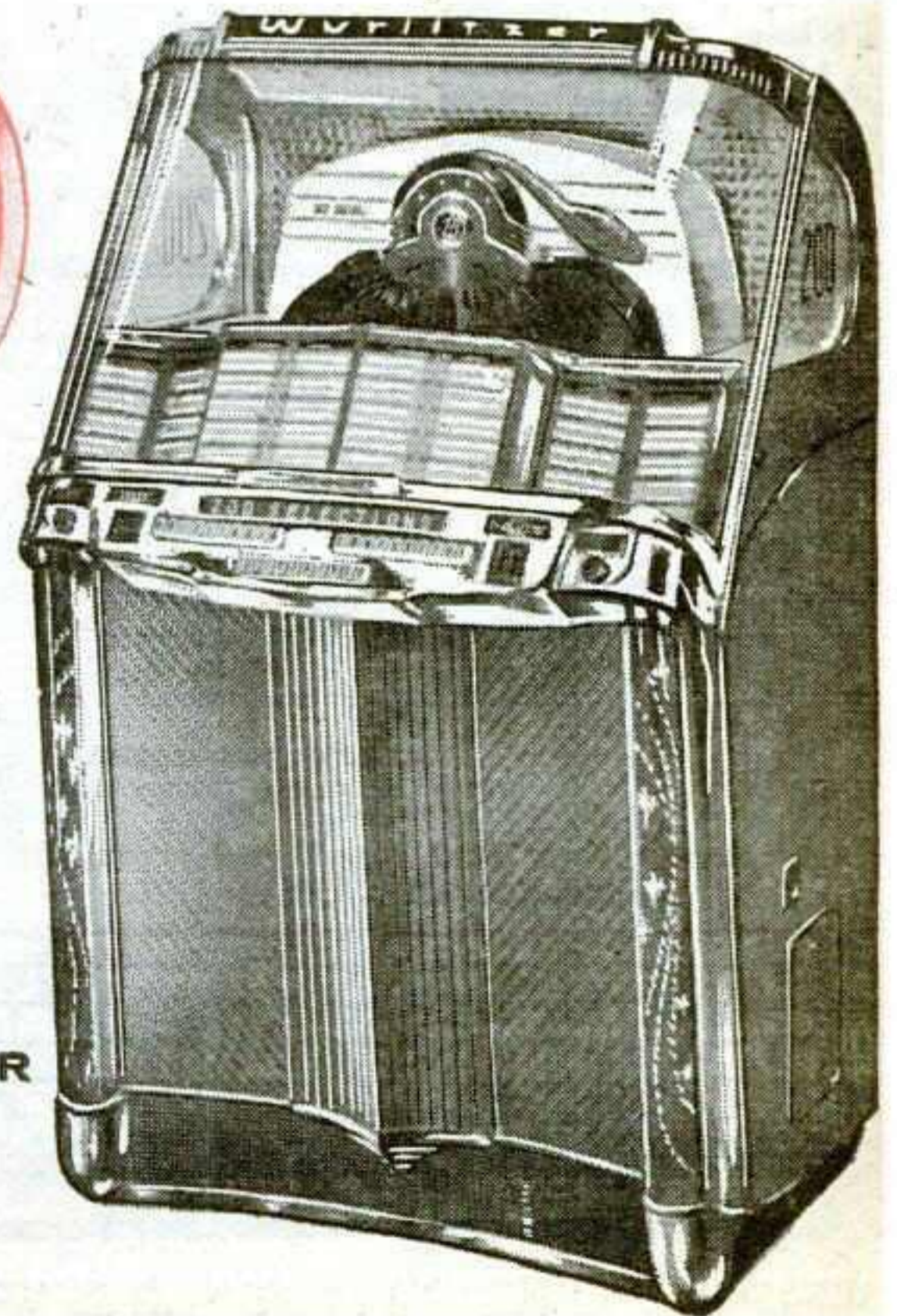
WURLITZER *Centennial*

MODEL 2000

**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**

**SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK**



Bright Summer for Phonos

• Continued from page 82

these added spots require a lot of work on our part, getting the machines installed and shifting phonographs from one location to another, but we find it pays off. We manage to up our summer collections about 5 per cent every year and we think this year should be even better."

Al Denver, Lincoln Service, Brooklyn, uses the summer months for house cleaning. Denver explained that his firm tried changing equipment and adding more records, but with no results. "Since our efforts did not up collections, we use the summer months to overhaul our equipment and give the route a thoro house cleaning," Denver said.

L. Cooke, of Auburn, Calif., eyes the summer months as a boom period. "We find that our collections climb about 10 per cent during the summer because of an influx of tourists and more employment. We do, however, take pains

to keep the equipment running as efficiently as possible and properly programmed."

Try 'Em All

In Miami, Willie Blatt, head of Music Makers, Inc., ups summer play via a half-dozen methods. "We try everything," asserted Blatt. "We clean up all equipment, shift machines from one location to another, put more emphasis on dime play, talk to location owners and hunt for new summer spots."

Other operators report various on-location promotions, tie-in with radio stations and local teen-age juke box dances are helping hold up summer collections.

Baltimore Stops

• Continued from page 82

ness is currently running on a par with last year at this time, there is a dark cloud on the horizon. Some 30,000 persons in the Baltimore area have collected their last pay check because of the steel strike. The impact hasn't hit the juke boxes in the taverns yet, but if the strike lasts for another week or two, Baltimore area operators will be in trouble.

Mack Lesnick began operating 25 years ago, organized Musical Sales in 1942 and three years later became a Seeburg distributor.

The one-stop business actually was developed during World War II. At that time, operators were faced with a record shortage and were required to turn in a used disk every time they bought a new one.

Musical Sales then scoured the country buying up all the records it could, expanded after the war, and is now one of the largest one-stops in the country.

Sam Rinzler has headed the record department since its organization. He is assisted by Oscar Buchman and Dennis Zeitler, with Louise Nickles and Betty Rutter buying title strips.

The Musical Sales organization has Hy Lesnick as general manager, with Charles Cabrera, Bill Reed and Bill Snow handling sales in Maryland, District of Columbia and Virginia respectively.

Other key personnel are Dave Adler, service manager; Harvey Blake, shop foreman; Howard Steiner, paint shop foreman; Roland Slotkoff, electronic department; Irving Hollander, parts department; John Cossentino, installation foreman; Ann Warfield, auditing; Milt Bereson and Al Bereson, background music, and Wilma Farley, secretary.

MUSIC OPERATOR FORUM

Vet Ops' Views On Expansion

(Editor's Note: This is the second article in a series of Music Operator Forums covering operator expansion today. This week, the forum highlights the views of operators who entered the business before 1946. Next week, operators entering the business since that date will be polled.)

Altho veteran music operators—in business before 1946—agree that route expansion is healthy, often necessary in the juke box business, they are quick to point out that it can hurt operators as easily as help them.

Caution and cost analysis were the two factors most often cited by veteran operators participating in this week's Music Operator Forum.

Operators explained that an added location is fine if it can be serviced properly and earn enough money to warrant the investment.

To the experienced operator, service, operating costs and investment returns are paramount when considering route expansion. Such questions as: "Will I have to hire another serviceman?" and "Will my route's service costs per location go up or down as a result of a new location?" are investigated before making a move.

The chart below shows the slow but steady expansion being taken by operators with more than 10 years' experience. Last year only 25 per cent of the operators in this group added more machines to their operations. Another quarter said that they reduced the number of locations on their routes. In this instance the reductions represented the dropping of marginal locations rather a general cut in size. The remaining operators participating said that they remained about the same size.

During the past five years, however, the routes have grown for the most part. Approximately 49 per cent said that their routes were larger today than in 1951, 15 per cent reported they remained about the same size, and 25 per cent said they were operating fewer machines.

What about future plans? Most veteran operators will either expand or keep their routes at a steady level, the latter adding only enough locations to compensate for a normal location loss. Only 12 per cent said that they thought they would cut the size of their routes.

Better Not Bigger . . .

SAMUEL W. WILLER, Archbold Cigarette & Music Service, Archbold, O.: "I think an operator should hold to a certain size. As he expands, his investment and expenses get bigger but his contact with locations decreases."

D. H. GARMAN, Garman Music Company, Republic, Kan.: "I think an operator should stay at a size which allows him to build a more efficient route and at the same time a better operator-location owner relationship."

S. L. CRAWFORD, Juke Box Music Company, Miami, Ariz.: "An operator should hold the number of juke boxes on his route to that number which his operation can service without trouble. A small operator will not increase his gross revenue by adding more spots than he can service efficiently. Unfortunately, few recognize the fact. New operators, especially some of the younger ones, have delusions of taking over the whole State. Then, as the operator over-expands, he discovers that he is operating some locations at a loss."

C. D. MUSIC STORE, Falfurrias, Tex.: "Expansion is vital to any business, but there is a point of diminishing returns. There is a point where good service ends and poor service begins—a point where dollar revenue falls off as the result. Good service means profits, so keep giving good service."

W. J. HUGEBACK, Red Line Vending Company, New Hampton, Ia.: "An operator should not keep adding more locations unless he is very sure they are good for his route. Many times an operator expands because he thinks the more locations he has the more money he'll make. However, he soon finds it is costing him money to operate some locations and his average is pulled way down."

ELI GREENFIELD, St. Albans, Vt.: "I think expansion depends on the type of operation. An operator can expand his route only so far, then he needs additional help. I believe in expansion only so long as service is not handicapped as a result. A fact not to be overlooked: Too many locations can quickly change a good route into a poor one."

JACK HARTMAN, Hartman Art & Novelty Com-

pany, Rome City, Ind.: "If an operator is financially able to expand he should, but he should never lose sight of service."

E. H. WILLIAMS, Carrabelle Beach, Fla.: "I try to be sure of the life expectancy of a location before I expand. Without more personnel, new locations are doomed from the service angle."

J. A. RUSTOFF, Maplewood, N. J.: "Small firms will get smaller and big firms will get bigger in the future because the cost of operating has increased and because certain pressures—taxes, competition, licenses and a general fall-off in play—demand more volume operations. The trend will probably be to mergers of one kind or another."

RIO GRANDE MUSIC COMPANY, San Benito, Tex.: "The high cost of equipment, plus increases in the price of records and labor is keeping the small operator from expanding. The large operator expands to meet these additional expenses."

JIM MANNING, Manning Music Company, West Palm Beach, Fla.: "The small operator will eventually disappear. Cost increases plus new equipment demands sets too fast a pace for the small operator. The advent of dime play is helping many, but it is not likely to be enough to offset everything else."

ERNEST KRAUTER, Acme Vending, Inc., Maplewood, N. J.: "One reason for fewer smaller operators in the future is that it takes more money to get into the business than ever before."

G. E. MILBURN, Milburn Music, Radio & Electric, Scottsbluff, Neb.: "We do not believe there will be too big a trend to bigness because continued rising operating costs demand a minimum of marginal locations. No operator can get a route of perfect stops, especially if he is expanding."

A. C. STURGES, Automatic Distributors, Inc., Jamaica Plain, Mass.: "In large cities there seems to be a trend toward bigger operations. In other areas the small operator has a better chance of holding customers thru more personal contact."

THOMAS SHERFICK, Sherfick's Music Service, Shoals, Ind.: "After years of operating hundreds of phonographs, it is apparent to us that the operator has to diversify rather than increase in field only. We are diversifying and our dollar volume is increasing and our profits are better."

How They Voted

1. Are you operating more, fewer or about the same number of juke boxes now as you were this time last year? Five years ago?			
Last Year:		Five Years Ago:	
25% More	49% More		
27% Fewer	25% Fewer		
48% About the same	15% About the same		
100%	100%		
2. Do you plan to increase, decrease or keep about the same number of juke boxes in the next few years?			
49% Keep about the same			
39% Increase			
12% Decrease			
100%			

Storecast Doubles Locations in N. Y.

NEW YORK—The Storecast Corporation of America, background music operator in supermarkets, will double its New York State operations on August 1, with a sponsor increase of nearly 150 per cent, according to B. K. Pitkin, Storecast vice-president in charge of field operations.

He explained that all former Market Basket markets recently acquired by the Syracuse zone of the American Stores Company will carry the Storecast service, which emanates from FM radio stations.

Pitkin added that background music will also be transmitted to more than 70 Acme Markets between the Canadian border and the Pennsylvania line on five FM stations.

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United Bows New In-Line Pin, Monaco

CHICAGO — Monaco, a new in-line pinball game, has been shipped to distributors by United Manufacturing Company.

New in-line features are two roll-over buttons located near the bottom of the playfield that light-up letters on the backglass when hit, and also earn extra balls.

When all the letters (spelling the title of the game, Monaco) are lighted, the player receives top selections and choice play advantages in the following game he plays.

Monaco has the standard large 25-number card and two smaller, "super" cards, each card lighting up and scoring separately. Players select any of seven numbers on the backglass by turning a knob on the cabinet before shooting either the fourth or fifth ball. Arrows light the way to each backglass card.

Other features include pennant light-up, light four corners, and a variety of selection panels.

Ohio Pin Ops Win Court Stay, Ask New Ruling

CINCINNATI—A temporary injunction restraining the city from seizing or interfering with pinball games, pending a ruling on the question of extra-coin play, was granted to Westerhaus Company, Inc., game operating firm, by Judge Charles S. Bell here Friday (13). The order will become effective August 12.

Operators, conforming to a recent State Supreme Court ruling which outlaws free-play pinballs, removed the free-play features from the machines, but police, on orders from James W. Farrell, assistant city solicitor, picked up pins which allowed multiple insertion of coins to increase odds.

Attorneys Robert N. Gorman and Loyal S. Martin, representing Westerhaus Corporation in the motion for declaratory judgment, asked for a ruling on whether mere extra-coin features is sufficient to have a game considered a "gambling device, per se."

Farrell said he ordered seizure
(Continued on page 88)

New Bumperless Pool Scores High in Detroit

DETROIT — Bumperless coin pool tables, comparatively little known elsewhere in the country, have established themselves as a growing and standard feature of the Detroit amusement scene during the past months.

To meet the legal requirements of the Detroit market, pool game manufacturers have developed models similar to the regular bumper pool version, but without ball bumpers.

The regular bumper pool models were not approved for location in Detroit, where a special ordinance that has been in effect for years bans games with bumpers.

EUROPE'S COIN EXECS TO TOUR U. S. IN FALL

HAMBURG, Germany — Definite dates and routes for the U. S. tour by European coin machine executives have been set, but unfortunately the dates chosen—September 29 thru October 18—are prior to the trade shows and conventions in Chicago.

The visiting group will be split into two parties, one comprised of those interested in amusement games and juke boxes, the other of those interested in vending machines.

Stop-overs scheduled are: New York, September 30-October 2; Boston, October 3-5; Chicago, October 7-10; St. Louis, October 11-13; Washington, October 14; New York, October 15-17.

Surf Rider New Williams 4-Player Pin

CHICAGO — Surf Rider, Williams Manufacturing Company's first four-player five-ball pin game of the year, was shipped to distributors last week.

The game features optional nickel or dime operation, with or without combination three-quarter play.

The backglass has scoring reels for up to four players, scores recorded after each shot. Main target is a center hole offering bonus scores.

Ball bumpers, roll-overs and flippers furnish the playfield action, the center hole surrounded by lines of roll-overs and three large ball bumpers.

N. J. Coin Operators Ready to Organize

Unofficial Group Doubles Membership;
Gov. Meyner to Veto State Game Ruling

NEWARK, N. J.—The Amusement Association of New Jersey will probably be an official group by the end of the month. Tuesday (10), the embryonic organization met here to discuss the recent action of the legislature regarding

Game Ops Battle Summer Dip, Expect to Cut Slide by 10%

Hike Equipment Moves, Eye Resorts
As Gross Boosters; Show Optimism

(Editor's note: This is the first of a series of articles on how the summer season affects amusement game operations. Articles are based on a nation-wide survey of operators. Operators who have not as yet sent in their comments are urged to do so this week.)

CHICAGO—What is the "summer slump?" To most game operators, it means shrinking profits. It is recognized as a reality, but in the past, little has been done to fight it. This summer, however, may show an improvement.

As the first returns of The Bill-

board's Game Operator Summer Survey reveals, most operators are now meeting reality with reality. Many have workable plans in effect that at least take the bumps out of the slump.

There can be little question that the summer season poses burdens for the game operator. The first 51 operators returning answers to questions posed in The Billboard's survey verified the fact that summer brings along a sizable drop in grosses. Forty-two of these operators are hit in the pocket during the summer months. They report an average annual drop-off of 31 per cent.

Bearing out the operators' determination to counteract the situation this summer is their opinion that grosses will run above average thru the hot months of 1956. Their average estimate was that the drop would come to a 22 per cent dip, no good news, to be sure, but an improvement from the customary 31 per cent slide.

The 22 per cent figure is based on early-summer grosses thus far this season.

What are operators doing this summer to keep grosses as high as possible? More than half of those surveyed, from the early returns, said that they keep their equipment on the move from location to location, and many invest in new games during or before the summer season sets in. One-third of the operators report that they add to their takes by operating at summer resorts, beaches and other seasonal spots.

Like many other operators who have expanded their routes to cover summer resort spots, Ben B. Korte, Crest Amusement Company, Glendale, Calif., used these means to "beat the slump." Korte realizes an average 15 per cent boost in grosses during the summer:

Resorts Bring Profit

"We operate at several resort spots, and have a large percentage of highway locations where we get the vacation play. We keep these spots the year around but put in extra equipment during the vacation."
(Continued on page 86)

Gottlieb Ships Classy Bowler, New Pin Game

CHICAGO — D. Gottlieb & Company is in shipment on a "Classy Bowler," but it's not of the shuffle game variety. It's a regular five-ball pin game with a bowling theme.

The single player game has the player racking up strikes and spares on the backglass for high scores.

Three ball targets and four roll-overs score strikes for the player; two targets, two roll-overs and two ball holes score spares. If the player hits four consecutive strikes, a special center hole lights up for top scores. Value of the hole increases as more consecutive strikes are made.

Spares add up for more high
(Continued on page 93)

Bally Starts New Run of Match Bowler

CHICAGO — In answer to a demand for a de luxe official-scoring shuffle bowler with match-score features, Bally Manufacturing Company began a new production run on the Deluxe Congress Bowler last week.

The new Congress model incorporates the mechanical improvements and cabinet design of De-
(Continued on page 93)

Minneapolis Maps New License Plan

Proposed Ordinance Would Okay Games
At Lower Fee, But Ban Extra-Coin Units

By JACK WEINBERG

MINNEAPOLIS—A new coin game ordinance has been proposed here, which, if passed, will give the local industry a new lease on life. The legislative committee of the City Council has approved a new ordinance which would lower license fees on all coin games, and regulate operation of pinballs.

The proposal, introduced by Alderman Frank Wolinski, committee chairman, now goes to the full 13-member City Council for approval. As finally recommended by the

committee, the ordinance would have five principal effects:

1. Reduce the license for all mechanical amusement games, including pinballs, from the present annual \$67 per machine to \$40, effective November 1.

2. Permit operator to transfer machines from one location to another or transfer license tags from one machine to another, without notifying the license bureau or paying the present \$1.50 charge.

3. Make it illegal to operate any mechanical amusement game taking more than one coin per player per game.

4. Prohibit any device with an automatic payoff.

5. Forbid the use of a device on any machine for the canceling of registered free plays won by a player. Player would be required to play off free games, or leave then with exchange of money or prizes for free games prohibited.

Violation would be punishable by a maximum fine of \$100 or maximum jail term of 90 days.

(Continued on page 89)

Chicago Panel Okays New CC Hockey Game

CHICAGO—The Chicago Game Panel, which rules on each new game model proposed for operator placement at city locations, has approved for licensing Chicago Coin Machine Company's Twin Hockey game.

The game was subsequently licensed last week.

Chicago operators were expected to begin moving Twin Hockey games into some locations this week. Most games currently on locations here are of the shuffle bowler and pool game types.

The Panel consists of representatives of the City Collector's Office, the Mayor's Office, the Police Department and the Office of the Corporation Counsel.

amusement games (The Billboard, July 14).

Prior to Tuesday's meeting, AANJ had a membership of 27. When the meeting ended, it had 60 members.

The association was formed in May with the co-operation of the Music Guild of New Jersey. Dick Steinberg, MGNJ executive director, felt that amusement machine operators should have a common voice and was active in getting the game group launched.

No Constitution

To date, the game group has no elected officials, no constitution and no bylaws. It is an unofficial association of game operators.

The operators agreed that when the member firms topped the 50 mark, the association would hold an organizational meeting to draw up a constitution and bylaws. Such a meeting will probably be set in a week or so.

For the time being, the operating firms are paying \$25 each in dues until a schedule can be drawn up.

Meanwhile, the legal situation in New Jersey is still muddled. The Supreme Court had recently ruled
(Continued on page 87)

There are now several different types of bumperless pool units on the market, differing in playfield features, but following a similar pattern.

Michigan Mfrs. In

Valley Manufacturing Company, Bay City, and Edolite Products, Detroit, are the principal local sources, but a number of Chicago manufacturers, including Williams, Exhibit Supply and Chicago Coin, have sold an estimated 200 such models here in the past few months.

The game is played here substantially the same as the bumper
(Continued on page 92)

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COINMEN YOU KNOW

Continued from page 81

Vendor Record Company. He cut sides with a small rock 'n' roll combo. The tunes, both originals, are "Glamour Girl" and "Late Date." Canale formed the record company with a partner and plans more disks. He's aiming them at ops for the teen-age rock 'n' roll crowd and hopes to kick them off to a good start here for national distribution. Bill Fitzgerald, manager of Music Sales Company, will distribute them.



CANALE

Edward F. Newell, general manager of Williams Distributing Company, proposes selling location owners who don't have air conditioning on the idea of installing it. May take a loan, he points out, but increased business all around should more than make up for it. . . . Joe Hill Louis, penny packer for Canale National Tobacco Distributing Company, is still being ribbed by co-workers about getting lost when he chauffeured his boss, Drew Canale, and his bride on their honeymoon trip to Miami.

Memphis operators are still talking about the fine July 4 picnic Clarence A. Camp, owner of Southern Amusement Company, gave at his lodge at nearby Horseshoe Lake, Ark. Among those attending were Mr. and Mrs. Parker Henderson (he's Camp's general manager); Tommy Butler, camp's chief mechanic, and his wife; Charles McDowell, another Camp employee, and his wife. Also Mr. and Mrs. Doug Hnghfill, owner Rainbow Amusement Company, and Mr. and Mrs. Jessie Burch. Burch is routeman for Rainbow. Many others attended and enjoyed the fine food, swimming, boating and water skiing.

Several Memphis operators paid a visit to the annual July 4 picnic at St. Peter's Orphanage in the interest of charity. They were Johnny Novarese and Joe Cuoghi, owners of Poplar Tunes Record Shop; Mr. and Mrs. Drew Canale and Frank Smith, president of S & M Sales Company. . . . Parker Henderson, general manager of Southern Amusement Company, recently was seen piloting a new plane, a Bonaza. The company bought it for him for his business trips around the Mid-South territory. . . . Mrs. Henderson recently joined the Ladies' Wednesday Golf Club and battles par with the ladies every week at Galloway Golf Club. . . . Mrs. Agnes Canipe, Canipe Amusement Company, recently returned from three weeks in Greenville, Tex., where her mother was critically ill. She's recovering nicely now.

Game Ops Battle Summer Dip

Continued from page 85

tion period, which more than overcomes the drop at our metropolitan locations."

W. H. Crane, ABC Coin Machine Company, San Antonio, is annually hit by a 33 1/2 per cent average dip in grosses. But he's making an active effort to hold the drop as much as possible: Parks and resort areas help; also locations that can be talked into putting in air conditioning pick up greatly in some places. We change equipment frequently."

Henry Trigg, Rebel HiFi Music Company, Memphis, takes the summer by the horns: "I do my changing and buying of new equipment in the slow summer months, and also add different types of equipment to the route." The Memphis operator averages a 20 per cent summer slowdown.

When it comes to finding new location that are likely to draw added coins, some operators first do a little mind-searching and find it pays dividends. A Michigan operator reported that he moves into golf clubs, yacht clubs and other summer hangouts with coin games. Foster Music Company, Pine Bluff, Ark., places equipment at swimming pools. Charles M. Dawson, Grand Island Amusement, Neb., moves games into highway locations to catch the tourist trade.

Some Good News

Some operators find the summer brings no problems at all; in fact, for some, the hot weather is good news. Operators in the New Jersey Coast area, for instance, generally realize a healthy boost in collections during the summer months. One operator here reported a 25 per cent annual hike thru August. Higher costs of equipment and labor are expected to hurt the net profits here, however.

Said Cecil B. Miller, Winchester, Ind., "My summer slump is very minor, and I am sure it is so because of the efforts we make to avoid summer ills. We keep all equipment especially clean, we replace and refinish any equipment that needs care, and I personally spend all the time possible visiting my locations, promoting better relationships with them."

While the collections made by John A. Zanot, Rimersburg, Pa., generally slide about 50 per cent during the summer, he expects to cut this in half this year. Here's his program for the hot months:

1. Change equipment more often.
2. Buy games to suit the season, if possible.
3. Try to be optimistic. Talk business up, not down.

The Pennsylvania operator suggests that manufacturers try to come out with "hot game items" during the summer, "to help themselves and the operators."

Sweats It Out

Arthur B. Campbell, Campbell Amusements, Ypsilanti, Mich., came thru with what resembles the typical operator reaction to the slow season: "I keep close watch on the machines and change the slow ones. I buy new games that are introduced in the spring, adding additional pieces where the location will allow . . . mostly, I just sweat it out till fall." Campbell "sweats out" an average annual dip of 35 per cent, but this year hopes to cut it to 10 per cent.

The current economic conditions in each section of the country have decided effect on the grosses of many operators, altho few made mention of this in the early returns of the survey. Legal problems also beset operators in many areas.

William Zelko, B & G Music Company, Columbus, O., is among the operators who must contend with both these factors. Comments Zelko: "At present there is no legal game available that appeals to the customer. While employment is high, take-home pay seems to be less than last year, and the customer is 'tight' with his money." He expected his collections to decrease more than usual this summer.

In Salinas, Calif., grosses are highest during the months of April thru October, reports O. Rodgers, O. Rodgers Music. "It is during this period that the workers in the fields and canneries receive their payrolls. We have our slump season from November until April."

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N. J. Coin Ops

Continued from page 85
that games of skill are unconstitutional if prizes are given. The legislature promptly passed a law which held that skill games are exempt from the State gambling law. Veto Seen

However, Governor Robert Meyner said that the legislature does not have the power to overrule the action of the Supreme Court and that he will veto the bill. If the legislature overrides the veto, the operators will get a breathing spell until the Supreme Court reconvenes this fall. If the Supreme Court eventually rules that the action of the legislature is illegal—and opinion here is that the Court will so rule—then it will take a State-wide referendum to upset the Court's ruling.

What effect the Supreme Court ruling will have on coin-operated amusement devices is not clear. According to the language of the ruling, it would seem that such skill games as shuffle bowler and pool would be legal providing no prizes are offered.

However, New Jersey coinmen

Milwaukee Trade Okay, But Needs New Draw

MILWAUKEE — Coin game route receipts have slipped a bit this summer, still most operators agree that there is no reason for alarm. Considering the fact that last summer at this time the industry was being sparked by a greater variety of new games on the scene, this year's picture remains a very healthy one.

"The only thing missing right now is something new to offer the public," is a comment that runs thru the daily conversations along coin row here. Pool table action has tapered sharply during the past few months on the distributor level. Coin routes, however, are still getting strong action via their pool tables on location.

Earlier hopes that baseball coin games would prosper here in the hotbed of the national pastime

fear that local enforcement agencies will arrive at their own interpretations and harass game operators who are not giving prizes.

have not materialized. Baseball games, according to operators, are turning in just fair results.

Weather Hurts

The reports from up-State operators indicate that the cool spring weather put a damper on their season at the onset that is still being felt. Only an extended season, longer than normal, some claim, will permit them to overcome the losses of revenue experienced when tourist traffic during the months of April and May hit low counts.

Sam Hastings, of Hastings Distributing Company, one of the territory's volume used equipment wholesalers, notes his big problem is not selling—but getting enough used pieces to meet customer demand. "There's plenty of coin equipment to buy," says Sam Hastings, "but the big demand is for late model games and music machines, and those are extremely hard to find."

Demand for good used pool games has fallen off. According to distributors queried, the supply of pool tables has apparently caught up with the demand. Only replacement orders are now being written. A minor stir, which has the potential of giving the pool table business a good boost, is being caused by the newer electric pool table models. Sam Cooper, of Paster Distributing Company, reports many of his operator accounts placing orders for electric pool units in recent weeks.

Prices of older used shuffle bowlers are at a low level. In contrast, late model used pin games and shuffle bowlers are scarce, bring top prices and move out of distributor warehouses as fast as they come in.

First Fed. Move Against Pinballs Launched in Pa.

READING, Pa. — Federal tax agents have staged a series of anti-pinball actions here, seizing machines. Authorities said the pinballs lacked the \$250 annual U. S. tax required on devices "used as gambling devices."

Thirty special agents of the Internal Revenue Service hit 25 business places in Berks County. The action was the first of its kind in Pennsylvania, according to Daniel L. Tucker, district revenue chief.

There were no arrests. However, Tucker said the operators face possible criminal charges. It was indicated that similar action would be taken in any other areas where surveillance indicated violations.

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- | | |
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| GLADIATOR, 2-Player . . . \$345 | LADY LUCK \$140 |
| MARATHON, 2-Player . . . 315 | MYSTIC MARVEL 125 |
| WISHING WELL 195 | STAR POOL 145 |
| Cott. SOUTHERN BELLE . . . 175 | THUNDERBIRD 95 |
| DIAMOND LILL 160 | DEALER 85 |

ARCADE EQUIPMENT . . .

- Genco WILD WEST \$335
 - Williams POLAR HUNT 325
 - Williams SAFARI 265
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 - Exhibit SHOOTING GALLERY 150
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Will TRADE POOL TABLES or Pay Cash
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United LIGHTNINGS—CLIPPERS—CAPITOLS

Cable Address: "GAMES," Chicago
Terms: 1/2 Deposit, Balance Sight Draft.
WORLD WIDE DISTRIBUTORS
Chicago 47
2330 N. Western Ave. Phone: EVerglade 4-2300

Ponser Firm Name Change Applies To Table Top Div.

NEWARK, N. J.—A story which appeared in last week's issue of The Billboard said that George

Ponser had changed the name of his firm from the Eastern Distributing Company to Eastern Novelty Company, Inc. Actually, this change of name applies only to the slate pool-table top division of the firm. The game jobbing operation is still the George Ponser Company.



VALLEY'S JUMBO RACK POOL

OPENS THE DOOR TO NEW MONEY MAKING OPPORTUNITIES!

THERE'S A QUALITY VALLEY POOL GAME FOR EVERY NEED:

BUMPER POOL

Regular and King Size—Slate and Conventional Tops

PRO POOL

Contact Your Distributor or Write, Wire or Phone Direct

VALLEY MANUFACTURING CO.

333 MORTON AVE., BAY CITY, MICHIGAN
Phones: 8587-8588

Ohio Pin Ops

Continued from page 85

under an old Cleveland court case. A Cuyahoga County common pleas court ruled that the multiple-coin feature is enough to constitute gambling under the State Lottery Law. Farrell said the State Supreme Court has refused to overthrow the common pleas court's decision.

Meanwhile, City Treasurer Thomas Coyne mailed registered letters to operators warning them to withdraw machines which allow free replays or use of more than one coin, before August 12 or face seizure of the machines and revocation of licenses.

The police action last week took locations and operators completely by surprise. Most operators had rewired their machines to do away with the free replay features. Operators had thought that by taking the machines off free replay, they were complying with the Supreme Court ruling.

POOL GAMES

TOP BRANDS

Electric Scoring

ALL GAMES IN ORIGINAL CARTONS CALL FOR PRICES!

THANKS, OPS, FOR BUYING UP THE VENUS GAMES! HERE'S ANOTHER BARGAIN . . .

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\$125

Reconditioned and Guaranteed

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GAYETY . . . \$115.00 SURF CLUB . . . \$ 70.00
MIAMI BEACH . 275.00 VARIETY . . . 135.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

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EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

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Broadway	\$445.00
Miami Beach	250.00
Gaytime	210.00
Gayety	150.00
Big Times	250.00
Variety	175.00
Hi Fi	95.00
Surf Club	95.00
Palm Springs	85.00
Yacht Club	65.00
Dude Ranch	75.00
Beach Club	75.00
Beauty	65.00
Atlantic City	55.00
Palm Beach	50.00
Spot Life	45.00
Bright Spot	55.00
Stardust	375.00
Hawaii	69.50
Tahiti	55.00

BOWLERS

CC Score a Line	\$425.00
CC Bonus Score	325.00
CC Triple Strike	275.00
CC Fireball	225.00
CC Flash	175.00
CC Feature Frame	150.00
CC Super Frame	125.00
CC Criss Cross Bowler	110.00
CC Advance	100.00
CC King Bowler	95.00
CC Criss Cross Target	150.00
Un. Capitol	275.00
Un. Clipper	255.00
Un. Lightning	225.00
Un. League	110.00
Un. Leader	125.00
Un. Chief	110.00
Un. Royal	95.00
Un. Olympic	75.00
Un. Cascade	60.00
Bally Blue Ribbon	325.00

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Chi Coin Twin Hockey—Chi Coin Steam Shovel—Genco Hi-Fly Baseball
1/2 deposit with order, balance C.O.D. or sight draft

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BALLY NIGHT CLUB, New . . . 550		
BALLY BROADWAY . . 425		

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Exclusive Distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN
WE WILL SHIP ANYWHERE

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CLEAN GAMES READY FOR LOCATION

Bally Beauty	\$70.00	Yacht Club	\$ 50.00
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New Pool Sticks \$1.50 ea.

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YOU LIKE MONEY?

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GENCO'S STATE FAIR MOVING TARGET RIFLE GALLERY

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Minn. Maps New License Plan

Continued from page 85

The proposed ordinance is the latest development in the year-long legal hassle the game industry has undergone here since both federal and State government moved against pinballs. The federal government indicted 39 individuals, corporations and firms for using pin games as "gambling devices" without buying federal tax stamps.

Miles Lord, State attorney general, about the same time issued an opinion declaring free play pinballs illegal. District Judge John A. Weeks in Minneapolis subsequently overruled the Lord opinion, but an appeal is pending in the State Supreme Court.

The action by federal and State authorities had the effect of driving most pinballs out of operation. Russell Ackerman, Minneapolis Bureau of License superintendent, told the Wolinski committee that in contrast to the 1,177 games licensed in 1955, for a total revenue to the city of \$74,402, just 426 games were licensed for \$28,543 this year. The 1956 games consist of 237 pool games, 132 shuffle games, 51 pinballs and 6 novelty pieces.

Speaking against the present \$67 license fee, Harry Atkins, United Machines Company, told the Wolinski committee: "If we have to continue paying the \$67 fee, we'll be forced out of business and the industry will revert to five or six large operators only, choking out the little fellow."

Backs Master Fee

M. M. (Doc) Berenson, Harmony Music Company and Minnesota Machines Company, told the committee that a reduction in the license fee would enable operators to put more machines on location. He spoke in behalf of Wolinski's original proposal of a \$100 master fee, and \$25 per machine.

Cliff McKenzie, another operator, said a master license fee would discourage locations from installing their own machines and keep the business in the hands of the operators.

"We're barely eking out a living today," complained Charles Webber, operator. "The coin machine business is different than it

was just a year ago. The licensing set-up should be different, too."

William Lebo, operator, said pinball machines as generally known and in operation last year are not on location in Minneapolis now. He said the extra-coin devices and games scoring numerous replays are out.

Paul Larson, license inspector for the Minneapolis police department, corroborated testimony of the operators that machine play is much slower to lay than in the past. He urged the committee to eliminate the present regulation requiring coin operators to notify his division of every machine transfer.

Alderman Johnson protested the proposed license fee cut, and said he will present a minority report on that phase of the ordinance.

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KIDDIE RIDES
EXHIBIT BIG BRONCO \$239.50
Palomino Horse 189.50
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Flying Saucer 174.50
Clown See-Saw Ride 149.50

MUSIC
WURLITZER 1700 \$510.00
WURLITZER 1400 45 rpm 194.50
WURLITZER 1550 169.50
WURLITZER 1015's 49.50
WURLITZER 1080's 49.50
WURLITZER 1800 675.00
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Seeburg Wallboxes, 100 set., gray 50.00

ARCADE EQUIPMENT
MUTOSCOPE SKYFIGHTER, \$ 49.50
Mutoscope Rock 'N' Roll 110.00
Mutoscope Drop Kick Football 115.00
Exhibit Space Gun 89.50
Exhibit Silver Bullet 69.50
Exhibit Rifle Gallery 160.00
Keeney Sportsman Del. Rifle 194.50
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M100-A 249.50	1250 129.50
3W1 Wallbox	.. 59.50	5205 Wallbox	.. 39.50

AMI		ROCK-OLA	
E120 \$465.00	1436 \$149.50
D-80 299.00		

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SHUFFLE ALLEYS Capital \$245.00 Clipper 225.00 Chief 95.00 Cascade 59.00 Clover 65.00 Classic 85.00 Deluxe 50.00 Derby Roll 175.00 Imperial 75.00 Leader 125.00 League Bowler 120.00 Olympic 70.00 Rainbow 99.50 Royal 95.00 Speedy 165.00 Team Bowler 120.00 10th Frame 60.00 4 Pl. Original 50.00 Bally Victory 150.00 Bally Jet 200.00 Bally Rocket 175.00 C.C. 10th Fr. Dbl. Score 50.00 C.C. Fireball 225.00 Genco 3 Pl. Rebound 50.00 Genco Shuffle Pool 85.00 Get. Bowlette 25.00	UPRITE & SPECIAL GAMES Saddle & Turf \$275.00 (club model) Hunters 250.00 Circus 225.00	CIGARETTE MACHINES LEHIGH 12-COL. NEW All-Coin Combinations \$235.00 (mechanical) Mercury, 9 col. \$165.00 National 930, used 95.00 National 950 110.00 PX 10 Col. 115.00	BINGOS ABC \$ 50.00 Beach Beauty 375.00 Beach Club 45.00 Bally Beauty 70.00 Brite Lites 65.00 Brite Spot 65.00 Big Time 250.00 Broadway 425.00 Cabana 45.00 Dude Ranch 85.00 Gay Time 225.00 Gayety 125.00 Hi-Fi 95.00 Leader 265.00 Miami Beach 175.00 Manhattan 175.00 Nevada 50.00 Nite Club 475.00 Palm Springs 45.00 Palm Beach 45.00 Spot Life 45.00 Stars 45.00 Singapore 75.00 Starlet 295.00 Surf Club 95.00 Triple Play 210.00 Tropicana 45.00 Yacht Club 30.00 Variety 125.00 Pixie 345.00	WANTED Seeburg 100A & B Wurlitzer 1500 A AMI - D 80 - E 80 - F 80 & 120 Will buy for cash or liberal trades on BINGOS & POOL TABLES. CALL or WRITE	ARCADE EQUIPMENT Bally Big Inning \$ 85.00 Bally Defender 125.00 Balloonomat, new 395.00	Close Out—POOL TABLES—All New Ex. Spanish Pool \$150.00 Un. Roto Pool 150.00 Un. Hit Pool 150.00 Lane's Tic-Tac-Toe 150.00
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WORLD'S BIGGEST SELECTION!

NEW GAMES EXHIBIT
SLATE POOL
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And Many Others at LOW, LOW PRICES!

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Exhibit SKILL POOL \$ 89
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★SUPER FRAME 165
★CRISS CROSS TRGT 125
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★TRIPLE SCORE 85
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UNITED
★Del. CLIPPER \$275
★Del. VENUS 250
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★CLOVER 75
★STAR 10TH FRAME 60

KEENEY
★DIAMOND \$175
★BIKINI 150
★BONUS 125
★PACEMAKER 95
★DOMINO 75
★CARNIVAL 65
★10 PLAYER 55
★6 PLAYER 45

BALLY
★MAGIC \$255
★JET BOWLER 195

GENCO
★MATCH POOL \$ 75

★Indicates Match Play

BINGO 5 BALLS

BALLY	FROLIC'S \$85
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BEACH BEAUTY 360	YACHT CLUB 75
MIAMI BEACH 295	ATLANTIC CITY 75
GAYTIME 235	SPOTLIGHT 65
GAYETY 125	CONY ISLAND 65
BIG TIME 265	UNITED
VARIETY 155	PIXIE \$345
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DUDE RANCH 90	TROPICS 75
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Bikini	Miami Beach
Bonus Bowler	Gaytime
Century	Gayety
Gold Metal	Yacht Club
Imperial	Tahiti
Magic	Nite Club
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Rainbow Shuffle Alley	Big Time
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Rock-Ola 1448 HI-FL, 120 Select. . . Write
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Seeburg 3W1 Hammeroid \$ 49.50 Seeburg 3W1 Chroma | 65.00 |

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Bally Bull's-Eye Kiddy Gun Write Bally Hot Rod | Write |

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Indianapolis, Indiana
MElrose 4-8468

Meters Call Tunes

• Continued from page 82

many times each record was played. There are between 50 and 60 records listed on the sheet each week—the serviceman merely jots down the number of plays after each.

At the end of the week, the tally sheets are tabulated and the information, along with any new records that Wingrave has started using on his phonographs, is passed on to the disk jockeys.

To KBOE, the tabulated sheets are gospel. Naturally, more than the top 20 tunes are played on the air each day, but when one of the top 20 is spun, credit is passed on.

"It is interesting to note," Wingrave said, "how close our pop sheets compare with those of The Billboard. Of course, every once in awhile a tune will show up on our charts that never makes the national charts. But these are exceptions and they never hit the top 10."

The tie-in really got under way about June 1, but it took several weeks before the program really got rolling.

What does the public and Wingrave's location owners think of the program? Wingrave reports the location owners are as happy as can be. They pass on compliments from customers, too. The average customer was skeptical at first, Wingrave explained, but now they check the tally sheets from each location as closely as the deejays.

*Maybe We're Crazy
but . . . You Can Have*

POOL GAMES AT YOUR PRICE

Just Let Us Know What You Want

Write, Wire, Phone

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ROCK-OLA 1436 FIREBALL	225.00
WURLITZER 1500	250.00
WURLITZER 1500-A	325.00
WURLITZER 1700	695.00

COMCO Wall Speakers—\$11.95
- GUARANTEED 100% SATISFACTION

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MOA Seg Picks 'Lost My Mind'

NEW YORK—"I Almost Lost My Mind," with Pat Boone on Dot, was selected as the nation's top juke box tune on "National Juke Box," the ABC radio program prepared by the Music Operators of America.

Listed as "going strong" on Saturday night's (14) program were "Careless Love," with Lou DeMarco on Ferris; "The Wayward Wind," with Gogi Grant on Era, and "Allegheny Moon," with Patti Page on Mercury. "Broken Heart," with Joan Shaw on Ampa, was listed as a promising disk.

BEST IN THE MIDDLE WEST

GUNS

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- United CARNIVAL 245.00
- Genco RIFLE GALLERY 200.00
- Exhibit SPORTLAND 195.00

BOWLERS

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- United CAPITOL 295.00
- United CLIPPER 275.00
- United MARS 195.00
- United ACE 150.00

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UNITED

Monaco

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WILLIAMS

Surf Rider

Greater than Piccadilly

POOL GAMES

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Flash Pool	Star Pool	DeLuxe Tournament
Club Pool	Kiik Billiards	King Size Tournament
Star Slugger	Bank Pool	Supreme Tournament
Roto Pool	Senior Bank Pool	

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Sportland Shooting Gallery 195.00	Sky Gunner 145.00
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Coon Hunt 175.00	Rifle Gallery 195.00
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Call . . . Write . . . Phone

Still Available . . . Several
GENCO QUARTERBACKS
 at Less Than
 Half Original Cost

ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
 WMS. CRANE Genco HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Grandma Horoscope, New	Write
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

Pixies	\$375.00	Hi-Fi	\$125.00
Triple Play	295.00	Surf Club	115.00
Rio	100.00	Ice Frolics	115.00
Tahiti	100.00	Palm Springs	125.00
		Dude Ranch	100.00
		Beach Club	100.00
		Yacht Club	85.00
		Palm Beach	85.00
		Bright Lights	95.00
		Bright Spot	95.00
		Evans Saddle & Turf Club	195.00
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Klopp Coin Changers
 2 MODELS
 Dispenses 5 nickels for quarter
 Dispenses 2 dimes and 1 nickel for quarter

1/2 Deposit, Balance Sight Draft or C.O.D.
Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

SHUFFLE GAMES

United POOL ALLEY

United SELECT PLAY	United REGULATION
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Capitol, Match Score	295.00
Venus, High Score	275.00
Comet, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
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Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
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Chi Coin Fireball	195.00
Bally Magic	225.00
Cris Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling Team (new)	325.00
Hollywood	295.00

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 STANDARD-RAPID—Made in Germany
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 Order Now—for Early Delivery.

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- Plated Cigarette Holders

Location Test Reports Unanimous:

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- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
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- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

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Bumperless Pool

Continued from page 85

pool types, except for necessary modifications. Typically, the balls are placed in position at either end of the table and each ball must be banked before it can be scored. The last ball must be double-banked.

Variations have been introduced, including forms of rotation pool. Edolite offers a playfield with a foul area at either end, opposite the player's starting position. Under the rules, each ball which rests in the foul area must first be played out of the area before it can be scored, unless it is knocked in by another ball.

Ops Try Variety

The variety of playfields and methods of play is providing a means for operators to introduce innovations in play as a stimulus to the game, according to Maurice J. Feldman of Central Coin Machine Exchange here.

Bumperless replacement tops for older model games are also being offered here. Some operators who were using the standard bumper pool models in suburban or up-State locations have removed the bumpers, installed the replacement top, and moved them into city locations.

BUMPER POOL OPERATORS

THE RESPONSE AND DEMAND FOR ROTATION POOL BALL SETS HAS BEEN TREMENDOUS. WHY LOSE MONEY WHEN YOU TOO CAN CASH IN ON SUCH A SMALL INVESTMENT—ORDER NOW!

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REPLACEMENT SINGLE BALLS, state number.

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Tally Ball Sets (Peas), Nos. 1-10, Incl.....Per set .65

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- FLIPPERS

Draw Free-Spending Crowds in Food Stores—chains—supermarkets drug stores and other locations with Williams **CRANE**

HOW IT OPERATES:

Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load Hoist, (3) Swing Bucket over Hopper, (4) Lift and Empty Bucket into Hopper, (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

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Bally Starts Run

Continued from page 85

Deluxe ABC Bowler and match score features.

New production lines have been installed, according to Jack Nelson, sales manager, to produce Deluxe Congress Bowler without slowing up delivery of Deluxe ABC Bowler, also currently in production.

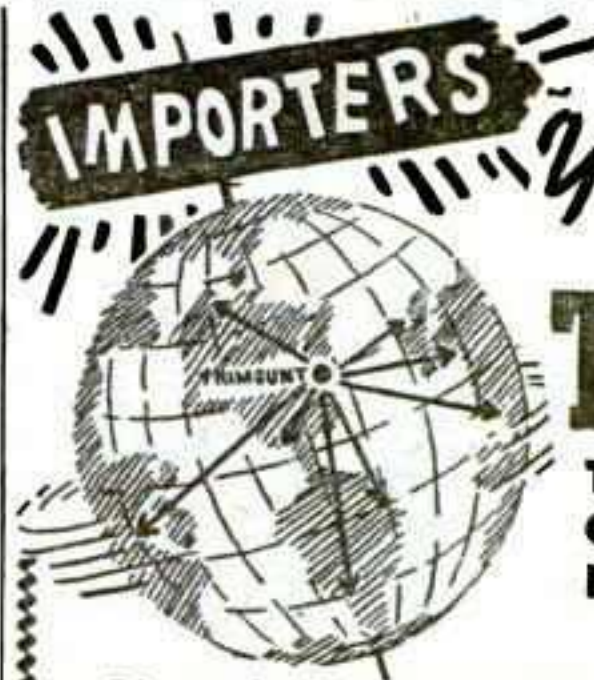
Deluxe Congress has the large-size pins and puck. Both the Congress and the ABC are available in choice of dime play or dime and three-for-quarter play.

Gottlieb Ships

Continued from page 85

scores. Strikes and spares light-up when made, on playfield scoreboards, and register number scores on the backglass. Classy Bowler has four bumpers that flash on and off, and two ball kickers with alternating lights.

The game is equipped with steel score card plate and ball shooter gauge, steel legs, chrome-plated flipper button cabinet guards, and plated cigarette holders.



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Greatest Action You Ever Saw!

TWIN HOCKEY

- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Formica Playfield and Control Panels!
- 5c or 10c per player! Optional 6 for 25c
- 1 or 2 can play!



REGULAR OR MATCH MODELS WITH FREE PLAY!



For Sidewalk Engineers From 6 to 106

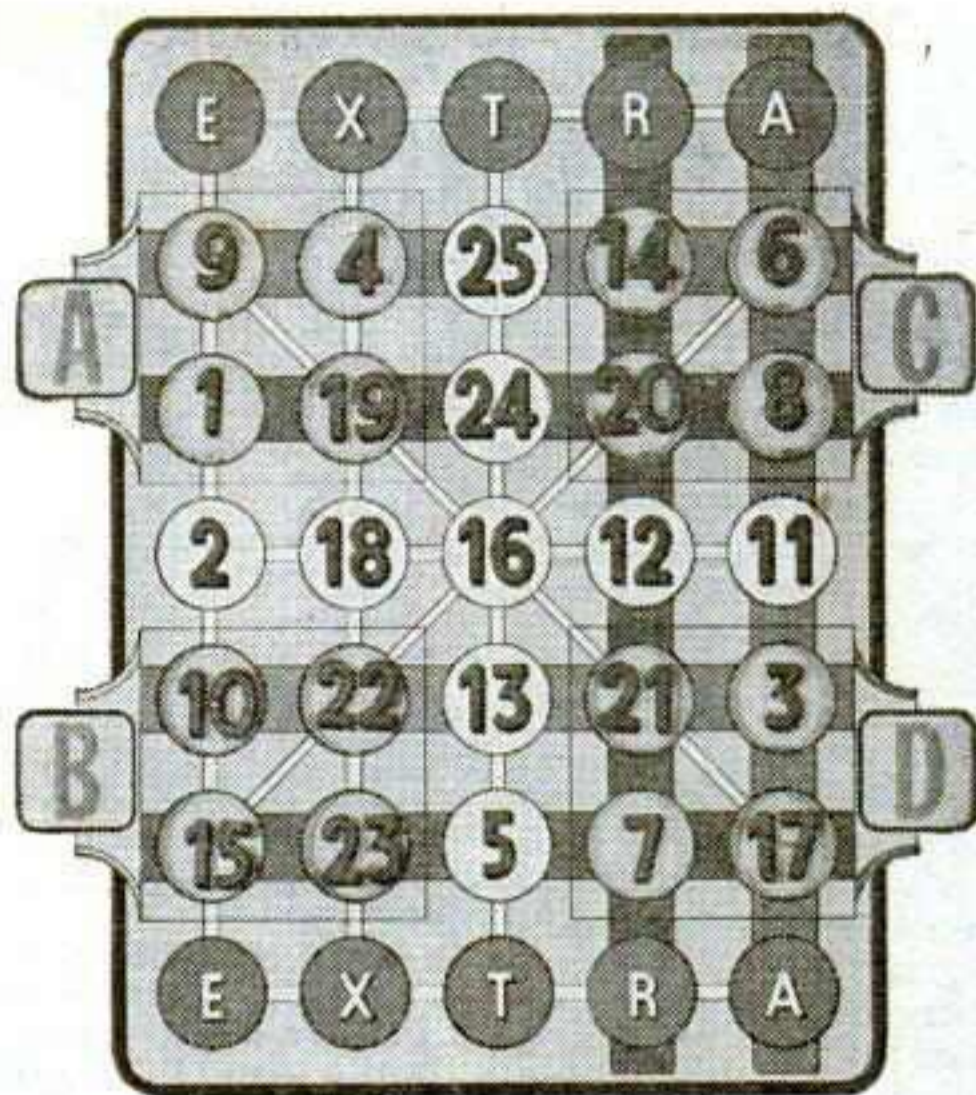
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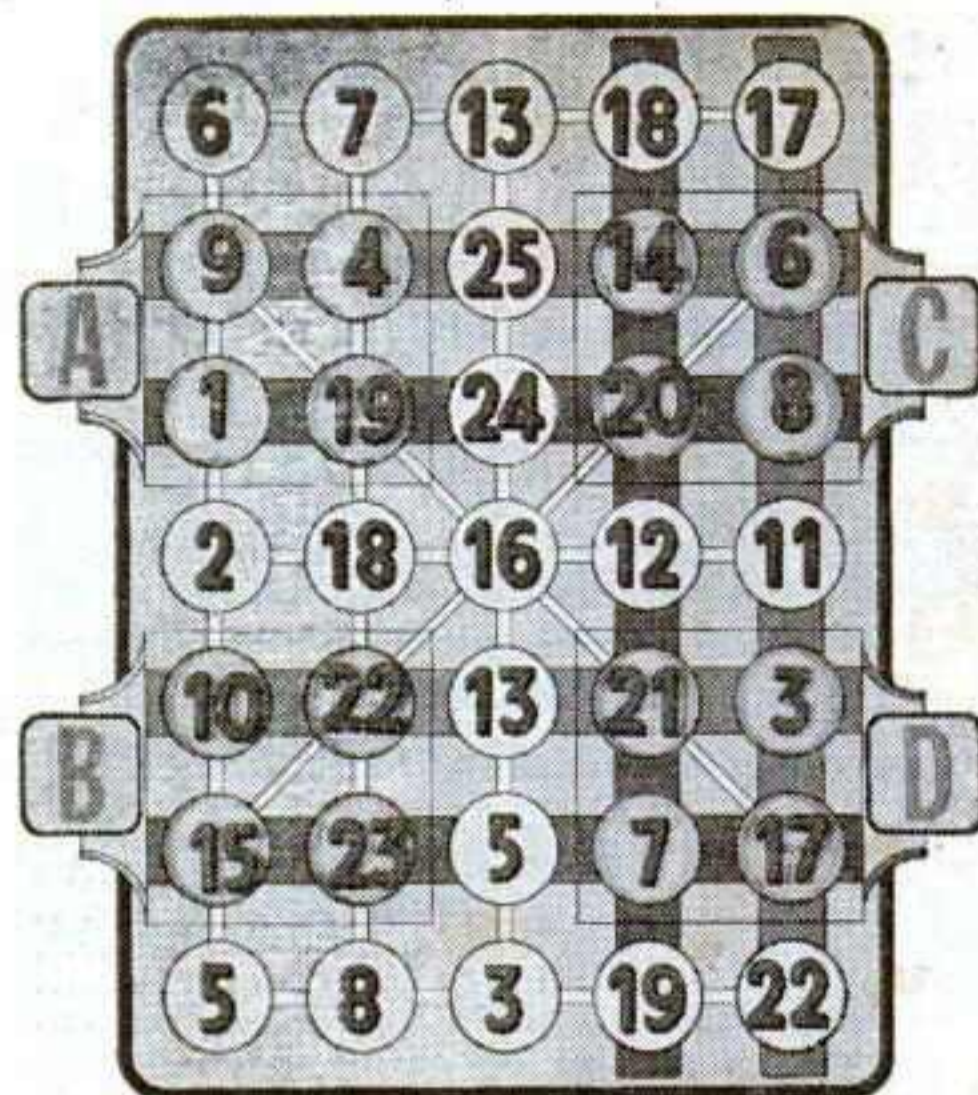
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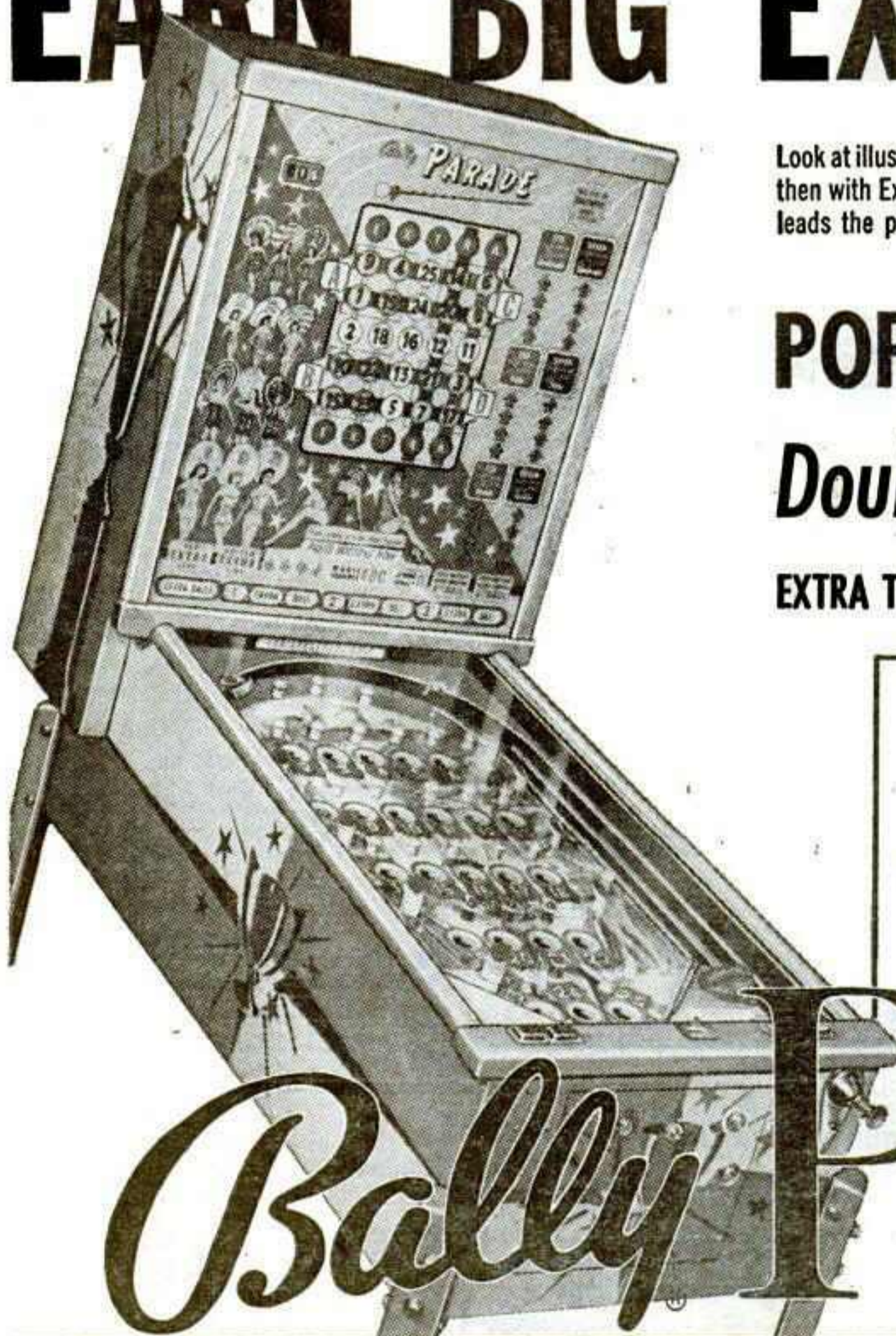
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EXTRA LINES OPEN

Extra Lines

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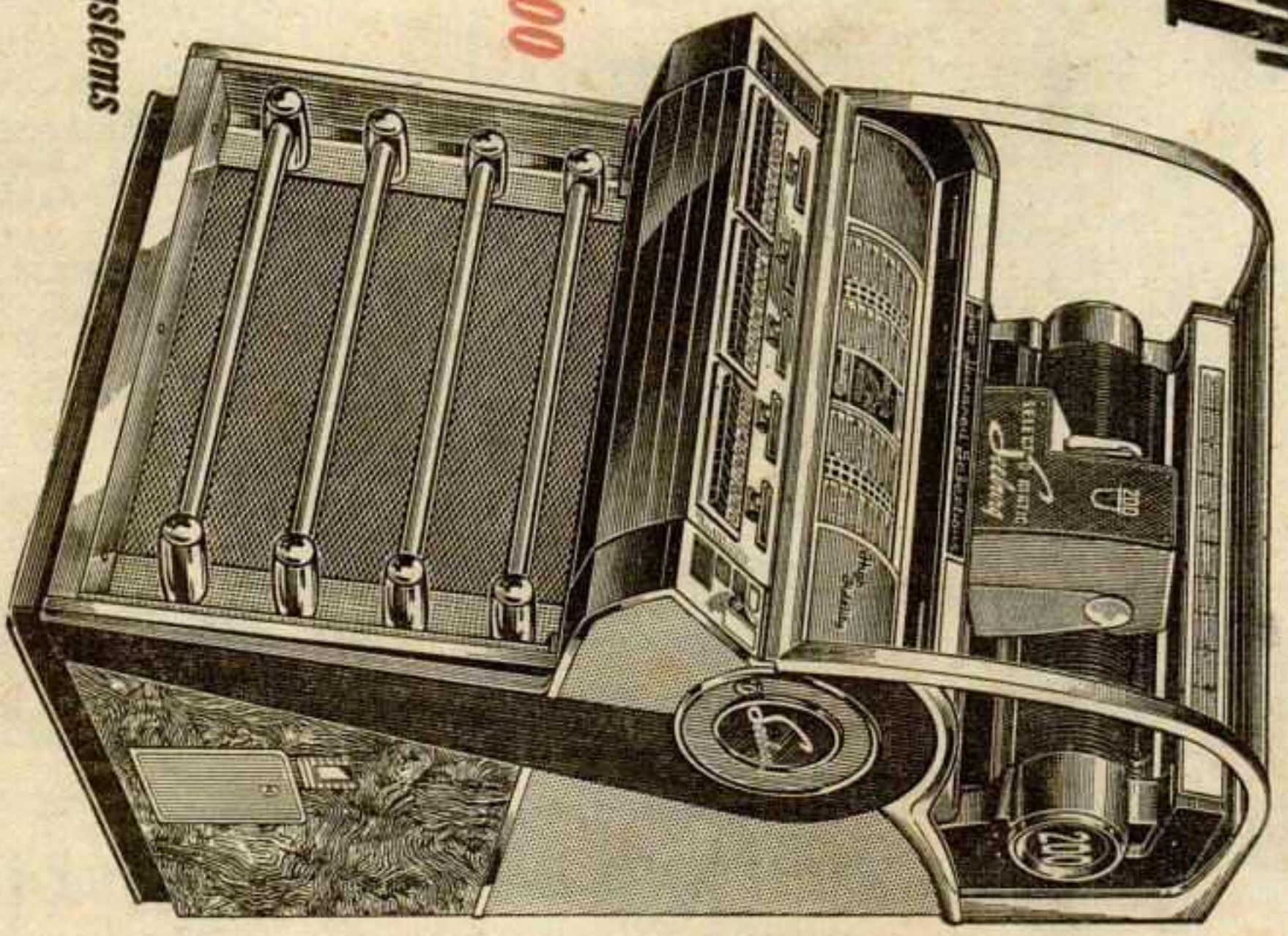


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