

Crab

# The Billboard

Spotlight on  
**Feature Film Programming**  
HIGHLIGHTING  
BEST BUYS IN FEATURE FILM  
PROGRAM PARTICIPATIONS

starts  
page 14

AUGUST 11, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Fading Era: Organ Grinder and 'Monk'

### Hurdy Gurdies Still Cheer a Few City Streets, Gradually Passing Into Legend

BY TOM PARKINSON

CHICAGO — Working in the grassroots of show business are the Italian organ grinders and their monkeys. There are such things. But they are more numerous in the minds of cartoonists, song writers and setters of romantic scenes than in actuality.

Probably not more than a dozen organ grinders are in business today. Only a few of them are working at it full time, and most of them aren't Italian. There never were very many—a veteran in the business estimates there were 25 in the peak year of 1926.

Today it is as difficult to obtain the hurdy gurdies as it is to locate men who might become organ grinders. The mechanical organs are now rarities and most of them are in the hands of people who wouldn't sell.

Among the old-time Italian organ grinders are Tony Barbato, who works the Chinatown neighborhood of Los Angeles; Sam Iezza and his brother, Pete, who used to work in movies and now play parks in the Los Angeles area; Alfredo Fiorella, who works out of Broward and plays the East Coast from Florida to New England; Sam Conzona, of Chicago, who recently retired, and John Fiorella, of Houston.

## Monkey Has Job 37 Years

HOUSTON — An old-timer in show business is the monkey which organ grinder John Fiorella uses with his hurdy gurdy. The monkey has been dancing to the tune that organ grinders call for about 37 years.

Fiorella got it from the late Tony Campanaio, Philadelphia organ grinder, who had it for 32 years. It is a ring-tailed monkey and might live to be 50, Fiorella believes.

Most hurdy gurdy monkeys in this country are white-face or black-face capuchins. In Italy most organ grinders use Barbary monkeys, a North African species noted for intelligence and mischievousness.

man for the Navy. Except for those occasions, he has been grinding the organ for nearly 50 years.

In wardrobe set off by a brilliant shirt and neckerchief, Fiorella should the leather strap that carries the organ, puts the monkey on a leash and starts out for his favorite spots around Houston, Dallas and other locations in the Southwest.

### Has Last Organ

Fiorella has the last organ made by the John Molineri Organ Shop. Molineri and his son made almost all of the organs used in the U. S., but their business closed down about 1935. In years previous their hurdy gurdies had sold for \$90. Fiorella went to them in 1936 and succeeded in getting the last of their final model for \$200. Today used hand organs, when available at all, sell for \$400, \$500 and even \$750.

A Molineri hand organ weighs 30 pounds and plays six tunes. Fiorella says that in order to change to a different set of six tunes it would be necessary to send the organ back to the factory for a new cylinder. The cylinder he has been using these many years includes "Sidewalks of New York" and "My Wild Irish Rose," but he doesn't recall names of the others. Fiorella plays neighborhoods in

(Continued on page 64)

## WABD MOVIE BUY STIFFENS FIGHT IN N. Y.

NEW YORK — Last week's purchase by WABD here of 60 Warner Bros. features from Associated Artists Productions has spotlighted the growing competition on the feature film programming front pushing up in the New York market. WABD plans to use its new Warner Bros. pictures to extend its vertical programming concept into the evening hours. Its purchase is the seventh first-run feature film deal recently closed in New York by five of the seven local outlets.

This situation will give movie fans here such a plentiful choice of star-studded classics that some may not know which channel to turn to next. On WABD they will see "G-Men," "On Your Toes," "Dawn Patrol" and "So Big." On WCBS-TV they will see such Warner hits as "Juarez," "Jezebel" and "The Life of Emile Zola." On WOR-TV they will see some of the best of RKO, David O. Selznick and Stanley Kramer films. On WATV they will see 20th Century-Fox hits like "How Green Was My Valley." And on WRCA-TV they will see "Diamond Jim Brady" and "Pardon My Past."

WABD has pioneered the vertical feature film concept during the daytime hours, running the same film each day from 10 a.m.-12 noon, and then again from 1-4 p.m. (Continued on page 11)

## History of Feature Films: Movies Get Better Than Ever

### TV Industry Passes 4 Milestones In 10 Years for Public's Pleasure

By GENE PLOTNIK

NEW YORK—In the fall of 1956 the public will see a greater supply of good motion pictures on its TV sets than ever before. These pictures have been brought to the TV audience by developments of which it is hardly aware, as it resists security in its old prejudices against the "oldies" but stays up late to see them. Since the first of this year, parties unknown to the viewing public have put at stake nearly \$50,000,000 to bring it large quantities of additional feature films, including some of the best Hollywood ever made.

### 1,800 New Ones

Since January 1 eight organizations have made available to TV for the first time a total of 1,800 feature films, including some of the works of Columbia Pictures, RKO Radio, Warner Bros., David O. Selznick and Stanley Kramer, and including 16 pictures that won Academy Awards for best actor, actress or production.

Like almost everything in television, feature film distribution has grown up in a brief period of 10 years. Today, this business is responsible for the partial or total employment of over 350 persons,

who supply an estimated 5,500 pictures to the nation's 450 TV stations. Per average week these stations aggregate between 3,500 and 4,000 play dates.

In TV's early days, back in 1946, distribution of feature films—the few there were—to TV stations was performed by small non-theatrical distributors and occasionally by regional sales agents, who owned video rights to some independently produced films in their catalogs.

### Milestone

The earliest milestone in the history of the business occurred at the end of 1946 when Eliot Hyman, who had previously been engaged in the microfilm business, acquired the TV rights to 199 films from Monogram Pictures. To sell them he set up Associated Artists Productions with a full-time sales staff of two men.

The first sales of these pictures in New York brought in \$100 per title, this in a city whose TV stations today spend \$10,000 for the best new feature films.

Meanwhile, promoters and distributors of reissues had begun to write TV rights into their contracts. They began selling the pictures to TV themselves thru the States-rights or leasing to the growing TV film distribution operations. In 1948 the Frederick W. Ziv Company, distributor of radio transcriptions, in this way acquired 80 feature films that had been made for the Producers Releasing Corporation.

### Hygo TV

Subsequently, when Ziv-TV decided that its future in TV lay in

(Continued on page 33)

## Still Shipping Old Packages

NEW YORK — Most of the packages of feature films that pioneered TV distribution are still on the TV market. The 199 Monogram pictures are now back with Associated Artists. Eliot Hyman bought the negative rights a year ago, and AAP now has to decide what to do with them next.

The 80 pictures that Ziv-TV started in TV eight years ago are now back with the man who actually brought them into TV, Jerry Balsam. The distribution contract expired a year ago, at which time Balsam got them back from Hygo. He then set up MC Pictures to handle them from then on.

## NEWS OF THE WEEK

M-G-M TV Starts Move Into TV, Hires Staff, Offers Packages . . .

M-G-M TV, the television subsidiary of M-G-M, is beginning to move into TV in strength. The operation has begun hiring personnel, has begun offering packages and has a lush deal in the works. . . . Page 6

Pilot Failures Show Networks' Thumbs Off Sponsor Pulse . . .

The TV networks evidently don't know what sponsors want in the way of programming. A count of the properties sold so far this season reveals that most of their pilot programs have not been able to find buyers. . . . Page 2

Band Biz Big Again, With Healthy Assist From Radio, TV . . .

Bands are big business again on radio and TV, with the networks expanding their music coverage every week, and many veteran banters spotlighted on two or three different webs. At the same time, band bookers report that road business is better than ever. . . . Page 36

Heavy Sales Indicated For Phono, Tape Equipment . . .

Numerous signposts point to the heaviest fall sales volume in history in the phonograph and

tape equipment field. Bigger lines, broader price spreads, and a continuing high plateau of demand with generally heavy percentage increases in sales over those of a year ago all point the way. Dealers should play the inventory quickly to be ready for the heavy traffic in stores. . . . Page 38

Regina Exposition Ahead of '55 Gate . . .

The good attendance and strong spending that has characterized the first four fairs of the Western Canadian A Circuit, continued apparent at the Regina (Sask.) Exhibition. Each day attendance showed an increase over the same day last year. . . . Page 74

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	100	Music . . . . .	36
Carnival . . . . .	76	Music Charts . . . . .	48
Circus . . . . .	72	Music Machines . . . . .	90
Coming Events . . . . .	88	Parks & Pools . . . . .	70
Classified Ads . . . . .	86	Pipes . . . . .	84
Coin Machine Market . . . . .	101	Radio . . . . .	36
Fairs & Expositions . . . . .	74	Links . . . . .	71
Final Curtain . . . . .	69	Reviews . . . . .	68
General Outdoor . . . . .	64	Television . . . . .	2
Honor Roll of Hits . . . . .	48	TV Film . . . . .	4
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## CALLING DR. KILDARE

# Net Programmers Fall Down In Gauging Industry Pulse

By BOB SPIELMAN  
HOLLYWOOD—The net program development departments this year failed to measure accurately the pulse of the industry. That's the opinion of ad agency execs, and seems to be borne out by the fact that of 39 pilots produced or financed by the webs, only eight have been sold, with the possibility that one more may yet go on the air.

The pilots lying on the shelf are fairly evenly divided among the webs, with CBS, however, getting the worst of it, having sold only two, and possibly three, of 16. ABC's record is two out of 11, and NBC's four out of 12.

Colloquially speaking, the webs are asking themselves, "What happened?" The answer is that sponsors seemed to be guiding themselves by two rules of thumb: Price and familiarity. The "go for broke" philosophy has definitely gone out of the window, with low cost gaining in importance in making a decision. Secondly, sponsors were intent on sticking to the tried and true, despite the cry "There's nothing new."

### Price Important

The price factor is emphasized by the rapid-fire sales Official. Films made on its English-produced series; the quick purchase of a show like "Bold Journey," which comes in at \$7,000 a week, and the buy of the programs like "Tennessee Ernie," the Monday Lawrence Welk show, et. al.

The trend has been decidedly toward quiz and adventure shows, and it's been in these areas that the webs have let outside packagers steal much of the thunder from them. Only three adventure pilots were, for instance, produced by the networks.

On the other hand, the much-talked-about boon for long shows just wasn't bought by the sponsors. Already faced with loss of program identification, there has been a decided lack of enthusiasm for sharing 60 or 90 minutes' air time with two or three other products.

Just as important, there is the problem of getting advertisers to agree that the same program is good for all of them ("Sir Lancelot" is a case in point), and on the policy of that program once they've bought it.

### Holding the Bag

The result has been that ABC has wound up with "Command Performance" and "International

Theater" on its hands and still has part of "Wire Service" available; CBS never managed to sell the hour Herb Shriner show or "Perry Mason," and had trouble pulling in advertisers for "Playhouse 90"; NBC has had problems with its Friday night specs and is trying to work its way out of the Ray Bolger imbroglio.

It's true that Jackie Gleason is returning to an hour format and Lawrence Welk is adding a second hour-long show for Dodge, but these are both proven properties.

There isn't much to choose from in what type web shows did go over and what didn't. In comedy, 3 of 9 were sold; in westerns, 1 of 6; (Continued on page 3)

## NBC DISSATISFIED WITH BIG 'THT' !!

Gross Hits \$16-Mil. So Far in '56, But Program Heads Work for Higher Stakes

NEW YORK—Altho the half-year gross on NBC-TV's triple powerhouse—"Today," "Home" and "Tonight"—is a mere \$1,500,000 shy of the entire take for 1955, programming planners are not satisfied. "Tonight" is still in the throes of finding a replacement for Steve Allen, "Today" is experimenting with new features slanted toward its selective audience, and "Home" is undergoing a major overhaul.

Out of all this programming change, NBC looks forward to an even better gross record than the peak \$17,728,000 struck in 1955. Already the 1956 score stands at \$16,381,000 for the three shows.

Specifically, the programming alterations center on "Home," as a result of a viewer survey. Starting September 3, the new changes will involve such service programming as material on food, fashion, travel, etc., pegged down on specific days of the week. The second major revision will be in the type of general feature material presented.

"Home" will carry what it refers (Continued on page 3)

### MEADE PLAN

## Y&R Civil War Views Both Sides

NEW YORK—Young & Rubicam topper Ev Meade has flown to the West Coast, where he will co-produce a half-hour pilot of a new Civil War series with Lou Edelman, the producer of "Wyatt Earp."

Because it is an anthology type stanza, the program will be able to give both the Northern and Southern points of view. One program will show the conflict as the North viewed it, and the other as the South viewed it. It is hoped in that way to obviate controversy. The agency has a client in mind.

## Producer and 3 Stars Sign NBC Pacts

NEW YORK — NBC-TV last week signed a number of top performers and a producer. The network pacted Jack Carson, Groucho Marx and Mary Martin. Also brought into the fold was packager John Guedel, whose deal along with Groucho's is a long-term one extending between three and five years.

Carson will be used for guest stints, and the web may try to develop a property to fit his talents. Miss Martin will appear on six spectaculars over a three-year period.

## NBC-TV Pre-Grid 'Preview' on Sat. Sold to All State

NEW YORK — Sears-Roebuck last week made its most important network purchase to date. Its All State Insurance subsidiary has bought the Saturday afternoon quarter-hour "Press Box Preview" on NBC-TV preceding college football this fall. All State has been using network radio but now will see what network TV can do to sell automobile insurance.

Pure Oil will also go after the football viewer. It has purchased a small share of NBC's Big 10 college football in a limited number of markets. Other sponsors of Big 10 football are Sunbeam, Liggett & Myers and American Machine and Foundry.

## Huntley to Share Swayze News Slot

NEW YORK — NBC-TV will probably move Chet Huntley into its 7:45-8 news strip next season. Huntley will take over as newscaster either two or three days a week, sharing it with John Cameron Swayze, who has handled the show during the nine years of its existence.

The show has been under pressure because of the success of kid's shows on ABC-TV and CBS-TV. NBC hopes the diversification of personalities may produce results.

## NBC-TV to Use Bolger In Specs, Guest Spots

NEW YORK — After considering buying up Ray Bolger's contract, NBC-TV last week decided against it. The comedian will be used on several of the NBC spectaculars and may do an occasional show, Sunday evening 9-10 or Friday evening the same hour. He will also be used as guest star on occasion.

## Toni Score 5 Web Shows, Part of 6th

NEW YORK—Toni is expanding its use of prime time network TV next season. The advertiser will have five network shows and a piece of a sixth. The two latest Toni buys are half of "Stanley," NBC-TV, Mondays 8:30-9, and half of "People Are Funny," its last season's stanza which goes Saturday 7:30-8.

The other Toni buy on NBC is Walter Winchell, Friday 8:30-9, which it will share with Old Gold, but it will have a small piece of Gillette's Friday night NBC telecasts beginning at 10. On CBS-TV Toni is the alternate sponsor of

Arthur Godfrey's "Talent Scouts," Monday 8:30-9, and owns one-quarter of "Arthur Godfrey and His Friends," Wednesday 8-9.

Interestingly enough, Toni will be on against itself Mondays at 8:30, tho since it has half of "Stanley" and "Talent Scouts" its commercials could be scheduled so that they do not compete against each other.

A perennial purchaser of quiz shows and low-budget programming, Toni will probably spend more for its programming this season. Both Walter Winchell and "Stanley" are top-budgeted shows.

## Pond's Buys 'Warner' Half

NEW YORK — ABC-TV chalked another of its properties off its problem list last week with the sale of the open half of "Warner Bros. Presents" to Chesebrough-Pond's, which will sponsor the dramatic anthology half of the show. The "Cheyenne" episodes, which will air every other week, will be bankrolled by General Electric.

Chesebrough - Pond's buy of "Warner Bros. Presents" followed withdrawal as prospective sponsor of NBC's "Impact," which has been replaced in the NBC program log by Revlon's "Most Beautiful Girl in the World."

Its purchase of "Warner Bros. Presents" puts Chesebrough in the position of putting all its network advertising money into ABC programs. A few months ago it bought half of ABC's "Jim Bowie" show on Friday nights for next season.

## 'Search' Sold to Canadian Firm

HOLLYWOOD—"I Search for Adventure," Douglas-Lesser produced teleteries distributed by George Bagnall & Associates, has been sold to MacMillan & Bloedel, Ltd., Lumber Company for coast-to-coast airing in Canada beginning in September.

An unusual aspect of the deal is that, of the 35 stations carrying the show, 30 will air it with English narrations and five with French.

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# New TV Spot Campaigns—

Future National Spot Drives—  
Contracts Being Signed Now

Deals Set During Two Weeks Ending July 7

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

## NATIONAL SUMMARY

(Campaigns placed in more than one region)

**Product and Advertiser**  
Aluminum Ware, Mirro  
Armstrong Tires, Armstrong  
Arrid, Carter  
Avon Cosmetics, Avon  
Breck Shampoo, John Breck  
Breeze, Lever  
Citrus Products, Florida Citrus  
Clorox Bleach, Clorox Chemical  
Crest Toothpaste, Procter & Gamble  
Dreft, Procter & Gamble  
Facial Frost, Custom Products  
Falstaff Beer, Falstaff  
Haley's M-O, Sterling  
Halo Shampoo, Colgate-Palmolive  
Ivory Snow, Procter & Gamble  
Lilt Home Permanent, Procter & Gamble

**Product and Advertiser**  
Lorette & Mazet Woolens, Deering-Milliken  
Morton Frozen Pies, Morton  
Nair, Carter  
Phillips Milk of Magnesia, Sterling  
Philip Morris Cigarettes, Philip Morris  
Poll Parrot Shoes, Poll Parrot  
Robot Gardner, Arthur Meyerhoff  
Seven-Up, Seven-Up  
Sinclair, Sinclair  
Slimagic, Custom Products  
Viceroy Cigarettes, Brown & Williamson  
Wildroot Hair Tonic, Wildroot  
Z B T Baby Powder, Sterling  
Zerex-Zerone, Du Pont

## REGIONAL SUMMARIES

### Eastern

Anso Film, Anso  
Arrid, Carter  
Beer, Narransett  
Breeze, Lever  
Canned Vegetables, Hanover Canning  
Citrus Products, Florida Citrus  
Clorox Bleach, Clorox Chemical  
Cookies & Crackers, National Biscuit  
Corning Glassware, Corning Glass Works  
Crest Toothpaste, Procter & Gamble  
Dole Pineapple, Hawaiian Pineapple  
Dove Soap, Lever  
Dreft, Procter & Gamble  
Earth vs. Flying Saucers (Movie), Columbia  
Facial Frost, Custom Products  
Fizzies, Emerson  
Haley's M-O, Sterling Drug  
Halo Shampoo, Colgate-Palmolive  
Hep Insecticide, Bostwick Labs.  
Hunt Club Dog Food, Standard Brands  
Hutchinson Wax, H & S  
Ivory Snow, Procter & Gamble  
Kool Cigarettes, Brown & Williamson  
Ladies Home Journal, Curtis

Lilt Home Permanent, Procter & Gamble  
Lilt Shampoo, Procter & Gamble  
M & M Candies, Hawley & Hoops  
Morton Frozen Pies, Morton  
Nair, Carter  
New Market, Grand Union  
Orange Juice, Kraft  
Parliament Cigarettes, Philip Morris  
Philip Morris Cigarettes, Philip Morris  
Phonograph Records, Gilmar  
Pillsbury Flour, Pillsbury  
Salad Mixer, Grant  
Shoes, Weatherbird  
Silver Dust Blue, Lever  
Slimagic, Custom Products  
Tenderleaf Tea, Standard Brands  
Tide, Procter & Gamble  
Time Magazine, Time  
Viceroy Cigarettes, Brown & Williamson  
Wash 'n' Dri, R. R. Williams  
Washers & Dryers, General Electric  
Wildroot Hair Tonic, Wildroot  
Z B T Baby Powder, Sterling  
Zerex & Zerone, Du Pont

### Southern

Breeze, Lever  
Candy, Mars  
Clorox, Clorox Chemical  
Dreft, Procter & Gamble  
Grippe, I. M. Leather  
Hi-C, Minute Maid  
Kasco Dog Food, Kasco  
Lorette & Mazet Woolens, Deering-Milliken

Martha White Flour, Martha White Mills  
Phillips Milk of Magnesia, Sterling  
Poll Parrot Shoes, Poll Parrot  
Preparation H, Whitehall  
Robot Gardner, Grant  
Salad Mixer, Grant  
Seven-Up, Seven-Up  
Super Jet Spray Gun, Parker

### Midwestern

Arrid, Carter  
Armstrong Tires, Armstrong  
Avon Cosmetics, Avon  
Beer, Busch  
Beer, Peter Hand  
Blatz Beer, Blatz  
Bonadettes, Charles Pfizer  
Breck Shampoo, John Breck  
Citrus Products, Florida Citrus  
Clorox, Clorox Chemical  
Crest Toothpaste, Procter & Gamble  
DX Sunray Gas, DX Sunray  
Facial Frost, Custom Products  
Falstaff Beer, Falstaff  
Feed & Concentrates, Murphy Products  
Formula No. 2, Wildroot  
Hair Conditioners, Robert Curley  
Haley's M-O, Sterling  
Holiday Magazine, Curtis  
Kleenex, Kimberly-Clark  
Lilt Home Permanent, Procter & Gamble  
Lorette & Mazet Woolens, Deering-Milliken  
Malt-O-Meal, Malt-O-Meal

Meats, Swift & Co.  
Morton Frozen Foods, Morton  
Nabisco Products, Nabisco  
Nair, Carter  
Nestea, Nestle  
Philip Morris Cigarettes, Philip Morris  
Prestone, National Carbon  
Primatec, American Home Products  
Reader's Digest, Reader's Digest Assn.  
Rice, Louisiana State Rice  
Rise Shaving Cream, Carter  
Robot Gardner, Grant  
Schlitz Beer, Schlitz  
Seven-Up, Seven-Up  
Sinclair Oil, Sinclair  
Slimagic, Custom Products  
State Fair, Iowa State Fair  
Stormwindows, Better Living  
TV Antennas, Alliance Tenna Rotor  
Ting, Pharma Craft  
Top Value Stamps, Top Value  
Toys, Hashear  
Vel Beauty Bar, Colgate-Palmolive  
Wildroot Hair Tonic, Wildroot  
Z B T Baby Powder, Sterling Drug

### Southwestern

Aluminum Ware, Mirro  
Armstrong Tires, Armstrong  
Jax Beer, Jackson Brewing  
Rath Chopettes, Rath

Viceroy Cigarettes, Brown & Williamson  
Toilet Tissue, Marathon  
Wrigley Gum, Wrigley

### Rocky Mountain & West Coast

Aluminum Ware, Mirro  
Apple Juice, Treetop  
Avon Cosmetics, Avon  
Baking Soda, Church & Dwight  
Bosco, Corn Products  
Breck Shampoo, John Breck  
Brew, Heidelberg  
Clorox, Clorox Chemical  
Cream of Wheat, Nabisco  
Delco Battery, Delco  
5 Day Pads, 5 Days Labs  
Falstaff Beer, Falstaff  
Gleem Toothpaste, Procter & Gamble  
Halo Shampoo, Colgate-Palmolive  
Ivory Snow, Procter & Gamble  
Kaiser Foil, Kaiser

Lilt Home Permanent, Procter & Gamble  
Liquid Make-Up, Charles Antell  
Lorette & Mazet Woolens, Deering-Milliken  
Macaroni, Mission  
Milk, Dairy Products  
Morton Frozen Pies, Morton  
Mountain Bars, Brown & Haley  
Poll Parrot Shoes, Poll Parrot  
Purina Dog Chow, Rabston  
Sealy Mattress, Sealy  
Sinclair Oil, Sinclair  
Slimagic, Custom Products  
Tuna, Star Kist  
Zerex & Zerone, Du Pont

# Stations Boost Use of Film; Features Account for 48%

By MILDRED HALL

WASHINGTON—TV stations are giving 30 per cent of their time to film programming, the National Association of Radio and Television Broadcasters announced last week, with feature films accounting for 48 per cent of all types of film programming, syndicated TV film 31 per cent and short subjects 11 per cent. In its third annual survey of this field, the association noted an increase from an average of 29.4 hours of film programming a week in 1954, to 32.8 hours weekly in 1955. Figures are based on an average week in June, for 118 stations, in markets ranging from the smallest to the largest. Live local programming is shown to have dropped in 1955 to 17 hours per week, as against 18.5 hours in 1954.

The breakdown by number of TV viewers reached shows that stations feeding the smallest and the largest markets use the most hours of film programming, with

## NBC Dissatisfied

Continued from page 2

to as "first person" journalism, which will broaden its present outline to include stories about the famous or the unknown who have interesting stories to tell.

A new look on "Tonight" may also come about when the new emcee is chosen to replace Allen. And "Today," the oldest of the three, is continually getting a facial with the recent sports feature added and a medical one already inserted.

All this new emphasis portends record-breaking grosses and all are specifically geared towards building selective audiences. This has been the key to the "THT" success — selectivity and not necessarily ratings.

It's quite a record, too, that "THT" has compiled. In 1953 "Today" grossed about \$5,000,000. In 1954, with the addition of "Home," the pair tallied \$13,000,000. When "Tonight" joined the ranks in 1955, the gross shot up to \$17,728,000. The goal for the three this year is to top \$18,000,000.

### The Tallies

Comparative figures for 1955 and 1956 on each of the shows read thus: "Today," \$6,373,000 in 1955 and so far in 1956, \$6,900,000; "Home," \$5,467,000 and \$7,233,000; "Tonight," \$4,541,000 and \$3,595,000.

Percentage figures on sponsor renewals also show, perhaps even more concretely than dollar accounts, the growing strength of the "THT" programming concept. "Today's" sponsor renewals have grown from 27.9 per cent in 1954 to 34.9 per cent in 1955 and 45 per cent in 1956. "Home" went from 30.9 per cent in 1955 to 46.3 in 1956, and "Tonight" leaped from 20.4 in 1955 to 44 per cent this year.

This long-range concept in building program stability has had the effect of eliminating smaller advertisers, with the larger buyers seeking bigger chunks. Many are now spending over \$500,000 on "THT," and Admiral is paying out \$2,500,000. This factor in itself creates gross stability along with the programming facets.

"THT" continues to draw new accounts to TV, accounts which had never been on network programs before—Aladdin Industries' Lunch Buckets, Alan Carpet Squares, Douglas Fir Plywood, North American Insurance and Barcalounger Barcalo.

Despite these records, however, programming heads say the horizon's still ahead.

stations in the median groups using the least. Out of the 1955 all-station average of slightly over 104 operating hours per week (up about 5.5 hours over 1954), stations covering over 1,000,000 TV families use 42 hours of film weekly, while the smallest stations used 32 hours. Medium-sized stations use about 29.2 hours of film programming per week.

### Local Film Up

While the over-all percentage of time devoted to local programming declined 1 per cent in the 1955 survey, with the networks the gainers, local film programming has shown an increase in hours by 1 per cent, while local live dropped 2 per cent.

Breakdown of average costs per week is as follows:

Feature Film Programming	
Small stations (Under 250,000 pop.)	
Features:	\$382 (\$29 per hour)
Production:	116
Talent:	51
Total:	\$549 (\$56 per hour)
Medium-sized (250,000 to 500,000)	
Features:	\$858 (\$62 per hour)
Production:	113
Talent:	95
Total:	\$1,066 (\$106 per hour)
Large (Over 1,000,000)	
Features:	\$3,462 (\$155 per hour)
Production:	563
Talent:	252
Total:	\$4,277 (\$236 per hour)
Syndicated Film Programming	
Small stations	
Features:	\$926 (\$94 per hour)
Production:	169
Talent:	39
Total:	\$1,134 (\$140 per hour)
Medium-sized	
Features:	\$1,651 (\$281 per hour)
Production:	109
Talent:	73
Total:	\$1,833
Large	
Features:	\$5,712 (\$571 per hour)
Production:	510
Talent:	354
Total:	\$6,576

reporting. For example, figures on feature film were based on reports of 10 stations to major markets, 41 in medium-sized markets, 17 in smallest markets, etc. Also figures for the 1955 survey can be directly compared with the 1954 survey only in part, because of enlarged viewer coverage of all stations across the nation during the year.

Sponsorship, either full or participating, of local programming is reported in the survey to cover 69

(Continued on page 10)

## MOST SOLD

### NBC Prime Time Slots Near SRO

NEW YORK — NBC-TV last week sold most of its remaining prime time periods. Still left to be sold are one-third of Sid Caesar, Saturdays 9-10, and one-third of Steve Allen, Sundays 8-9. Polaroid has shown interest in one-sixth of Caesar, and Sunkist, a limited buy of Allen.

Toni and R. J. Reynolds bought Saturdays, 7:30-8 for "People Are Funny"; Revlon, Mondays, 9-9:30 for "Most Beautiful Girl in the World," and Benrus and Lanolin Plus, Tuesdays, 10:30-11 for "Break the Bank." RCA has switched into one-sixth of Perry Como, Saturdays, 8-9, replacing Toni. Lever Bros. is looking for a replacement for Gordon MacRae, Mondays 7:30-7:45, and Tums has bought Tuesdays, the same quarter hour for a program as yet unselected.

## Net Programming

Continued from page 2

in dramatic anthologies, 1 of 3; in mystery, 0 of 4; in adventure, 0 of 3; in series dramas, 2 of 9, and in kid programs, 1 of 5.

Apparently realizing that the areas involved have been too large for the number of personnel, the webs have started beefing up the program development staffs. NBC, for instance, has brought in Jess Oppenheimer from Desilu and added Alan Livingston on the film side. At CBS Guy Della Cioppa and Jim Aubrey have been transferred from other jobs to TV programming.

## 250G JACKPOTS COMIN' UP; WHAT'S THE TOP?

NEW YORK — In an almost frantic desire to get viewers, nighttime quiz shows are upping their prize money to gigantic proportions. NBC-TV will be presenting two quiz stanzas next season both of which will be offering a gigantic jackpot of \$250,000.

They are "The Most Beautiful Girl in the World," which is expected to furnish some heated opposition to CBS-TV's "I Love Lucy" in the Monday, 9-9:30 slot three weeks out of four, and the revamped and glamorized version of "Break the Bank," skedded for Tuesdays, 10:30-11 under the Lanolin Plus and Benrus watch sponsorship.

"Bank" will send scouts all over the country to uncover quiz talent, adding a new fillip to this type of programming. Bert Parks will continue as emcee, but the program is to be changed radically. "Most

Beautiful Girl" will go on tour to various cities on the hunt for female talent. According to the Ed Wolf organization which packages "Bank," plenty of other big money prizes will be riding on the same show that sees the \$250,000 on the line.

The success of the revamped "Bank" may mean a great deal to this type of programming. Its success might lead to new programs which offer even higher sums of money. "The \$64,000 Question" could become just a poor relation. Sponsors with the biggest advertising budgets may well wind up getting the most viewers, because they could offer the most money.

When and where will the top figure stop? Is it to be \$500,000? \$1,000,000? TV is liable to wind up being the biggest sweepstakes of them all.

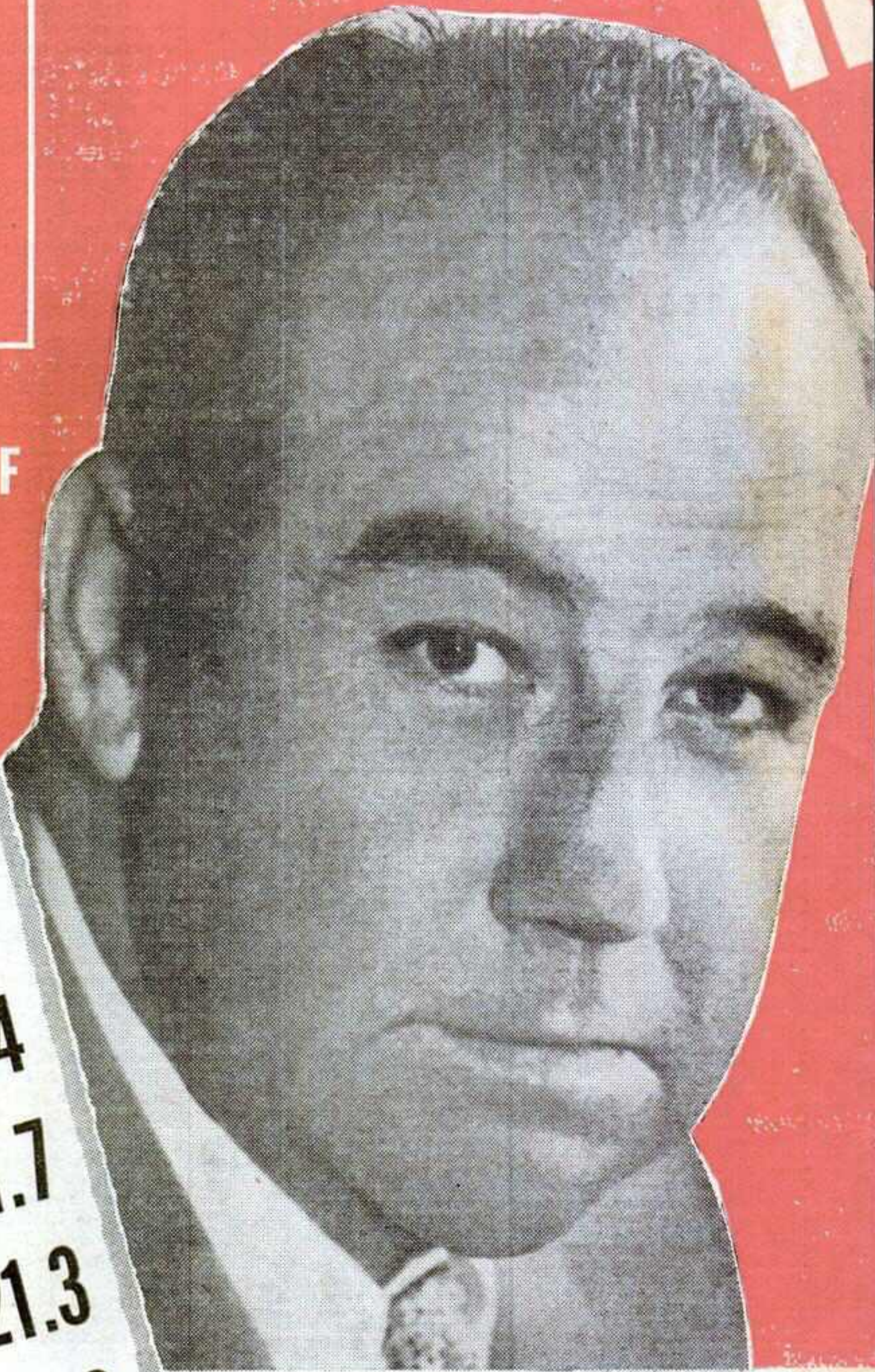
every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard **WHAT DO YOU HAVE TO SELL** White Box 666, 2160 Patterson St., Cincinnati, Ohio



# #1 TV SYNDICATED

Selected By All-Industry Vote  
**#1 Best Syndicated Film Series!**  
**#1 Best Adventure Series!**  
**#1 Best Actor in Syndicated TV Film!**  
 Billboard's 4th Annual TV Program & Talent Awards

**HERE'S UNQUESTIONABLE PROOF  
 FROM LATEST PULSE REPORTS  
 COVERING ALL TV SYNDICATED  
 FILM PROGRAMS FOR FIVE  
 STRAIGHT MONTHS!**



**JUNE 1956 #1 Nationally** Pulse Multi-Market Average **21.9**

**MAY 1956 #1 Nationally** Pulse Multi-Market Average **21.4**

**APR. 1956 #1 Nationally** Pulse Multi-Market Average **21.7**

**MAR. 1956 #1 Nationally** Pulse Multi-Market Average **21.3**

**FEB. 1956 #1 Nationally** Pulse Multi-Market Average **21.0**

**Nationally Beats Every  
 Non-Ziv Show in Every  
 Current Rating Service!**

## #1 IN MARKET AFTER

#1 SAN ANTONIO	36.4	#1 Scranton-Wilkes Barre	27.3
#1 YORK, PA.	43.9	#1 NEW YORK	22.4
#1 COLUMBUS, OHIO	42.1	#1 ROANOKE	35.5
#1 DAYTON, OHIO	39.9	#1 CINCINNATI	27.5
#1 DETROIT	34.2	#1 SPOKANE	28.2
#1 SYRACUSE	28.0	#1 CLEVELAND	25.2

**39 ALL NEW PRO**  
**78 HALF-HOUR FILMS NOW**



**FILM SHOW IN U.S.!**

# HIGHWAY PATROL

Starring Academy Award Winner

**BRODERICK CRAWFORD**

as Head of the Highway Patrol!



## MARKET!

#1 LOUISVILLE	37.3
#1 BUFFALO	26.0
#1 HARRISBURG	19.7
#1 BOSTON	29.6
#1 HONOLULU	39.1
#1 FRESNO	25.6

WD ARB, June, May, April, Mar., Feb., 1956

**GRAMS**

**AVAILABLE**

## RENEWED BY SPONSOR AFTER SPONSOR

Never before on any show such a sensational record of renewals!

- BALLANTINE BEER in 24 markets!
- LION OIL in 10 markets!
- PFEIFFER BREWING in 10 markets!
- KROGER STORES in 6 markets!
- WIEDEMANN BREWING in 4 markets!
- HANDY ANDY INC., Supermarkets of San Antonio!
- KGNC-TV Amarillo
- KOMU-TV Columbia, Mo.
- WFAA-TV Dallas
- KTTS-TV Springfield
- KARD-TV Wichita
- WTVP-TV Decatur
- WDSU-TV New Orleans

plus many more happy ZIV advertisers and stations!

NEW YORK  
CHICAGO  
CINCINNATI  
HOLLYWOOD



This One



8QAS-LFN-GH9F

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**MOVIE MAD**

# KPIX Extends Pic Time, Adds Product

SAN FRANCISCO — KPIX is going mad with movies. It has moved its feature film programming up to 10 p.m. two more nights and has acquired still more product. The station execs are excited about the advanced American Research Bureau report, which shows that its new look in features is really paying off. It's 10 p.m. "Big Movie," which premiered July 3, playing Tuesday and Wednesday nights, is close to a sellout.

The Westinghouse Broadcasting Corporation, owner of KPIX, was reported close to a deal with Asso-

ciated Artists Productions that will get some of the Warner Bros. pictures for KPIX. It will also get some for KDKA, Pittsburgh, and the entire Warner library for WBZ-TV, Boston.

KPIX started "Big Movie" when WBC got it the RKO library from C&C Television. On July 26 it put this show in Thursday night also. And it will run it Mondays, too, alternating with "Douglas Fairbanks Presents."

**Ratings Up**

The ARB report showed that "Big Movie" boosted KPIX ratings in that Tuesday period, July over June, by 127 per cent. Its share went from 28 per cent to 48 per cent. On Wednesday its rating for 10-11:30 p.m. went up 82 per cent. It shaved "This Is Your Life" down from 40.0 to 19.0. KPIX's share went from 28 per cent to 54 per cent.

On "Big Movie," it has been playing recent products of Hygo TV, National Telefilm Associates, and AAP, as well as the RKO pictures. It has backed "Big Movie" with a tremendous promotion, including a contest for which Hal March awarded the first prize on the first Thursday night (19) airing. A second contest is being wound up this week.

# NTA Signs Two More Sponsors For 'Sheriff'

HOLLYWOOD—National Television Associates has signed two more regional sponsors for 33 Western markets for the Desilu-produced "Sheriff of Cochise," bringing the total number of markets sold to date to an even 100, and giving the series a network-type line-up two months prior to its air date.

The sponsors added to the show are White King Soap, for 28 markets, and A-1 Beer, for five. Agency on both of these is Erwin-Wasey. Socony-Mobil had previously bought the program for 67 Mid-western cities.

In addition, there are negotiations with another sponsor for an Eastern regional, providing adequate time clearances can be obtained (always a problem in the East).

The unprecedented 100-market sale for a syndicated series prior to the production of any half-hour pilot points up the shortage of first-run product in the syndicated field. For the first time, to a great extent, it's become a seller's market for the fall.

One of the reasons for the situation is that a number of advertisers have been vacillating or holding off on national spot sponsorship. With the uncertainty this created producers didn't turn out product, the result being that both have been caught short.

# CNP Gets 'Tarzan' Rights, Plans Films

NEW YORK—Tarzan is getting ready to swing thru the TV antennas next season by way of California National Productions, which will produce and distribute a series of 39 films. CNP, formerly Kagan Corporation, is an NBC subsidiary.

The contract for the "Tarzan" rights has been concluded with Sol Lesser, producer of the many feature films. CNP will have the TV rights, will handle the merchandising and jointly control the distribution of all "Tarzan" features to TV and the movie theaters. Alan W. Livingston, president of the subsid, who headquarters on the Coast, was here last week to cement plans with Robert D. Levitt, general manager of CNP.

The series, up for rational sponsorship in January, figures to have

a ready-made audience for it. Since the late Edgar Rice Burroughs' first "Tarzan" book was published in 1914, some 23 books have sold more than 36,000,000 copies which had earned Burroughs' by 1950 some \$10,000,00 from books, movies, comic strips and related enterprises.

There have been 31 "Tarzan" features made since first released in 1918. Of these, CNP is sharing distribution rights of 12 now in reissue and one just completed—"Tarzan and the Lost Safari." Gordon Scott, who appears in this feature, will star in the TV series.

For the record, the first Tarzan and Jane were played by Elmo Lincoln and Enid Markey back in 1918.

# WKY SELZNICKS BEAT SULLIVAN

OKLAHOMA CITY — WKY-TV here has managed to beat top CBS programming with David O. Selznick features. In the July report of American Research Bureau, WKY's movie on Sunday, 8:30-10 p.m. drew an average 30.0 against a 23.3 for "What's My Line?" and Ed Sullivan.

In June, WKY's Sunday movie had been edged out by the CBS shows 35.0 to 28.0.

# Col. Features For Syndicat'n

NEW YORK — Now that its "Hollywood Movie Parade" package of 104 features is well launched on its sales path, Screen Gems is making plans to release for syndication this fall another package of 52 first-run Columbia features. Next spring the firm, according to current plans, will release still another package of 52 first-run Columbia films.

Columbia and Screen Gems apparently feel that it will be more profitable to release the Columbia backlog of features in small bundles spread over many years rather than release the whole library all at once as other majors, including Warner Bros., M-G-M and RKO, have done.

# M-G-M Shifts to High Gear, Lines Up Features' Sponsor

NEW YORK—M-G-M TV, the video subsidiary of the motion picture company, last week began moving in high gear. The company has lined up a top flight sales prospect for 500 of its top features, has made several important sales policy decisions and has begun hiring personnel.

M-G-M TV has been having discussions with CBS-TV & Co. stations about the purchase of 500 features. The only time this kind of joint purchase was made by the CBS-TV station group was when it bought a large package of features from Hollywood TV Service.

The film company has also decided to release its entire library of 770 features to a limited number of interested markets. They will be leased to stations for between 5 and 10 plays. Also to be

made available is a package of 52 top flight features which can be bought in groups of 26. And for stations which desire properties with personalities to merchandise in the manner of syndicated film, it has packaged a total of 39 "Andy Hardy," "Maisie" and "Dr. Kildare" features. These will be shortened to an hour for stations

which want them in this form, but they will also be available in their full-length form.

M-G-M TV last week hired Peter Yaeger as sales executive functioning out of its New York office. Also added to the payroll is Monroe Mendelson, who becomes director of sales promotion. Both were last with Guild Films, and Yaeger also has a wealth of experience on the network side of broadcasting.

M-G-M TV last week concluded its first big TV sale when it sold the rights to the screenings of the "Wizard of Oz" to the CBS-TV network for \$425,000, with an option for two more plays. The film firm is expected to concentrate primarily on large sales to station groups at first and later to go after smaller revenue-producing deals. Charles (Bud) Barry is the veepee in charge of the M-G-M operation.

# 'Party' Set for Syndication

HOLLYWOOD—"Town Hall Party," a western and hillbilly program presently aired for three hours Saturday night on Station KTTV here, will be filmed for syndication by Town Hall Productions, Inc., formed by producers Mitch Hamilburg and Bill Wagon Jr.

For distribution purposes the program will be cut to a half hour, each featuring eight western stars, Jimmy Wakely, the Collins Kids, Maddox Brothers and Rose, Lefty Frizzell, Tex Ritter, Merle Travis, Johnny Bond and Joe Maphis.

# Producers of Drama Shift

NEW YORK — A number of important producer shifts reportedly took place last week on several live hour dramatic shows. Leo Davis is said to have replaced Herbert Brodtkin as the producer of NBC's Sunday night Goodyear-Alcoa dramatic hour.

Gordon Duff is also said to have been pacted by CBS-TV to take over as producer of a number of "Studio One" dramas. He may be replacing Robert Herridge, who has been assigned to develop "Seven Lively Arts." Brodtkin will probably move into the production of theatrical films.

# OFFICIAL RECORD

## 'Star Performance' Is A Real Sales Star

NEW YORK — Official Films' "Star Performance" package has proved a star performer for Official's sales department. Soon after Esso Standard Oil bought a group of films from the package for sponsorship in 49 markets, Official sold another batch to Slenderella International for 35 markets. This is actually the third multi-market sale Official has made on "Performance." A couple of months ago it sold a 13-week summer deal to Budweiser Beer for 10 markets. In addition, Official has sold various size pieces of the package directly to a number of stations. Altogether, Official has placed "Star Performance" films in 130

markets in the four months it has been selling it.

It has also made sales in Canada, England and Australia.

The Slenderella deal is for 39 weeks. Its spread is from New York to Los Angeles. This is Slenderella's first sally into program sponsorship, tho it has been a heavy user of announcements. Its TV spot expenditure for the last quarter of 1955 was reported around \$100,000.

Official claims a gross of \$2,000,000 on "Star Performance" sales so far. It acquired the package from Four Star Films in February for some 600,000 shares of stock, which sells generally at about \$2 a share.

# Stagg, Blue to Film 'Brothers'

HOLLYWOOD — Jerry Stagg, producer of the John Nesbitt "Telephone Time," and Ben Blue this week formed Blue-J Productions for the filming of a half-hour teleseries titled "Ben Blue's Brothers."

Idea is somewhat unusual in that Blue will play four different characters, all brothers. Marion Hargrove has been signed as writer and script editor, with the pilot to roll in October.

# Sportlite Sets 'Travelbug' for Fall Release

CHICAGO—Sportlite, Inc., a Chicago distributor, added another new series for fall release—"The Travelbug." Produced for television by American Films Review, Inc., Muncie, Ind., the 13 quarter-hour films are ready in color or black and white. Producers Merle George and Herbert Shoults slanted the show for low-budget local advertisers.

The pair traveled 40,000 miles and shot 5 miles in Kodachrome to develop the first 13 subjects. Little known facts about such places as Blue Grass country, reclamation in the Pacific Northwest, "Little Switzerland" (Lake Chelon), Valley of the Red Rock, Taos, New Mexico, and Jackson Hole Wyoming, are narrated by Dick Lingle, WFPM-TV, Indianapolis, staffer.

# WRC to Get \$4 Mil. Home

WASHINGTON — NBC will spend an estimated \$4,000,000 to build a new broadcasting plant here, the new WRC-TV and WRC home, specifically equipped for local and network color programming. Construction will begin in two weeks, with completion scheduled for the fall of 1957.

Once the plant is fully equipped, it may be expected that the network will offer a large number of programs about the Washington scene in color. With the start of operations, the majority of live local shows will also be telecast in color.

# Gross-Krasne to Sell Own 'O' Henry' Skein

NEW YORK — The newest half-hour vidfilm series to enter the syndication marts, the Gross-Krasne production of "The O' Henry Playhouse," will be sold by the producers themselves. Jack Gross and Phil Krasne, who formerly owned United Television Programs, now merged into MCA-TV, have decided to set up their own sales organization for the single property.

They will have one representative here, one in Chicago and another in Los Angeles, in addition to a roving salesman. The emphasis, of course, will be on making regional sales first and then going after the local station market. Krasne believes that the distribution fee charged by syndicators,

35 to 40 per cent, is too high for independent producers, especially when syndicators do not invest in the production.

Eight films are already finished, with others to be produced at the rate of two each month until 39 are completed. Thomas Mitchell plays the part of O' Henry in the anthology series. George Waggoner, Barney Girard and Peter Godfrey are being used to direct.

Among the other independent producer-distributors in the field are Bernard Schubert, whose product consists of "Mr. and Mrs. North" and "Movie Quick Quiz," and Maurice Beck for "Texas Rasslin'." The last series produced by Gross-Krasne was "Mayor of the Town."



# COMMERCIAL CUES

## YOU TAKE YER CHOICE

Criterion Film Laboratories, Inc., New York, has come up with a special color test reel for producers to pick which "effect" he prefers. It's a comparison of available 16mm. color reversal processes, developed by using a single original to make masters on several types of color stocks. There are six "effects" from which to choose. This was designed to aid the clients and cut costs on their own products. The reel is dubbed "You Take Yer Choice."

## HARD OR SOFT?

Such terms as "hard sell" or "soft sell" merely creates pointless controversy and confusion, says William Van Praag, president of the production firm bearing his name. He points to modern marketing research for the answer and gives some advice. What's the product? What's the taste of the market interested in this product? These questions lead to the answer of what type of commercial to use. One product sells best one way, the second product another. "It's as simple as that," says Van Praag.

## ID'S

UPA Pictures, Inc., is working on a series of four 60-second Oldsmobile spots for a campaign handled thru the D. P. Brother Agency. The spots are scheduled for release on NBC thruout the Democratic and Republican National Conventions. Paul Ford will do the voice of the TV spot character, and Leo de Lyon will vocalize the sound effects and music. . . . Playhouse Pictures is doing spots for Dreamwhip, a new product handled thru Young & Rubicam; Tree Tea for Batten, Barton, Durstine & Osborn and Fuller Paints. . . . Joseph Forest has been named veepee in charge of commercials at William Esty, New York. . . . Stephen Kambourian has been appointed supervising film editor and assistant to Vice-President John Fenton at Transfilm. . . . Alan Hartman has joined the Alexander Film Company as New York sales representative.

# 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
<b>BUILDING AND PAINT SUPPLIES</b>				
W. P. Fuller Co., Paint, Young & Rubicam	2	(20)	FA	Playhouse
<b>CANNED GOODS</b>				
Sam McDaniel & Sons, Bunker Hill Canned Beef, Walter J. Klein	3	(60)	LA	Walter J. Klein
<b>CLOTHING AND ACCESSORIES</b>				
Robert Hall, Clothes, Frank Sawdon	2	(60)	FA, LA, J	Transfilm
Exquisite Form Brassiere, Inc., Bras, Grey Advg. (Afternoon Film Festival)	3	(60)	LA	Transfilm
Poll Parrot, Shoes, Krupnick	1	(60)	LA, FA	Shamus Culhane
International Latex Co., Playtex Bras, Foote, Cone & Belding	1	(60), 1 (20)	LA, SE	Transfilm
<b>COFFEE, TEA, COCOA</b>				
W. F. McClaughlin & Co., Manor House Coffee, Earle Ludgin	2	(20)	FA	ERA
Manor House Coffee, Earle Ludgin	1	(20)	LA	North American, Kling
<b>DAIRY AND MARGARINE</b>				
Blue Plate Foods, Mayonnaise, Fitzgerald	1	(60)	LA, FA	Ray Patin
Godehaux Sugar, Sugar, Fitzgerald	1	(60)	FA	Ray Patin
Margene, Oleo Margarine, Cockfield, Brown	1	(20)	LA	Shamus Culhane
American Dairy Assn., Campbell-Mithun	1	(60)	LA	Fred A. Niles
<b>DENTIFRICES, SHAVING CREAMS (Mouthwashes, Tooth Brushes)</b>				
Colgate Palmolive Co., Florient, Street & Finney	—	—	NA	UPA
<b>DEPARTMENT STORES AND SUPERMARKETS</b>				
Red & White Stores, Food Stores, Walter J. Klein	4	(60)	LA, SE	Walter J. Klein
<b>DRUGS AND DRUGSTORES</b>				
Anacin, Anacin, Ted Bates	1	(36), 1 (20)	LA	Screen Gems
<b>FINANCIAL, BANKS, INSURANCE</b>				
Chemical Corn Exchange Bank, Banking, Doremus	11	(20), 9 (10)	LA, ID	Transfilm
<b>HOUSEHOLD APPLIANCES (Furnishings, etc.)</b>				
O'Keefe & Merritt, Stoves, Hixson & Jorgensen	1	(45)	LA, FA	Ray Patin
Day & Night Air Conditioners, Air Conditioners, Hixson & Jorgensen	1	(20)	FA	Ray Patin
Kelsey Fraser, Electrical Appliances	1	(60)	LA	Fred A. Niles
Kirsch, Vertical Blinds, MacDonaid Cook	2	(60), 2 (20)	LA (C)	Vogue Wright
Kelvinator Div., Electronic Range, Geyer Advg. (Disneyland)	1	(90), 1 (50), 1 (60)	LA, SA	Roland Reed
'57 Washer, Geyer Advg. (Disneyland)	2	(90)	LA, SA	Roland Reed
<b>LAUNDRY SOAPS, CLEANERS, POLISHES, PAPER SUPPLIES</b>				
Purex, Purex, Weiss & Geller	1	(36), 1 (20)	LA	Screen Gems
Virginia Plastics & Chemical Co., Handiflex Mops, Walter J. Klein	1	(60)	LA	Walter J. Klein
Scott Paper Co., Towels, J. Walter Thompson	—	—	NA	UPA
The Best Foods, Inc., Shinola, Earle Ludgin (Bob Crosby), Garry Moore, Johnny Carsons	2	(08)	FA, J	ERA
Shinola, Earle Ludgin (Bob Crosby), Garry Moore, Johnny Carsons	2	(60)	LA	North American, Kling
Dress Parade, Earle Ludgin (Bob Crosby), Garry Moore, Johnny Carsons	2	(08)	FA, J	ERA
All Purpose Rit, Earle Ludgin (Bob Crosby), Garry Moore, Johnny Carsons	30	(10)	LA	North American, Kling
Pine Sol Products, Pine Sol Cleaner, Gordon Best	4	(10)	FA	Kling
Procter & Gamble, Tide, Benton & Bowles	1	(90), 1 (20)	LA	Roland Reed

(Continued next week)

## THOSE FIRM

# Mueller Ups 'MDM' Tally to 6

NEW YORK — Mueller Macaroni, which becomes a syndicated film sponsor this fall with Ziv-TV's "Dr. Christian" in New York, Philadelphia and Boston, will also continue on WOR-TV's "Million Dollar Movie." It is one of the participating sponsors so far firmed for "MDM" next season.

There are a total of 11 clients on line for the nine "MDM" availabilities; so the outcome is still in doubt. Some of the other sponsors said to be firm are Ballantine Beer (also sponsoring "Highway Patrol" here), Best Foods for two participations, Rival Dog Food and its sister company, Five-Day Deodorant Pads; Pall Mall and the New York Telephone Company.

Last season Mueller used only feature films in its three TV markets. (Its distribution area actually goes west to Detroit). It will double book "Dr. Christian" here on WPIX and WABC-TV.

The new season of "MDM" starts September 24 with "Enchanted Cottage" (RKO), followed by "Champion" (Atlantic).

# TPA Racks Up Brewery Sales

NEW YORK—Television Programs of America has been doing diverse but rapid business with regional breweries in the past six weeks. National Bohemian Beer has bought "Stage 7" for a spread extending from Baltimore down the East Coast to Florida. It has cleared 10 markets so far and is trying to pick up more.

In addition, Burger Brewing bought "Stage" for Cincinnati, Dayton and Columbus, O. West End Brewing (Utica Club Beer) bought "Ellery Queen" for Albany, N. Y., and Syracuse, and "Your Star Showcase" for Utica, N. Y., and Buffalo. Narraganset Beer bought "Count of Monte Cristo" for Boston. And Oertel Brewing bought "Showcase" for Nashville. "Stage 7" has been sold in over 80 markets so far.

# TOP SHOW PLUGGERS

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

KTTV, Los Angeles: Salk Polio Vaccine Conference Telecast

KTTV's decision to do a live telecast of the Salk Polio Vaccine Conference, despite the fact that the conference was taking place in Ann Arbor, Mich., stemmed from its belief that such a telecast was of great interest to the viewers in its community and offered tremendous opportunity for creating good will for the station. Inasmuch as the conference would not be televised by any of the networks, KTTV had to arrange with American Telephone & Telegraph to obtain the necessary lines that would enable KTTV to pipe its live pick-up from Ann Arbor to Los Angeles, 2,100 miles away.

Getting a large audience for the live telecast, which would be aired on a Tuesday morning from 7-11 a.m., was the job that was turned over to the station's promotion and publicity departments. With only five days before the telecast, KTTV launched a heavy advertising-publicity campaign in Los Angeles newspapers to acquaint the public with its plans to televise the Salk Vaccine Conference. KTTV also used its own facilities to call attention to the telecast by airing TV spots thruout its schedule and getting its local personalities to call attention to the forthcoming telecast on their shows.

That the telecast was a success was evidenced by the harvest of publicity, including page one stories and editorial commendation, reaped by the station from the Los Angeles newspapers and the commendatory messages sent by medical groups to the station. KTTV feels that this public service telecast was well worth the effort and money expended in bringing it to its viewers.

(Next week: MCA-TV)

# Trade Pricks Up Ears; Talk Has UA Near TV

NEW YORK—The rumor that United Artists is about to put some pictures into TV had begun to stir some real excitement in the trade last week. Notwithstanding the unprecedented supply of feature films in TV right now, stations as well as TV distributors were known to be extremely interested in the possibility of a move by UA imminently.

UA was earlier reported to have put together a bundle of 32 pictures as a possibility for TV. By now it may have the 39 it was aiming at. At first it made a feeler for national sponsorship. But now it is said to be ready to make them available to stations.

The quality of the UA package is a moot point among informed sources. But there are no arguments about its vintage. It is said to be heavily weighted with post-1950 releases and to contain even a few 1935 releases.

None of the other major companies' product in TV was produced after 1948. Since UA is not in the production business, it is not encumbered by union restrictions on possible TV release.

## Buys Rights

UA has put the package together with pictures on which it has been buying up the TV rights from producers and with others on which it retained the TV rights in its original distribution contract by virtue of its production financing in the past few years.

UA originally intended to handle the TV distribution itself, but it has been listening to propositions presented by TV distributors.

The package includes "Man With a Million," with Gregory

Peck, 1954; "Act of Love," Kirk Douglas, 1953; "He Ran All the Way," John Garfield, Shelley Winters, 1951; "Fort Defiance," Dane Clark, 1951, and "Sabre Jet," Robert Stack, 1953.

# Golf Series Prepped by Schwimmer

CHICAGO — Chicago, long considered the stepchild of TV originations, is definitely becoming the leader in at least one phase of the medium—the filming of sport shows. "All-Star Golf" is now being readied for network offering by the Walter Schwimmer Company, distributor of the award-winning "Championship Bowling."

The new show, which is being filmed by Fred Niles Productions, Chicago, is designed as a medal-play elimination tournament featuring the world's top golfers. The show will emerge as a series of 26 hour shows which will be offered for sale late in 1956 and will be ready for 1957 spring and summer showings.

Each film will be a man-against-man match, and the winner will continue in the tournament until defeated. There will be approximately \$100,000 in awards for the winners and the losers. The winner of each match will receive \$2,000 and the loser will receive \$1,000. There will also be a separate prize of \$10,000 for every hole-in-one made, plus a huge grand award for the finalist.

The balance of the films will be shot in Florida and Southern California as the golfers wind up the circuit. The pilot film which featured Sam Snead and Cary Middlecoff was shot at Cog Hill Country Club on Chicago's South Side.

# WATV Calls Fox Show 'Famous All-Star Movie'

NEW YORK—WATV here has decided to call its program of 20th Century-Fox features "Famous All-Star Movie." The 16-repeat program will run each picture full length, from 7 to 9 p.m., and from 10 p.m. to midnight.

Saturday and Sunday matinees will start at 2:30 p.m.

Have your own color spectacular on film! Contact us today for information on "JOHNNY THE GIANT KILLER" feature-length cartoon in Technicolor

130 West 46th St. New York, N. Y. JU 2-1287



***Newsfilm gets on top of it!***







Wherever there's news breaking, Newsfilm gets there *fast!* Its more than 250 camera correspondents around the globe provide the sort of world-wide as-it-happens news coverage that stations using other syndicated services seldom see.

And Newsfilm has another major advantage: it's the *only* news service produced *exclusively for television stations*. From start to finish, it's shot and scripted exclusively for station use, so it suits stations' and sponsors' needs to a T. Here's what long-time sponsor Eddy's Bakery, Boise, says. Writes manager C. A. Beavers: "Our use of Newsfilm has been a practical and profitable association *ever since KBOI-TV started telecasting in 1953...* our only advertising used consistently. Since then we've enjoyed consistent business increases...a substantial increase in 1955 over 1954 and a similar increase for 1954 over 1953. What's more, this increase carried over into 1956. We also note high-volume, immediate response to the special promotions that we've run in connection with Newsfilm!"

Newsfilm, a product of CBS News, is available to all stations. Contact...

## ***CBS Television Film Sales, Inc.***

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



# Outlets Up Pix Use; Features Make Up 48%

Continued from page 3

per cent of local film programming, as against 72 per cent for the small amount of local live programming. Film programs had a higher percentage of sponsorship on the big stations, and local live programs did better in the smaller stations. The biggies showed 90 per cent sponsorship of film, either full or participating, while stations serving under 100,000 families had 61 per cent of film programming sponsored, in whole or in part.

**Live Upswing**  
Live program production costs are on the upswing, the survey shows, with stations reporting higher weekly production costs per 1955. Average weekly costs of local live programming runs from \$429 per week in stations covering from 100,000 to 250,000 families, to \$1,464 for stations reaching 1,000,000 or more families. Median stations report production costs of \$870 a week. Local live programming production costs per hour range from \$31 for smaller stations to \$75 for the larger.

Talent costs on live local shows (which are in addition to production costs) range from an average of \$265 weekly in the smaller stations, to \$6,741 reported by large-market stations. Hourly rates for talent in live shows run from \$18 an hour on smaller stations to \$304 on the big ones.

Short subjects accounted for 11 per cent of all film programming in the industry, with station-produced films accounting for only 2 per cent, and 8 per cent given to free film.

Of all the stations polled, less than half produced their own film shows during the week surveyed, but all used feature film, and 98 per cent used syndicated film programming, with 86 per cent using some short subjects.

The survey also gives case histories of five stations, reporting on their film department operations.

## 'Code' Scores 1st-Run Sales

NEW YORK—ABC Film Syndication's "Code 3" series is making a monkey out of the theory that first-run shows for syndication are difficult to sell in competition against the low-priced reruns.

The show, produced by Hal Roach Jr., has been sold to date in close to 70 markets, approximately half of them accounted for by the nine multi-market advertisers who have bought the show. According to ABC Film's sales veepee, Don Kearney, top prices are being obtained for the series.

Among the regional bankrollers which have bought the show for a multi-market spread are National Biscuit Company for four North-west markets, Dining Car Coffee for six Midwest markets, Signal Oil for six Western markets, Liebman Breweries for 20 markets in the East and West, Stroh Brewing for three Eastern cities, Crosley-Bendix for three Tennessee markets, J. R. Simplot for three Northwest cities and Fleming Coffee.

## Promotions at Pathe

LOS ANGELES — Two top-level executive promotions have been made at Pathe Laboratories, Inc. Otis W. Murray, veepee in charge of the West Coast operations, has been boosted to executive veepee.

# PULSE LOCAL RATINGS FOR JUNE

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

### BALTIMORE

3 TV STATIONS—406,800 TV HOMES  
Population—1,481,600 (12th in U. S.)  
Buying Income—\$2,360,849,000 (13th)  
Retail Sales—\$1,662,028,000 (12th)  
Food Sales—\$386,142,000 (12th)  
Drug Sales—\$66,537,000 (12th)  
Automotive—\$254,051,000 (16th)  
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore

#### TOP NETWORK SHOWS

1. \$64,000 Question, WMAR, T. ... 45.2
2. Ed Sullivan, WMAR, Su. ... 45.2
3. I Love Lucy, WMAR, M. ... 41.2
4. Climax, WMAR, Th. ... 37.3
5. Four Star Playhouse, WMAR, Th. ... 34.5
6. I've Got a Secret, WMAR, W. ... 32.9
7. \$64,000 Challenge, WMAR, Su. ... 32.9
8. Alfred Hitchcock, WMAR, Su. ... 31.5
9. Godfrey's Talent Scouts, WMAR, M. ... 31.5
10. Groucho Marx, WBAL, Th. ... 31.5

#### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WAAM, M.-F. ... 22.3
2. Little Rascals, WBAL, M.-F. ... 17.5
3. Arthur Godfrey, WMAR, M.-F. ... 14.5
4. Guiding Light, WMAR, M.-F. ... 14.5
5. Search for Tomorrow, WMAR, M.-F. ... 14.4
6. Love of Life, WMAR, M.-F. ... 14.1
7. Valiant Lady, WMAR, M.-F. ... 13.9
8. Paul's Puppets, WBAL, T., Th. ... 13.0
9. Range Rider, WMAR, M.-F. ... 12.7
10. Strike It Rich, WMAR, M.-F. ... 12.7

#### TOP SYNDICATED FILMS

1. Annie Oakley (CBS), WBAL, S.-5:30 ... 23.7
2. Sky King (Nabisco), WBAL, S.-4:30 ... 22.5
3. Hopalong Cassidy (NBC), WBAL, S.-4:00 ... 21.7
4. Wild Bill Hickok (Flamingo), WBAL, F.-7:00 ... 18.9
5. Waterfront (MCA), WMAR, Th.-10:30 ... 17.8
6. Cisco Kid (Ziv), WBAL, T.-7:00 ... 17.5
7. Little Rascals (Interstate), WBAL, M. to F.-6:00 ... 17.5
8. Gene Autry (CBS), WMAR, M.-6:00 ... 16.5
9. Little Rascals (Interstate), WBAL, S.-3:00 ... 14.4
10. Famous Flights (Wink), WBAL, F.-10:45 ... 14.3
11. A Man Called X (Ziv), WBAL, S.-10:30 ... 14.2
12. Science Fiction Theater (Ziv), WBAL, M.-7:00 ... 12.0
13. I Led Three Lives (Ziv), WBAL, M.-7:00 ... 12.0
14. Little Rascals (Interstate), WBAL, Su.-10:30 a.m. ... 11.8
15. Range Rider (CBS), WMAR, T. to F.-6:00 ... 11.6
16. Meet Corliss Archer (Ziv), WBAL, S.-6:30 ... 11.5
17. Crunch and Des (NBC), WBAL, W.-10:30 ... 11.4
18. Man Behind the Badge (MCA), WBAL, M.-10:30 ... 11.4
19. Meet Corliss Archer (Ziv), WBAL, Su.-11:30 a.m. ... 11.2
20. Cowboy G-Men (Flamingo), WAAM, S.-7:00 ... 11.2
21. Patti Page (Oldsmobile), WMAR, T. & Th.-6:30 ... 11.0
22. Superman (Flamingo), WBAL, W.-7:00 ... 10.9
23. Hopalong Cassidy (NBC), WBAL, S.-9:00 a.m. ... 10.7
24. Celebrity Playhouse (Screen Gems), WBAL, T.-10:30 ... 10.4
25. Confidential File (Guild), WMAR, Su.-11:00 ... 8.9
26. Gene Autry (CBS), WAAM, S.-3:30 ... 8.0
27. Studio 57 (MCA), WAAM, T.-10:30 ... 8.0
28. Great Gildersleeve (NBC), WBAL, Su.-7:00 ... 7.4
29. Liberace (Guild), WAAM, Su.-10:00 ... 6.9
30. My Little Margie (Official), WBAL, Su.-6:30 ... 5.9

### CORPUS CHRISTI, TEX.

2 TV STATIONS—36,600 TV HOMES  
Population—233,900 (97th in U. S.)  
Buying Income—\$349,253,000 (99th)  
Retail Sales—\$239,459,000 (107th)  
Food Sales—\$52,597,000 (105th)  
Drug Sales—\$6,901,000 (108th)  
Automotive—\$51,908,000 (101st)  
Above figures include following counties: Nueces

#### TOP NETWORK SHOWS

1. Godfrey and His Friends, KVDO, W. ... 48.0
2. Lux Video Theater, KRIS, Th. ... 47.6
3. Dragnet, KRIS, Th. ... 46.0
4. Groucho Marx, KRIS, Th. ... 44.5
5. \$64,000 Question, KVDO, T. ... 44.5
6. Ed Sullivan, KVDO, Su. ... 43.4
7. Phil Silvers, KVDO, T. ... 41.3
8. Ford Theater, KRIS, Th. ... 40.8
9. Disneyland, KVDO, F. ... 39.4
10. George Gobel, KRIS, S. ... 38.5

#### TOP MULTI-WEEKLY SHOWS

1. Jax News (10 p.m.), KVDO, M.-F. ... 24.9
2. News (10 p.m.), KRIS, M., T., Th., F. ... 23.9
3. Western Theater, KRIS, M.-F. ... 22.0
4. Dinah Shore, KRIS, T., Th. ... 21.0
5. Weather, Sports (10:15 p.m.), M.-F. ... 20.0
6. News Caravan, KRIS, M.-F. ... 19.7
7. News, Weather (6 p.m.), KRIS, M.-F. ... 19.1
8. Spotlight Review (6:15 p.m.), KRIS, M.-F. ... 18.5
9. J. P. Morgan, KRIS, W., F. ... 18.0
10. Movie Time, Misc., KRIS, M.-F. ... 17.2

#### TOP SYNDICATED FILMS

1. Badge 714 (NBC), KVDO, W.-9:30 ... 51.3
2. Man Called X (Ziv), KVDO, T.-8:30 ... 42.5
3. I Led Three Lives (Ziv), KRIS, M.-8:30 ... 32.3
4. Waterfront (MCA), KVDO, Su.-8:00 ... 31.8
5. Ray Milland Show (MCA), KRIS, F.-9:00 ... 29.3
6. Crunch and Des (NBC), KVDO, Su.-7:00 ... 29.3
7. Sherlock Holmes (NTA), KVDO, Su.-7:30 ... 29.0
8. Kit Carson (MCA), KRIS, S.-4:30 ... 28.8
9. Celebrity Playhouse (Screen Gems), KRIS, Su.-8:30 ... 28.3
10. Science Fiction Theater (Ziv), KVDO, T.-7:30 ... 28.0
11. Highway Patrol (Ziv), KRIS, T.-7:00 ... 27.8
12. My Little Margie (Official), KVDO, M.-9:30 ... 27.8
13. Star and the Story (Official), KVDO, W.-8:00 ... 27.3
14. The Ruggles (Co radine), KVDO, S.-8:30 ... 26.8
15. Superman (Flamingo), KVDO, W.-7:00 ... 26.8
16. Rosemary Clooney (Foremost Dairies), KVDO, S.-9:30 ... 26.0
17. Great Gildersleeve (NBC), KRIS, W.-7:00 ... 26.0
18. Jungle Jim (Screen Gems), KVDO, T.-7:00 ... 26.0
19. I Spy (Guild), KRIS, Th.-6:30 ... 25.3
20. Confidential File (Guild), KRIS, W. & F.-7:30 ... 24.9
21. The Pendulum (Thompson), KVDO, F.-9:30 ... 24.0
22. Federal Men (MCA), KRIS, F.-6:30 ... 23.0
23. Tales of the Texas Rangers (Screen Gems), KVDO, Th.-7:30 ... 21.3
24. Curtain Call (MCA), KRIS, M.-6:30 ... 21.3
25. Dr. Hudson's Secret Journal (MCA), KRIS, F.-7:00 ... 21.0
26. Curtain Call (MCA), KRIS, Su.-9:30 ... 19.5
27. Headline (MCA), KVDO, Th.-8:30 ... 17.8
28. Movie Museum (Sterling), KVDO, Th.-7:00 ... 17.5
29. Tales of Tomorrow (Sterling), KVDO, Su.-4:30 ... 17.0
30. King's Crossroads (Sterling), KRIS, M., W., F.-3:00 ... 16.4

### FORT WORTH

4 TV STATIONS—139,100 TV HOMES  
Population—507,000 (45th in U. S.)  
Buying Income—\$844,333,000 (45th)  
Retail Sales—\$629,861,000 (42d)  
Food Sales—\$115,271,000 (53d)  
Drug Sales—\$23,359,000 (35th)  
Automotive—\$147,269,000 (30th)  
Above figures include following counties: Tarrant

#### TOP NETWORK SHOWS

1. \$64,000 Question, KRID, T. ... 35.8
2. Lux Video Theater, WBAP, Th. ... 30.3
3. Groucho Marx, WBAP, Th. ... 29.3
4. Disneyland, WBAP, W. ... 29.1
5. Dragnet, WBAP, Th. ... 28.8
6. Ed Sullivan, KRID, Su. ... 26.9
7. George Gobel, WBAP, S. ... 26.5
8. Your Hit Parade, WBAP, S. ... 26.0
9. I Love Lucy, KRID, M. ... 24.3
10. Milton Berle, WBAP, T. ... 23.0

#### TOP MULTI-WEEKLY SHOWS

1. Texas News (10 p.m.), WBAP, M.-F. ... 18.0
2. Mickey Mouse Club, WBAP, M.-F. ... 16.3
3. Weather, News Final (10:15 p.m.), WBAP, M.-F. ... 15.7
4. Film, WBAP, W., F. ... 15.0
5. Range Rider, KFJZ, M.-F. ... 13.5
6. Million \$ Movie, Misc., KFJZ, M.-F. ... 12.8
7. Queen for a Day, WBAP, M.-F. ... 12.4
8. Little Rascals, KFJZ, M.-F. ... 10.6
9. News, Sports (6:30 p.m.), KFJZ, M.-F. ... 10.3
10. News—P. Randall (10 p.m.), KFJZ, M.-F. ... 10.0

#### TOP SYNDICATED FILMS

1. I Led Three Lives (Ziv), KRID, T.-8:30 ... 25.3
2. Cisco Kid (Ziv), WBAP, Th.-6:00 ... 20.3
3. Badge 714 (NBC), WBAP, M.-9:30 ... 18.8
4. Superman (Flamingo), WBAP, T.-6:30 ... 18.3
5. Your All Star Theater (Screen Gems), WBAP, Th.-6:30 ... 18.0
6. Annie Oakley (CBS), WBAP, T.-6:00 ... 17.3
7. Wild Bill Hickok (Flamingo), WBAP, M.-6:00 ... 16.8
8. Man Behind the Badge (MCA), KFJZ, F.-9:30 ... 16.3
9. Highway Patrol (Ziv), WFAA, W.-9:00 ... 15.3
10. Crunch and Des (NBC), WBAP, S.-9:00 ... 15.3
11. Amos 'n' Andy (CBS), KFJZ, Su.-8:30 ... 14.3
12. Ramar of the Jungle (TPA), KFJZ, Su.-5:30 ... 14.3
13. Celebrity Playhouse (Screen Gems), WFAA, W.-8:30 ... 14.3
14. Top Plays of '56 (Screen Gems), KFJZ, F.-9:00 ... 13.8
15. Sherlock Holmes (NTA), KFJZ, W.-9:00 ... 13.8
16. Range Rider (CBS), KFJZ, M. to F.-6:00 ... 13.5
17. Dangerous Assignment (NBC), WBAP, T.-10:30 ... 13.3
18. Doug, Fairbanks Presents (ABC), WBAP, F.-9:30 ... 13.3
19. Count of Monte Cristo (TPA), WBAP, Th.-10:30 ... 12.8
20. San Francisco Beat (CBS), KFJZ, W.-9:30 ... 12.3
21. Man Called X (Ziv), WFAA, F.-9:30 ... 12.3
22. I Spy (Guild), WBAP, Su.-9:30 ... 12.3
23. Confidential File (Guild), KFJZ, Su.-9:00 ... 12.0
24. Range Rider (CBS), KFJZ, Su.-5:00 ... 12.0
25. Rosemary Clooney (Foremost Dairies), WFAA, M.-8:30 ... 11.3
26. Life With Elizabeth (Guild), KFJZ, Su.-6:00 ... 11.0
27. Passport to Danger (ABC), WBAP, Su.-6:30 ... 11.0
28. Liberace (Guild), KFJZ, Th.-9:00 ... 11.0
29. The Falcon (NBC), KFJZ, Su.-9:30 ... 10.8
30. Mayor of the Town (MCA), KFJZ, Su.-8:00 ... 10.8

### LOUISVILLE

2 TV STATIONS—190,100 TV HOMES  
Population—675,500 (28th in U. S.)  
Buying Income—\$1,117,330,000 (33d)  
Retail Sales—\$780,222,000 (19th)  
Food Sales—\$171,641,000 (30th)  
Drug Sales—\$30,701,000 (26th)  
Automotive—\$168,859,000 (26th)  
Above figures include following counties: Clark and Floyd, Ind.; Jefferson, Ky.

#### TOP NETWORK SHOWS

1. Ed Sullivan, WHAS, Su. ... 50.0
1. \$64,000 Question, WHAS, T. ... 50.0
3. I Love Lucy, WHAS, M. ... 46.5
4. December Bride, WHAS, M. ... 42.8
5. Lux Video Theater, WAVE, Th. ... 40.4
6. Groucho Marx, WAVE, Th. ... 40.3
7. \$64,000 Challenge, WHAS, Su. ... 39.3
8. This Is Your Life, WAVE, W. ... 38.5
9. I've Got a Secret, WHAS, W. ... 38.0
10. Red Skelton, WHAS, T. ... 37.5

#### TOP MULTI-WEEKLY SHOWS

1. Small Talk, WHAS, M.-F. ... 17.8
2. News, Misc. (10:30 p.m.), WHAS, M.-F. ... 17.7
3. Today's News (6:15 p.m.), WHAS, M.-F. ... 17.7
4. Mickey Mouse Club, WAVE, M.-F. ... 16.8
5. CBS News, WHAS, M.-F. ... 16.7
6. Aury-Rogers, WHAS, M.-F. ... 16.2
7. Sportraits, Misc. (10:45 p.m.), WHAS ... 15.2
8. Patti Page, WAVE, M., Th. ... 14.3
9. News Caravan, WAVE, M.-F. ... 14.2
10. News, Sports (10:30 p.m.), WAVE, M.-F. ... 14.1

#### TOP SYNDICATED FILMS

1. I Led Three Lives (Ziv), WHAS, T.-9:30 ... 35.0
2. Highway Patrol (Ziv), WHAS, F.-8:30 ... 33.0
3. Science Fiction Theater (Ziv), WHAS, M.-7:30 ... 32.8
4. Studio 57 (MCA), WHAS, T.-8:00 ... 29.3
5. Mr. District Attorney (Ziv), WHAS, F.-10:00 ... 28.5
6. Death Valley Days (Pacific Borex), WAVE, W.-9:30 ... 27.8
7. Superman (Flamingo), WHAS, Su.-6:00 ... 27.3
8. Federal Men (MCA), WAVE, Th.-8:00 ... 26.8
9. The Whistler (CBS), WAVE, S.-9:30 ... 24.5
10. Cisco Kid (Ziv), WHAS, W.-6:30 ... 23.0
11. Star and the Story (Official), WAVE, Su.-9:30 ... 22.3
12. Dr. Hudson's Secret Journal (MCA), WHAS, Th.-8:30 ... 22.3
13. Flamingo Theatre (Flamingo), WHAS, S.-10:00 ... 21.3
14. Man Called X (Ziv), WHAS, M.-10:00 ... 19.5
15. Judge Roy Bean (Screencraft), WHAS, Su.-5:30 ... 19.3
16. Annie Oakley (CBS), WHAS, S.-5:30 ... 18.0
17. Passport to Danger (ABC), WHAS, Th.-9:30 ... 17.0
18. Bulova Show Time (Bulova), WHAS, Th.-9:00 ... 15.8
19. Sky King (Nabisco), WAVE, Su.-5:00 ... 15.3
20. Wild Bill Hickok (Flamingo), WHAS, S.-5:00 ... 15.3
21. Long John Silver (CBS), WAVE, S.-5:30 ... 14.5
22. Patti Page (Oldsmobile), WAVE, M.-10:45 ... 14.3
23. Little Rascals (Interstate), WAVE, S.-3:30 ... 13.3
24. Championship Bowling (Schwimmer), WHAS, T.-11:00 ... 9.1
25. Hans C. Andersen (Interstate), WAVE, Su.-5:30 ... 7.8

## THIS WEEK'S FILM BUYS

**ASSOCIATED ARTISTS**  
POPEYE THE SAILOR MAN  
KTLA, Hollywood: Adv. TBA

**CBS-TV FILM SALES**  
GENE AUTRY  
KPIX, San Francisco: Adv. TBA  
WHIO, Dayton, O.: Miami Valley Milk Products

ANNIE OAKLEY  
KVOS, Bellingham, Wash.: Adv. TBA  
KDUB, Lubbock, Tex.: Piggly Wiggly Stores

LIFE WITH FATHER  
WCTV, Thomasville, Ga.: Independent Life & Accident Insurance Co.

RANGE RIDER  
WNDU, South Bend, Ind.: Adv. TBA

AMOS 'N' ANDY  
WTAP, Parkersburg, W. Va.: First Federal Savings & Loan

BRAVE EAGLE  
WBRZ, Baton Rouge, La.: Wolf Bakeries

**BUFFALO BILL JR.**  
WLBT, Jackson, Miss.: Mars Candy and Brown Shoe

**FLAMINGO FILMS**  
STARS OF GRAND OLE OP'RY  
WLBT, Jackson, Miss.: Pillsbury Mills and Ballard Flour

**GUILD FILMS COMPANY**  
Molly  
WAAM, Baltimore; WXYZ, Detroit; KFMB, San Diego, Calif.; WGEN, Quincy, Ill.; KSWO, Lawton, Okla.: Adv. TBA

**INS-TELENEWS**  
THIS WEEK IN SPORTS  
WITV, Hollywood, Fla.: Adams Engineering.

**MCA-TV**  
WATERFRONT  
WCDB, Albany, N. Y.: Grand Union

**SOLDIERS OF FORTUNE**  
KVTU, Sioux City, Ia.; WTOP, Washington: Seven-Up

**NBC TELEVISION FILM**  
HOPALONG CASSIDY  
KJEO, Fresno, Calif.: Producer's Dairy  
VICTORY AT SEA  
WGTH, Hartford, Conn.: American Standard

**SCREEN GEMS**  
CELEBRITYPLAYHOUSE  
KVTU, Sioux City, Ia.: Falstaff

**STERLING TELEVISION**  
I AM THE LAW  
WTAP, Parkersburg, W. Va.: Reeger's Motors

**ZIV TELEVISION PROGRAMS**  
MAN CALLED X  
KGLO, Mason City, Ia.: Hamm's Beer

**Kahn Heads NTA Ads**  
NEW YORK—Kermit Kahn has been named ad manager of National Telefilm Associates and the NTA Film Network. He was formerly a copy supervisor at Lennen & Newell.

**S. Longstreet and Bischoff Produce Screen Gems' Pix**  
NEW YORK—The production staff is busy these days at Screen Gems. Stephen Longstreet has signed to write and produce a new comedy series called "Mollie and Me." He'll make his debut as a producer. Sam Bischoff, too, is producing a new series titled "The Adventures of Ali and Baba," based on characters from "The Arabian Nights."  
Meanwhile, writer Ben Starr has joined Briskin Productions, Inc., at Screen Gems to think up new series. He and Irving Briskin are working first on the "Tom, Dick and Harry" comedy series.



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

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

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

MIAMI

5 TV STATIONS—313,100 TV HOMES
Population—743,700 (25th in U. S.)
Buying Income—\$1,386,015,000 (22d)
Retail Sales—\$1,133,071,000 (20th)
Food Sales—\$234,589,000 (19th)
Drug Sales—\$39,813,000 (19th)
Automotive—\$230,577,000 (19th)
Above figures include following counties: Dade

TOP NETWORK SHOWS

- 1. \$64,000 Question, WTVJ, T. ....54.2
2. I Love Lucy, WTVJ, M. ....50.2
3. Ed Sullivan, WTVJ, Su. ....48.3
4. Millionaire, WTVJ, W. ....47.5
5. Red Skelton, WTVJ, T. ....45.5
6. I've Got a Secret, WTVJ, W. ....45.4
7. Climax, WTVJ, Th. ....45.3
7. 4 Star Playhouse, WTVJ, Th. ....45.3
9. Playhouse of Stars, WTVJ 42.7, WJNO 2.2 ....44.9
10. Godfrey's Talent Scouts, WTVJ, M. ....44.7

TOP MULTI-WEEKLY SHOWS

- 1. Patti Page, WTVJ, M., F. ....24.0
2. Renick Reporting (6:15 p.m.), WTVJ, M.-F. ....23.9
3. Weatherman, Jack of All Sports (6 p.m.), WTVJ, M.-F. ....21.1
4. CBS News, WTVJ, M.-F. ....20.2
5. News, Weather (11 p.m.), M.-F. ....18.8
6. Guiding Light, WTVJ, M.-F. ....15.6
7. Arthur Godfrey, WTVJ, M.-Th. ....15.3
8. Search for Tomorrow, WTVJ, M.-F. ....15.2
9. Love of Life, WTVJ, M.-F. ....15.1
10. Valiant Lady, WTVJ, M.-F. ....14.8

TOP SYNDICATED FILMS

- 1. Man Called X (Ziv), WTVJ, M.-8:30 ....43.3
2. Dr. Hudson's Secret Journal (MCA), WTVJ, F.-8:00 ....42.9
3. Science Fiction Theater (Ziv), WTVJ, T.-9:30 ....41.8
4. Liberace (Guild), WTVJ, Th.-9:00 ....39.0
5. Highway Patrol (Ziv), WTVJ, Th.-10:00 ....33.4
6. Star and the Story (Official), WTVJ, T.-10:00 ....32.5
7. Count of Monte Cristo (TPA), WTVJ, Th.-6:30 ....31.4
8. Studio 57 (MCA), WTVJ, Su.-6:00 ....28.2
9. I Led Three Lives (Ziv), WTVJ, S.-10:00 ....27.5
10. Confidential File (Guild), WTVJ, S.-10:30 ....25.4
11. Frankie Laine Show (Guild), WTVJ, M.-10:00 ....24.7
12. Crunch and Des (NBC), WTVJ, WJNO, F.-10:30 ....24.0
12. †Patti Page (Oldsmobile), WTVJ, M. & F.-10:15 ....24.0
14. †Rosemary Clooney (Foremost Dairies), WTVJ, W.-10:30 ....22.5
15. Superman (Flamingo), WTVJ, F.-5:15 ....21.3
16. Sky King (Nabisco), WTVJ, S.-10:00 a.m. ....21.0
17. Wild Bill Hickok (Flamingo), WTVJ, T.-5:15 ....20.3
18. Annie Oakley (CBS), WTVJ, M.-5:15 ....16.3
19. Long John Silver (CBS), WTVJ, W.-5:15 ....15.8
20. Meet Corliss Archer (Ziv), WTVJ, S.-5:00 ....14.9
21. Inspector Mark Saber (Thompson), WGBS, Th.-9:00 ....u14.5
22. Greatest Fights of the Century (Baum), WTVJ, W.-9:45 ....u13.0
23. San Francisco Beat (CBS), WGBS, W.-10:00 ....u 9.3
24. Kit Carson (MCA), WGBS, Th.-7:30 ....u 9.0
25. Amos 'n' Andy (CBS), WGBS, W.-8:30 ....u 8.9
26. Racket Squad (ABC), WGBS, Th.-7:00 ....u 8.0
27. Life With Father (CBS), WGBS, F.-7:00 ....u 7.9
28. Man Behind the Badge (MCA), WGBS, F.-7:30 ....u 7.3
29. China Smith (NTA), WGBS, Th.-10:00 ....u 6.9
29. The Pendulum (Thompson) WGBS, Th.-8:30 ....u 6.9

PITTSBURGH

4 TV STATIONS—418,300 TV HOMES
Population—2,292,900 (8th in U. S.)
Buying Income—\$3,969,271,000 (9th)
Retail Sales—\$2,537,520,000 (8th)
Food Sales—\$664,343,000 (8th)
Drug Sales—\$76,905,000 (9th)
Automotive—\$456,532,000 (8th)
Above figures include following counties: Allegheny, Beaver, Washington and Westmoreland

TOP NETWORK SHOWS

- 1. \$64,000 Question, KDKA 55.3, WSTV 3.3, T. ....58.6
2. Perry Como, KDKA 52.0, WJAC 3.2, S. ....55.2
3. Mama, KDKA 49.5, WSTV 2.9, F. ....52.4
4. Ford Theater, KDKA 48.0, WJAC 4.2, Th. ....52.2
5. Studio One, KDKA 48.4, WSTV 3.2, M. ....51.6
6. Milton Perle, KDKA 49.3, WJAC 2.2, T. ....51.5
7. Life of Riley, KDKA 49.0, WJAC 1.7, F. ....50.7
8. Dragnet, KDKA 44.5, WJAC 5.2, Th. ....49.7
9. Groucho Marx, KDKA 44.0, WJAC 5.5, Th. ....49.5
9. Red Skelton, KDKA, T. ....49.5

TOP MULTI-WEEKLY SHOWS

- 1. World Tonight (11 p.m.), KDKA, M.-F. ....34.3
2. Time Out (7:30 p.m.), KDKA, T., Th. ....29.8
3. Eddy Arnold Time, KDKA, M.-F. ....28.2
4. Search for Tomorrow, KDKA, M.-F. ....24.8
5. News at Noon, KDKA, M.-F. ....23.8
6. Guiding Light, KDKA, M.-F. ....23.3
7. Kartoons, KDKA, M.-F. ....22.6
8. News (6:30 p.m.), KDKA, M.-F. ....21.7
8. Pittsburgh Parade Sports (6:45 p.m.), KDKA, M.-F. ....21.7
10. Queen for a Day, KDKA 19.7, WJAC, 9, M.-F. ....20.6

TOP SYNDICATED FILMS

- 1. Studio 57 (MCA), KDKA, T.-9:00 ....48.0
2. Crunch and Des (NBC), KDKA, Th.-9:00 ....45.2
3. The Goldbergs (Guild), KDKA, M.-9:00 ....42.5
4. The Falcon (NBC), KDKA, F.-9:00 ....42.4
5. I Led Three Lives (Ziv), KDKA, S.-9:00 ....42.0
6. Highway Patrol (Ziv), KDKA, W.-8:30 ....41.7
7. Liberace (Guild), KDKA, M.-9:30 ....41.5
8. Dr. Hudson's Secret Journal (MCA), KDKA, Su.-10:30 ....39.0
9. †Death Valley Days (Pacific Borax), KDKA, Su.-7:00 ....33.7
10. Science Fiction Theater (Ziv), KDKA, S.-10:00 ....32.8
11. Mr. District Attorney (Ziv), KDKA, Th.-7:15 ....32.5
12. Superman (Flamingo), KDKA, W.-7:00 ....30.5
13. Headline (MCA), KDKA, F.-7:00 ....29.9
14. Greatest Fights of the Century (Baum), KDKA, F.-7:30 ....29.3
15. Drew Pearson (NTA), KDKA, Su.-11:00 ....28.7
16. Eddy Arnold Time (Schwimmer), KDKA, M. to F.-7:45 ....28.2
17. Count of Monte Cristo (TPA), KDKA, M.-7:00 ....25.7
18. †Patti Page (Oldsmobile), KDKA, S.-6:45 ....24.7
19. †Sky King (Nabisco), KDKA, S.-1:30 ....24.5
20. Cisco Kid (Ziv), KDKA, S.-10:00 a.m. ....23.2
21. Looney Tunes (Guild), KDKA, M. to F. '2:15 ....22.6
22. Stories of the Century (Hollywood), KDKA, Th.-11:15 ....22.4
23. Jimmy Demarest Show (Award), KDKA, M.-7:30 ....22.3
23. Wild Bill Hickok (Flamingo), KDKA, M.-5:30 ....22.3
25. Steve Donovan Western Marshal (NBC), KDKA, W.-5:30 ....21.3

SYRACUSE

2 TV STATIONS—102,900 TV HOMES
Population—377,300 (58th in U. S.)
Buying Income—\$625,478,000 (57th)
Retail Sales—\$475,635,000 (57th)
Food Sales—\$109,909,000 (54th)
Drug Sales—\$12,395,000 (64th)
Automotive—\$101,079,000 (54th)
Above figures include following counties: Onondaga

TOP NETWORK SHOWS

- 1. Ed Sullivan, WHEN, Su. ....50.4
2. Lux Video Theater, WSYR, Th. ....45.0
3. I Love Lucy, WHEN, M. ....43.5
4. Groucho Marx, WSYR, Th. ....42.5
5. \$64,000 Question, WHEN, T. ....41.5
6. Lassie, WHEN, Su. ....41.0
7. Jackie Gleason, WHEN, S. ....39.3
8. Playhouse of Stars, WHEN, F. ....38.8
9. Alfred Hitchcock, WHEN, Su. ....38.0
10. Big Story, WSYR, F. ....37.5
10. Person to Person, WHEN, F. ....37.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WHEN, M.-F. ....26.4
2. News, Sports, Weather (11 p.m.), WHEN, M.-F. ....24.1
3. CBS News, WHEN, M.-F. ....20.3
4. News, Sports, Weather (6:30 p.m.), WHEN, M.-F. ....17.6
5. News Caravan, WSYR, M.-F. ....16.4
6. Dinah Shore, WSYR, T., Th. ....16.3
7. Eddie Fisher, WSYR, W., F. ....15.5
8. Canyon Jack, WSYR, M.-F. ....15.3
9. Esso Reporter, Sports, Misc. (6:45 p.m.), M.-F. ....15.1
9. News, Sports, Misc. (6:30 p.m.), M.-F. ....15.1

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WSYR, W.-10:30 ....28.8
2. Mr. District Attorney (Ziv), WSYR, M.-10:30 ....25.8
3. Great Gildersleeve (NBC), WSYR, F.-9:30 ....25.3
4. Little Rascals (Interstate), WHEN, Th.-7:00 ....24.0
5. Passport to Danger (ABC), WHEN, M.-7:00 ....23.3
6. Dr. Hudson's Secret Journal (MCA), WSYR, Su.-10:30 ....22.3
7. †Death Valley Days (Pacific Borax), WHEN, F.-7:00 ....21.3
7. Waterfront (MCA), WSYR, Th.-11:00 ....21.3
9. Gangbusters (Gen. Teleradio), WSYR, T.-10:30 ....20.5
10. Crunch and Des (NBC), WHEN, S.-7:00 ....19.3
11. †Sky King (Nabisco), WSYR, Su.-2:30 ....19.0
12. Wild Bill Hickok (Flamingo), WHEN, T.-6:00 ....18.3
13. Superman (Flamingo), WHEN, Th.-6:00 ....18.0
14. Captured (NBC), WSYR, F.-11:00 ....17.5
15. Liberace (Guild), WSYR, W.-7:00 ....17.0
16. Count of Monte Cristo (TPA), WSYR, Th.-7:00 ....14.8
17. Hopalong Cassidy (NBC), WSYR, S.-12:30 ....14.5
17. Victory at Sea (NBC), WHEN, Th.-10:30 ....14.5
19. Annie Oakley (CBS), WHEN, W.-6:00 ....14.3
20. Science Fiction Theater (Ziv), WHEN, S.-6:30 ....12.8
21. Mayor of the Town (MCA), WSYR, Su.-7:00 ....11.0

TAMPA-ST. PETERSBURG

3 TV STATIONS—147,800 TV HOMES
Population—552,800 (39th in U. S.)
Buying Income—\$785,996,000 (48th)
Retail Sales—\$681,146,000 (36th)
Food Sales—\$139,031,000 (44th)
Drug Sales—\$23,756,000 (33d)
Automotive—\$138,822,000 (34th)
Above figures include following counties: Hillsborough, Pinellas

TOP NETWORK SHOWS

- 1. \$64,000 Question, WTVT, T. ....43.2
2. I Love Lucy, WTVT, M. ....42.0
3. Ed Sullivan, WTVT, Su. ....41.2
4. \$64,000 Challenge, WTVT, Su. ....36.0
5. Lux Video Theater, WFLA, Th. ....35.4
6. December Bride, WTVT, M. ....35.2
7. Groucho Marx, WFLA, Th. ....35.0
8. Studio One, WTVT, M. ....34.3
9. Godfrey's Talent Scouts, WTVT, M. ....33.4
9. Lawrence Welk, WSUN, S. ....33.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WSUN, M.-F. ....16.4
2. Patti Page, WTVT, W., F. ....13.9
3. Captain Mac, WSUN, M.-F. ....13.6
4. Little Rascals, WFLA, M.-F. ....13.0
5. Search for Tomorrow, WTVT, M.-F. ....12.4
6. News-Six, Weather (6 p.m.), WTVT, M.-F. ....12.0
7. Guiding Light, WTVT, M.-F. ....11.9
8. Eddie Fisher, WFLA, W., F. ....11.8
9. News Caravan, WFLA, M.-F. ....11.7
10. Sports Page (6:15 p.m.), WFLA, M.-F. ....11.4
10. World Report (6 p.m.), WFLA, M.-F. ....11.4

TOP SYNDICATED FILMS

- 1. I Led Three Lives (Ziv), WTVT, T.-9:30 ....25.4
2. Highway Patrol (Ziv), WFLA, W.-9:30 ....23.2
3. Dr. Hudson's Secret Journal (MCA), WTVT, M.-10:00 ....22.9
4. Greatest Fights of the Century (Baum), WSUN, W.-9:45 ....u21.7
5. Susie (TPA), WTVT, W.-10:00 ....21.2
6. Mr. District Attorney (Ziv), WTVT, T.-10:00 ....20.7
6. Man Called X (Ziv), WFLA, Su.-10:00 ....20.7
8. Crunch and Des (NBC), WFLA, W.-7:30 ....20.4
9. I Spy (Guild), WFLA, F.-10:00 ....19.7
10. Star and the Story (Official), WFLA, T.-9:30 ....19.2
11. †Rosemary Clooney (Foremost Dairies), WFLA, M.-9:30 ....19.0
12. Science Fiction Theater (Ziv), WFLA, Th.-7:00 ....17.5
13. Great Gildersleeve (NBC), WFLA, Su.-9:30 ....17.4
14. Dateline Europe (Official), WTVT, F.-10:00 ....17.4
15. Confidential File (Guild), WSUN, Th.-8:30 ....u17.4
16. †Death Valley Days (Pacific Borax), WSUN, T.-9:30 ....u17.2
16. Badge 714 (NBC), WSUN, S.-9:30 ....u17.2
18. Big Play (Screen Gems), WTVT, S.-3:45 ....16.0
19. Celebrity Playhouse (Screen Gems), WFLA, F.-7:30 ....15.7
20. Cross Current (Official), WTVT, Su.-10:30 ....15.5
21. Waterfront (MCA), WSUN, Th.-8:00 ....15.4
21. Superman (Flamingo), WSUN, Th.-6:30 ....u15.4
23. Riders of the Purple Sage (RCA), WFLA, F.-10:00 ....15.0
23. Sheena, Queen of the Jungle (ABC), WSUN, Th.-7:00 ....u15.0
25. Jungle Jim (Screen Gems), WFLA, S.-6:00 ....14.5
26. Patti Page (Oldsmobile), WTVT, W.-10:30 ....13.9
27. Favorite Story (Ziv), WSUN, T.-7:30 ....u13.2
28. Little Rascals (Interstate), WFLA, M. to F.-5:00 ....13.0
29. Headline (MCA), WSUN, F.-9:30 ....u11.5
30. Man Behind the Badge (MCA), WFLA, T.-7:30 ....10.7

MCA Assumes Production of Schlitz 'Stars'

NEW YORK — MCA-TV has taken over the production reins of another anthology property, the "Schlitz Playhouse of Stars," which is presented Fridays 9:30-10 p.m. over the CBS-TV network. This will mark the 10th anthology series produced by MCA-TV since 1951 for network and syndicated televiewing. The "General Electric Theater" and Jane Wyman "Fire-side Theater" are on CBS-TV and NBC, respectively, and "Studio 57" is nationally spot booked.

The Schlitz show was produced by Meridian Productions for many years, but the show has not done too well recently on ratings, so it topped last season's "Campbell Soundstage," also produced by MCA-TV. The shift in producers has evidently been made in the hope that the program can be revitalized by some new ideas, both in the use of stories and talent.

MCA-TV's major anthology achievement has been the "GE Theater," whose rating has topped that of the closest competition almost since it went on. The program did succeed in attracting a number of important names such as Henry Fonda, Judy Garland, Jack Benny and others to the half-hour drama format.

Other Shows

Other MCA anthology shows were "Chevron Theater," "Stars Over Hollywood," "Gruen Theater," "Revlon Mirror Theater" and "Pepsi-Cola Playhouse." It has filmed an estimated 460 half-hour dramas since 1951, by far the largest number of this type of show produced by a single source. These half-hour dramas continue to be sold to local stations by MCA-TV's syndication arm.

"Schlitz Playhouse" is the fourth show that MCA-TV has taken over from other producers, the others being Jane Wyman "Fireside Theater," "GE Theater" and "Campbell Soundstage."

Colgate Adds 2 Net Shows

NEW YORK — Colgate has picked up alternate week sponsorship of two more network shows for next season, one of them a show aimed at kids, the other aimed at adults.

The sponsor bought half of CBS-TV's Saturday morning "Mighty Mouse Playhouse" cartoon series and the Thursday night segment of CBS-TV's "Doug Edwards and the News." Colgate's purchases give CBS a complete sell-out of these shows.

WABD Stiffens Feature Fight

Continued from page 1

Now WABD topper, Ted Cott, will program the same picture on Sunday nights next fall from 8 p.m.-12 midnight. The picture will be seen three times.

It's Cott's intention to get four advertisers to buy an hour each. They would be given a quarter hour during each of the four hours so that they could hit different audiences. Consequently, his expectation is that the show will get healthy cumulative ratings.

The WABD buy is the first it has made of first-run feature films.

Other first-run feature deals recently made by New York stations are WCBS-TV's buy of 150 Warner Bros. films from Associated Artists and 104 Columbia pictures from Screen Gems, WATV's purchase of 52 20th Century-Fox features from National Telefilm Associates, WOR's acquisition of 10 Selznick pictures from NTA and 13 of RKO's "Finest 52" pictures from RKO Teleradio and WRCA's buy of 15 features from Hygo. WOR also has rights to all the other RKO product.

Associated Artists' sale to WABD leaves it with nine more 60-feature Warner Bros. packages for first-run sale in New York. The firm reportedly has been asking \$6,000 per picture for this market, but whether or not this is the price paid by WABD is not known.

Syndication Muddled for Pan-Am Show

HOLLYWOOD — Pan-Am Oil Company is considering expanding the scope of its five-minute scientific question and answer show, "Do You Know Why?" and releasing it nationally for syndication.

A pilot episode for a new series of the shorties has been filmed by Shields Productions in Hollywood and is now being viewed by Pan-Am and its agency, Fitzgerald of New Orleans.

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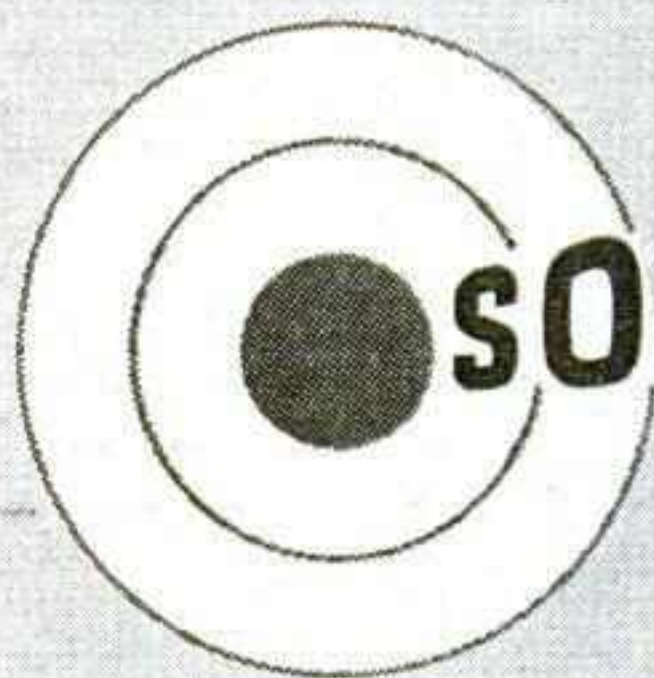
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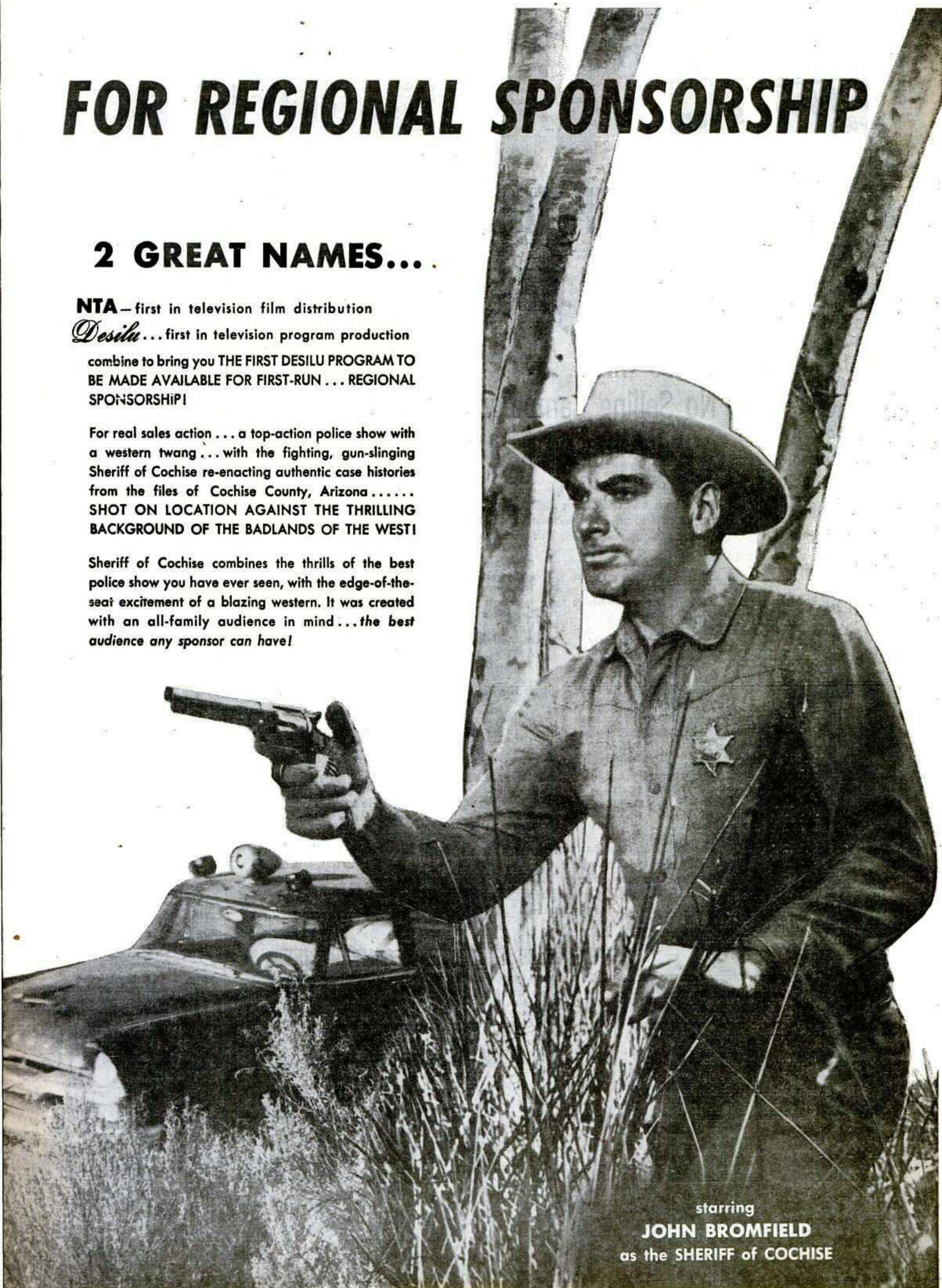
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**• MOVIE PATTERNS—1**

Number of feature films played in one week by average station

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Average Number of Features:	8.5	8.6	9.4	12
Over-all average: 9.3				
Average Number of Movie Programs:	4	4.7	5.9	6

Percentage of first-run features played in one week by average station

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Average of First-Run Features:	48%	51%	42%	30%

Percentage of air time devoted to feature films in one week by average station

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Average % of Air Time for Features:	11.5%	11.0%	14.0%	18.0%

The station that ran the greatest number of feature films, according to the survey, was WGN-TV, Chicago, which played 29 feature-length films the week ending May 26. Actually this was a reduced schedule for WGN due to its baseball coverage. In the first week in March it ran 38 feature films.

The average station in the four-and-more-channel markets played over 30 per cent more feature films than the average station in the one-and-two-channel markets. It devoted a half again greater proportion of its air time to feature films than the stations in the one-and-two-channel markets. But only 60 per cent as great a proportion of the pictures it played were first run.

The greatest number of feature films played by any station in a one-or-two-channel market was 19.

The greatest proportion of movie program attested by any station in the survey was 60 per cent, listed by a station in the Rocky Mountain area that played 11 feature films during the week, all of them in prime time. Two stations, one on the West Coast and one in the Midwest, listed 40 per cent of their time as feature programming.

As far as the amount of feature programming is concerned, stations in the one-and-two-station markets seem to be in the same situation. Note that the averages in these two categories are almost identical.

**SPOTLIGHT ON**

*feature film programming*

... THE PRODUCT, THE PROGRAMS AND THE PAY-OFF

**MOVIE PATTERNS**

**Analysis Details Wide Uses In Programming of Features**

Patterns of feature film use are as diverse as station call letters. The films themselves are merely the raw material of what actually is a station programming operation. Thus, generalities about movie programming are fairly difficult to make. To be sure, every experienced film salesman knows certain basic truths derived from his random observations at the numerous stations he calls on.

Now, definitive analysis of feature film use has just been completed by The Billboard. On May 25, a four-page questionnaire was sent to the program director of every station in the country. Returns were received from 230 stations, or more than half the operating stations.

Unfortunately, a number of the returns came in too late for tabulation. The analyses presented on these pages are made on the basis of information provided by 40 stations who said they were the only station serving their primary area, 62 stations who said they were in two-channel markets, 49 in three-channel markets and 36 in markets served by four or more stations, for a total of 181 stations.

Highlights  
The highlights of the analysis can be stated briefly.

In the spring of 1956 the average TV station in the U. S. was playing nine feature films per week on four to six different programs. Nearly half of its feature films had never played on TV before in its market. The average station devoted about 13 per cent of its total air time to feature films. Surprisingly, it was playing slightly fewer feature films than it had been playing a year ago, and it did not expect to make any change in the number of pictures per week it would play over the next year.

The average station scheduled its greatest concentration of pictures in the afternoon and almost as many after 10:30 p.m. About half of its feature film sponsors were local advertisers.

The average station had made its last purchase of feature films within the previous five months and expected to make its next purchase within the next three months.

More detailed analyses of each of these points is given in separate items elsewhere on these pages.

**How 5 Top Users Program Features**

When it comes to feature films, the station is the final authority. This is a highly individualistic form of programming. It is almost as individualistic as the station's own local live productions. Whereas a new half-hour film series will be used in essentially the same way, whether it plays in Miami or Seattle, a new package of feature film will be programmed and sold in almost as many different ways as there are stations buying it.

Some stations will buy only the top new releases; others are interested only in reruns. Some will anchor their movie programming in one strong Sunday show; others have established a strong program across the board, usually late in the evening, but sometimes in prime time. Some will not rerun a film for six months or more; others will repeat a film several times within the same week. Some will sell individual local advertisers on full sponsorship of their own movie programs; others will sell feature films as spot carriers.

In the top three markets alone the diversity of approaches to feature-film use is striking. Because of the size and competition, the movie patterns in these three markets tend to be quite extreme.

Herewith are brief descriptions of the feature film programming on five stations in the top three markets in the U. S.

**WCBS-TV, NEW YORK**

A station with a heavy schedule of network programming can also reap a harvest in its local time by planting lots of feature films therein. WCBS-TV, New York, the flagship, has been packaging the best obtainable feature films around its network programming for the past five years.

That this has proved a fruitful policy was demonstrated a few weeks ago when the Celler committee released figures on WCBS-TV's profit picture. This station's features, sold on a participating basis, constitute what is undoubtedly one of the most successful station programming operations in the country.

The outlet has five feature film  
(Continued on page 31)

**PRESSURES BREAK FEATURE DAM-UP**

Competition of Other Media Cuts Income; Movies Need Production, Shareholder \$

By LEON MORSE

What has caused the recent deluge of feature films into TV? What are the economic factors responsible for the release of 2,000 new and important pictures that have been placed on the market within the past year?

Overriding all other reasons are

the volcanic readjustments currently taking place within the motion picture industry, faced as it is by the competition of TV and other leisure time pleasures. They are directly responsible for the box office shrinkages that have hurt the picture industry materially.

They have likewise sent the motion picture producers scurrying for new capital to finance future productions and for additional revenue to satisfy their stockholders. TV, of course, can provide new capital in exchange for product that has already been written off the books.

Thus, a couple of promoters have appeared on the scene. They make possible outright sales of features, which they then turn over to another party for TV distribution.

This was the situation in which the Warner Bros. library was sold to Lou Chesler's PRM, Inc., in a deal which should net Warners \$15,750,000, or an estimated \$6.25 per share.

An alternative is the direct sale of features to TV by the motion picture companies themselves. This has been done by Columbia Pictures, thru its Screen Gems subsidiary. And now M-G-M, after turning down another Chesler deal that would have netted \$37,500,000, is following the same course. Metro's decision to move into TV on several fronts—feature film sales, new program production and station acquisition—was motivated by its desire to make a permanent place for itself in TV.

Several years ago exhibitor pressure would have been sufficient to make the motion picture majors  
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# TV OSCAR WINNERS

The following Academy Award winners are now on TV or are available for telecasting.

## • Best Production

- 1937—LIFE OF EMILE ZOLA  
Warner Bros. . . . . Associated Artists Productions
- 1941—HOW GREEN WAS MY VALLEY  
20th Century-Fox . . . . . National Telefilm Associates
- 1943—CASABLANCA  
Warner Bros. . . . . Associated Artists Productions
- 1948—HAMLET  
Two Cities, Rank . . . . . ABC-TV

## • Best Actress

- 1932—KATHERINE HEPBURN in "Morning Glory"  
RKO . . . . . RKO Teleradio and C&C Television
- 1935—BETTE DAVIS in "Dangerous"  
Warner Bros. . . . . Associated Artists Productions
- 1938—BETTE DAVIS in "Jezebel"  
Warner Bros. . . . . Associated Artists Productions
- 1940—GINGER ROGERS in "Kitty Foyle"  
RKO . . . . . RKO Teleradio and C&C Television
- 1941—JOAN FONTAINE in "Suspicion"  
RKO . . . . . RKO Teleradio and C&C Television
- 1945—JOAN CRAWFORD in "Mildred Pierce"  
Warner Bros. . . . . Associated Artists Productions
- 1947—LORETTA YOUNG in "The Farmer's Daughter"  
Selznick . . . . . National Telefilm Associates
- 1948—JANE WYMAN in "Johnny Belinda"  
Warner Bros. . . . . Associated Artists Productions

## • Best Actor

- 1929—GEORGE ARLISS in "Disraeli"  
Warner Bros. . . . . Associated Artists Productions
- 1935—VICTOR McLAGLEN in "The Informer"  
RKO . . . . . RKO Teleradio and C&C Television
- 1936—PAUL MUNI in "The Story of Louis Pasteur"  
Warner Bros. . . . . Associated Artists Productions
- 1941—GARY COOPER in "Sergeant York"  
Warner Bros. . . . . Associated Artists Productions
- 1943—PAUL LUKAS in "Watch on the Rhine"  
Warner Bros. . . . . Associated Artists Productions
- 1948—LAURENCE OLIVER in "Hamlet"  
Two Cities, Rank . . . . . ABC-TV

## • Best Director

- 1935—JOHN FORD for "The Informer"  
RKO . . . . . RKO Teleradio and C&C Television
- 1941—JOHN FORD for "How Green Was My Valley"  
20th Century Fox . . . . . National Telefilm Associates
- 1943—MICHAEL CURTIZ for "Casablanca"  
Warner Bros. . . . . Associated Artists Productions
- 1948—JOHN HUSTON for "Treasure of Sierra Madre"  
Warner Bros. . . . . Associated Artists Productions

## • Best Story and Screenplay

- 1930—JOHN MONK SAUNDERS for "Dawn Patrol"  
Warner Bros. . . . . Associated Artists Productions
- 1933—ROBERT LORD for "One Way Passage"  
Warner Bros. . . . . Associated Artists Productions
- 1935—DUDLEY NICHOLS for "The Informer"  
RKO . . . . . RKO Teleradio and C&C Television
- 1936—SHERIDAN GIBNEY and PIERRE COLLINGS  
for "The Story of Louis Pasteur"  
Warner Bros. . . . . Associated Artists Productions
- 1937—NORMAN RILEY RAINE, HEINZ HERALD  
and GEZA HERCZEG for "The Life of Emile Zola"  
Warner Bros. . . . . Associated Artists Productions
- 1943—JULES and PHILIP EPSTEIN and HOWARD KOCH  
for "Casablanca"  
Warner Bros. . . . . Associated Artists Productions
- 1945—CHARLES BOOTH for "The House on 92d Street"  
20th Century-Fox . . . . . National Telefilm Associates
- 1946—MURIEL and SYDNEY BOX for "The Seventh Veil"  
Rank . . . . . ABC Film Syndication
- 1947—SIDNEY SHELDON for "The Bachelor and the  
Bobby Soxer"  
RKO . . . . . RKO Teleradio and C&C Television
- 1948—JOHN HUSTON for "Treasure of the Sierra Madre"  
Warner Bros. . . . . Associated Artists Productions
- 1951—PAUL DEHN and JAMES BERNARD  
for "Seven Days to Noon"  
Mayer-Kingsley . . . . . Combined TV

## • Best Supporting Actress

- 1936—GAIL SONDERGAARD in "Anthony Adverse"  
Warner Bros. . . . . Associated Artists Productions
- 1938—FAY BAINTER in "Jezebel"  
Warner Bros. . . . . Associated Artists Productions
- 1941—MARY ASTOR in "The Great Lie"  
Warner Bros. . . . . Associated Artists Productions
- 1944—ETHEL BARRYMORE in "None But the Lonely Heart"  
RKO . . . . . RKO Teleradio and CC Television
- 1948—CLAIRE TREVOR in "Key Largo"  
Warner Bros. . . . . Associated Artists Productions

## • Best Supporting Actor

- 1937—Joseph Schildkraut in "The Life of Emile Zola"  
Warner Bros. . . . . Associated Artists Productions
- 1939—Thomas Mitchell in "Stage Coach"  
United Artists . . . . . Masterpiece
- 1941—Donald Crisp in "How Green Was My Valley"  
20th Century-Fox . . . . . National Telefilm Associates
- 1943—Charles Coburn in "The More the Merrier"  
Warner Bros. . . . . Associated Artists Productions
- 1948—Walter Huston in "Treasure of Sierra Madre"  
Warner Bros. . . . . Associated Artists Productions

## • MOVIE PATTERNS—2

When stations play their feature films: NUMBER OF PICTURES RUN BY AVERAGE STATION IN EACH TIME PERIOD

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
<b>Weekdays</b>				
Before Noon	.5	.4	.8	.5
Noon-6 p.m.	4.0	3.2	2.8	3.6
6-7:30 p.m.	.2	0	.5	.4
7:30-10:30 p.m.	.4	.7	1.2	1.4
After 10:30 p.m.	3.7	2.7	3.1	3.6

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
<b>Weekends</b>				
Before 6 p.m.	1.2	1.1	1.6	2.4
After 6 p.m.	1.5	1.6	1.8	2.3

When stations play their feature films: PERCENTAGE OF STATIONS PLAYING FEATURE FILMS ACROSS THE BOARD IN EACH TIME PERIOD

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
<b>Weekdays</b>				
Before Noon	7%	5%	15%	1%
Noon-6 p.m.	47%	46%	37%	47%
6-7:30 p.m.	2%	none	2%	none
7:30-10:30 p.m.	2%	6%	6%	13%
After 10:30 p.m.	42%	47%	55%	43%

The concentration of attention on the top first-run feature film programs has tended to obscure the great amount of movie programming scheduled in the afternoon. The survey tended to confirm that the stations' own estimation of what are their top or most successful feature-film shows are those that play late evening or weekends. But analysis reveals that the average station, tho by a very slight edge, plays even more movies between noon and 6 p.m. during the week than it does after 10:30 p.m. This is particularly true in the one-and-two-station markets.

Note that prime-time and weekend scheduling of movies is heaviest in the four-or-more-station markets, probably explained by the programming of the unaffiliated stations.

## • MOVIE PATTERNS—3

Percentage of feature-film sponsors that are local accounts on the average station

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
<b>Percentage of Local Sponsors:</b>				
	49.6%	54.6%	53.3%	62.2%

The following national advertisers were most often mentioned as participating sponsors of top feature-film programs:

Alka Seltzer	Max Factor
Block Drug	Minute Maid
Brylcreme	Montgomery Ward
Carter Products	Pellex
Chas. Antell	Procter & Gamble
Chesebrough Manufacturing	Pure Oil
Colgate Palmolive	Revlon
Drackett Co.	RCA Victor
Five-Day Deodorant	Robert Hall
General Electric	Sardo
General Foods	Snowdrift Shortening
Lever Bros.	Standard Brands
Lewis Dog Food	Toni
Liggett & Myers	Wildroot

This survey puts into focus the extent of full sponsorship of feature-film programs by single sponsors—as opposed to the usual pattern of participating sponsorship.

Of the 181 stations included in the survey, 56—or 30 per cent—listed at least one movie program that was wholly controlled by a single sponsor. They listed a total of 109 such sponsors. At least 52 of these sponsors (50 per cent) were recognizable as retail outfits, including food, department stores, clothing, furniture and appliance dealers. At least 28 (25 per cent) were identifiable as automobile dealers. Four were breweries. Also listed were utilities, banks, fuel and real estate.

The preponderance of stations with such movie sponsorship was in the three-station-market category. Almost half the respondents in that column had at least one movie show with a single sponsor. In the other categories, about 25 per cent of the stations had single sponsor movies.

The station that listed the most advertisers as single sponsors of its feature films was WGN-TV, Chicago, a four-station market. WGN had, during the survey week, 20 sponsors that completely controlled their own feature-film programs.

Except for the breweries, virtually all of the sponsors with a movie to call their own seemed to be local advertisers.

On the subject of local advertisers, the survey made a special point of supermarkets and auto dealers. It revealed an amazing activity among the latter, a mere sprinkling among the former.

Of the 181 stations in the survey, 87 (or 48 per cent) listed a total of 136 auto dealers as sponsoring feature films on a full or participating basis. On the supermarket score, 26 stations listed a total of 39 store sponsors on their movies.

## • MOVIE PATTERNS—4

The Billboard's survey of feature-film use shed some light on the extent of the pattern of repeating a picture within the same week, a practice that exploded into attention two years ago when feature film prices shot up and WOR-TV, New York, started its 16-run "Million Dollar Movie."

Of the 181 stations in the survey, 26 reported some kind of repeat pattern, 10 of them playing the repeat within the same theater. The patterns of repeats were diverse.

In the one-station markets (40 replies), six surveyed stations repeat films within the week, two of them in the same theater. Of those two, one has a two-run on one theater, the other has two-runs on three different theaters. The other four repeating stations in the one-station category give second runs on separate theaters. They do it with two, three, four and five films respectively.

In the two-station markets (62 replies), four stations repeat pictures within the week, only one of them within the same theater. That station plays a picture twice in one of its top theaters. The other three give a second run on separate programs of three, four and six films respectively.

In the three-station-market category (49 replies), 10 stations repeat, three of them in the same theater. Of those three, two stations have one two-run theater each. The other has a program across the board in which it gives two films three runs each per week.

In the four-and-up-channel markets (30 replies), six stations reported repeat patterns, three of them within the same theater. Of the three repeating within the same theater, one has two theaters in which it gives the films six runs each, another has three theaters in which it gives films six runs each, the other has one theater in which it gives two pictures three runs each.

Of the other three in this category, one gives two runs in separate periods to one picture a week, another gives two runs to three pictures and the third gives two runs to six pictures.

The majority of the repeating stations make their repeats in separate programs and give two to six films two runs each. An example of how this is worked out is KPHO, Phoenix, Ariz., which gives a film one run on its 10:30 p.m. "Movietime," and then repeats the film the next day on its 1 p.m. "Afternoon Movietime."

## Big Packages Sell At a Steady Pace

Despite the unprecedented abundance of feature films and the insistence of so many stations that they will not increase their use of features, the big packages that have come in since January 1 have been selling at a steady clip, according to their distributors.

National Telefilm Associate's "TNT" package, which came in just before the first of the year, is now sold in 97 markets. Its 20th Century-Fox package, after two months, is in 65 markets. Screen Gems' "Hollywood Movie Parade" is in 73 markets, and Hygo's package of 22 pictures is now in about 70 markets.

Associated Artists Productions has sold Warner Bros. pictures in about 50 markets, in about 18 of which they sold the entire library. And C&C Television is said to have deals on the RKO library in about 40 markets.



# BENEFITS OF FEATURES PROMPT SPONSOR RUSH

## Low Cost Successes, New Influx Stiffen Competition for Top Quality

By JACK SINGER

The flood of feature films being released to TV by such Hollywood producers as Warner Bros., 20th Century-Fox, Columbia, RKO, M-G-M, Universal and United Artists is radically changing the complexion of stations' feature programming. "How do these changes affect advertisers?" is a question that every farsighted ad manager interested in getting the most value for his TV dollar is asking himself.

Feature films, of course, have already established themselves as an important advertising vehicle. The many national advertisers have only recently come to recognize the effectiveness of features, local sponsors have long been enthusiastic over this type of programming.

### Success Story

An example of a noteworthy success is told in a letter sent to WSJV-TV, Elkhart, Ind., by Riverside Motors, a local auto dealer. Joseph Leveno, president, stated, "I really was surprised over the results of our first two programs of the 'Riverside Video Theater.' . . . We sold 35 new Rocket 88's and 25 used cars as a result of these programs. . . . Our gross was . . . in the neighborhood of \$150,000. Your television station was the only advertising we used, and it certainly convinced me that television programs will sell."

Thorofare Stores, a Pittsburgh supermarket chain, ran a test this past May to check the effectiveness of its advertising on KDKA's "Star Time Theater," 11:30 p.m.-1 a.m. feature film show. As a result of a one-shot special, advertised only on this show, Thorofare sold 300,000 pounds of beef in less than three hours the following morning.

### Dinners Sold Out

Monte Curwit, program manager of WTVT, Tampa, reports that a local client, the Old Fort Restaurant, "tried one spot on our Saturday movie under protest. He pitched a two-buck steak dinner and was completely sold out of steak the following afternoon. He has since canceled all other forms of advertising—for almost a year—yet his business has actually doubled, by his own admission, and all from one TV participation per week."

Chuck Zink, program director of WCMB-TV, Harrisburg, Pa., points out that a local outlet, Al's Discount Mart, "has stated that their business has increased over 30 per cent since their start on television. . . . Mary Carter Paints has also stated a definite increase in business since participating on our station."

WSUN-TV, St. Petersburg, Fla., says that a local appliance dealer, Carroll's, Inc., aired one spot on the station's "Moonlight Playhouse" feature film show. Carroll's advertised three used appliance items. He sold 37 pieces of the advertised merchandise as a direct result of the commercial.

### Courtesy Motors

Perhaps the best known success story of an advertiser's use of feature film programming is that of Chicago's Courtesy Motor, headed by Jim Moran. Thru his sponsorship of "Courtesy Theater" on WGN-TV, Sundays, 10-11:30 p.m., Moran's business has grown over the years to the point where he is now the second largest Ford dealer in the country.

These and many other advertisers who have sponsored or are considering sponsoring local features are, of course, interested in

what changes will take place as a result of the release of the huge Hollywood backlogs.

Initially, many segments of the industry feared (while others hoped) that the release of the majors' features would result in drastic price cuts. The release of thousands of new features, they reasoned, was bound to usher in a period of cut-throat competition and tumbling prices.

Far from that, however, the fact is that prices of quality pictures today are setting new highs.

The reason is that stations are competing more intensely than ever for the top caliber features. Stations are convinced that only with quality pictures can they meet the growing competition from other stations that are now expanding their movie programming or getting into the field for the first time.

New York, for instance, has suddenly witnessed the appearance of WATV as a competitor in the field of feature film programming. The station recently purchased the package of 20th Century-Fox fea-

tures from National Telefilm Associates. Similarly, WRCA-TV has moved into first-run feature programming and is on the lookout for new product. WABC-TV, also heretofore not too important a factor in feature programming, has expanded its feature fare and is anxious to buy new product.

### WCBS' Big Buys

In an effort to maintain its status as New York's leading feature film programmer, WCBS-TV has been meeting the threat by buying more features than ever before and, in many cases, paying record-breaking prices for quality films. Among the new packages it brought are the 104 features in Screen Gems' "Hollywood Movie Parade" and 150 top features from the Warner Bros. library being marketed by Associated Artists Productions.

This heightened competitive battle is being re-enacted in other markets thruout the country. And stations are meeting the threat of

new competition, or are attempting to compete in the feature film field for the first time, in the same manner—by acquiring as many good features as they can get their hands on, even at the cost of paying record prices.

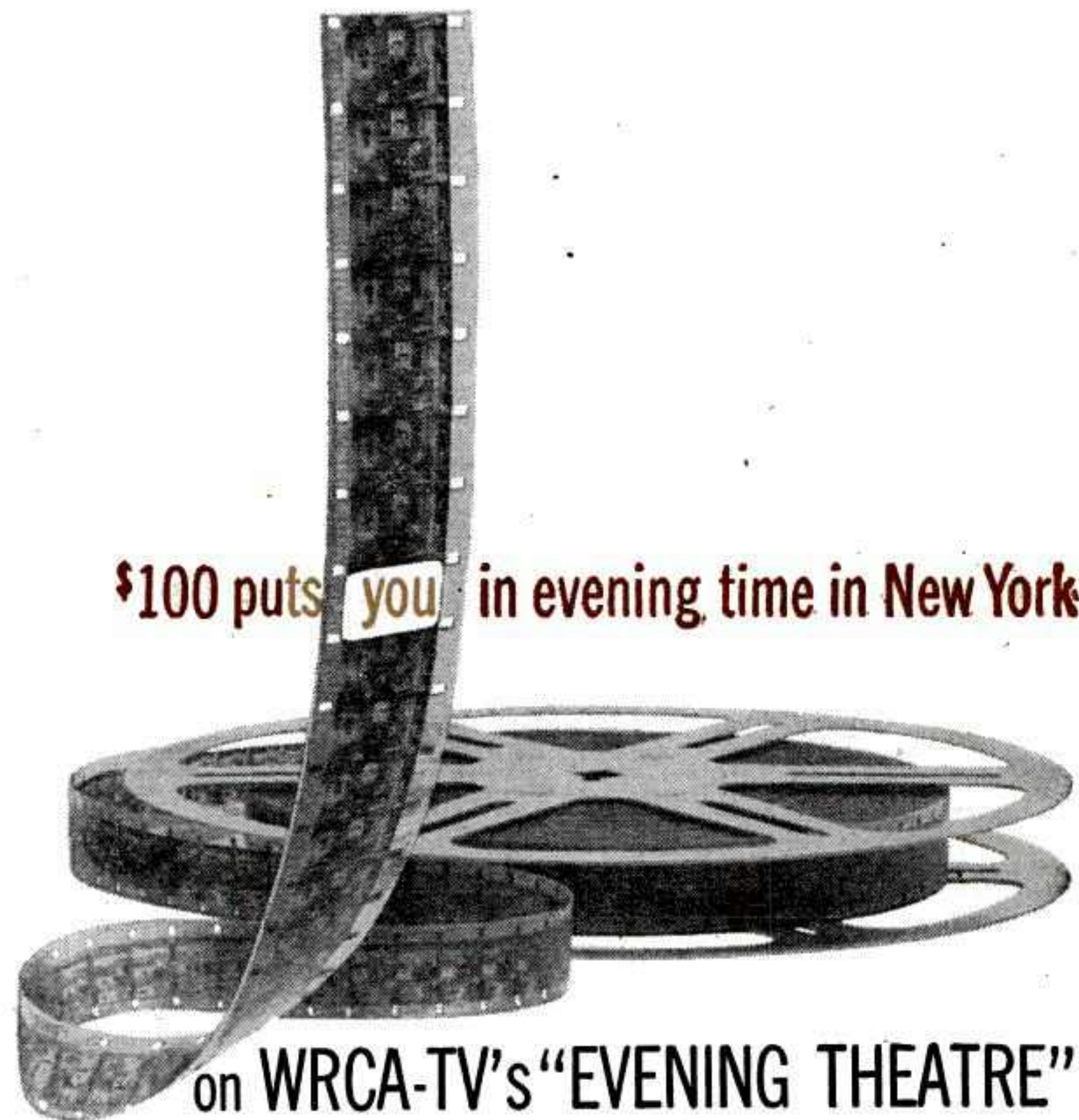
As a result, TV viewers in the upcoming months will be treated to a greater and steadier stream of first-run, top caliber features than ever before.

To advertisers this means that ratings of many feature film programs will jump substantially. Feature films will become an increasingly important ad vehicle for national as well as local advertisers.

### Blurb Time

Movie sponsorship has always offered a few special advantages of its own. One aspect of it that new seems to be getting a lot of attention is the additional commercial time made possible by the 90 minutes running time. The

(Continued on page 33)



**\$100 puts you in evening time in New York**

**on WRCA-TV's "EVENING THEATRE"**

WRCA-TV's new "Evening Theatre" presents a different full-length feature film at 5:30 every evening, Monday through Friday. It offers advertisers a rare opportunity to reach, economically, New York's family audience—61% adults! *Special study by Pulse, July 1956.*

Johnny Andrews, a top-flight personality and a persuasive salesman, is host on "Evening Theatre."

This month only, one-minute participations are

just \$425. Powerful ten-second IDs are only \$200. Regular frequency discounts apply to both. And . . . under WRCA-TV's 14/50 Plan, ten-second buys receive a special 50% discount. Your price: \$100 per ten-second spot in "Evening Theatre." And ask a WRCA-TV account executive, or your NBC Spot Sales representative, about our continuing rate protection offer.

Start now, to double your savings . . . and sales!

WRCA-TV • 4 NBC leadership station in NEW YORK is sold by  SPOT SALES



• **MOVIE PATTERNS—5**

Amount of feature-film time compared with a year ago

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Number of Stations Reporting:				
Increase	15	25	10	12
Decrease	13	27	27	5
Same	6	7	10	6

Amount of feature-film time stations expect a year from now

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Number of Stations Anticipating:				
Increase	11	6	11	5
Decrease	5	8	7	3
No Change	23	48	28	21

Despite the recent dramatic increases in feature film programming on a few key stations, movie programming industry-wide actually declined slightly over the past year. Of the 163 stations in the survey that ventured a comparison of the amount of their feature film this spring as against last, 44 per cent experienced a decline while 38 per cent experienced an increase.

The only category in which there was a sharp drop was in the three-station markets. This is possibly explained by the programming upbeat of the third network, ABC-TV, over the past season.

The amount of movie programming now seems to have reached its optimum level in the minds of station management. Of the 176 stations in the survey that voted on their movie expectations for next year, 68 per cent indicated no change. The remainder were slighted weighted in favor of an increase: 19 per cent of the responses anticipated an increase, while 13 per cent anticipated a decrease.

The two-station-market category anticipates a slight net decline in the amount of feature programming. It is the only category in which this trend may be unabated over the two years.

• **MOVIE PATTERNS—6**

When the average station bought its last package of feature films

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
When Last Package Was Bought:				
	Dec., '55	Jan., '56	Feb., '56	May, '56

Stations Playing 5 or More 1st-Run Movies Per Week: Apr., '55 Jan., '56 Apr., '56 May, '56

The number of months that will elapse between the average station's last feature-film purchase and its next feature-film purchase

Market Size:	1-Sta.	2-Sta.	3-Sta.	4 or More
Months Elapsed Between Purchases	13½	11	10	10
Stations Playing 5 or More 1st-Run Movies Per Week:	8½	8½	10	8

With the current influx of feature films, and with the rapid sales that are chalked up by every new package that hits the market, it is a matter of some interest to determine the average station's buying pattern.

Every distributor knows his prime customers, the really hot feature film stations. Of course, there are a few stations that are buying every first-run picture they can get their hands on. The survey confirms that in the four-or-more-station markets, the distributor indeed has a healthy situation. The average station in that category had made a feature-film purchase only a few weeks before receiving The Billboard's questionnaire.

But in the smaller markets it was three to five months since the average station had made a purchase, altho those that were running five or more first-run films a week had bought more recently.

Of the 181 stations in the survey, 40 (or 22 per cent) had not yet made a purchase in 1956 when they received The Billboard's questionnaire at the end of May.

In the course of the analysis, the number of months since each made its last purchase and the number of months before it expected to make its next purchase were added. The spread from the last to the next purchase of the average station ranged from 10 to 13 months, tho it was two to five months shorter in the average station that played at least five first-run films per week.

**Old Packages Still Have Lot Of TV Value**

**Pre-GT Revolution Issues Offer Rerun, New Outlet Bargain**

All the excitement about the big pictures just being released to TV has obscured the fact that there actually has always been at least a few good pictures on the TV market. There are on sale today a number of high quality packages that pre-date the revolution marked by General Teleradio's acquisition of those 30 pictures from the Bank of America in the spring of 1954.

For the big, mature markets, these pre-1954 packages represent quite a bargain. For the outlying, newer TV markets, some of these old packages may represent value comparable to the best that is now being released. For, in some of the newer markets these old packages are still first-run.

Probably the first top quality pictures to get into TV were in the "Big 12 Group," which Moe Kerman's Regal TV acquired from Hal Roach in 1948. The package includes "Of Mice and Men," "Captain Caution" and "1,000,000 B.C." Regal originally handled its own distribution thru State-righters. In 1950 the package was turned over to Unity Television on a four-year lease. When Regal got it back, it turned the pictures over to Governor TV Attractions, headed by Art Kerman, the firm that is still distributing this package.

**Oldie Prices**

According to the records, the first sales of these pictures in New York drew \$300, the second runs were sold for \$500 up to \$750. A recent New York sale of this package, a multiple-run deal, of course, brought \$500 per picture.

A check on "1,000,000 B.C." discloses that it has been sold in five deals in New York, to four different stations, for a total of 12 runs. The "Big 12" package is now in over 30 markets.

Because Unity usually sold it as part of libraries, there is now definite data on how much the "Big 12" has grossed in TV. But all the films out of that original Roach deal, including four "Topper" pictures, 10 "Laurel and Hardy" and over 200 shorts, has grossed an aggregate \$2,000,000 in TV.

In 1951 and 1952, three good packages of feature films were introduced to TV, and they are still on the market.

**Masterpiece**

The "Masterpiece" package came in at this time, originally distributed by Jules Weill but subsequently turned over to Masterpiece Productions, whose head, Herman Greenstein, holds title to the contract. But due to the fuzzy terminology of the contract, Motion Pictures for Television was also able to get the TV rights to this group of 25 films. MPTV labeled them its Racine package and sold them along with its over-all library deals.

Masterpiece and MPTV promptly proceeded to the nearest court house, and for over four years this fine package was under a cloud of litigation. The suit was settled only five months ago. The settlement gives Masterpiece all future TV sales rights.

The Masterpiece group includes "The Long Voyage Home," "Stagecoach," "History Is Made at Night," "I Married a Witch" and "Foreign Correspondent."

Edward Small set up Peerless Productions at the end of 1951 to distribute 26 of his pictures to TV. In the fall of 1953, Television Pro-

(Continued on page 27)

... from **M&A ALEXANDER PRODUCTIONS**

(distributors of "Top Drawer" films for television)

... come the **BIG FILMS!**

... and one of the Biggest according to ratings

is **"BYLINE—Steve Wilson"** starring Mark Stevens

**39 ACTION-PACKED ADVENTURE DRAMAS—TOPS IN ENTERTAINMENT**

—ALSO AVAILABLE—

**170—Top Flight Features ★ 46—Western Films  
13—"Boss Lady" ★ 13—"Renfrew of the Royal Mounted"**

Distributed by

**M&A ALEXANDER PRODUCTIONS, INC.**

6040 Sunset Blvd., Hollywood 28, Calif. Phone: HOLLYWOOD 4-3414

Distributors of Films for Television



# Feature Releases Hit 6,500; Half Issued Since January 1

A total of 1,813 feature films have gone into TV distribution since January 1. That is almost half the number of pictures that had been put into the TV market in the previous nine years. In other words, an estimated grand total of 6,500 feature films have been sold to TV stations in the history of the business so far.

Since January 1, 1955, or in the past 19 months, a total of 2,297 feature films were put on sale to TV stations. Add to that the 124 J. Arthur Rank pictures that the ABC-TV network has been using on its two "Film Festivals," and the total release to TV in that time mounts to 2,421.

Listed below are, but for two big exceptions, virtually all of the feature films that have been made available to TV stations since April 1. The two exceptions are the two big libraries, Associated Artists Productions' 754 Warner Bros. pictures and C&C Television's "Movietime U.S.A." library of 740 RKO pictures. The Warner list was not released on time for this issue and The Billboard published the complete RKO list in July 1955.

Of the 639 pictures accounted for in the list below, 319 were released to TV stations in 1956, 66 are British-made films and 240 are Westerns. Of the 319 released in 1956, British productions account for 10, and 51 are Westerns. Represented on the list are 12 distributors with 20 packages of pictures. The 319 pictures released in 1956 are made up of eight packages handled by six distributors.

**ABC FILM SYNDICATION**  
10 East 44th St., New York

**ANNIVERSARY PACKAGE—15 pictures**  
(Released September, 1955)

- BLACK NARCISSUS—1947**  
Deborah Kerr
- THE SEVENTH VEIL—1945**  
James Mason, Ann Todd
- QUARTET—1949**  
Cecil Parker, Mai Zetterling
- THE MAN IN THE WHITE SUIT—1952**  
Alex Guinness, Cecil Parker
- KING HEARTS AND CORONETS—1950**  
Alex Guinness
- GREAT EXPECTATIONS—1947**  
Alex Guinness
- THE BROWNING VERSION—1951**  
Michael Redgrave
- PRELUDE TO FAME—1950**  
Guy Rolfe
- THE MAGNET—1951**  
William Fox
- CRASH OF SILENCE—1953**  
Phyllis Calvert
- CHRISTOPHER COLUMBUS—1949**  
Fredric March, Florence Eldridge
- JASSY—1948**  
Margaret Lockwood
- GREEN FOR DANGER—1947**  
Alastair Sim
- SO LONG AT THE FAIR—1951**  
Jean Simmons
- BRIEF ENCOUNTER—1946**  
Celia Johnson

**M & A ALEXANDER PRODUCTIONS**  
6040 Sunset Blvd., Hollywood

**POWER PLUS PACKAGE—18 pictures**  
(Released March, 1956)

- MRS. MIKE—1949**  
Dick Powell, Evelyn Keyes
- AFRICA SCREAMS—1949**  
Abbott and Costello
- CAPTAIN SCARLET—1953**  
Richard Greene
- TERROR SHIP—1954**  
William Lundigan
- LADY AT MIDNIGHT—1948**  
Richard Denning
- STRANGE MRS. CRANE**  
Robert Shayne
- LUCKY STIFF—1949**  
Dorothy Lamour, Brian Donlevy
- MAN EATER OF THE KAMAON—1948**  
Sabu
- MAN OF CONFLICT—1953**  
Edward Arnold
- STINGAREE—1934**  
Irene Dunn, Richard Dix
- ONE MAN'S JOURNEY—1933**  
Lionel Barrymore, May Robson
- A TALE OF FIVE WOMEN—1952**  
Gina Lollobrigida
- DOUBLE HERNES—1933**  
William Powell, Ann Harding
- TOMORROW IS TOO LATE—1952**  
Pier Angeli

- DESERT STORM**  
**LIVING ON LOVE—1937**  
James Dunn
- WHISTLE AT EATON FALLS—1951**  
Lloyd Bridges, Lillian Gish
- THREE STEPS NORTH—1951**  
Lloyd Bridges

**7TH ANNIVERSARY PACKAGE—10 pictures**  
(Released May, 1955)

- IT'S A WONDERFUL LIFE—1946**  
James Stewart, Lionel Barrymore
- THE MAN ON THE EIFFEL TOWER—1949**  
Charles Laughton, Franchot Tone
- THE LADY SAYS NO—1951**  
Joan Caulfield, David Niven
- THE SWORD OF MONTE CRISTO—1951**  
George Montgomery
- GLORY AT SEA**  
Sonny Tufts, Trevor Howard
- TRY AND GET ME—1950**  
Frank Lovejoy, Richard Carlson

- QUEEN FOR A DAY—1951**  
Jack Bailey
- WITHOUT WARNING—1952**
- TOKYO FILE 212—1951**
- FLAMING URGE**  
Harold Lloyd Jr.

**ASSOCIATED ARTISTS PRODUCTIONS**  
345 Madison Ave., New York

**MOVIELAND PACKAGE—13 pictures**  
(Released August, 1955)

- ANNAPURNA—1953**  
Maurice Herzog
- THE STAR—1953**  
Bette Davis
- CLOSE UP—1948**
- THE STEEL TRAP**  
Joseph Cotten, Teresa Wright
- LOS BOUNDARIES—1949**  
Mel Ferrer, Beatrice Pearson

- TANGIER ASSIGNMENT—1948**
- WHITE ICE**
- TRIPLE CROSS**
- EGYPT BY THREE**
- OPEN SECRET**  
John Ireland
- MAN FROM PLANET X—1951**  
Robert Clark
- DONOVAN'S BRAIN—1954**  
Lew Ayres

**ATLANTIC TELEVISION**  
130 West 46th St., New York

**CHAMPION PACKAGE—10 pictures**  
(Released April, 1956)

- CHAMPION—1949**  
Kirk Douglas, Marilyn Maxwell
- HOME OF THE BRAVE—1949**  
Frank Lovejoy, Lloyd Bridges
- TOO LATE FOR TEARS—1949**  
Lizbeth Scott, Don DeFore
- JOHNNY HOLIDAY—1949**  
William Bendix, Hoagy Carmichael
- SLEEPING TIGER—1954**  
Alexis Smith, Alexander Knox
- MASTER PLAN—1954**  
Wayne Morris
- MARILYN**  
Sandra Dorne, Maxwell Reed
- STORM WARNING—1950**  
John Elfstrom

- NIGHT IS MY KINGDOM—1953**  
Jean Gabin
- JOHNNY THE GIANT KILLER**  
(Animated Cartoon)

**55-56 PACKAGE—13 pictures**  
(Released April, 1955)

- BORN TO THE SADDLE—1929**  
Leif Erickson, Donald Woods
- COUNTRY PARSON—1954**  
John Beal
- GREAT DAN PATCH—1949**  
Dennis O'Keefe, Gail Russell
- LOVE ISLAND—1953**  
Eva Gabor, Paul Valentine
- PAGLIACCI—1951**  
Gina Lollobrigida
- RETURN OF THE PLAINSMEN—1952**  
Chips Rafferty
- ROBOT MONSTER—1953**  
George Nader
- SEEDS OF DESTRUCTION—1951**  
Gene Lockhart
- THIEF IN SILK—1953**  
Philip Reed
- CAPTAIN SCARFACE—1953**  
Barton MacLane
- THE THIRTY-NINE STEPS—1935**  
Robert Donat, Madeline Carroll
- CAT WOMEN OF THE MOON**  
Sonny Tufts, Victor Jory
- THREE STEPS TO MURDER—1954**  
Tom Conway

(Continued on page 20)

**TOP Quality FILM**

- 450 FEATURES
- 140 WESTERNS
- 300 CARTOONS
- 53 SERIALS
- 300 SHORTS

**for TELEVISION**

From the LEADING INDEPENDENT DISTRIBUTOR

**HYCO Television Films, Inc.**

<b>NEW YORK</b> 1501 Broadway New York 36, N.Y. LOngacre 4-8234	<b>DETROIT</b> 709 Fox Building Detroit, Michigan WOodward 1-3979	<b>HOLLYWOOD</b> 9100 Sunset Blvd. Hollywood 38, Calif. CRestview 4-6955
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Associated Companies

**UNITY TELEVISION CORPORATION**  
**ARGYLE TELEVISION FILMS INC.**



## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading tv markets

### ARIZONA, Phoenix

**KOOL-TV, Ch 10:** 316,000-watt CBS Affil. 72.4% quarter-hour firsts, May, '56 Telepulse.  
**AFTERNOON MOVIE:** High-ranking features with top Hwd. stars. Average week ARB (June, '56) 11.4. Outrated Mickey Mouse Club 2 days in a row. A Top Buy!  
**TIME:** 4:30-6 PM, Mon. thru Thurs.  
**RATE:** \$45.  
**NATL. SLS. REP.:** Geo. P. Hollingbery Co.  
**STA. CONTACT:** Sales Dept., KOOL-TV, 511 West Adams St., Phoenix, Ariz. Alpine 3-3121.

For more data see display advertisement in this section

### CALIF., Los Angeles

**KNXT, Ch 2:** Southern California's No. 1 station. Key station for the CBS TV Pacific Net.  
**BIG HIT MOVIES:** First-run feature motion pictures starring biggest names in Hollywood. . . . **BIG HIT MOVIES**, top-rated late-evening feature film program (Nielsen, June, 1956).  
**TIME:** 11:00 PM to Concl., Mon. thru Sun.  
**RATE:** \$250 per participation. Available on KNXT's "6" and "12" Plan.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Sales Department, 1313 N. Vine Street, Hollywood 28. Webster 8-3000.

For more data see display advertisement in this section

### CALIF., Los Angeles

**KNXT, Ch 2:** Southern California's most popular station . . . owned and operated by CBS TV.  
**SATURDAY AFTERNOON SHOW:** Major, feature motion pictures with big name stars telecast at a time when the whole family is available.  
**TIME:** 2:30 to 3:30 PM, Saturday.  
**RATE:** \$175 per participation. Available on KNXT's "6", "9" and "12" plans.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Sales Department, 1313 N. Vine Street, Hollywood 28 Webster 8-3000.

For more data see display advertisement in this section

### CALIF., Los Angeles

**KNXT, Ch 2:** Southern California's most popular station. Key station in Hwd. for the CBS TV Net.  
**THE EARLY SHOW:** KNXT just signed 104 new Warner Bros. first-run features. **THE EARLY SHOW**, top-rated daytime feature film program in Los Angeles (Nielsen, June, 1956).  
**TIME:** 5:00 to 6:05 PM, Mon. thru Fri.  
**RATE:** \$250 per participation. Available on KNXT's "6" and "12" Plan.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Sales Department, 1313 N. Vine Street, Hollywood 28. Webster 8-3000.

For more data see display advertisement in this section

### CALIF., Los Angeles

**KTTV, Ch 11:** Los Angeles Times Television. Complete coverage of America's 3rd Market.  
**JACKSON'S NEW THEATRE:** Jackson Wheeler rolls 102 top Columbia features and pulls smash 76% share of the late night audience (June ARB). Gets great sales results, too.  
**TIME:** 11:45 PM to sign-off, Mon. thru Fri.  
**RATE:** \$300/3 min. (and worth every penny).  
**NATL. SLS. REP.:** Blair-TV.  
**STA. CONTACT:** Sales Dept., 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-7111.

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 19

### FLAMINGO FILMS

509 Madison Ave., New York

### 97 WESTERNS

(Released November, 1955)

### HOLLYWOOD TV SERVICE

4020 Carpenter St., N. Hollywood

### EMERALD GROUP—13 pictures

(Released July, 1955)

### WHEEL OF FORTUNE

John Wayne

### LADY FROM LOUISIANA—1941

Dorothy Dandridge, John Wayne

### LADY FOR A NIGHT—1941

John Wayne, Joan Blondell

### IN OLD CALIFORNIA—1942

John Wayne

### THREE FACES WEST—1940

John Wayne, Chas. Coburn

### WYOMING—1947

Vera Ralston

### EARL CARROLL'S VANITIES—1945

Dennis O'Keefe, Eve Arden

### THAT'S MY MAN—1947

Don Ameche

### ROMANCES & RHYTHM

Phil Silvers, Frances Langford

### JANE DOE—1948

Vera Ralston, Ruth Hussey

### HIGH & HAPPY

Eddie Albert

### THE FLAME—1947

Broderick Crawford

### LAKE PLACID SERENADE—1944

Vera Ralston

### 13 HILLBILLY FEATURES

(Released July, 1955)

### 7 JUDY CANOVA FEATURES

### 6 MISCELLANEOUS INCLUDING ROY ACUFF AND JIM WARREN

### NUGGET GROUP—51 Westerns

(Released January, 1956)

### SILVER GROUP—24 pictures

(Released January, 1956)

### DAKOTA—1945

John Wayne, Walter Brennan

### THE INSIDE STORY—1948

William Lundigan, Marsha Hunt

### WAGON TRACKS WEST—1943

Anne Jeffreys, Gabby Hayes

### ANGEL IN EXILE—1948

Barton MacLane, Grant Withers

### FLAME OF THE BARBARY COAST—1945

John Wayne, Ann Dvorak

### BORDERTOWN GUNFIGHTER—1943

Bill Elliott, Gabby Hayes

### ANGEL OF THE AMAZON—1948

George Brent, Brian Aherne

### CALLING WILD BILL ELLIOTT—1943

Gabby Hayes, Anne Jeffreys

### FIGHTING SEABEES—1944

Susan Hayward, William Frawley

### THE PLUNDERER—1924

Rod Cameron, Ilona Massey

### MAN FROM THUNDER RIVER—1943

Gabby Hayes, Anne Jeffreys

### PLAINSMAN AND THE LADY—1946

Gail Patrick, Joseph Schildkraut

### WAR OF THE WILDCATS

John Wayne, Martha Scott

### OVERLAND MAIL ROBBERY—1943

Anne Jeffreys, Gabby Hayes

### THE FABULOUS TEXAN—1947

Andy Devine, Reed Hadley

### MOJAVE FIREBRAND—1944

Gabby Hayes, Anne Jeffreys

### FLYING TIGERS—1942

Paul Kelly, Tom Neal

### GRAND OLD OPRY—1940

Roy Acuff, Allan Lane

### HIDDEN VALLEY OUTLAWS—1944

Gabby Hayes, Anne Jeffreys

### THE GALLANT LEGION—1948

Bruce Cabot, Joseph Schildkraut

### DARK COMMAND—1940

Walter Pidgeon, Marjorie Main

### DEATH VALLEY MANHUNT—1943

Gabby Hayes, Anne Jeffreys

### OLD LOS ANGELES—1948

Joseph Schildkraut, Andy Devine

### ANGEL AND THE MADMAN—1947

Gail Russell, Irene Rich

### HYGO TELEVISION FILMS

1501 Broadway, New York

### 22-TITLE PACKAGE

(Released February, 1956)

### PARDON MY PAST—1947

Fred MacMurray

### THE ASTONISHED HEART—1950

Noel Coward

### MADEIRA—1950

Ann Todd

### HOUNDS OF THE BASKERVILLES—1939

Richard Greene, Basil Rathbone

### ADVENTURES OF GALLANT BESS—1948

Otto Kruger, Nina Foch

### THE WRECK OF THE HESPERUS—1948

Escape in the Fog—1945

Otto Kruger, Nina Foch

(Continued on page 22)

## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading tv markets

### CALIF., San Francisco

**KPIX, Ch 5:** The CBS Television Affiliate serving Northern California.  
**BIG MOVIE:** July ARB show 10:00 PM programming of top features has revolutionized evening viewing in SF. Averages 51% of available audience—over 340,000 viewers at cost of only 79¢ per thousand.  
**TIME:** 10-11:30 PM, Tues., Wd., Thur., alt. Monday.  
**RATE:** Co-spons.: 13x-\$920, 52x-\$890, Gross.  
**NATL. SLS. REP.:** The Katz Agency, Inc.  
**STA. CONTACT:** Lou Simon, KPIX, 2655 Van Ness Ave., San Francisco. Prospect 6-5100.

For more data see Westinghouse Stations' display advertisement in this section

### CALIF., San Francisco

**KRON-TV, Ch 4:** For years the leading film station in San Francisco.  
**CINEMA SHOWPLACE:** The very latest movies released to TV. Under former title of TWO FOR THE SHOW, received a July, '56 ARB rating of 20.0.  
**TIME:** 10:00-12:00 PM, M, T, W.  
**RATES:** \$200 less frequency discount.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Norman Louvau. KRON-TV, 5th & Mission Sts., San Francisco. GA 1-1100.

For more data see display advertisement in this section

### CALIF., San Francisco

**KRON-TV, Ch 4:** NBC Basic Network. The pioneer color TV station in the West.  
**GOLDEN GATE PLAYHOUSE:** For five years consistently the rating head in daytime programming. Live commercials by lovely Bonnie Kever.  
**TIME:** 3:00-5:30 PM, Mon. thru Fri.  
**RATES:** \$120, less frequency discounts.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Norman Louvau. KRON-TV, 5th & Mission Sts., San Francisco. GA 1-1100.

For more data see display advertisement in this section

### CALIF., San Francisco

**KRON-TV, Ch 4:** Highest antenna of any San Francisco television station. By all odds, the best reception in the Bay Area.  
**TWO ON THE AISLE:** The top-rated Sunday afternoon program. July ARB shows a 14.5 rating and a 50% share of audience.  
**TIME:** 4:30-6:00 PM Sunday.  
**RATES:** \$275, less frequency discounts.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Norman Louvau. KRON-TV, 5th & Mission Sts., San Francisco. GA 1-1000.

For more data see display advertisement in this section

### COLORADO, Denver

**KOA-TV, Ch 4:** Denver's leader in feature films. NBC Network Affiliate.  
**ACADEMY MATINEE:** June ARB says it's Denver's most popular afternoon feature film presentation. Top features and host.  
**TIME:** 3:00-4:30 PM, Mon. thru Fri.  
**RATE:** On Request.  
**NATL. SLS. REP.:** NBC Spot Sales  
**STA. CONTACT:** W. F. MacCrystall, KOA-TV, 1625 California, Denver 2, Colorado. Main 3-6211.

CONTINUED ON NEXT PAGE





**THE BIG SLEEP**  
**THE LETTER**  
**NOW VOYAGER**  
**ANTHONY ADVERSE**  
**EACH DAWN I DIE**  
**TOVARICH**  
**SARATOGA TRUNK**  
**LIFE OF LOUIS PASTEUR**  
**JOHNNY BELINDA**  
**SVENGALI**  
**BROTHER ORCHID**  
**SERGEANT YORK**  
**WONDER BAR**  
**THE MAN WHO**  
**CAME TO DINNER**  
**POSSESSED**  
**VIRGINIA CITY**  
**ROPE**  
**KEY LARGO**  
**FORTY-SECOND STREET**  
**NIGHT AND DAY**

**YOU NEVER SAW SUCH PICTURES!** But you'll see them soon on KNXT, channel 2 in Los Angeles. For KNXT has signed up 104 great new *first-run* features, all-time favorites starring many of the biggest, most glamorous names in motion picture history... features never before seen on Los Angeles television.

They'll build *even bigger* audiences for "The Early Show" (already the top-rated daytime feature film program in Los Angeles) and "Big Hit Movies" (already the top-rated late-evening feature film program).\* A call today will reserve participations for you in these first-run film favorites.

# KNXT

Los Angeles, CBS Owned, Represented by CBS Television Spot Sales

\*Nielsen, June 1956—Monday through Friday



## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### COLORADO, Denver

KOA-TV, Ch 4: Denver's leader in feature films. NBC Network Affiliate.  
ACADEMY THEATRE: Following News & Weather, this show racks up ARB ratings in the 20's. Proven success stories. Top features, proven host.  
TIME: 10:15 PM to sign-off, seven days a week. Denver's only across-board show.  
RATE: On request.  
NATL. SLS. REP.: NBC Spot Sales.  
STA. CONTACT: W. F. MacCrystall, KOA-TV, 1625 California, Denver 2, Colo. Main 3-6211.

### FLORIDA, Miami

WGBS-TV, Ch 23: "A Storer Station"  
LITTLE RASCALS: Comedy film series—featuring OUR GANG members—local children participate—MC—Elliott McCauley.  
TIME: 6:00-6:30 PM, Monday thru Friday.  
RATES: \$29 ea.—5 per week.  
NATL. SLS. REP.: The Katz Agency.  
STA. CONTACT: Walter Koessler, WGBS-TV, 316 N.E. 21st Street, Miami, Florida.

For more data see display advertisement in this section

### FLORIDA, Miami

WGBS-TV, Ch 23: "A Storer Station"  
THEATRE 23: Spotlight features First-Run Columbia Pictures-Screen Gems, hosted by local personality, Bob Edell.  
TIME: "A"—7:00-8:30 PM and "B"—10:00-11:30 PM, Sunday thru Friday.  
RATES: "A" \$42 ea.—5 per week  
"B" \$30 ea.—5 per week  
NATL. SLS. REP.: The Katz Agency.  
STA. CONTACT: Walter Koessler, WGBS-TV, 316 N.E. 21st Street, Miami, Florida.

For more data see display advertisement in this section

### MASSACHUSETTS, Boston

WBZ-TV, Ch 4: Pioneer New England Station. NBC-TV Basic plus best local live & film.  
BOSTON MOVIE TIME: Featuring best Hollywood features, selected shorts, top cartoons. All-family appeal to give products best audience exposure. Intensive promotion to build and maintain maximum tune-in.  
TIME: 4:45-6:30 PM, Mon. thru Fri.  
RATES: \$200 & \$300, depending on segment.  
NATL. SLS. REP.: Peters, Griffin, Woodward.  
STA. CONTACT: Herb Masse, WBZ-TV, 1170 Soldiers Field Rd., Boston 34. AL 4-5670.

For more data see Westinghouse Stations' display advertisement in this section

### MICHIGAN, Detroit

WJBK-TV, Ch 2: Number 1 station in area, according to both Pulse and ARB.  
THE EARLY SHOW: Detroit's only adult TV programming in the late afternoon. Auto workers are home by 4:30. Strong ratings being garnered by Columbia-Screen Gems and TPA packages. Flash! RKO just added.  
TIME: 5:00 PM, Mon. thru Fri.  
RATE: 3 per wk., \$435—6 per wk., \$800.  
NATL. SLS. REP.: The Katz Agency, Inc.  
STA. CONTACT: Storer Natl. Sales Offices: New York, Chicago & San Francisco.

For more data see display advertisement in this section

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 20

TRAIL OF THE VIGILANTES—1943  
Franchot Tone, Broderick Crawford  
WALLS CAME TUMBLING DOWN—1946  
Lee Bowman, Marguerite Chapman  
TWO YANKS IN TRINIDAD—1942  
Pat O'Brien, Brian Donlevy  
THEY DARE NOT LOVE—1941  
George Brent, Martha Scott  
THE GIRL IN THE CASE—1944  
Edmund Lowe, Janis Carter  
SABOTAGE SQUAD—1942  
Bruce Bennett  
RACKET MAN—1944  
Tom Neal, Larry Parks  
BIG BOSS—1941  
Otto Kruger  
ADVENTURES IN WASHINGTON—1941  
Herbert Marshall, Virginia Bruce  
MURDER IN TEMES SQUARE—1943  
MYSTERY SHIP—1941  
Paul Kelly, Larry Parks  
UNDERGROUND—1943  
Bruce Bennett  
HOUSE OF SEVEN GABLES—1941  
George Sanders, Vincent Price  
HIRED WIFE—1940  
Rosalind Russell, Brian Aherne  
DIAMOND JIM BRADY—1935  
Edward Arnold  
79 WESTERNS  
(Released October, 1955)

### NATIONAL TELEFILM ASSOCIATES

60 West 55th Street, New York

20TH CENTURY-FOX PACKAGE—  
52 pictures  
(Released June, 1956)

HOW GREEN WAS MY VALLEY—1941  
Walter Pidgeon, Maureen O'Hara  
THE OX-BOW INCIDENT—1943  
Henry Fonda, Dana Andrews  
THE BLACK SWAN—1942  
Tyrone Power, Maureen O'Hara  
THE HOUSE ON 92d STREET—1945  
William Eythe, Lloyd Nolan  
CENTENNIAL SUMMER—1946  
Jeanne Crain, Cornel Wilde, Linda Darnell  
BOOMERANG—1947  
Dana Andrews, Jane Wyatt  
YANK IN THE RIF—1941  
Tyrone Power, Betty Grable  
LIFEBOAT—1944  
Tallulah Bankhead, William Bendix  
FOXES OF HARROW—1947  
Rex Harrison, Maureen O'Hara  
THE STORY OF ALEXANDER GRAHAM BELL—1939  
Don Ameche, Loretta Young, Henry Fonda  
FOUR JILLS IN A JEEP—1944  
Phil Silvers, Martha Raye, Dick Haymes, Alice Faye, Betty Grable, George Jessel  
THE HOME STRETCH—1947  
Cornel Wilde, Maureen O'Hara  
FOOTLIGHT SERENADE—1942  
John Payne, Betty Grable  
DRAGONWYCK—1946  
Gene Tierney, Vincent Price  
KISS OF DEATH—1947  
Victor Mature, Brian Donlevy, Richard Widmark  
WESTERN UNION—1941  
Robert Young, Randolph Scott  
DRUMS ALONG THE MOHAWK—1939  
Claudette Colbert, Henry Fonda  
RINGS ON HER FINGERS—1942  
Henry Fonda, Gene Tierney  
DOLL FACE—1946  
Carmen Miranda, Perry Como  
LES MISERABLES—1935  
Fredric March, Charles Laughton  
BRIGHAM YOUNG—1940  
Tyrone Power, Linda Darnell, Dean Jagger  
THUNDER IN THE VALLEY—1947  
Peggy Ann Garner, Lon McCallister  
PARIS AFTER DARK—1943  
George Sanders, Brenda Marshall  
THE POSTMAN DIDN'T RING—1942  
Richard Travis, Brenda Joyce  
THE BRASHER DOUBLOON—1947  
George Montgomery, Nancy Guild  
BELLE STARR—1941  
Gene Tierney, Randolph Scott  
THE COWBOY AND THE BLONDE—1941  
George Montgomery, Mary Beth Hughes  
BERLIN CORRESPONDENT—1942  
Dana Andrews, Virginia Gilmore  
DAISY KENYON—1947  
Joan Crawford, Ruth Warrick, Dana Andrews, Henry Fonda  
IT HAPPENED IN FLATBUSH—1944  
Lloyd Nolan, William Frawley  
CIRCUMSTANTIAL EVIDENCE—1945  
Michael O'Shea, Lloyd Nolan  
BEHIND GREEN LIGHTS—1946  
Carole Landis, William Gargan  
PRIVATE NURSE—1941  
Brenda Joyce, Robert Lowery  
DIXIE DUGAN—1943  
Charlotte Greenwood, Charlie Ruggles  
WING AND A PRAYER—1944  
Don Ameche, Dana Andrews  
MICHAEL SHAYNE, PRIVATE DETECTIVE—1941  
Lloyd Nolan, Marjorie Weaver  
BLUE, WHITE AND PERFECT—1942  
Lloyd Nolan, Mary Beth Hughes  
THE MAN I MARRIED—1940  
Joan Bennett, Lloyd Nolan

(Continued on page 24)

## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### MICHIGAN, Detroit

WJBK-TV, Ch 2: The 5th Market's Most Powerful Selling Point. CBS.  
NIGHTWATCH THEATRE: Now featuring the Columbia-Screen Gems Package, this 2-year favorite is tops in Detroit for late-night viewing. June ARB shows 8.2 average for Saturday double feature.  
TIME: 11:25 PM to conclusion, nightly.  
RATE: 3 per wk., \$360—6 per wk., \$600.  
NATL. SLS. REP.: The Katz Agency, Inc.  
STA. CONTACT: Storer Natl. Sales Offices: New York, Chicago, San Francisco.

For more data see display advertisement in this section

### MISSOURI, Kansas City

KMBC-TV, Ch 9: Kansas City's Most Popular—and Most Powerful—TV Station.  
JACKPOT MOVIE: Morning feature film includes news and weather by Bill Griffith, and "Picture Payoff," copyrighted telephone "give-away" gimmick. Jim Lantz, local TV favorite, is host and does commercials.  
TIME: 9:30 to 11 AM, Mondays thru Fridays.  
RATE: \$100, subject to further discounts.  
NATL. SLS. REP.: Peters, Griffin, Woodward.  
STA. CONTACT: George Higgins, KMBC-TV, 11th & Central, Kansas City, Mo.

### MISSOURI, Kansas City

KMBC-TV, Ch 9: Kansas City's Most Popular—and Most Powerful—TV Station.  
PREMIERE PLAYHOUSE: Paul Nesselroad, popular local personality, exceeds this highly rated Feature Theatre, does your commercials at no extra costs. Largest share of audience in its time period. Top Cumulative ratings, too.  
TIME: 10:15 to 11:50 PM, Mondays thru Fridays.  
RATE: \$120, subject to frequency discounts.  
NATL. SLS. REP.: Peters, Griffin, Woodward.  
STA. CONTACT: George Higgins, KMBC-TV, 11th and Central, Kansas City, Mo.

### MISSOURI, Kansas City

KMBC-TV, Ch 9: Kansas City's Most Popular—and Most Powerful—TV Station.  
SIX-GUN PLAYHOUSE: Saturday Western that finds its audience already glued to Ch 9 following top-rated local live kid show—"Whizzo's Saturday Circus." Live commercials, telops-with-voice or filmed minutes—you name it!  
TIME: 1 PM, Saturdays.  
RATE: \$100, subject to frequency discounts.  
NATL. SLS. REP.: Peters, Griffin, Woodward.  
STA. CONTACT: George Higgins, KMBC-TV, 11th & Central, Kansas City, Mo.

### MISSOURI, St. Louis

KSD-TV, Ch 5: First in St. Louis, serving 2½ million people. NBC Affiliate.  
FEATURE FILM: Top features of leading producers make KSD-TV's evening film average audiences consistently largest in St. Louis (ARB). Top participation buy!  
TIME: 11:15 PM to sign-off Mon. thru Fri., Sat., 11:05 PM.  
RATE: Regular rate card.  
NATL. SLS. REP.: NBC Spot Sales.  
STA. CONTACT: Guy Yeldell, KSD-TV, 1111 Olive St., St. Louis, Mo. Phone MAIN 1-1111.

For more data see display advertisement in this section

CONTINUED ON NEXT PAGE



# The top three are on 2

All three of New York's top three feature film programs are carried on WCBS-TV, channel 2.

THE LATE SHOW is number one...

THE EARLY SHOW is number two...

THE LATE MATINEE is number three.

Chances are this record will stand unbroken for a long, long time... because WCBS-TV has signed up two hundred and eighty more big films from the studios of Warner Brothers, Republic, and Columbia Pictures.

The list of titles includes:

- The Maltese Falcon*
- The Life of Emile Zola*
- Arsenic and Old Lace*
- The Fighting Seabees*
- Watch on the Rhine*
- You'll Never Get Rich*
- Little Caesar*
- Christmas in Connecticut*
- Pennies from Heaven*
- George Washington Slept Here*
- Flamingo Road*
- Penny Serenade*

These hits and many more will soon have their first New York telecasts on WCBS-TV—the station which (with good reason) wins the largest average audience in New York day and night.

Source: Nielsen, June 1956, Mon.-Fri. average rating



New York • CBS Owned • Represented by CBS Television Spot Sales



## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### NEBRASKA, Lincoln

KOLN-TV, Ch 10: CBS and ABC Networks. A Fetzer Owned Station.  
**STARLIGHT THEATRE:** Top local personality, Charley Dugdale, works with and for you as host on this highly rated show. Top ratings in its time period, built on all-star Hwd. names and good first-run features.  
**TIME:** 10:30-12:00 Midnight, Wed. thru Sun.  
**RATE:** B time, \$30, subj. to freq. discounts.  
**NATL. SLS. REP.:** Avery-Knodel, Inc.  
**STA. CONTACT:** Thomas L. Young, KOLN-TV, 40th and W. Sts., Lincoln, Neb.  
**Phone:** 6-2367.

### NEW YORK, Buffalo

WGR-TV, Ch 2: "The station with the personality."  
**MID-DAY MATINEE:** First-run movies—top audience ratings. Best buy for local and national advertisers.  
**TIME:** 1 PM to 2 PM, Monday thru Friday.  
**RATE:** \$70 less weekly volume discounts.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Pat Swift, WGR-TV, 184 Barton Street, Buffalo 13, N. Y. SU 7115.

For more data see display advertisement in this section

### NEW YORK, New York

WATV, Ch 13: The Super-power station for the New York Metropolitan Market.  
**FAMOUS ALLSTAR MOVIE:** Finest features from 20th Century-Fox; shown full length.  
**TIME:** 7 and 10 PM, Mon. thru Sun., plus a 2:30 matinee on Sat. and Sun. Starting Oct. 1.  
**RATE:** On request.  
**NATL. SLS. REP.:** Forjoe.  
**STA. CONTACT:** Edward L. Cossman, WATV, Newark 1, N. J. Mitchell 2-6400.

For more data see display advertisement in this section

### NEW YORK, New York

WCBS-TV, Ch 2: Key Station for the CBS Television Network.  
**THE LATE SHOW:** New York's top-rated feature film show (Nielsen). Tops all late-evening television, presenting more first-run and first-rate full-length features.  
**TIME:** 11:15 PM to completion of picture, Monday thru Sunday.  
**RATE:** \$1,000, subject to discounts.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Frank Shakespeare, WCBS-TV, 485 Madison Ave., New York, N. Y. Plaza 1-2345.

For more data see display advertisement in this section

### NEW YORK, New York

WCBS-TV, Ch 2: Best in view—Channel 2. CBS Television Network.  
**THE EARLY SHOW:** Second only to its companion, The Late Show, as New York's highest rated feature film program (Nielsen). Dinner-hour entertainment for the entire family.  
**TIME:** 6:15 PM-7:25 PM, Monday thru Friday.  
**RATE:** \$1,000, subject to discounts.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Frank Shakespeare, WCBS-TV, 485 Madison Ave., New York, N. Y. Plaza 1-2345.

For more data see display advertisement in this section

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 22

### GIRL IN 313—1940

Kent Taylor, Florence Rice

### HUDSON'S BAY—1941

Paul Muni, Gene Tierney

### HOMF SWEET HOMICIDE—1946

Peggy Ann Garner, Randolph Scott

### WITHIN THESE WALLS—1945

Thomas Mitchell, Mary Anderson

### QUIET, PLEASE, MURDER—1943

George Sanders, Gail Patrick

### BERMUDA MYSTERY—1944

Preston Foster, Ann Rutherford

### STRANGE TRIANGLE—1946

Signe Hasso, John Sheppard

### THE CARIBBEAN MYSTERY—1945

James Dunn, Sheila Ryan

### MOON OVER HER SHOULDER—1941

John Sutton, Lynn Bari

### CITY OF CHANCE—1940

Lynn Bari, Donald Woods

### MURDER AMONG FRIENDS—1941

John Hubbard, Marjorie Weaver

### THE UNDYING MONSTER—1942

James Ellison, Heather Angel

### THAT OTHER WOMAN—1942

Virginia Gilmore, Dan Duryea

### THE MAN WHO WOULDN'T DIE—1942

Lloyd Nolan, Marjorie Weaver

**TNT PACKAGE—35 pictures**  
(Released January, 1956)

### THE FARMER'S DAUGHTER—1947

Loretta Young, Joseph Cotten

### NOTORIOUS—1946

Cary Grant, Ingrid Bergman

### SINCE YOU WENT AWAY—1944

Jennifer Jones, Claudette Colbert

### PORTRAIT OF JENNIE—1949

Jennifer Jones, Joseph Cotten

### THE PARADINE CASE—1948

Gregory Peck, Charles Laughton

### I'LL BE SEEING YOU—1945

Ginger Rogers, Shirley Temple

### THE SPIRAL STAIRCASE—1946

Dorothy McGuire, George Brent

### GARDEN OF ALLAH—1936

Marlene Dietrich, Charles Boyer

### A BILL OF DIVORCEMENT—1922

John Barrymore, Katherine Hepburn

### INTERMEZZO—1939

Ingrid Bergman, Leslie Howard

### NOT FOR EACH OTHER—1940

Adolphe Menjou, Herbert Marshall

### BOYS FROM SYRACUSE—1940

Martha Raye, Allan Jones

### SEE MY LAWYER—1945

Olsen and Johnson

### PARDON MY SARONG—1942

Lou Costello, Bud Abbott

### THE GHOST CATCHERS—1944

Olsen and Johnson

### HELLZAPOPPIN—1942

Olsen and Johnson

### BUTCH MINDS THE BABY—1942

Virginia Bruce, Broderick Crawford

### CRAZY HOUSE—1943

Olsen and Johnson

### TIGHT SHOES—1941

Broderick Crawford, Binnie Barnes

### GUEST WIFE—1945

Claudette Colbert, Don Ameche

### IT'S IN THE BAG—1945

Fred Allen, Jack Benny

### COURT MARTIAL—1955

David Niven

### HEIDI—1953

Phyllis Calvert

### THE MAGIC GARDEN

Henry Morgan

### THE LAST CHANCE—1945

Henry Morgan

### THE WELL—1951

Henry Morgan

### STRANGER ON THE PROWL—1953

Paul Muni

### THE CONQUEST OF EVEREST—1953

Paul Muni

### STOCK CAR

Paul Muni

### BLACK RIDER

Phyllis Calvert

### GOLDEN MADONNA

Phyllis Calvert

### CHAMPAGNE SAFARI

Rita Hayworth, Aly Khan

### KEY TO MURDER

Lynn Dollar

### THE LONG SEARCH

John Loder

### CONSPIRACY IN TEHRAN

John Loder

### JEALOUSY

John Loder

**FABULOUS FORTY—41 pictures**  
(Released May, 1955)

### THE CAPTAIN'S PARADISE—1953

Alec Guinness, Yvonne De Carlo

### BREAKING THRU THE SOUND

Ralph Richardson, Ann Todd

### BARRIER—1952

Ralph Richardson, Ann Todd

### THE MAN BETWEEN—1953

James Mason, Claire Bloom

### TALES OF HOFFMAN—1951

Moirá Shearer, Robert Rounseville

### CRY THE BELOVED COUNTRY—1952

Canada Lee

### THE GREAT GILBERT & SULLIVAN

Maurice Evans, Richard Greene

### OUTCAST OF THE ISLANDS—1952

Ralph Richardson, Trevor Howard

### A LETTER TO THREE HUSBANDS

Eve Arden, Billie Burke

### THE MAGIC BOX—1952

Robert Donat, Laurence Olivier

### PICKWICK PAPERS—1954

Nigel Patrick

### BLANCHE FURY—1948

Stewart Granger, Valerie Hobson

### DEAD OF THE NIGHT—1946

Michael Redgrave, Basil Radford

### MAN OF EVIL—1948

James Mason, Stewart Granger

(Continued on page 26)

## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### NEW YORK, New York

WCBS-TV, Ch 2: Number One Station in the Number One Market. CBS Television Net.  
**THE LATE MATINEE:** Rated third (behind The Late Show and The Early Show) among New York's most popular feature film shows (Nielsen). Popular with adults, children.  
**TIME:** 5:00 to 6:00 PM, Monday thru Friday.  
**RATE:** \$675, subject to consecutive week discount and "Twelve Plan," if applicable.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Frank Shakespeare, WCBS-TV, 485 Madison Ave., New York, N. Y. Plaza 1-2345.

For more data see display advertisement in this section

### NEW YORK, New York

WCBS-TV, Ch 2: Watch Channel 2, More People Do. CBS Television Network.  
**THE LATE, LATE SHOW:** Post-midnight entertainment for "television's other audience," New York's thousands of second-shift workers and late-stayer-uppers.  
**TIME:** Follows The Late Show (approx. 12:30 AM), to conclusion, Sunday thru Saturday.  
**RATE:** \$300, subject to consecutive week discount and "Twelve Plan," if applicable.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Frank Shakespeare, WCBS-TV, 485 Madison Ave., New York, N. Y. Plaza 1-2345.

For more data see display advertisement in this section

### NEW YORK, New York

WCBS-TV, Ch 2: Where Good Shows Get Together. CBS Television Network.  
**PICTURE FOR A SUNDAY AFTERNOON:** Top recent releases from Hollywood selected for easy viewing enjoyment by all members of the family on leisure day.  
**TIME:** 1:00 to 2:30 PM, Sunday.  
**RATE:** \$675, subject to consecutive week discount and "Twelve Plan," if applicable.  
**NATL. SLS. REP.:** CBS Television Spot Sales.  
**STA. CONTACT:** Frank Shakespeare, WCBS-TV, 485 Madison Ave., New York, N. Y. Plaza 1-2345.

For more data see display advertisement in this section

### New York, New York

WOR-TV, Ch 9: Owned and operated by RKO Teleradio.  
**CRUSADER RABBIT'S TERRYTOONS:** 400 exclusive Terrytoon & Crusader Rabbit adventures (never seen in N. Y.), scheduled in WOR-TV's highest rated half-hour strip.  
**TIME:** 7:00-7:30 PM, Mon. thru Fri.  
**RATE:** On request.  
**NATL. SLS. REP.:** H. R. Television, Inc.  
**STA. CONTACT:** William P. Dix, WOR-TV, 1440 Broadway, New York 18, N. Y.

### NEW YORK, New York

WOR-TV, Ch 9: Owned and operated by RKO Teleradio.  
**HOUR OF DANGER:** 1st-run RKO Saint & Falcon films, shown 10 times weekly following Million \$ Movie, N. Y.'s highest rated program (seen by 80% of TV families monthly).  
**TIME:** 9-10 PM & 11:30 PM-12:30 AM, Mon.-Fri.  
**RATE:** On request.  
**NATL. SLS. REP.:** H. R. Television, Inc.  
**STA. CONTACT:** William P. Dix, WOR-TV, 1440 Broadway, New York 18, N. Y.

CONTINUED ON NEXT PAGE



# KRON'S BUBBLING OVER...

... with the Most Recent TV Releases from RKO, Warner Bros., Paramount, Universal, Republic, Columbia and United Artists.

**owl theater**

11:30 PM - 12:30 AM Sunday  
Highest rated late Sunday Night Movie.  
50% share of audience

**two on the aisle**

4:30 - 6:00 PM - Sunday  
July ARB rating of 14.5  
50% share of audience.

**two for the show**

10:00 - 11:30 PM, Fri.  
The latest movie hits - released for television  
July '56 ARB rating of 20.0 - 60% of sets in use.

**movietime**

6:00 - 7:30 PM - Sunday  
Ratings have not been beaten since 1951

**home theater**

6:00 - 7:00 PM Saturday  
A single Sponsor for 5 years  
Sorry, not available

**golden gate playhouse**

3:00 - 5:30 PM, M - F  
Consistently the top-rated daytime show for 5 years.  
Live commercials by Bonnie Kever.

**sat. nite movie hits**

11:00 - 12:30 PM  
The No. 1 Saturday Night Movie. June ARB rating of 10.8  
64% of Sets in use

**cinema showplace**

10:30 - 12:00 PM  
Mon. - Tues. - Wed.  
A great new movie series - starting Sept. 3.

**sandman cinema**

12:30 - 2:00 AM  
The Top Late, Late Show





## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### NEW YORK, New York

WOR-TV, Ch 9: Owned and operated by RKO Teleradio.  
**THEATRE OF MOVIE CLASSICS:** 1st-run RKO hits of the '30's, starring Hollywood greats, 4 showings every Sun. in combination with Million \$ Movie, N. Y.'s #1 program.  
**TIME:** 1:30 PM, 3 PM, 4:30 PM & 9 PM, Sun.  
**RATE:** On request.  
**NATL. SLS. REP.:** H. R. Television, Inc.  
**STA. CONTACT:** William P. Dix, WOR-TV, 1440 Broadway, New York 18, N. Y.

### NEW YORK, New York

WPIX, Ch 11: New York's most popular independent TV Station. Tops in sports, news, syndicated half hours, children's shows and feature films.  
**FIRST SHOW:** Popular favorite among late afternoon viewers. Good ratings, at low daytime rates.  
**TIME:** 4:00-5:30 PM, Mon. thru Fri.  
**RATE:** \$225 per participation, subj. to disc.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Jack Petterson, WPIX-11, 220 East 42nd Street, New York 17, N. Y.

For more data see display advertisement in this section

### NEW YORK, New York

WPIX, Ch 11: New York's most popular independent TV Station. Tops in sports, news, syndicated half hours, children's shows and feature films.  
**HOLLYWOOD MOVIE TIME:** A low-cost early-afternoon feature film show for frequency advertising to daytime audiences.  
**TIME:** 1:30-3:00 PM, Mon. thru Fri.  
**RATE:** \$200 per participation, subj. to disc.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Jack Petterson, WPIX-11, 220 East 42nd Street, New York 17, N. Y.

For more data see display advertisement in this section

### NEW YORK, New York

WRCA-TV, Ch 4: NBC's flagship station in America's leading market.  
**11th HOUR THEATRE:** Long-time NYC favorite, featuring adult film fare for weekend enjoyment. Follows on the heels of powerful NBC Sat.-Sun. programming.  
**TIME:** 11:45 PM to conclusion.  
**RATE:** \$425/partic. less discounts (14/50 plan).  
**NATL. SLS. REP.:** NBC Spot Sales.  
**STA. CONTACT:** Jay Heitin, WRCA-TV, 30 Rockefeller Plaza, N. Y., N. Y. Circle 7-8300.

For more data see display advertisement in this section

### NEW YORK, New York

WRCA-TV, Ch 4: NBC's flagship station in America's leading market.  
**EVENING THEATER:** Summer tested. Begins 9/3, new, strong product. Hwd. & Eng. features, many new to NYC. 61% adult audience. Host: Johnny Andrews, local fave.  
**TIME:** 5:30 to 6:45 PM, Mon. thru Thur.-to 6:30, Friday.  
**RATE:** 10-sec ID's low as \$100. \$425/partic.  
**NATL. SLS. REP.:** NBC Spot Sales.  
**STA. CONTACT:** Jay Heitin, WRCA-TV, 30 Rockefeller Plaza, N. Y., N. Y. Circle 7-8300.

For more data see display advertisement in this section

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 24

**PASSPORT TO PIMLICO—1949**  
Stanley Holloway, Margaret Rutherford  
**THE ADVENTURESS—1947**  
Deborah Kerr, Trevor Howard  
**CAPTAIN BOYCOTT—1947**  
Stewart Granger, Alastair Sim  
**THE TRUE AND THE FALSE—1955**  
Signe Hasso, William Langford  
**CAGE OF GOLD—1951**  
Jean Simmons, David Farrar  
**SARABAND—1949**  
Stewart Granger, Joan Greenwood  
**HIGHLY DANGEROUS—1951**  
Dane Clark, Margaret Lockwood  
**BAD LORD BYRON—1951**  
Joan Greenwood, Mai Zetterling  
**THE SECRET PEOPLE—1952**  
Audrey Hepburn  
**SLEEPING CAR TO TRIESTE—1949**  
Jean Kent, Paul Du Puis  
**BLACKMAILED—**  
Mai Zetterling, Robert Fleming  
**WOMAN HATER—1949**  
Stewart Granger  
**THE OVERLANDERS—1946**  
Chips Rafferty  
**TRAIN OF EVENTS—1952**  
Valerie Hobson  
**THE BLUE LAMP—1950**  
Jack Warner  
**DIAMOND CITY**  
**VALLEY OF THE EAGLES—1952**  
Jack Warner  
**THE DARK MAN—1952**  
**TONY DRAWS A HORSE—1951**  
Ann Crawford  
**JOHNNY-ON-THE-SPOT—1919**  
**DEATH TIDE**  
**FLANNEFOOT**  
**JOHNNY IN THE CLOUDS**  
Michael Redgrave, Trevor Howard  
**WATERFRONT—1939**  
Richard Burton  
**THE HIDDEN ROOM—1950**  
**PINK STRING & SEALING WAX—1950**  
**NIGHT WITHOUT STARS—1953**  
Nadia Gray  
**THE FALLEN IDOL—1949**  
Ralph Richardson, Michele Morgan  
**THE THIEF—1952**  
Ray Milland, Rita Gam  
**THE MAGIC FACE—1951**  
Luther Adler, Patricia Knight  
**YESTERDAY & TODAY—1953**  
Eddie Cantor, George Jessel  
**WOMEN WITHOUT NAMES—1940**  
Valentine Cortese, Simone Simone  
**NEW MEXICO—1951**  
Lew Ayres, Marilyn Maxwell

### RKO TELERADIO PICTURES 1440 Broadway, New York

17-TITLE PACKAGE  
(Released April, 1955)

**THREE FOR BEDROOM C—1952**  
Gloria Swanson  
**ROGUE RIVER—1951**  
Rory Calhoun  
**BOY FROM INDIANA—1950**  
Lon McAllister  
**BORDERLINE—1950**  
Fred MacMurray, Claire Trevor  
**TOMORROW IS FOREVER—1944**  
Claudette Colbert, Orson Welles  
**CASONOVA BROWN—1944**  
Gary Cooper, Teresa Wright  
**THE WOMAN IN THE WINDOW—1944**  
Edward G. Robinson, Joan Bennett  
**IT'S A PLEASURE—1945**  
Sonja Henie  
**KILL HIM FOR ME—1954**  
Arturo de Cordova  
**THE CARIBOU TRAIL—1950**  
Randolph Scott, George (Gabby) Hayes  
**ALONG CAME JONES—1945**  
Gary Cooper, Loretta Young  
**BELLE OF THE YUKON—1944**  
Randolph Scott, George (Gabby) Hayes  
**THE STRANGER—1946**  
Edward G. Robinson, Loretta Young  
**FIGHTING MAN OF THE PLAINS—1949**  
Randolph Scott, Victor Jory  
**CANADIAN PACIFIC—1949**  
Randolph Scott, Jane Wyatt  
**MOVIE CRAZY—1932**  
Harold Lloyd, Constance Cummings  
**STRANGERS—1935**  
Ingrid Bergman, George Sanders

### SCREEN GEMS

233 West 49th St., New York

HOLLYWOOD MOVIE PARADE  
104 pictures  
(Released February, 1956)

**ADAM HAD FOUR SONS—1941**  
Ingrid Bergman, Susan Hayward  
**ADDRESS UNKNOWN—1944**  
Paul Lukas, K. T. Stevens  
**ALIAS MR. TWILIGHT—1947**  
Michael Duane, Trudy Marshall  
**THE AMAZING MR. WILLIAMS—1940**  
Joan Blondell, Melvyn Douglas  
**APPOINTMENT IN BERLIN—1943**  
George Sanders, Marguerite Chapman  
**A BEDTIME STORY—1941**  
Loretta Young, Fredric March  
**BEHIND PRISON GATES—1940**  
Brian Donlevy  
**BETTY CO-ED—1947**  
Jean Porter

(Continued on page 28)

## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### NEW YORK, New York

WRCA-TV, Ch 4: NBC's flagship station in America's leading market.  
**MORNING THEATRE:** Begins 9/10. Good feature films, aimed at housewife, and hosted by top ladies' man, Herb Sheldon. Brand-new -AM slant, and with HS, a sure winner.  
**TIME:** 8:55 to 10 AM, Monday thru Friday.  
**RATE:** \$425/partic. less discounts (14/50 plan).  
**NATL. SLS. REP.:** NBC Spot Sales.  
**STA. CONTACT:** Jay Heitin, WRCA-TV, 30 Rockefeller Plaza, N. Y., N. Y. Circle 7-8300.

For more data see display advertisement in this section

### OHIO, Cleveland

KYW-TV, Ch 3: "Cleveland's Koolest in Sight and Sound." NBC-TV affiliated.  
**SIX O'CLOCK ADVENTURE:** 6-foot-6 "Big" Wilson gets results as big as he is, with series of syndicated & feature films, including Rogers-Autry group. Reaches audience at under 50¢ per 1,000!  
**TIME:** 6:00-6:55 PM, Mon. thru Fri.  
**RATE:** \$200 per min. part., less discounts.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Al Kriven, KYW-TV, 815 Superior Ave., Cleveland, CH 1-0942.

For more data see Westinghouse Stations' display advertisement in this section

### OHIO, Cleveland

WJW-TV, Ch 8: Basic CBS affiliate in Cleveland and a Storer Station.  
**NITE-OWL THEATRE:** 1st and only late night feature film stripped Monday thru Friday in Cleveland TV market. Going strong in its 7th year. Variety of features, including new Columbia-Screen Gems group.  
**TIME:** 11:20 to closing Mon. thru Fri.  
**RATE:** \$145 per participation, subject to discounts.  
**NATL. SLS. REP.:** The Katz Agency, Inc.  
**STA. CONTACT:** Storer National Sales Offices: New York, Chicago, San Francisco.

### OKLAHOMA, Tulsa

KOTV, Ch 6: By every measurement, KOTV completely dominates America's 43rd market.  
**6TH ROW CENTER:** Tulsa's most powerful Feature Film Theatre. Top Features from NTA, Hygo, Unity and other leading distributors. Pulse and ARB agree: it outrates one opposition show (Tonight) by 68% . . . other opp. show by 62%.  
**TIME:** 11:00 PM to closing, Sun. thru Fri.  
**RATE:** \$50 flat.  
**NATL. SLS. REP.:** Edward Petry & Co.  
**STA. CONTACT:** J. C. Richdale Jr., KOTV, 302 S. Frankfort, Tulsa, 20, Okla. CHerry 2-9233.

For more data see display advertisement in this section

### PENNA., Pittsburgh

KDKA-TV, Ch 2: Pittsburgh's First TV Station, reaching more Tri-State Area viewers than any other station.  
**SWINGSHIFT THEATRE:** 4th year as area's most popular feature film participation show.  
**TIME:** 12:40 AM to sign-off, Mon. thru Sat.  
**RATE:** 1-minute participations, rates on request.  
**NATL. SLS. REP.:** Peters, Griffin, Woodward.  
**STA. CONTACT:** Lloyd G. Chapman, KDKA-TV, 1 Gateway Center, Pittsburgh. EX 1-3000.

For more data see Westinghouse Stations' display advertisement in this section

CONTINUED ON NEXT PAGE



# Old Packages Have A Lot of TV Value

• Continued from page 18

grams of America was set up by Small and Milton Gordon to produce and distribute TV film shows. TPA also took over Small's feature films and is still handling them today.

## 100G Per Pic

This package has grossed over \$100,000 per picture, possibly the highest per-picture gross of any package of features in TV. It drew good money from the outset. In its first-run era, it was the highest priced package that had ever hit TV. Its first sale in New York, to WCBS-TV, was reported at \$5,000 per picture and may have been more. It has since been sold five

more times in New York, bringing it up to 30 runs in this market. In its last deals here it brought \$1,000 to \$1,500 per picture.

The Small package has been sold at least once in 135 markets and is currently under contract in 65 markets. Among its titles are "My Son, My Son," "The Count of Monte Cristo," "The Man in the Iron Mask" and "The Corsican Brothers."

Charles Weintraub's Quality Films put 26 good pictures into TV in 1951. It has since added another 15 pictures to its catalog. Quality has altogether grossed \$3,000,000 in its five years of oper-

ation. The original Quality pictures have gone thru 18 runs in New York, 14 in Los Angeles. The original catalog included "Whistle Stop," "And Then There Were None," "Four in a Jeep" and "Millionaire for Christy."

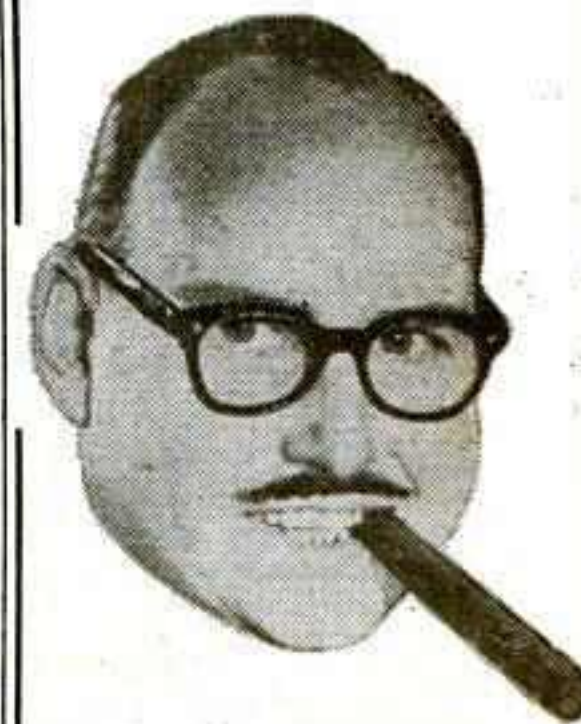
Another good catalog that pre-dates the General Teleradio revolution of 1954 is that of Standard Television. Adding only a few pictures at a time, Standard still has no more than 22 titles. Some of its earliest product is "So Ends Our Night," "Moon and Sixpence," "The Southerner," "Winterset" and "Tomorrow the World."

Another top-grade package that pre-dated the GT revolution is National Telefilm Associate's "Cardinal" group, which includes "DOA" and "Champagne for Caesar." These seven pictures were originally put into TV by Comet Television before it was absorbed by NTA in the spring of 1954. This package was given only one go-around of three-run deals, and then

was not pushed again. A campaign on rerun sales is expected to be made this year. NTA has the distribution rights until 1963. The package is understood to have grossed over \$70,000 per picture so far.

Still another fine old package is the one Major TV Productions introduced in 1953. It then consisted of four Sol Lesser pictures, including "Our Town," and the two George Bernard Shaw classics, "Major Barbara" and "Pygmalion," the latter of which has now been withdrawn. The next year Major added five more pictures, including "Captain Kidd."

The first New York sale was to WPIX for eight runs in one week on the "First Show." The original group has altogether been sold to four New York stations in four deals, and the same is true in Los Angeles. Altogether 110 TV markets have seen these pictures. Major estimates the original group has now grossed \$50,000 per picture.



**JOE FLOYD says**

**TV MOVIES ARE BETTER THAN EVER!**

**On Those Big Double-Bill Channels**

**KELO and KDLO**

Take Joe's KELO-TV, Sioux Falls, S. D. With a new 1,032-ft. tower, it now beams top-rated movies to a wider market than ever in the rich 3-state money belt—South Dakota, Minnesota and Iowa.

Add Joe's neighboring KDLO-TV and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the boards.



**KELO-TV**

**JOE FLOYD, president**

Evans Nord, Gen. Mgr.  
Larry Bentson, V. P.

**NBC • ABC • CBS**  
represented by H-R for TV and AM



**WGBS-TV's**

**Special Brand of**

**BALANCED PROGRAMMING**

**Tips the Scales**

**IN YOUR FAVOR IN MIAMI**

The very best in film on Florida's first independent television station plus the assured audience good film features guarantee at the lowest cost per thousand.

<p><b>PARAGON PLAYHOUSE</b></p> <p>Hosted by Walter Abel; internationally famous stars Constance Cummings, Douglas Fairbanks, Jr., Joan Tetzel, etc.</p>	<p><b>STEVE DONOVAN WESTERN MARSHALL</b></p> <p>Best of the West with co-stars Douglas Kennedy, Eddy Waller, action-packed rip-roaring adventure.</p>	<p><b>AMOS' N ANDY</b></p> <p>Usual characters found on radio, with Kingfish, Amos 'n Andy, Calhoun, etc.; Half-hour comedies involving hilarious misadventures of the family and friends of Amos 'n Andy.</p>	<p><b>LITTLE RASCALS</b></p> <p>"Our Gang" classics of mirth and merriment; studio activity with Elliott McCauley and guest children groups from schools and other organizations.</p>
<p><b>CELEBRITY PLAYHOUSE</b></p> <p>Film weekly drama by outstanding Hollywood celebrities; each week's episode includes two big name stars.</p>	<p><b>THEATRE 23</b></p> <p>Columbia Pictures "Screen Gems," first run features on WGBS-TV exclusively; hosted by Bob Edell</p>		<p><b>SAN FRANCISCO BEAT</b></p> <p>Police drama; stars Tom Tully and Warren Anderson in true-to-life crime detection series; taken from actual police files.</p>
<p><b>LIFE WITH FATHER</b></p> <p>Leon Ames and Lurene Tuttle in the TV plays based on the best-selling book of Day family experiences.</p>	<p><b>DANGEROUS ASSIGNMENT</b></p> <p>Espionage, robbery, and murder; Stars Brian Donlevy, Herb Butterfield; two-fisted entertainment.</p>	<p><b>BIFF BAKER U.S.A.</b></p> <p>Stars Alan Hale, Jr., series of international intrigue; murder, smugglers, gorilla forces, underground, on world-wide basis.</p>	<p><b>MAN BEHIND THE BADGE</b></p> <p>Charles Bickford as host and narrator; introduces law enforcement officers, prison wardens, hurricane fighters; each telling his own story.</p>

**WGBS-TV**  
Miami, Florida

Offering the best Hollywood star-studded film features—a proven formula for entertainment of large audiences—everywhere!

**A Storer Station is a Local Station**

<p><b>STORER BROADCASTING COMPANY</b></p>	WSPD-TV Tolado, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.
	WSPD Tolado, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

SALES OFFICES { TOM HARKER—vice-president and national sales director } 118 East 57th Street, New York 22 • Murray Hill 8-3630  
BOB WOOD—national sales manager  
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498  
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### PENNA., Wilkes-Barre

WILK-TV, Ch 34: 1,000,000 watts blanketing the rich Northeastern and Central Pennsylvania market. ABC Network Affiliate. MOVIE TIME USA THEATRE: Top first-run features from the RKO library, starting in September.  
TIME: 11:15 PM to closing daily.  
RATES: On request.  
NATL. SLS. REP.: Avery-Knodel, Inc.  
STA. CONTACT: Sales Dept., WILK-TV, 88 North Franklin St., Wilkes-Barre, Pa.

### SOUTH DAK., Sioux Falls

KELO-TV, Ch 11: The Joe Floyd Station. KELO-TV PRESENTS: These Class A films from Associated and General Teleradio deliver top nighttime audiences in three states. Single station doubles your penetration. Guaranteed 30 rating.  
TIME: 11 PM, prior to sign-off.  
RATE: \$45, less frequency discount.  
NATL. SLS. REP.: H-R Television.  
STA. CONTACT: Evans Nord, KELO-TV, Sioux Falls, S. D. 4-5841.

For more data see display advertisement in this section

### TEXAS, Houston

KTRK-TV, Ch 13: Houston's Family Station. AFTERNOON FILM FESTIVAL: A continuing hit. July ARB shows sure 30 plus rating points to strip advertiser. Houston's best buy for adult audience on volume plan. "SPOT-LIGHT" merchandising plan to back it up.  
TIME: 1:00 to 3 PM, Monday thru Friday (2 to 4 PM in fall).  
RATE: \$70 one time, 3-6-10-13 Plan applic.  
NATL. SLS. REP.: Geo. P. Hollingbery Co.  
STA. CONTACT: Bill Bennett, Box 12, Houston, JACKSON 6-1313.

### TEXAS, Houston

KTRK-TV, Ch 13: Houston's most powerful. HOLLYWOOD THEATRE: Top quality films. First-run RKO Movietime USA package. Live host. Supermarket or kitchen sets available. July ARB shows 30 plus rating points for weekly strip. Powerful "SPOTLIGHT" merchandising plan.  
TIME: 9:30 to 11:00 AM, Monday thru Friday.  
RATE: \$70 one time, 3-6-10-13 Plan volume rate available.  
NATL. SLS. REP.: Geo. P. Hollingbery Co.  
STA. CONTACT: Bill Bennett, Box 12, Houston. JA 6-1313.

### TEXAS, Houston

KTRK-TV, Ch 13: ABC in Houston. MIDDAY MOVIE: Short features, action, mystery, adventure, western. Live Host for product lead-ins. Supermarket or kitchen sets available. July ARB shows 25 rating points for weekly strip. Backed by "SPOT-LIGHT" merchandising plan in local markets.  
TIME: 12 Noon to 1:00 PM, Mon. thru Fri.  
RATE: \$70 one time, 13 Plan volume rate avail.  
NATL. SLS. REP.: Geo. P. Hollingbery Co.  
STA. CONTACT: Bill Bennett, Box 12, Houston. JA 6-1313.

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 26

**BLACK PARACHUTE—1944**  
Larry Parks, John Carradine  
**BLIND ALLEY—1939**  
Chester Morris, Ralph Bellamy  
**BLIND DATE—1934**  
Ann Sothern, Paul Kelly  
**BLIND SPOT—1947**  
Chester Morris  
**BOY FROM STALINGRAD—1943**  
**CANAL ZONE—1942**  
Chester Morris, Larry Parks  
**CAROLINA BLUES—1944**  
Kay Kayser, Ann Miller  
**COAST GUARD—1939**  
Randolph Scott, Ralph Bellamy  
**COME CLOSER FOLKS—1937**  
James Dunn, Gene Lockhart  
**COMMANDOS STRIKE AT DAWN—1943**  
Paul Muni, Sir Cedric Hardwicke  
**COUNSEL FOR CRIME—1938**  
Otto Kruger  
**COUNTER ATTACK—1944**  
Paul Muni, Larry Parks  
**COUNTERFEIT—1936**  
Chester Morris, Lloyd Nolan  
**CRIME TAKES A HOLIDAY—1941**  
Jack Holt  
**THE DESPERADOES—1943**  
Glenn Ford, Randolph Scott  
**DEVIL SHIP—1948**  
William Bishop, Richard Lane  
**THE DOCTOR TAKES A WIFE—1940**  
Loretta Young, Ray Milland  
**DON'T GAMBLE WITH LOVE—1936**  
Ann Sothern, Bruce Cabot  
**ESCAPE TO GLORY—1940**  
Pat O'Brien, Constance Bennett  
**EVE KNEW HER APPLES—1945**  
Ann Miller  
**THE FINAL HOUR—1936**  
Ralph Bellamy  
**THE FULLER BRUSH MAN—1946**  
Red Skelton, Janet Blair  
**GALLANT JOURNEY—1946**  
Glenn Ford, Janet Blair  
**THE GENTLEMAN MISBEHAVES—1946**  
Osa Massen  
**GLAMOUR FOR SALE—1940**  
Anita Louise, Roger Pryor  
**GOOD GIRLS GO TO PARIS—1939**  
Melvyn Douglas, Joan Blondell  
**THE GUILT OF JANET AMES—1947**  
Rosalind Russell, Melvyn Douglas  
**HARD TO HOLD**  
Rita Hayworth, Jacqueline Wells  
**HELL-SHIP MORGAN—1936**  
Ann Sothern, Victor Jory  
**HEY, ROOKIE—1944**  
Ann Miller, Larry Parks  
**HONOLULU LULU—1942**  
Lupe Velez, Leo Carrillo  
**I AM THE LAW—1938**  
Edward G. Robinson  
**I LOVE A BANDLEADER—1945**  
Phil Harris, "Rochester"  
**I PROMISE TO PAY—1937**  
Chester Morris, Thomas Mitchell  
**IF YOU COULD ONLY COOK—1935**  
Herbert Marshall, Jean Arthur  
**IS EVERYBODY HAPPY—1944**  
Larry Parks, Ted Lewis  
**IT HAD TO BE YOU—1947**  
Ginger Rogers, Cornell Wilde  
**KANSAS CITY KITTY—1944**  
Joan Davis, Bob Crosby  
**KEY WITNESS—1948**  
John Beal  
**KISS AND TELL—1945**  
Shirley Temple  
**LADIES IN RETIREMENT—1942**  
Ida Lupino, Louis Hayward  
**THE LADY AND THE MOB—1939**  
Fay Bainter, Ida Lupino  
**THE LADY FROM SHANGHAI—1948**  
Rita Hayworth, Orson Welles  
**THE LADY IS WILLING—1942**  
Marlene Dietrich, Fred MacMurray  
**LAUGH YOUR BLUES AWAY—1942**  
Jinx Falkenberg  
**LET'S FALL IN LOVE—1934**  
Ann Sothern, Gregory Ratoff  
**LET'S GET MARRIED—1937**  
Ralph Bellamy, Ida Lupino  
**LET'S GO STEADY—1945**  
Mel Tormé, Arnold Stang  
**LET US LIVE—1937**  
Maureen O'Sullivan, Henry Fonda  
**LIFE BEGINS WITH LOVE—1938**  
Jean Parker  
**LUCKY LEGS—1942**  
Jinx Falkenberg  
**THE MAN WHO DARED—1946**  
Louise Brooks, Forrest Tucker  
**THE MATING OF MILLIE—1948**  
Glenn Ford, Evelyn Keyes  
**MEET THE STEWARTS—1942**  
William Holden, Frances Dee  
**MORE THAN A SECRETARY—1937**  
Jean Arthur, George Brent  
**THE MORE THE MERRIER—1943**  
Jean Arthur, Joel McCrea  
**MOST PRECIOUS THING IN LIFE—1934**  
Jean Arthur  
**MR. WINKLE GOES TO WAR—1944**  
Edward G. Robinson  
**MUSIC IN MY HEART—1940**  
Rita Hayworth, Tony Martin  
**A NIGHT TO REMEMBER—1943**  
Loretta Young, Brian Aherne  
**NINE GIRLS—1944**  
Ann Harding, Evelyn Keyes  
**THE NINTH GUEST—1934**  
Donald Cook  
**NO PLACE FOR A LADY—1943**  
William Gargan, Margaret Lindsay  
**NONE SHALL ESCAPE—1944**  
Alexander Knox, Marsha Hunt

(Continued on page 30)

## BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

An advertising service featuring top participation opportunities in leading TV markets

### TEXAS, San Antonio

WOAI-TV, Ch 4: Covering 317,736 Southwest homes. NBC-TV Network. FAMILY MOVIE TIME: Average 12.1 rating (June ARB). First-run Warner Bros. features start September. All-family appeal.  
TIME: 3:30-5:30 PM, Mon. thru Fri. until October 26; 4:30-6:00 PM, Mon. thru Fri. thereafter.  
RATE: \$42, subj. to frequency (package plan).  
NATL. SLS. REP.: Edward Petry & Co., Inc.  
STA. CONTACT: Edward V. Cheviot, WOAI-TV, 1031 Navarro St., San Antonio 6, Texas.

### TEXAS, San Antonio

WOAI-TV, Ch 4: Covering 317,736 Southwest homes. NBC-TV Network. AFTERNOON MOVIE TIME: Average 16.3 rating . . . 86% share (June ARB). Highest rated local daytime show in market. First-run Warner Bros. features start in Sept.  
TIME: 11-12:30 PM, Mon. thru Fri. until October 26; 12-1:30 PM, Mon. thru Fri. thereafter.  
RATE: \$60, less frequency discounts.  
NATL. SLS. REP.: Edward Petry & Co., Inc.  
STA. CONTACT: Edward V. Cheviot, WOAI-TV, 1031 Navarro St., San Antonio 6, Texas.

PROGRAMMING

the key to successful  
TV advertising

• THE BILLBOARD

the key to successful  
programming

**TULSA'S MOST POWERFUL FEATURE FILM THEATRE!**

62% more Audience than Station "B"  
68% more than Station "C"  
ARB JUNE '56

**6th ROW CENTER**

**FIRST RUN FILMS**

Only \$50. per Spot

Lowest Cost per thousand

**KOTV channel 6 TULSA**

Represented by  
**Edward Petry & Co., Inc.**



# Guides for Tricky Business Of Purchasing Feature Pix

Feature films have always been the trickiest part of a station's film buying job. With the influx of so many more pictures this year, with the staggering names and numbers being tossed about by the film salesmen, feature buying has become even more precarious.

Of course, it's always convenient to make a snap judgment. The truly great pictures are easily recognized, since most anyone can remember when they were box-office hits or Academy Award winners. But when the station is being showered with a package of 52 here and a library of 750 there, prior judgments are hardly adequate.

In the process of buying a four-star picture the unwary station may find itself with a pot of clinkers, which it definitely does not want for its top theater and which it may not even want for any other slot.

More intensive analysis of every offered package is obviously necessary. Some clear cut yardsticks would obviously be helpful.

### Jacobs' Advantage

The film buyer with a background in the motion picture business is, of course, at an advantage. Herb Jacobs, vice-president and general manager of TV, Inc., the 60-station-owned film buying office, is one who enjoys such an advantage. For many years he managed, booked and bought pictures for a chain of theaters in the East. Jacobs says his primary criteria in evaluating a new package of features for TV are the sales formulas used by the motion picture companies themselves. In distribution to theaters, pictures are sold either for a percentage of the box-office gross or for a flat fee. This, Jacobs points out, forms the basis for three quality categories.

In the top category are the pictures that the distributors sold for a high percentage of the gross, ranging from 40 to as much as 75 per cent. These were the high budget pictures with top stars. Each of the four majors (M-G-M, 20th Century-Fox, Paramount and Warner Bros.) usually released four or more such pictures a year.

### Second Group

In the second category are pictures sold for a smaller percentage—such as 25 per cent—or for a high flat fee. Those produced on a smaller budget than the spectacular pictures, these usually had good stars, too. Each of the majors generally released about 10 such pictures a year. An example Jacobs cites of a film in this category is any of the Andy Hardy pictures.

The third category consists of the so-called "program" pictures. Produced on a low budget, they were sold for a small flat fee. In small houses they went for as little as \$25 for a two or three-day run. The theaters usually played them in their midweek program, or as second features.

There's a fourth category, consisting of pictures that were sold for an even lower flat fee. These were the run-of-the-mill Westerns.

Jacobs, as well as many another TV film buyer who grew up in the picture business, has a reasonably clear recollection of how most of the feature films coming into TV today were sold theatrically in years past and thus what should be their basic quality rating for TV.

### Info Sources

The other film buyers have to be satisfied with the information they can dig out of the TV distributor or out of their local friends who happen to be exhibitors or exchange managers.

In addition to the theatrical sales formula, Jacobs checks his theatrical hindsight for a couple of other factors. He tries to find out how much the picture grossed theatrically. He recalls what kind of reviews it received. And he recalls how well his theater audiences liked it. It is customary for the theater manager to talk to the patrons on their way out, so their reaction is no mystery to the experienced film buyer.

Aside from the theatrical record on a movie, there are a number of important data that are available to any TV film buyer before he actually gets a look at the films in a new package.

A most significant one, Jacobs

emphasizes, is the running time, which most TV distributors these days do list in their initial presentations. It is a good clue to a picture's quality. A picture running less than 70 minutes is probably a low budget production that should be slotted in the third quality category. Pictures running 90 to 120 minutes are probably high-budget efforts that should rank high in category two, if not in the top category.

### Vintage Tip

Another important consideration is, of course, the vintage. In pictures made before 1933 the sound quality is usually inferior. Pictures made before 1939, unless they are recognized "classics" of the motion picture art, are in danger of arous-

ing viewer discontent because of obviously outdated styles in clothing, coiffures, make-up, furniture, automobiles and acting technique.

Still another clue to a feature film's quality is the star. Was the picture made when the star was at the peak of his popularity? If so, chances are he had a good picture behind him. It is worth checking some of the motion picture reference books to see when some of these stars were winning their Oscar nominations and other awards.

In sum, then, there are five key check points in establishing a feature film's quality for TV: its theatrical sales formula, its theatrical track record, its running time, its vintage and its stars.

### Cull Information

The station film director should try to get something on each of these five points in making his programming as well as his buying decisions. In general, of course, it is helpful to get as much information

as you can. WOR-TV has its research department comb all the film research books and fill out a detailed data sheet on every picture it buys. This information is garnered after the purchase is made, but it proves most useful to the sales, promotion and publicity departments.

Jacobs believes that the distributors could make the station's lives easier by packaging their pictures according to quality and then setting their price on each package on the basis of its quality level. Such a method, he maintains, would be more practical than the usual system of offering "balanced" packages, which leaves it to the buyer to figure out which are the good ones and which the program films.

But Jacobs is quick to note that the economics of TV make it unlikely that any such sales method will come into wide use in the near future.

Aside from all the data a film  
*(Continued on page 30)*

In New York  
.....  
on WATV-13  
.....  
Exclusively

20th  
CENTURY  
FOX

... television's proudest package of 52 features, including such outstanding titles as:

- ★ HOW GREEN WAS MY VALLEY  
Walter Pidgeon, Maureen O'Hara
- ★ THE OX-BOW INCIDENT  
Henry Fonda, Dana Andrews
- ★ FOXES OF HARROW  
Rex Harrison, Maureen O'Hara
- ★ HOUSE ON 92nd STREET  
Lloyd Nolan, William Eythe
- ★ KISS OF DEATH  
Victor Mature, Brian Donlevy
- ★ DAISY KENYON  
Joan Crawford, Dana Andrews
- ★ CENTENNIAL SUMMER  
Jeanne Crain, Cornel Wilde
- ★ HUDSON'S BAY  
Paul Muni, Gene Tierney

THE FINEST package of feature films yet to come from a major Hollywood studio is ready to sell for you in New York—and exclusively on WATV, Channel 13!

Top star values . . . top story values . . . a proven format of feature film success . . . and backed by WATV's special brand of hard-hitting promotion and merchandising.

It all adds up to a top ad value for advertisers selling in the nation's biggest market.

Better check NOW for availabilities!

Full details from FORJOE, our national rep . . . or ask the man from

watv

13

Television Center, Newark, N. J.—Mitchell 2-6400  
Sales Office: 515 Madison Ave., New York 22. Plaza 5-1331



# NO OTHER TV STATION CAN MAKE THIS STATEMENT!

"In New York,  
MOST of the BEST Syndicated Film Shows  
Are Seen on... **WPIX-11**"

Again, the program and talent choices of sponsors, ad agencies and TV stations have been reported by The Billboard in its 4th Annual TV Program & Talent Awards.

And, in syndicated film programming, more of the "bests" are seen on WPIX-11 than any other New York TV station.

**ALL 5 OF THE BEST OVER-ALL SYNDICATED FILM SHOWS . . . ON WPIX-11!**

1. Highway Patrol
2. Dr. Hudson's Secret Journal
3. Science Fiction Theatre
4. Badge 714
5. I Led 3 Lives

**ALL 5 OF THE BEST ACTORS**

1. Broderick Crawford
2. Jack Webb
3. Richard Carlson
4. Bob Cummings
5. John Howard

**THE BEST ACTRESS**

1. Ann Sothern

**ALL 5 OF THE BEST PUBLIC SERVICE SHOWS, and the shows that did most to raise the cultural standards of TV**

1. Confidential File
2. Victory at Sea
3. I Led 3 Lives
4. Dr. Hudson's Secret Journal
5. Science Fiction Theatre

**5 OF THE BEST 7 ADVENTURE SHOWS**

1. Highway Patrol
2. I Led 3 Lives
4. Foreign Intrigue
6. Crunch and Des
7. Man Called X

**3 OF THE BEST 5 ADVENTURE PERFORMERS**

1. Richard Carlson
2. Broderick Crawford
5. Barry Sullivan

**5 OF THE BEST 6 MYSTERY SHOWS**

1. Badge 714
2. San Francisco Beat
3. Mr. District Attorney
4. City Detective
6. Man Behind the Badge

**ALL 4 OF THE BEST MYSTERY SHOW PERFORMERS**

1. Jack Webb
2. Reed Hadley
3. David Brian
4. Rod Cameron (tie)

**4 OF THE BEST TEN COMEDY SHOWS**

3. Susie
6. Life With Father
7. My Hero
9. Abbott & Costello

**3 OF THE BEST 5 COMEDY PERFORMERS**

2. Ann Sothern
3. Bob Cummings
5. Leon Ames

**ALL 3 OF THE BEST DRAMATIC SHOWS**

1. Star Performance
2. Science Fiction Theatre
3. Dr. Hudson's Secret Journal

**ALL 3 OF THE BEST DRAMATIC PERFORMERS**

1. Dick Powell
2. David Niven
3. John Howard

**THE 2 BEST DOCUMENTARIES**

1. Victory at Sea
2. Confidential File

**3 OF THE BEST 10 WESTERN SHOWS**

4. Stories of the Century
7. Range Rider
10. Buffalo Bill, Jr.

**THE BEST MUSIC SERIES**

1. Rosemary Clooney Show

**1 OF THE 2 BEST MUSICAL PERFORMERS**

2. Rosemary Clooney

For the largest choice,  
the widest choice in New York see **wpix 11**

220 East 42nd Street  
MU 2-6500 National Representatives: Peters, Griffin, Woodward, Inc.

## Guides for Biz Of Purchasing Feature Films

• Continued from page 29

buyer may accumulate on a feature film, there is, after all, the ineffable element of TV and showmanship savvy. The film buyer should not be shy about using his head. A picture that blossomed in the theaters may conceivably wilt on the home screens, and vice versa.

One example of the ups and downs a film may go thru is "Arch of Triumph." A multi-million-dollar production, it died at the box office. But on TV it got high, high ratings. In fact, it got the highest rating ever registered by Chicago's top rated "Courtesy Theater." However, the sponsor didn't like it: It did not attract the kind of audience he wanted.

## Feature Film Issues at 6,500; Half Since Jan.

• Continued from page 28

- NORTH OF NOME—1937**  
Jack Holt
- ONCE UPON A TIME—1944**  
Cary Grant, Janet Blair
- ONE WAY TICKET—1936**  
Lloyd Nolan
- OUR WIFE—1942**  
Melvyn Douglas, Ruth Hussey
- OUT OF THE DEPTHS—1945**  
Jim Bannon, Ross Hunter
- PANIC ON THE AIR—1936**  
Florence Rice, Lew Ayres
- PARACHUTE NURSE—1942**  
Marguerite Chapman
- PAROLE RACKET—1937**  
Paul Kelly
- PASSPORT TO ALCATRAZ—1946**  
Jack Holt
- PENITENTIARY—1938**  
John Howard, Jean Parker
- PENNIES FROM HEAVEN—1936**  
Bing Crosby
- PENNY SERENADE—1941**  
Cary Grant, Irene Dunne
- THE RETURN OF MONTE CRISTO—1947**  
Louis Hayward
- REVELLE WITH BEVERLY—1944**  
Ann Miller
- SAHARA—1944**  
Humphrey Bogart, J. Carrol Naish
- SHADOWED—1946**  
Anita Louise
- SHE MARRIED THE BOSS—1935**  
Claudette Colbert, Melvyn Douglas
- THE SIGN OF THE RAM—1944**  
Susan Peters
- SLIGHTLY FRENCH—1948**  
Dorothy Lamour, Don Ameche
- SMASHING THE SPY RING—1939**  
Ralph Bellamy, Fay Wray
- SNAFU—1946**  
Robert Benchley, Vera Vague
- SO DARK THE NIGHT—1947**  
Jimmy Durante, Broderick Crawford
- START CHEERING—1938**  
Chester Morris, Fay Wray
- THEY MET IN A TAXI—1936**  
Walter Connolly, Iris Meredith
- THREE GIRLS ABOUT TOWN—1941**  
Joan Blondell, John Howard
- TOGETHER AGAIN—1945**  
Charles Bower, Irene Dunne
- TONIGHT AND EVERY NIGHT—1945**  
Rita Hayworth, Janet Blair
- TOO MANY HUSBANDS—1940**  
Jean Arthur, Fred MacMurray
- U-BOAT PRISONER—1944**  
Bruce Bennett
- VENUS MAKES TROUBLE—1937**  
James Dunn
- WHAT A WOMAN—1944**  
Rosalind Russell, Brian Aherne
- YOU'LL NEVER GET RICH—1941**  
Rita Hayworth, Fred Astaire

STANDARD TELEVISION  
321 South Beverly Drive,  
Beverly Hills, Calif.

- LOVE HAPPY—1949**  
Marx Brothers
- NIGHT IN CASABLANCA—1946**  
Marx Brothers
- LITTLE FIGHTIVE—1953**

(Continued on page 33)

## BEST BUYS IN FEATURE FILM PROGRAM BUFFALO

- WGR-TV Mon-Fri  
"LIFE WITH FATHER": 10 AM \$50. min.\*
- WGR-TV Mon-Fri  
"FILES OF JEFFERY JONES": 10:30 AM \$50. min.\*
- WGR-TV Mon-Fri  
"AMOS 'N ANDY": 11 AM \$50. min.\*
- WGR-TV Mon-Fri  
"MID-DAY MATINEE": 1 PM \$70. min.\*
- WGR-TV Mon-Fri  
"AFTERNOON FILM FESTIVAL": 3-5 PM \$70. min.\*
- WGR-TV Mon-Fri  
"OPERATION SWING SHIFT": 12 M \$50. min.\*

\*Weekly Volume  
Discount Plan

## WGR-TV 2 CHANNEL

Carries 9 of the top 15 Syndicated Film Shows (June Telepulse)

ABC Basic Affiliate

Represented by PETERS, GRIFFIN & WOODWARD, INC.

In Canada: ANDY McDERMOTT-TORONTO

UP...UP...UP.....Goes  
**KOOL-TV**,  
Winning Share of  
the Phoenix Market!  
(72.4% quarter-hour Firsts  
May '56 Telepulse)

... with 9 of the  
TOP 10  
NETWORK SHOWS  
(May Pulse)

... with 8 of the  
TOP 9  
MULTI-WEEKLY SHOWS  
(May Pulse)

... with 3 of the  
TOP 6 SYNDICATED  
FILM SHOWS  
(May Pulse)

with TOP-RATED  
FEATURE FILM  
SHOWS

**Afternoon Movie**  
4:30-6:00 PM  
Mon. thru Thurs.  
Average weekly June ARB: 11.4  
... topped Mickey Mouse Club  
two days of the week!

**Million Dollar Movie**  
11:15 PM to closing  
Mon. thru Fri. . . .  
10:30 PM to closing  
Sat. and Sun.  
Average weekly June ARB: 8.7  
... tops its time slot for the  
week!

**Sunday Morning Movie**  
10:45 AM to Noon  
Sundays only  
Another Time-Slot-Topper for  
KOOL-TV!

**KOOL-TV** 316,000 WATTS  
CHANNEL 10  
511 W. Adams St.,  
Phoenix, Ariz.





# How 5 Top Users Program Features

• Continued from page 15

programs: "The Late Show" (Sunday-Saturday, 11:15 p.m.-conclusion), "The Early Show" (Monday-Friday, 6:15-7:10 p.m.), "Picture for a Sunday Afternoon" (Sunday, 1-2:30 p.m.), "The Late Matinee" (Monday-Friday, 5-5:55 p.m., Saturday, 3-4 p.m. and 4-5:30 p.m. and Sunday, 2:30-3:45 p.m.) and "The Late Late Show" (Sunday-Saturday, following "The Late Show").

#### 4 Since 1951

Four of these programs have been on the air since 1951. The fifth, "The Late Matinee," premiered in 1952. Each week WCBS airs 28 different pictures on these five programs.

First-run films make their bow either on "The Late Show" or "The Early Show" (both of which also use reruns). They are then ticketed for use on the other programs after a lapse of several months. "The Late Show" runs its pictures full length. "The Early Show" uses an emcee to bridge the cuts.

The viewers of WCBS' movies have increased steadily each year. In June, 1955, for example, 1,771,600 people per day watched its four daily feature film theaters. In June, 1956, this figure had increased to 2,340,090, according to Nielsen data.

The station's rates on its feature film shows naturally have kept pace with its audience growth. For example, in less than a year the cost of a spot on "The Late Show" has jumped from \$700 to \$1,000, which now matches the rate for "Early Show" spots. Rates on the other feature shows are lower. All of the WCBS shows, except "The Late Show," are sold only on a participating basis. These participating shows are usually completely sold out nine months of the year and do a thriving business the other three.

#### 3-Year Deals

The average deal that WCBS makes on a package of features gives it rights to the films for three years, during which time the station runs each feature approximately 10 times. It generally pays between \$2,500 and \$7,500 per picture. Over the past five years, the station has aired approximately 1,000 first-run features. It has 300 first-runs in the bank right now, consisting largely of Columbia and Warner Bros. product.

#### WOR-TV, NEW YORK

When WOR-TV, New York, started its "Million Dollar Movie" two years ago, the feature film market had just been sparked up by a limited quantity of top grade pictures. The new look in features gave the station the opportunity to make a real competitive dent in this seven-station market. But it took a lot of money.

In acquiring the rights to the 30 stellar pictures that its parent, General Teleradio, had leased from the Bank of America, WOR-TV was billed \$12,000 per picture, the highest price that any station had ever paid for feature films. To cover such an unprecedented outlay, the station decided on the then startling idea of running each picture 16 times in a single week: 7:30-9 p.m. and then 10-11:30 p.m. each night, plus a Saturday and Sunday matinee.

Since that historic move, a number of stations around the country have adopted the pattern of consecutive repeats of top pictures, though none to the extent of WOR.

For instance, KFJZ-TV, Dallas, when it went on the air last fall, installed a "Million Dollar Movie" program across the board in prime time, with one film repeated three

consecutive nights and another four consecutive nights.

#### Tops 70.0

In the 1954-'55 season, WOR sold "MDM" to eight sponsors on the promise of a cumulative rating of at least 70.0 Telepulse. When the first ratings came in it was found that "MDM" had far exceeded the anticipated audience, so the station withdrew the guaranteed minimum.

In the first season, each sponsor paid \$4,175 for a one-minute spot on each play of the picture plus an opening billboard on each.

Last season WOR raised the

rate for the first 13 weeks to \$4,450 per week and invited nine sponsors to participate. Again it was sold out.

The "MDM" concept proved an ideal solution to an almost desperate programming problem. The caliber of the pictures succeeded in drawing in sponsors that had never before given the station a tumble. The heavy repeat pattern, besides making it possible to amortize the huge cost, assured maximum impact for each picture. This pattern also helped to eke the maximum potential mileage out of a limited supply of product. And of course the whole plan brought in an attractive cost per thousand for the sponsors.

#### Stays Put

With the recent influx of more feature films and more good ones, WOR toyed with the idea of breaking the "MDM" pattern down to eight runs per picture but finally

decided to stick with its proven policy. The nine availabilities for the 1956-'57 season are already sold out.

Two basic essentials of the "MDM" plan are good pictures and heavy promotion. Even with the vast resources of the RKO library at its command, WOR is still on the market for any top picture that comes into TV. And "MDM" in New York gets one of the most intensive promotion efforts of any local show in the country.

#### WGN-TV, CHICAGO

In Chicago local advertisers like to have their feature film programs all to themselves. Probably no place else in the country are there so many single-sponsored movie shows. During the season, WGN-TV, playing as many as 38 pictures a week, will have as many as 22 that are fully sponsored by individual local advertisers, including auto

dealers, jewelers, furniture dealers and clothing and sporting good stores.

The top spending movie sponsor in Chicago—and probably in the country—is Jim Moran's Courtesy Motors, one of the largest Ford dealerships in the U. S. Very often the sale of a new package of features in Chicago will depend on Moran's purchase of the first runs for his "Courtesy Theater," Sunday, 10 p.m. This program, incidentally, will be starting its eighth year next month.

As the result of this sponsorship pattern, WGN is highly sensitive to the effectiveness of feature films as advertising vehicles. It doesn't only want high ratings—of which it gets plenty—but it wants to reach the right audience and get them into the stores the next day in the right frame of mind.

J. E. Faraghan, program manager  
(Continued on page 35)

# night fishing in Detroit

**YOU CATCH MORE VIEWERS ON THE STATION  
THAT'S NO. 1 NIGHT AND DAY IN SOUTHEASTERN MICHIGAN\***

**Sales minded advertisers  
are hauling 'em in with the  
potent late night programming**

on

# WJBK-TV

CHANNEL **2** DETROIT

Detroit's great wealth of consumer buying power comes from the industries of Southeastern Michigan. In turn, these industries make for unique time schedules and living patterns.

Twelve midnight is 12 noon to the man who works the night-shift. And his family must adjust accordingly. This is one reason why Detroit (America's No. 5 market) is the town with the BIG night-time TV ratings.

And remember: WJBK-TV with its NEW Columbia-Screen Gems "Nightwatch Theater" gets most of these late-night viewers.

**40% MORE THAN STATION B  
55% MORE THAN STATION C  
124% MORE THAN STATION D**

(Competitive post-11:00 PM ratings, June ARB)

Yes, "night fishing" is great in Detroit... especially when you bait your hook with advertising on WJBK-TV.

\* According to both Pulse and ARB



Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICE

118 E. 57th, New York 22 • MUrray Hill 8-8630

See our "Best-Buys in Feature Film Program Participations" elsewhere in this section.



# PRESSURES BREAK FEATURE DAM-UP

• Continued from page 15

wary of releasing their product or moving into TV so directly. But TV has stamped its imprint on the American scene in so vivid a manner that it can no longer be ignored, even by the Hollywood ostriches. And so, the exhibitors, as their numbers diminish and as they provide progressively less revenue to the Hollywood film makers, have seen their influence whittled away. Walt Disney, with his success on TV and his subsequent success in theatrical distribution even with product already seen on video, has been the triggerman for the Holly-

wood capitulation. The Screen Gems-Columbia set-up also furnishes a notable example of a film company eating two pies at the same time. Consequently, the major theatrical producers, beginning last season, showed a rush to get into the TV program production business, two examples being 20th Century-Fox and Warner Bros., whose beginnings, if not startlingly successful, show some durability as witnessed by the renewals of their properties on network TV this season.

★ **Better** Movies are . . .

★ **Better** than ever on television

★ **Better** movies—

★ **Better** TV film programs are distributed by . . .

**GEORGE BAGNALL & ASSOCIATES INC.**

—with—

**36 TOP FLIGHT FEATURES**

Many as Recent as 1952

★

Also distributing such Top Rated Series as:

**"I Search for Adventure"**

and

**"Crusader Rabbit"**

**"Scallawags"**

**GEORGE BAGNALL & ASSOCIATES, Inc.**

8827 Olympic Blvd., Beverly Hills, Calif., Phone: CRestview 1-5133

520 N. Michigan Ave., Chicago, Ill., Phone: Mlchigan 2-5231

25 Vanderbilt Blvd., N. Y. C., N. Y., Phone: MUrray Hill 6-7543

# LOCAL MOVIE RATINGS

With the emphasis on quality that has marked feature-film programming the past two years it is of considerable interest to see how well different pictures do in a given programming situation. We asked a number of stations to give us a run down

of the ratings pulled by each of the pictures that ran on their top feature-film theaters over the past six to 10 months. Here-with are the scores chalked up on 14 top programs.

Two warnings are necessary. This chart does not give any

basis for comparing one city with another. Nor does it tell how well each of these pictures rated against their competition on other stations in the same city. The sole purpose of this chart is to show the rating fluctuations from one film to another on the same program.

### WSB-TV, Atlanta

#### "ARMCHAIR PLAYHOUSE"

Sunday, Noon-1:15 p.m.	ARB
Sep. 55..The Big Cat (Hygo)	18.0
Oct. 55..The Man From Texas (Hygo)	13.0
Nov. 55..Operation X (Hygo)	11.0
Dec. 55..Tomorrow Is Forever (Gen. Tel.)	19.3
Jan. 56..Cassanova Brown (Gen. Tel.)	14.6
Feb. 56..Along Came Jones (Gen. Tel.)	24.2
Mar. 56..Tulsa (Hygo)	12.0
Apr. 56..Duffy of San Quentin (AAP)	10.5
May 56..The Steel Trap (AAP)	18.4

### WMAR-TV, Baltimore

#### "FIRST RUN THEATER"

Saturday, 10:30 p.m.-Midnight	ARB
Sep. 17, 55..Eagle Squadron (Hygo)	27.3
Oct. 8, 55..Ladies Courageous (Hygo)	19.1
Nov. 12, 55..Along Came Jones (Gen. Tel.)	28.0
Dec. 3, 55..Tomorrow Is Forever (Gen. Tel.)	29.0
Jan. 7, 56..Woman in the Window (Gen. Tel.)	22.4
Feb. 4, 56..Smashup (Hygo)	28.5
Mar. 3, 56..Eye Witness (TV Buying Syn.)	24.8
Apr. 7, 56..Hellzapoppin (NTA)	9.1
May 5, 56..Stranger on the Prowl (NTA)	13.4
June 2, 56..Butch Minds the Baby (NTA)	16.5
July 7, 56..The Parradin Case (NTA)	—

### WRBC-TV, Birmingham

#### "ACADEMY THEATER"

Sunday, 4-5:15 p.m.	PULSE
Sep. 11, 55..Then There Were None (Quality)	14.5
Oct. 9, 55..Jungle Patrol (Quality)	19.0
Nov. 6, 55..Rouge River (Gen. Tel.)	24.5
Dec. 4, 55..The Dark Mirror (Gen. Tel.)	31.0
Jan. 8, 56..Let's Live a Little (Gen. Tel.)	26.5
Feb. 5, 56..So This Is New York (Gen. Tel.)	28.5
Mar. 4, 56..Lulubelle (Gen. Tel.)	28.0
Apr. 1, 56..Ramrod (Gen. Tel.)	26.5

### WGN-TV, Chicago

#### "COURTESY THEATER"

Sunday, 10-11:30 p.m.	ARB
Sep. 55..I Love Trouble (Flamingo)	20.5
Oct. 55..Second Face (AAP)	21.5
Nov. 55..The Scarf (AAP)	25.2
Dec. 55..The Hitchhiker (Filmmakers)	29.2
Jan. 56..Love Happy (Standard TV)	24.3
Feb. 56..Try and Get Me (Alexander)	23.1
Mar. 56..Night in Casablanca (Standard)	19.2
Apr. 56..Winslow Boy (AAP)	25.5
May 56..Duffy of San Quentin (AAP)	22.8
June 56..Diamond Jim (Hygo)	19.7
*Nov. 54..Arch of Triumph (Gen. Tel.)	34.6

\*Highest rating ever obtained on this theater.

### KYW-TV, Cleveland

#### "BEST OF HOLLYWOOD"

Sunday, 11:00 p.m.-12:30 a.m.	ARB
Jan. 8, 56..The Stranger (Gen. Tel.)	19.0

Feb. 5, 56..The Hitchhiker (Filmmakers)	12.0
Mar. 4, 56..Fighting Seabees (Hwd. TV)	16.6

### WBZ-TV, Boston

#### "PLEASURE PLAYHOUSE"

Sunday, 6-7:00 p.m.	ARB
Sep. 11, 55..Amiable Lady (Flamingo)	14.8
Oct. 9, 55..The Overlanders (NTA)	16.1
Nov. 6, 55..Cage of Gold (NTA)	23.8
Dec. 4, 55..The True and the False (NTA)	24.5
Jan. 1, 56..Crash of Silence (ABC)	32.4
Feb. 5, 56..Christopher Columbus (ABC)	25.6
Mar. 4, 56..King Hearts and Coronets (ABC)	20.7
Apr. 8, 56..High Lonesome (Flamingo)	16.8
May 6, 56..The Great Ruppert (Flamingo)	15.3
June 3, 56..Saraband (NTA)	10.9

### WNAC-TV, Boston

#### "COTT FIRST RUN MOVIES"

Saturday, 11-Midnight	ARB
Sep. 17, 55..Man in the Iron Mask (TPA)	15.8
Oct. 8, 55..Ramrod (Gen. Tel.)	9.6
Nov. 12, 55..Cry Danger (Alexander)	10.1
Dec. 3, 55..The Fighting Sullivans (Hygo)	14.0
Jan. 7, 56..A Double Life (Gen. Tel.)	9.8
Feb. 4, 56..The Secret Beyond the Door (Gen. Tel.)	9.6
Mar. 3, 56..Captain Scarface (Atlantic)	16.6
Apr. 7, 56..Gung-Ho (Hygo)	20.2
May 5, 56..Smashup (Hygo)	20.3

### KOA-TV, Denver

#### "ACADEMY THEATER"

Saturday, 10-11:15 p.m.	ARB
Mar. 10, 56..Three Faces West (Hwd. TV)	19.2
June 9, 56..Commandos Strike at Dawn (Screen Gems)	21.1

### WISH-TV, Indianapolis

#### "LATE SHOW"

Sunday-Saturday, 11:15 p.m.-1:00 a.m.	
Jan. 5..Borderline (Gen. Tel.)	7.6
Jan. 6..Steel Trap (AAP)	14.2
Jan. 7..Along Came Jones (Gen. Tel.)	21.6
Jan. 8..The Star (AAP)	7.3
Jan. 9..Movie Crazy (Gen. Tel.)	4.7
Jan. 10..Johnny Come Lately (Bagnall)	6.2
Jan. 11..The Stranger (Gen. Tel.)	9.6
Apr. 7..Angel and the Badman (Hwd. TV)	16.3
Apr. 8..Whispering City (Governor)	4.6
Apr. 9..The Well (NTA)	8.6
Apr. 10..Angel on the Amazon (Hwd. TV)	7.1
Apr. 11..Alina (Fortune)	4.3
Apr. 12..Inside Story (Hwd. TV)	4.6
Apr. 13..Guest Wife (NTA)	14.6

### WHBQ-TV, Memphis

#### "MILLION DOLLAR MOVIE"

Saturday, 9-10:45 p.m.	ARB
Nov. 19, '55..Along Came Jones (Gen. Tel.)	24.1
Feb. 11, '56..The Sullivans (Hygo)	17.5

### WCCO-TV, Minneapolis

#### "MASTERPIECE THEATER"

Sunday, 9:30-11 p.m.	PULSE
Sep. 11, 55..A Double Life (Gen. Tel.)	14.1
Oct. 9, 55..So Young, So Bad (AAP)	12.6
Nov. 6, 55..Salome, Where She Danced (Hygo)	11.4
Dec. 4, 55..Woman in the Window (Gen. Tel.)	14.1
Jan. 8, 56..Long, Dark Hall (AAP)	19.3
Feb. 5, 56..Along Came Jones (Gen. Tel.)	19.0
Mar. 4, 56..Tomorrow Is Forever (Gen. Tel.)	23.0
Apr. 8, 56..Guest Wife (NTA)	20.2
Sunday, 10-11:30 p.m.	
May 6, 56..Cassanova Brown (Gen. Tel.)	19.2

### WCBS-TV, New York

#### "THE EARLY SHOW"

Monday-Friday, 6:15-7:10 p.m.	PULSE
Jan. 3..Ships With Wings (ABTV)	8.9
Jan. 4..39 Steps (Atlantic)	6.1
Jan. 5..Wyoming (Hwd. TV)	7.3
Jan. 6..That's My Man (Hwd. TV)	7.3
Feb. 1..Movie Crazy (Gen. Tel.)	7.2
Feb. 2..Rogue River (Gen. Tel.)	6.8
Feb. 3..The Man From Planet X (AAP)	7.9
Feb. 6..Boy From Indiana (Gen. Tel.)	8.0
Feb. 7..The Thief (NTA)	8.2
Mar. 1..Thunder Pass (Alexander)	9.0
Mar. 2..Love Happy (Standard)	6.9
Mar. 5..Open Secret (AAP)	8.0
Mar. 6..Donovan's Brain (AAP)	7.3
Mar. 7..In Old California (Hwd. TV)	8.0
Apr. 2..Pardon My Sarong (NTA)	8.4
Apr. 3..Borderline (Gen. Tel.)	7.1
Apr. 4..Ghost Catches (NTA)	8.2
Apr. 5..Monster From the Ocean Floor (Tel-Pic)	8.8
Apr. 6..Three Faces West (Hwd. TV)	7.1
May 1..Africa Screams (Alexander)	8.3
May 2..Lady at Midnight (Tel-Pic)	7.9
May 3..Deadly Game (Tel-Pic)	7.8
May 4..Crazy House (NTA)	6.5
May 7..River Beat (Tel-Pic)	7.4
June 1..It's in the Bag (NTA)	6.2
June 4..Guest Wife (NTA)	7.6
June 5..Night in Casablanca (Standard)	7.9
June 6..The Star (AAP)	7.6
June 7..See My Lawyer (NTA)	7.9

#### "THE LATE SHOW"

Sunday-Saturday, 11:15 p.m. to conclusion	
Jan. 3..The Holly and the Ivy (Clift TV)	7.2
Jan. 4..Lady for a Night (Hwd. TV)	6.9
Jan. 5..The Pickwick Papers (NTA)	5.5
Jan. 6..The Thief (NTA)	9.1
Jan. 7..Man in the White Suit (ABC Film)	8.5
Jan. 8..First Legion (Quality)	7.2
Jan. 9..High and Happy (Hwd. TV)	6.0
Feb. 1..Donovan's Brain (AAP)	7.1
Feb. 2..I, Jane Doe (Hwd. TV)	4.8
Feb. 3..Lost Boundaries (AAP)	9.6
Feb. 4..Three for Bedroom C (Gen. Tel.)	10.4
Feb. 5..Lady From Louisiana (Hwd. TV)	6.7
Feb. 6..Love Happy (Standard)	6.4
Feb. 7..Blanche Fury (NTA)	7.1
Mar. 1..Captain Black Jack (AAP)	5.4
Mar. 2..Borderline (Gen. Tel.)	9.6
Mar. 3..The Star (AAP)	10.0
Mar. 4..Fallen Idol (NTA)	6.4
Mar. 5..Three Faces West (Hwd. TV)	6.3
Mar. 6..Black Narcissus (ABC Film)	7.8
Mar. 7..The Unholy Four (Tel-Pic)	7.8
Apr. 2..It's in the Bag (NTA)	7.5
Apr. 3..Deadly Game (Tel-Pic)	7.6
Apr. 4..In Old California (Hwd. TV)	7.2
Apr. 5..River Heat (Tel-Pic)	6.2
Apr. 6..Strangers (Gen. Tel.)	9.5
Apr. 7..It's a Wonderful Life (Alexander)	10.1
Apr. 8..Movie Crazy (Gen. Tel.)	7.6
May 1..Stranger on the Prowl (NTA)	7.7
May 2..Monster From the Ocean Floor (Tel-Pic)	6.8
May 3..The Well (NTA)	8.7
May 4..Guest Wife (NTA)	8.7
May 5..Night in Casablanca (Standard)	7.3
May 6..Thunder Pass (Alexander)	7.1
June 1..Fire Over England (ABC Film)	7.3
June 2..The Whistle at Eaton Falls (Alexander)	8.6
June 3..Kind Hearts and Coronets (ABC Film)	7.8
June 4..The Strange Mrs. Crane (Alexander)	6.4
June 5..Three Steps North (Alexander)	6.8
June 6..Butch Minds the Baby (NTA)	6.1
June 7..Lady at Midnight (Alexander)	7.3

### WOW-TV, Omaha

#### "MILLION DOLLAR MOVIE"

Sunday, 10:15-11:45 p.m.	PULSE
Sep. 11, '55..The Sullivans (Hygo)	18.8
Dec. 4, '55..Along Came Jones (Gen. Tel.)	16.5
Jan. 15, '56..Boy From Indiana (Gen. Tel.)	16.1

(Continued on page 35)



## SALES RESULTS are easier with "CAPTIVATED" AUDIENCES!

In St. Louis eyes get focused first on Channel 5 each evening during KSD-TV's feature film fare\* . . . films selected from many outstanding packages including the Fabulous Forty, Selznick Presents, TNT, and the coming 20th Century Fox Group.

KSD-TV's nearly ten years' experience selecting feature films for the St. Louis market pays off handsomely in loyal and consistent audiences—literally "captivated" audiences. And spot advertisers have consistently found it is easier to do a creative selling job with KSD-TV's "captivated" nightly audiences. A top participation buy!

\*Latest ARB



Represented nationally by **NBC SPOT SALES**



**THE ST. LOUIS POST-DISPATCH TELEVISION STATION**



# A 10-Year History: Movies Better Than Ever; Fall of '56 Best Yet

• Continued from page 1

the production and distribution of half-hour series, it turned those pictures over to the then newly formed Hygo Television Films.

In those days the usual deal between station and distributor was for only one run, and often it was only for one picture at a time. In the trade this was called a "spot" deal.

But in 1950, a virtual revolution, the second important milestone took place. Hyman sold out the AAP catalog, which then approached 500 pictures, to David Baird's Lansing Foundation. And Baird in turn sold it to an organization being set up by Matty Fox, former executive vice-president of Universal Pictures. The name of the new outfit was Motion Pictures for Television.

By this time, Unity Television, a distribution outfit set up a little earlier by Irvin Shapiro and Arche Meyers, had acquired the TV distribution rights to between 300 and 400 pictures, by picking up one package after another.

For the next three years, Unity and MPTV dominated feature film distribution in TV. No longer was the spot deal the essential mode of doing business. The individual picture was no longer important. It was the quantity that counted.

Unity and MPTV made famous what was known as the "library" deal, in which they would commit to the station all or a large part of their library of pictures. The station's contract often called not for specific pictures but for so many hours of feature film programming over a two or three-year period.

### Smaller Packages

During those years a number of distribution operations were begun with smaller packages of pictures. Robert Lippert set up Tele-Pictures with 26 films only 18 months off the theatrical trail. Edward Small set up Peerless Productions with 26 good pictures of his own making. Charles Weintraub set up Quality Films with 26 good films. Altas Television, Atlantic Television, Specialty Television and Film Vision all started about this time.

And Republic Pictures set up its own TV subsidiary, Hollywood TV Service, which began the periodic release of limited size packages of pictures pulled out of its backlog. This was the second large operating Hollywood studio to put features into TV.

But from 1951 thru 1953, the biggest suppliers of feature films were Unity and MPTV with their library deals. They were flourishing in 1952 when a big thaw took

place, and they furnished the movie programming for many new stations.

### Well Dries

By the end of 1953 the Unity and MPTV libraries were beginning to peter out. The stations wanted fresh product. But the majors were showing no substantial signs of weakening. Some stations began to play half-hour films instead of features. For awhile it looked as if the well had run dry as far as TV was concerned.

But then, as usual, another revolution, another milestone. On Washington's Birthday, 1954, Tom O'Neil, president of the Mutual Broadcasting System and General Teleradio, shook hands with a representative of the Bank of America, effecting a deal by which he got a TV lease on 30 pictures on which the bank had foreclosed. The price was over \$40,000 per picture, more than had ever been paid to get pictures into TV.

### Chesapeake Deal

Almost simultaneously Hygo concluded a deal with Chesapeake Industries for 10 pictures at an unusually high price. A dozen Sherlock Holmes pictures were brought into TV by a series of deals. Interstate Television, subsidiary of Monogram, since been re-named Allied Artists, put 28 of its pictures into TV, some of them of a better than usual TV quality and a higher than usual price.

By the end of that summer, Hyman got back into TV film distribution, reactivating the Associated Artists name. And he then brought in 55 pictures, including a number of potent properties. O'Neil followed up early in 1955 with a deal with Moulin Productions for 10 pictures costing \$50,000 apiece.

The pictures were better than ever, and the prices stations were paying for them were higher than ever. The hallmark of the feature film business in 1954 and 1955 was quality. Stations were interested in limited packages of good pictures. To amortize the high cost of this quality, they were finding new modes of programming, they were drawing new sponsorship into movies.

The business appeared ripe for major studio product, and inevitably it came.

The fourth great milestone took place on July 17, 1955, when O'Neil, after a year of negotiations, finally signed a contract giving him RKO Radio for \$25,000,000.

By December, 1955, things were happening fast. O'Neil sold out the TV rights to the RKO backlog to C&C Television set up by Matty Fox. National Telefilm Associates, after long negotiations, succeeded in getting the TV rights to 10 great David O. Selznick pictures.

In February, 1956, Columbia Pictures started TV distribution of 104 of its pictures thru its subsidiary, Screen Gems. On March 1, a deal was made giving AAP the TV distribution of the Warner Bros. backlog. On May 14, NTA made a deal for 52 pictures out of 20th Century-Fox. And on June 22, M-G-M announced that it would put its pictures into TV distribution thru its own offices.

Ten years, four great milestones, thousands of pictures, many good ones, and in the living rooms thru-out the land, the public can continue to enjoy itself.

# Feature Film Benefits Cue Sponsor Rush

• Continued from page 17

sponsor controlling an entire movie program can have nine minutes of commercials. This gives him the prerogative of running only two—or even one—extra long commercial, giving him the opportunity to deliver a soft, detailed and persuasive sales message.

The many local auto dealers who use movies are keenly aware of the advantage in this. It gives them the time to enumerate a whole list of specialties.

Schlitz Beer, in its top-rated movie in Milwaukee, has been using seven and eight-minute commercials for some time.

The multi-product sponsor can use the extra commercial time to stage a veritable festival of his products.

Another strong point about movies is that they are usually cheap. In many cases the additional commercial time will cost no more per thousand homes reached than a good half-hour show.

### TvB Pinpoint

The television Bureau of Advertising, in its "pinpoint" study of local movies last fall, figured that a five-spot a week schedule on nighttime movies on 95 stations in 76 markets would cost \$2.65 per thousand sales calls, according to the Nielsen measured audience. This would cost a gross of \$34,643 per week.

Associated Artists, which has been making the most intensive effort to get sponsor interest in feature films, argues that by picking only the top movie programs—those playing only first and second-run films—a sponsor can get an even better c.p.t. than that. AAP figures that the top feature programs in the top 50 markets would cost a sponsor only about \$1.70 per thousand homes reached, according to the American Research Bureau ratings.

### \$6,500,000 Tab

AAP estimates that full sponsorship of fresh, top-grade movies once a week in the 100 top markets would cost a national advertiser a gross for time and program of \$6,500,000 over the year.

So great is the mounting interest in movie sponsorship that a couple of the major ad agencies are reported to be toying with the idea of buying their own purchase of feature films—either from one of the TV distributors or directly from a producer—to share among their spot advertisers. An expenditure of \$6,500,000 could obviously take care of a large portion of a big agency's spot spending and put it all into one attractive, powerful and more easily controlled bundle.

## 6,500 Feature Pix

• Continued from page 30

### TELE-PICTURES

145 N. Robertson Blvd., Beverly Hills, Calif.

9-TITLE PACKAGE (Released November, 1955)

### Now Sold: AIR STRIKE

Richard Denning  
BLACK PIRATES—1954

Lon Chaney Jr.  
DEADLY GAME—1954

Lloyd Bridges  
GLASS TOMB

John Ireland  
LONESOME TRAIL

John Agar  
RACE FOR LIFE—1954

Richard Conte  
UNHOLY FOUR—1954

Paulette Goddard  
SILVER STAR

KING DINOSAUR

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

# 50 MAJOR FEATURES for 1956-'57

featuring—

★TOP HOLLYWOOD STARS EVERYBODY KNOWS

★TOP AUTHORS, PLAYWRIGHTS, DIRECTORS and PRODUCERS

★TOP FILMS

(NY Film Critic's "Best of the Year" ... "Emmy" Award Stars ... "Oscar" Winners ... NY Drama Critic's "Best Play of Year" ... Pulitzer Prize Plays ... Peabody Award Winners ... 4-Star Daily News Reviews)

★TOP RATINGS and RESULTS

("outrated Como," "Pulse ... "beats Four Star Playhouse," ARB ... "tops Climax," Telepulse)

write, wire, phone TODAY!

# MAJOR Television Productions, Inc.

Irving M. Lesser  
President

1270 Avenue of the Americas  
New York 20, N. Y. PLaza 7-6990

FOR THOSE WHO CAN AFFORD THE FINEST Quality...

in the East it's... **MOVIELAB**

- ROUND-THC-CLOCK SERVICES
- NEGATIVE DEVELOPING
- FIRST PRINT DEPARTMENT
- ULTRA VIOLET AND FLASH PATCH PRINTING
- 16MM AND 35MM RELEASE PRINTING
- KODACHROME PRINTING
- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's *Rainbowlab* Inc.

**MOVIELAB FILM LABORATORIES, INC.**  
MOVIELAB BUILDING 619 W. 54th St., N. Y. C. 19 • JUdson 8-0360



# 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

#### • Web Quiz and Panel Shows

JUNE RATINGS		
Rank	Show, Sponsor & Web	Rtg.
1.	\$64,000 Question Revlon (CBS)	48.7
2.	\$64,000 Challenge Kent, Revlon (CBS)	41.0
3.	What's My Line? Montener, Rem. Rand (CBS)	36.8
3.	You Bet Your Life Plymouth-DeSoto (NBC)	36.8
5.	I've Got a Secret R. J. Reynolds (CBS)	34.3
6.	Do You Trust Your Wife? Frigidaire, L&M (CBS)	28.1
7.	People Are Funny Paper Mate, Toni (NBC)	25.2
8.	Truth or Consequences P. Lorillard (NBC)	24.0
9.	Big Surprise Purex, Speidel (NBC)	21.5
10.	Two for the Money P. Lorillard, Bulova, Schaeffer (CBS)	20.1

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	\$64,000 Challenge Kent, Revlon (CBS)	1.02
2.	What's My Line? J. Montener, Rem. Rand (CBS)	.94
3.	Break the Bank Dodge (ABC)	.91
4.	Two for the Money P. Lorillard, Bulova, Schaeffer (CBS)	.90
5.	Big Surprise Purex, Speidel (NBC)	.88
6.	Truth or Consequences P. Lorillard (NBC)	.86
6.	\$64,000 Question Revlon (CBS)	.86
8.	Chance of a Lifetime Lenthric, Emerson (ABC)	.84
8.	Masquerade Party Pharmaceuticals, Maybelline, Esquire (ABC)	.84
10.	Do You Trust Your Wife? Frigidaire, L&M (CBS)	.83

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Chance of a Lifetime Lenthric, Emerson (ABC)	1.30
2.	Two for the Money P. Lorillard, Schaeffer, Bulova (CBS)	1.29
3.	What's My Line? J. Montener, Rem. Rand (CBS)	1.24
4.	\$64,000 Challenge Kent, Revlon (CBS)	1.22
4.	Big Surprise Purex, Speidel (NBC)	1.22
6.	Do You Trust Your Wife? Frigidaire, L&M (CBS)	1.20
7.	Masquerade Party Pharmaceuticals, Maybelline, Esquire (ABC)	1.19
7.	I've Got a Secret R. J. Reynolds (CBS)	1.19
9.	\$64,000 Question Revlon (CBS)	1.18
10.	You Bet Your Life Plymouth-DeSoto (NBC)	1.16

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock Sylvania (CBS)	1.04
2.	People Are Funny Paper Mate, Toni (NBC)	.81
3.	Dollar a Second Mogen-David (ABC)	.80
4.	Truth or Consequences P. Lorillard (NBC)	.62
5.	Stop the Music Necchi, Quality (ABC)	.60
6.	Name That Tune Lanolin (CBS)	.58
7.	I've Got a Secret R. J. Reynolds (CBS)	.54
8.	Big Surprise Purex, Speidel (NBC)	.53
9.	\$64,000 Challenge Kent, Revlon (CBS)	.45
9.	Two for the Money P. Lorillard, Bulova, Schaeffer (CBS)	.45

#### Web Winners

**\$64,000 CHALLENGE** - CBS-TV This show is following in the footsteps of its famous forerunner, "\$64,000 Question," not only in name, but in ratings as well. The June American Research Bureau Rating report puts "Challenge" in the No. 2 spot among quiz and panel shows with a 41.0 rating, only 8.7 points behind its parent "Question." In viewers per set, however, "Challenge" outdoes "Question." It's in first place among men with 1.02 men viewers per set. Among women, it's tied for fourth spot with "Big Surprise" with 1.22 women per set. "Challenge" also among children placed ninth with .45 children per set.

#### Films to Watch

**CODE 3-ABC Film Syndication** Another look at the ratings "Code 3" is pulling bears out the belief that this is a show that appears destined to do well. According to June American Research Bureau rating reports, "Code 3" was the top-rated show in its time period in five of the seven markets rated—San Francisco, Sacramento; Portland, Ore.; Seattle-Tacoma and the Northern California Central Valley. Another rating service, Telepulse, ranks "Code 3" as the top-rated syndicated show in Los Angeles, where it pulled a 16.9.

#### • ARB Top Shows Among Kids

##### How Network Shows Rated Among Children in June

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Children Per Set	Avg. June Rating
1.	*Mighty Mouse, Gen'l Foods (CBS)	1.86	13.1
2.	Captain Kangaroo (Sat.), Sust. (CBS)	1.85	7.7
2.	*Mickey Mouse Club, Partic. (ABC)	1.85	10.6
4.	*Fury, Gen'l Foods (NBC)	1.79	13.9
5.	Captain Kangaroo, Partic. (CBS)	1.78	5.6
6.	Uncle Johnny Coons, Sust., Swift (NBC)	1.75	4.0
7.	Winky Dink & You, Sust. (CBS)	1.72	6.0
8.	Pinky Lee, Sweets (NBC)	1.68	4.5
9.	*Disneyland, Partic. (ABC)	1.59	27.8
10.	Paul Winchell, Sweets (NBC)	1.57	4.5
11.	*Captain Gallant, Heinz (NBC)	1.48	7.6
12.	Ding Dong School, Sust. (NBC)	1.45	4.0
13.	*Rin Tin Tin, N'tl Biscuit (ABC)	1.44	18.1
14.	*Lone Ranger, Gen'l Mills (CBS)	1.42	10.4
15.	*Tales of the Texas Rangers, Curtis, Gen'l Mills (CBS)	1.40	15.3
16.	*Roy Rogers, Gen'l Foods (NBC)	1.32	11.8
16.	*My Friend Flicka, Colgate (CBS)	1.32	14.4
18.	*Wild Bill Hickok, Kellogg (CBS)	1.30	8.6
19.	*Lassie, Kellogg, Campbell (CBS)	1.29	22.6
20.	*Ozzie & Harriet, Quaker, Norwich, Hot Point (ABC)	1.23	17.1
21.	*Lone Ranger, Amer. Dairy, Gen'l Mills (ABC)	1.22	9.4
22.	*Wyatt Earp, Gen'l Mills, Parker Pen (ABC)	1.13	18.8
23.	Robin Hood, Wildroot, J&J (CBS)	1.10	19.8
23.	Big Top, N'tl Dairy (CBS)	1.10	12.2
25.	Gene Autry, Wrigley (CBS)	1.06	9.8

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Western Shows

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

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

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Borax)	80
2.	Stories of the Century (Hollywood)	75
3.	Gene Autry-1 Hr. (CBS)	69
4.	Hopalong Cassidy (NBC)	65
5.	Gene Autry (CBS)	60
6.	Judge Roy Bean (Screencraft)	56
7.	Wild Bill Hickok (Flamingo)	51
7.	Cisco Kid (Ziv)	51
9.	Hopalong Cassidy-1 Hr. (NBC)	49
9.	Range Rider (CBS)	49

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

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

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	95
2.	Buffalo Bill Jr. (CBS)	94
3.	Range Rider (CBS)	93
4.	Sky King (Nabisco)	91
5.	Cisco Kid (Ziv)	89
6.	Cowboy G-Men (Flamingo)	88
6.	Hopalong Cassidy-1 Hr. (NBC)	88
6.	Steve Donovan, Western Marshal (NBC)	88
6.	Wild Bill Hickok (Flamingo)	88
10.	Hopalong Cassidy (NBC)	85
10.	Kit Carson (MCA)	85

#### • Pulse Top Pix Among Kids

##### How Non-Net Films Rated Among Kids in May

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title and Distributor of Series	Kids Per 100 Tuned In	Avg. May Rating
1.	Little Rascals (Interstate)	107	11.6
2.	Abbott & Costello (MCA)	101	6.6
3.	Superman (Flamingo)	98	13.1
4.	Looney Tunes (Guild)	97	9.6
5.	Ramar of the Jungle (TPA)	95	8.0
5.	Annie Oakley (CBS)	95	15.0
7.	Buffalo Bill Jr. (CBS)	94	11.0
7.	Laurel and Hardy (Governor)	94	8.4
9.	Range Rider (CBS)	93	8.1
10.	Long John Silver (CBS)	92	5.3
11.	Sky King (Nabisco)	91	10.2
12.	Cisco Kid (Ziv)	89	10.6
13.	Cowboy G-Men (Flamingo)	88	8.7
13.	Hopalong Cassidy-1 Hr. (NBC)	88	6.1
13.	The Ruggles (Corradine)	88	1.9
13.	Steve Donovan, Western Marshal (NBC)	88	8.8
13.	Wild Bill Hickok (Flamingo)	88	12.1
18.	Hopalong Cassidy (NBC)	85	9.2
18.	Kit Carson (MCA)	85	9.1
20.	Gene Autry (CBS)	83	7.6
20.	Gene Autry-1 Hr. (CBS)	83	4.2
20.	Jungle Jim (Screen Gems)	83	11.3
23.	Judge Roy Bean (Screencraft)	77	9.1
24.	Badge 714 (NBC)	62	14.2
25.	Crunch and Des (NBC)	49	11.7

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



# Judges Give Views On Cover Entries



Authorities in the industrial design and graphic arts field judge entries in The Billboard's annual phonograph record album cover contest. From left to right: Walter Margulies, Lippincott & Margulies, Inc.; Freda Diamond, designer and consultant; George Nelson, George Nelson & Company, Inc.; Walter Dorwin Teague, Walter Dorwin Teague Associates, and Will Burtin, Visual Research and Design.

NEW YORK—Experts in the field of industrial design and graphic arts who judged the entries in The Billboard's annual album cover contest were generally impressed with the quality of the covers as attention-getters, but the experts felt that considerably more could be done in designing covers.

Walter Dorwin Teague, for instance, stated, "I'm impressed with the quality of the covers; there has been much improvement in the last several years." Teague added, however, that "nothing takes the place of inspired intuition in packaging."

Will Burtin, of Visual Research and Design, noted that the winning covers were simple. "Generally," he added, "the covers are too involved." He also felt there was much to be done in the field.

Should the cover be indicative of the contents? Is it not a matter of believability? These were points raised by Walter Margulies, of Lippincott and Margulies, Inc.

### Burtin Views

Burtin expressed the view that manufacturers must crystallize their own thinking regarding covers. Currently, he indicated, there is no disciplined thought on the matter.

Burtin feels there are two types of record buyers—one type knows

what it wants; the second type is not so assured, and for this type the cover is very important. "It should reflect the contents of the package, but often it disappoints," he said. "The field of album covers waits for a proper analysis."

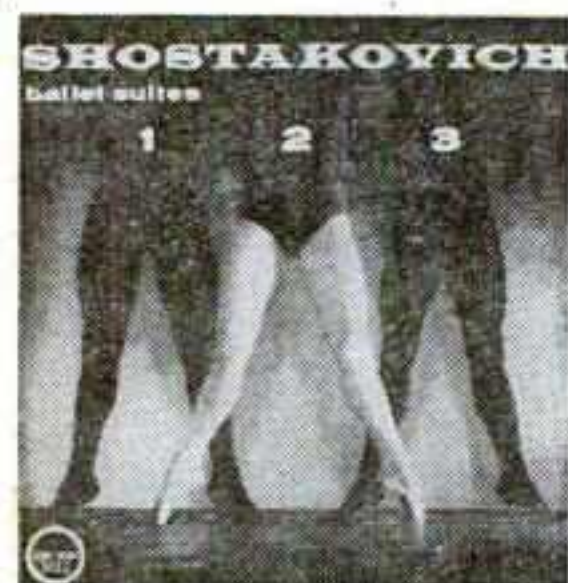
All the judges indicated that their selections were based on whether the album cover stimulated the impulse to pick the album and possibly purchase it. Freda Diamond, designer and consultant, said that the "Ambassador Satch" cover gives the viewer "a lift . . . a feeling of affection . . . and it reflects Armstrong's music." Teague said the "Ambassador Satch" cover stirred in him a desire to hear the album. Margulies said, "It's a most believable cover for the contents."

### More Categories

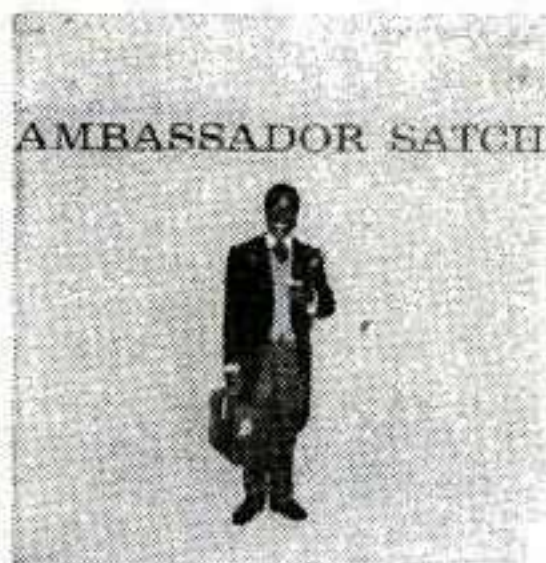
Many album covers do not mirror the contents, the judges felt.

The judges suggested that there be more categories in the next cover competition. "It is difficult," one stated, "to compare singers and instrumentalists."

In addition to the winners seen below, honorable mention in the pop field was awarded to Seeco Records for "Latin Dance Party" and honorable mention in the classical field to RCA Victor for "I Pagliacci."



Shostakovich "Ballet Suites," Classic Editions 3012, winner of first place in the Classical category.



"Ambassador Satch," Columbia CL840, winner of first place in the Pop category.



Beethoven's "Eroica," Pittsburgh Symphony, Capitol P8334, winner of second place in the Classical category.



"The Platters," Mercury MG20146, winner of second place in the Pop category.

## YOUNG CLEFFER BATTING 1000

NEW YORK — Roberta Heller, a 21-year-old housewife, is the envy of the Brill Building. Her first published song, "Speak My Love," has been recorded by Vic Damone (a Billboard "Spotlight" this week), and her second tune (title still under wraps) has been cut by Kitty Kallen and will be released shortly. The young tunesmith wrote the lyrics for both songs while working for music publisher Ivan Mogull, who headquarters in the Brill Building. The tunes, natch, are published by Mogull's firm.

## Bell Records Boosts Line To 49 Cents

NEW YORK — Bell Records, low-priced pop cover line distributed by Pocket Books, will raise its price from 39 cents to 49 cents per disk, effective with its new August 20 release. This marks the end of the 39-cent level, as most of the other cover-labels are also pegged at 49 cents.

According to Arthur Shimkin, artists and repertoire director of Bell, as well as of the Simon and Schuster Little Golden disk lines, the increase has been instituted to give the outfit greater speed and flexibility. With the added profit edge, the company can set up special recording sessions whenever a new tune shows signs of "making it," and not have to worry about getting the maximum number of sides done in each three-hour sessions.

Also, the disks will now come packaged in a high-grade stiff paper jacket to improve their appearance on the racks.

According to Shimkin, the diskery had been averaging four or five releases per month. Now, if the market sustains a larger number of hits, Bell will be able to step up its output at will. The August re-

## MATCHING THE EXPERTS

# 16 Dealers Win BB Kits in Cover Test

NEW YORK—At the recent National Association of Music Merchants' (NAMM) Convention, nearly 200 record dealers entered The Billboard's Album Cover Contest in an attempt to match the winning selections previously made by a panel of design experts. Sixteen dealers successfully matched the experts, and will receive a full year's subscription free to The Billboard's point-of-purchase Sales Booster Kits. The selections were made from 81 entries on the basis of the cover best meeting the needs of self-service merchandising.

Eleven dealers won in the popular category by correctly selecting Columbia's "Ambassador Satch" album as the winner. They are: Carl C. Wilhelm, the Music House, Haddonfield, N. J.; John Violetto, Violetto's Music Shop, Negaunee, Mich.; Frank Cambina, Long Island Music Shop, Queens Village, N. Y.; Osa Jay, the Hecht Company, Washington; John Enders, Southwestern Record Sales, Houston; J. C. Carducci, Central Music, Williamsport, Pa.; B. G. Rowe, Rowe Accordion Center, Atlanta; Ralph Gilbert, Realart Music Service, New York; Phyllis Barr, Windy Herie's Record Bar, Savannah; Phil Rose, Compe Company, Lachine, Ontario, and Joseph Stagnitta, Stagnitta Music, Syracuse.

Five dealers won in the classical category by correctly selecting Classic Editions' Shostakovich Ballet Suites as the winner. They are: Herman Carvina, Globe Record Shop, Richmond, Va.; Clay McDaniel, House of Music, Southampton, N. Y.; A. Schlaga, Macy's Music Department, New York; Pauline Fordyce, Innfeld's Music

Shop, Hamilton, O., and Harry Feldman, Elmore's Record Shop, Fort Smith, Ark.

### Dealers Differ

According to votes cast by the dealers, their first choice in the popular category was Capitol Records' "Night Winds" by Jackie Gleason, which did not rate among the three winners selected by the panel of experts. Second choice by the dealers was Tahiti Records' "Beachcomber Serenade," which also was not selected by the experts.

In the classical category, the dealers did better. Their first choice was Capitol Records' "Eroica" album which placed second in the experts' judgment. Second place, according to the dealers, was RCA Victor's "I Pagliacci" album, which was awarded honorable mention by the experts.

A story, elsewhere in this section, contains complete information and pictures of the winners as selected by the group of leading industrial design and graphic arts experts.

## NEW SAUCER

# 'Man From Mars' Has Send-Off

NEW YORK — The apparent immunity to legal action enjoyed by the new hit novelty "The Flying Saucer" (see story elsewhere in this issue) prompted the release this week of a similar platter, tagged "The Man From Mars."

The new disk, featuring Sid Lawrence and his friends on the Cosmic label, also spotlights actual sound-segs from current hit records, including—as an ironic fillip—a portion of the Buchanan-Goodman "Saucer" disk.

Also heard on the Cosmic platter are bits of Pat Boone's "I Almost Lost My Mind," Al Hibbler's "When the Lights Go Down Low"; Bill Haley's "Shake, Rattle and Roll"; Elvis Presley's "Hound Dog," Frankie Lyman and the Teen-Agers' "Why Do Fools Fall in Love?" the Four Lads' "Standing on the Corner," and the Kaydets' "Stranded in the Jungle."

The new disk features a switch on the "Flying Saucer" theme, with the saucer aliens reporting back to Mars about earth conditions. The origin of the disk is shrouded in as much mystery as the Buchanan-Goodman platter was originally. Buddy Zellman, who operates a delicatessen in Cleveland, reportedly cut the disk, and it is being distributed nationally by Art Freeman's Cleveland distribution firm, Benart.

## Salkin Heads Decca Bally

NEW YORK—Martin P. Salkin has been appointed director of publicity and promotion for Decca Records. He succeeds Mike Connor, who resigned from the post last week.

Salkin will have all disk jockey promotion under his wing and will head up branch promotion staffers including Bud Katzel in the East, Don Foreman in the Midwest, Harry Silverstein in the South and George Sherlock on the West Coast. Ann-Elizabeth Reisman continues as promotion assistant.

## 'SAUCER' SOARING, FREE OF ALL LEGAL ACK-ACK

NEW YORK — Buchanan and Goodman, those fearless performers, producers and purveyors of the controversial "Flying Saucer" disk, apparently have been successful in their attempt to run the gauntlet of allegedly "infringed" publishers, diskeries and performers.

Latest reports indicate that so far nobody has laid a hand on the lads, and that their only problem at this point is getting the records pressed. When last heard from, Buchanan and Goodman were en route to California, via the jockey trails.

Warren Troob, attorney for the boys and their Luniverse label, rushed back from Europe last week to assume the burden of their worries, and went right into a series of huddles with the Harry Fox office. Regarding this publishers' agent's claims to royalties on the plethora of tune fragments used in the disk, Troob told The Billboard that "We have every confidence that this matter will be resolved in a mutually satisfactory manner."

According to Troob and also to the New York distributor of the disk, Alpha Distributing, there have been no papers served and no injunctions granted. "We haven't even received a complaining phone call," said Harry Apostaleris, Alpha partner. It's recalled that just two weeks ago, suits were reportedly

being prepared by an angry, agitated array of publishers, agents and diskeries.

### Clearance Okayed

Troob's main concern apparently is that many radio stations are still afraid to program the disk because of insufficient clearance information. Says Troob, "No one need be concerned about this because all of the compositions involved are automatically cleared by either the American Society of Composers, Authors and Publishers, or by Broadcast Music, Inc. (mostly the latter), whether they are on the 'Flying Saucer' or elsewhere." The attorney stated that the stations' only concern should be "Do Buchanan and Goodman have any copyrighted material on the record that has not been cleared by one of those organizations?" He continued, "They do have a quantity of their own copyrighted material on the disk, and I have been authorized by them to state that they have given their blanket authorization for the broadcast and the performances of this phonograph record."

Meanwhile, according to The Billboard charts this week, many stations are playing the disk, and undeniably it's one of the top-selling hits. Juke box ops have been

(Continued on page 91)



# Fall Sales Outlook Bright In Equipment Merchandising

## New Developments in Reproduction, Wider Price Spreads Seen Healthy

By REN GREVATT

NEW YORK—New entrants in the phono equipment industry, a broader base of equipment retail prices than ever before, and new and salable developments in the music reproduction field all point to the heaviest fall business in history. Dealers who gear up now can make the most profit of the vast amount of marketable merchandise available.

Dealers attending the recent Music Merchants' trade showings here got a solid impression of what's to come.

London Records formally entered the phonograph field with the introduction of its de luxe hi-fi AM-FM radio-phonograph. Housed in a handsome mahogany cabinet, the unit carries a tag of \$795 and is designed for class trade only. The line consists of the one model, and the company has no present plans for moving into the more competitive, lower-priced field.

Pilot Radio showed an expanded line of components and console units. Component merchandise in the line consists of premium qual-

ity FM-AM tuners, amplifiers, preamplifiers and control equipment in combination with Garrard changers, magnetic pick-ups and multiple speaker systems of special design. In single cabinet units, Pilot is featuring six Ensemble and Encore models, including three hi-fi phonos and three AM-FM radio-phonos with a price spread of \$169.50 to \$595.

### Low-Priced Line

Steelman's new line concentrates on low-price merchandise with 10 of the 14 new models carrying price tags under \$100. Of these, five are billed as hi-fi units with the lowest priced "hi-fi portable" pegged at \$39.95. All units except the two lowest-priced and a 45 r.p.m.-only model carry four-speed turntables. Top priced model is a de luxe hi-fi phono-radio console at \$299.95.

Another firm looking to more activity in both components and complete packaged hi-fi is General Dynamics' Stromberg Carlson Division. Seven console phonos and phono-radio combination units have been introduced, ranging in price from \$149.95 to \$525. The company's "Custom Four Hundred" line of components has been completely redesigned and restyled, in keeping with current market trends.

A half dozen new models feature the 1957 Admiral hi-fi phono line which was exhibited at the Music Trade Show. Table, chairside and console units are included and all carry four-speed changers. The price range of \$79.95 to \$209.95 is considerably narrower than in a number of other lines.

Unitronics Corporation, formerly known as Olympic Radio and Television Inc., and now affiliated with David Bogen Company and Presto Recording Corporation, leads off its new line with the Westbury, a hi-fi radio-phonograph-tape recorder, listing at \$299.95. The company has also debuted its West German import line of hi-fi AM-FM radio-phonos, manufactured by Loewe Opta. The imported line will be marketed under the name Olympic-Opta.

### Old-Fashioned Model

Guild Radio and Television Company cops the crown this year for the most novel hi-fi equipment. The company unveiled its Grafonola unit, a hi-fi phonograph incorporating the appearance of an old-fashioned crank-operated gramophone. Most attention-getting feature is the horn speaker, typical of early sound reproduction

units. Incorporated in the 16½-inch horn is a five-inch tweeter speaker and the early American styled cabinet contains matched 6 by 9-inch heavy duty speakers. The set retails for \$199.95.

The Waters Conley Company, of Chicago, is also featuring a new line of phonograph models with the spotlight on the hi-fi portable model 856, listing at \$79.95. Lowest priced entry in the line is \$19.95.

In the tape field, there was additional news of interest to dealers. Bell and Howell's new table and portable tape recorders, formerly sold only thru photographic outlets, and now being made available to music-record-phono dealers on a selective franchise basis. New improvements, insuring noise reduction and greater ease of operation have been built into all current models of the firm's Miracle 2000 and Stereotone tape recorders. The Bell and Howell hi-fi phono line includes six series of de luxe instruments retailing at prices from \$595 to \$1,800.

Also on the tape front were stereophonic tape playback units introduced by the V-M Corporation and RCA Victor. In both cases, the units are available at a popular price of under \$300. Also both players have been styled to match existing hi-fi phono units in each line. In the case of the V-M binaural player, the unit is also a monaural recorder as well as player.

### Traffic Builders

Any dealer stocking either of these lines can build plenty of store traffic by demonstrating the stereo units and backing the demonstrations with solid local promotion.

Other new lines, by major producers, in almost every case, have been expanded and have more over-all market appeal, thru wider price spreads, than at any time in the past. The variety of styles, types, prices, the tremendously increased promotion budgets at the manufacturer level and reports of 1956 sales running from 20 to more than 100 per cent over the same period a year ago, all augur well for a banner fall selling period, with bright prospects for the best holiday volume yet.

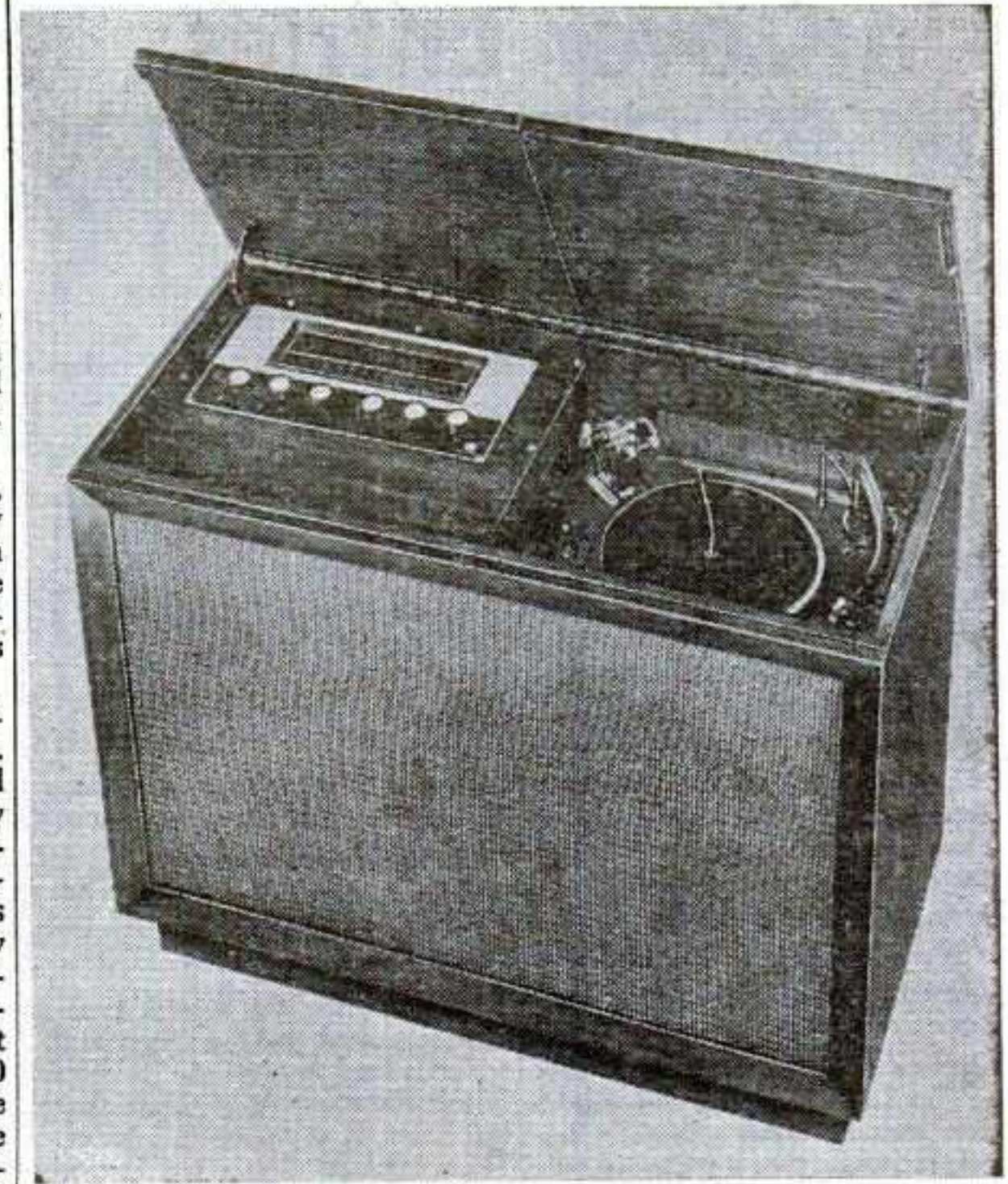
## 79 Sign Up for N. Y. Hi-Fi Show

NEW YORK — Seventy-nine manufacturers have now signed up to exhibit their wares at the forthcoming Hi-Fi Show, to be run here by the Institute of High Fidelity Manufacturers. The show starts its three-day run September 27 at the New York Trade Show Building.

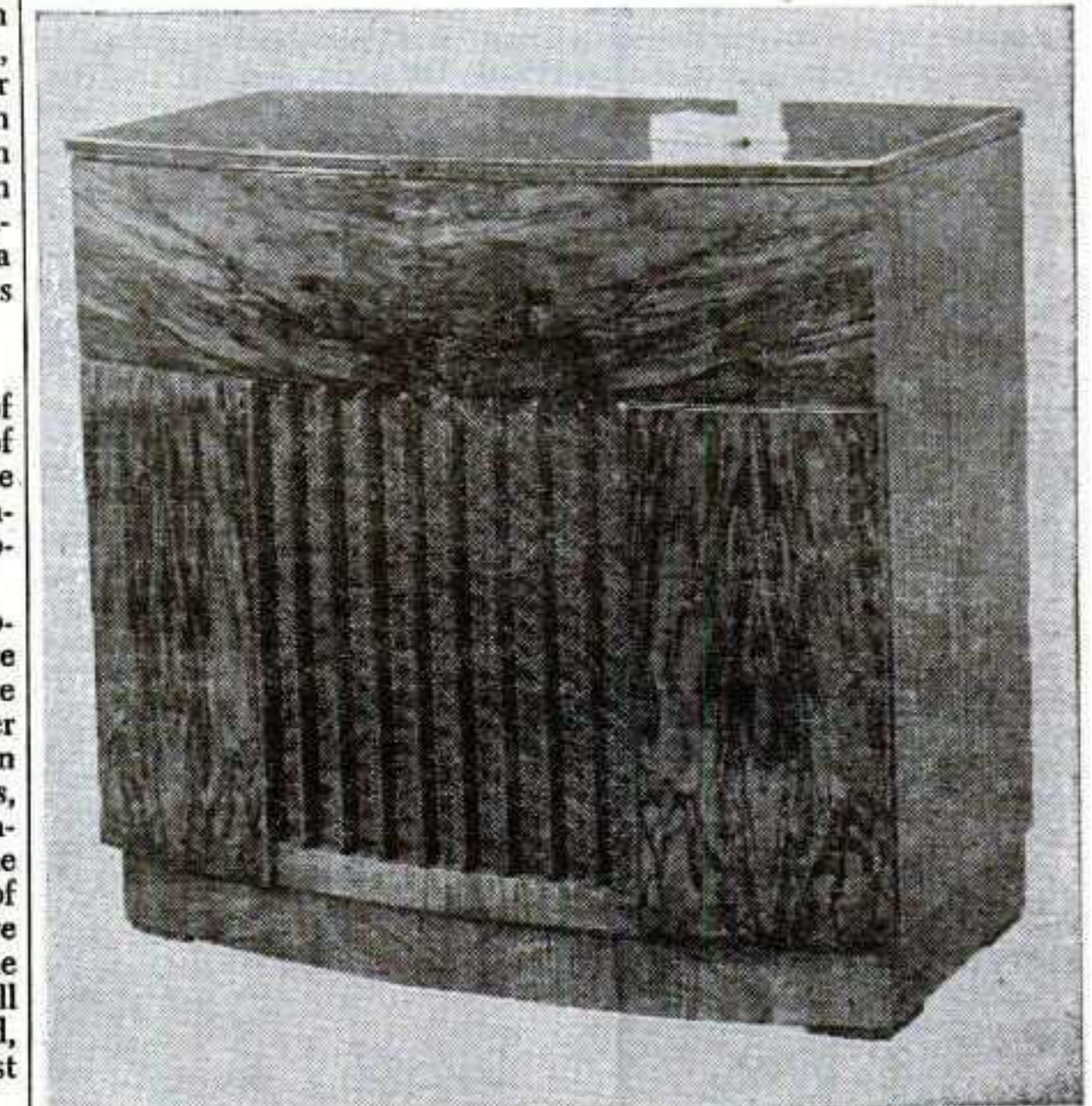
Promotional value of the show for dealers in this area will be increased with the entry of radio station WQXR as an exhibitor. The station will reportedly do several live broadcasts from the show.

Meanwhile, plans are under way for Institute sponsorship of similar shows in Los Angeles and San Francisco. Dates for the former, to be handled on a joint basis with the West Coast Electronic Manufacturers' Association, are February 6 thru 9, while February 15 thru 18 have been set for the Northern California affair.

## NEW EQUIPMENT



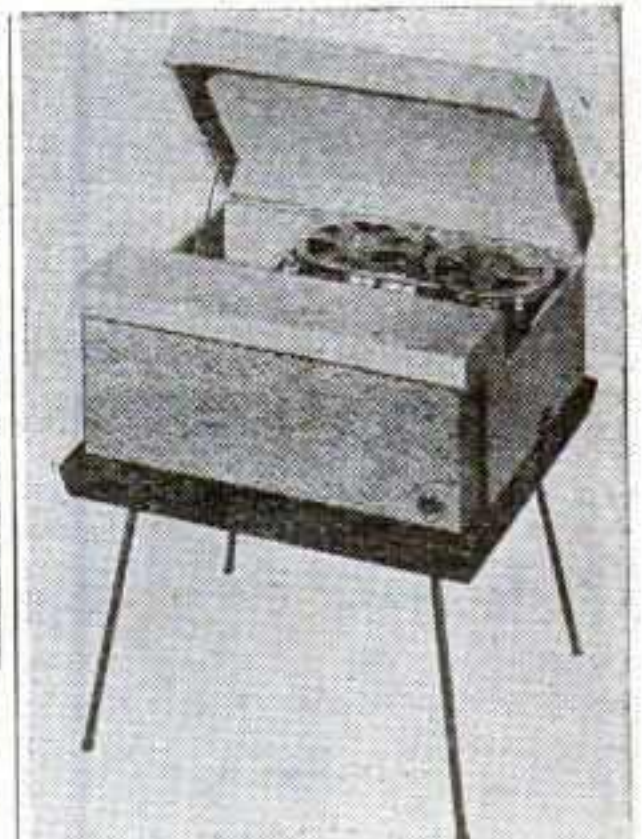
Pilot Radio has brought out the de luxe model 1040 hi-fi radio-phonograph in its 1957 line. The four-speaker unit is available in mahogany, cherry or blond and has a basic retail price of \$475.



The exclusive Essex model hi-fi radio-phonograph marks London Records' debut in the equipment field. The unit features a 20-watt amplifying system, three-speed Garrard changer and all-wave radio as well. Designed for class trade, the set carries a list price of \$795.



Guild Radio and TV Corporation has reported heavy interest in its Grafonola hi-fi radio-phonograph combination. The morning glory flared horn and brass crank are keynotes of the early American styling. List price is \$199.95.



The V-M Corporation's Celeste model binaural tape player. The unit is matched to reproduce binaural tape with the "Fidelis" model hi-fi phonograph. The Celeste also records and plays monaural tape. Retail price is \$250.

### TAPE TIPS

## V-M Corp. Head Gives Sell Pitch

NEW YORK—There are more ways to sell tape recording and playing equipment than many dealers might think. Such was the substance of a talk delivered by Victor Miller, president of the V-M Corporation here when his firm's 1957 tape and phono lines were introduced.

Miller said that dealers can cite the fun of taping junior's progress in his music lessons as an argument to sell a tape machine. Tape units are of great help in pointing up one's weak spot in language studies, too, said Miller, and he added that there is nothing quite so rewarding as putting on tape the happy memories of family life which can be played months and years later.

Other more standard arguments focus on the ability to tape favorite radio shows and to play the growing number of high quality music and spoken words material now on tape.

## Decca Phonos Get LP Push

NEW YORK—Decca Records has developed an LP disk tie-in to push its new hi-fidelity phonographs. The 12-inch demonstration disk, keyed to the firm's slogan, "A New World of Sound," contains excerpts from six classical and six pop LP's from the label's catalog.

The detailed notes on the liner not only promote sales of each album represented on the disk, but also point up the reasons why each excerpt was used for the demonstration. The music on each band of the disk is designed to show specific hi-fi capabilities of the instrument. Salesmen use the disks for demonstrating the equipment, and each buyer of one of the four Decca hi-fi machines, the Eldorado, Riviera, Ambassador and Montclair, receives a free copy.

## Bethlehem Pushes Porgy

NEW YORK—Bethlehem Records' recently announced three-LP "Porgy and Bess" package is getting a heavy consumer buildup which, diskery execs believe, will presell many buyers.

According to Joe Quinn, publicity chief for Bethlehem, a special "three-dimensional" dealer package has been developed with an actual "pullout" on the jacket, in the form of a handkerchief, listing the more than 30 artists performing. The gimmick is reportedly ideal for window display and in-store use.

Quinn said that the consumer program has reached about four million record buyers, which he described as one of the "largest campaigns in the industry for a release of this type."



# It's Heaven On Earth to US...

## ● Best Sellers in Stores

For survey week ending July 25

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, Weeks on

This both sides of a record. Weeks on both sides of a record.

1. MY PRAYER (ASCAP)—Platters..... 4 4

# HEAVEN ON EARTH

(ASCAP)—Mercury 70893

2. I WANT YOU (BMI)—E. Preacher..... 10  
MY BABY LEFT ME (BMI)—  
Vic 20-6540

3. I ALMOST LOST MY MIND (BMI)—P. Boone..... 3 8  
I'm in Love With You (BMI)—Dot 15472

4. WAYWARD WIND (BMI)—G. Grant... 2 14  
No More Than Forever (ASCAP)—Era 1013

5. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day..... 6  
Away These Blues (BMI)

The Billboard  
August 4, 1956

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Gen. Prof. Mgr.—MURRAY DEUTCH

Prof. Mgr.—IRVING DEUTCH



# Show Biz Waits Ike's Action on Tax Bill

By MILDRED HALL

WASHINGTON—The box-office world—both indoor and outdoor—was still waiting breathlessly last week (3) to learn whether the President would sign the King Bill to lower admissions taxes. Feeling is current here that he will sign the admissions tax bill, in view of the compromise reached between the House and Senate in lowering the originally proposed \$1 exemption level to 90 cents, as against the presently taxable 50-cent level.

The President did give his blessing to the musical side of the entertainment world, by signing a bill to incorporate the National Music Council (see The Billboard, August 4). With his signature, went a Presidential salute to musicians and the important part they play in the life of our people. American music has brought us pleasurable distinction at home and abroad.

The council, which will represent virtually "all of the major voluntary musical organizations in our country," the President added, will include "symphony orchestras, song writers, choruses, educational associations, publishers, labor unions, music clubs and others."

Back on the tax front, Sen. Harry F. Byrd (D., Va.), chairman of the Joint Committee on Internal Revenue taxation, has announced that studies of all aspects of U. S. taxation will be made by the committee staff this summer, under the direction of Colin F. Stam. One phase of the study will cover a "re-

view of the present excise system, with a view toward removing inequities."

The staff has been given authority to "consult with the Treasury Department and any outside groups who may have knowledge of these matters."

## Vox to Bring Pantheon Here

NEW YORK — Vox Records, one of the leading indie package producers, will introduce its low-priced Pantheon label to the United States around September 1. The line, consisting mainly of popular classics, has been available in several European countries and in South America. It will retail here for \$2.99 per 12-inch disk.

At the same time, Vox will step up its release of so-called "pop" LP's, with five new disks and eight converted 12-inchers featuring pianist George Feyer, due in August.

The Pantheon disks, which will be pressed in the States, will bow with a performance of Tchaikovsky's Symphony No. 6 by the Trieste Philharmonic under Heinrich Hollreiser, and of the Brahms Violin Concerto with Walter Schneiderhan and the Bamberg Symphony, Edouard Van Remoortel conducting.

The new pop disks, all recorded in Europe, include "A Musical Portrait in Hi-Fi: George Gershwin," with Heinz Sandauer, piano and ork; several dance disks, and an addition to the label's musical travelog series: "Cook's Tour of Venice," with Gianni Monese and his ork.

The Feyer "Echoes" disks, long the label's best sellers, have been sound-enhanced, and the pianist has added several recent hit tunes to each set. According to Vox veepee Larry Green, two additional 12-inch conversions will be added to the Feyer series in the near future.

The Vox pops will continue to sell at \$3.98, and the "longer-play" Vox classics at \$4.98.

## Mercury Lines Up '57 Albums

NEW YORK — Mercury Records' 1956 album program has been so successful that the label has already lined up production plans on about 40 new pop LP's for release in 1957. The packages will practically all feature newly recorded material.

The firm, which started a big promotional push on packages at the beginning of this year, will have released 125 LP's by the end of 1956. Mercury artist and repertoire chief Art Talmadge credits the label's one-cent-bonus LP promotion (introduced this summer) as being a major contributing factor to the company's LP boom this year.

## Moe Gale to Face Surgery

NEW YORK—Moe Gale, well-known man about rhythm and blues and Gale Agency topper, has been hospitalized at Mt. Sinai here. Gale is suffering from an intestinal ailment and will undergo surgery Wednesday (8).

## TRIPLE CROWN TO RAY PRICE

NEW YORK — Ray Price has won The Billboard's "Triple Crown Award" for his Columbia recording of "Crazy Arms." In the July 28 issue of The Billboard this record hit the top position on all three country and western charts (Best Sellers in Stores, Most Played in Juke Boxes and Most Played by Jockeys). The presentation will take place sometime in the next week (see further details in future issue). This is Price's first Triple Crown.

Previous winners in the country and western field were Elvis Presley for "Heartbreak Hotel" in April, 1956; Tennessee Ernie Ford for "Sixteen Tons" in January, 1956; Carl Smith for "Loose Talk" in February, 1955, and Webb Pierce, who won four awards in 1955, for "Love, Love, Love" in November; "I Don't Care" in August, "In the Jailhouse" in March and "More and More" in January.

## Home Fun Tab Plenty High

HOLLYWOOD — Money spent on home entertainment continues to be the foremost source of recreation spending by Americans, with \$2,360,000,000 spent on radios, television receivers, records and musical instruments during 1955.

A report on personal consumption expenditures released by the U. S. Department of Commerce last week revealed a gain of \$156,000,000 for home entertainment purchases over 1954. Latter field led all other expenditures by a wide margin, with the sale of magazines, newspapers and sheet music second with \$1,742,000,000.

Admissions to motion picture theaters totaled \$1,286,000,000 compared to \$1,275,000,000 for 1954, while legitimate theater and opera grossed \$221,000,000. Home entertainment spending has risen approximately 12 per cent since 1952, with the likelihood of an additional gain of 5 per cent to be made during 1956.

Total recreation spending has risen from approximately \$11 billion to in excess of \$13 billion in the period 1952-1955, while the total personal consumption expenditures have increased from \$218 billion to almost \$254 billion in the same period.

Report showed spectator sports grossed \$231 million, commercial participant amusements \$631 million, pari-mutuel net receipts were \$426 million and club and other fraternal organization events totaled \$590 million.

## Urania Bows Fall Program

NEW YORK—Urania Records unveiled its fall merchandising program to distributors last week. Plan includes a discount program for dealers, dating and 100 per cent exchange privilege on entire catalog.

Effective August 1 thru September 15, the dealer is allowed a 10 per cent discount on entire catalog. Dating provides for one half September and one half October. Salesmen will be given promotional material for the drive.

Dave Rothfeld was appointed sales and merchandising manager for Urania by President Sieg Bart. Rothfeld announced the appointment of Ideal Record Distributors to handle the line exclusively in the New York metropolitan area.

## Read Granted Restraining Order Vs. AFM

HOLLYWOOD — Cecil Read, expelled from the American Federation of Musicians for leading a revolt against the union recently, was granted a temporary restraining order by Superior Court Judge Clarence Hanson here last week (21), preventing the Federation from interfering with his right to work.

The unprecedented ruling, in effect, says that a member of the AFM may not be denied the opportunity to work as a musician, despite existing Federation regulations and previous history of similar cases which have all but tolled the end of a musician's career.

The injunction was handed down over objections raised by AFM Counsel Michael Luddy and Henry Kaiser, who had previously indicated during the court hearings that an injunction, in effect, would serve to indicate that the union would prevent Read from seeking employment. Judge Hanson enjoined the Federation from enforcing provisions of the AFM bylaws which would have put Read's name on the accepted union taboo lists; namely, its "do not perform for or with" and "suspended" lists.

Read, however, was denied full membership privileges, the right to attend meetings and access of union facilities.

Local 47, meanwhile, elected Max Herman a vice-president and Lou Buttermann, trustee, at a routine membership meeting. Both had been temporarily appointed to replace the positions of deposed members. Election of Herman and Buttermann gives dissident forces the balance of power on Local 47's board of directors. Herman, it was learned, has held a series of meetings with AFM Attorney Henry Kaiser, designed to effect a truce in the local's fight with the Federation and aimed at correcting local inequities thru peaceful negotiation.

## Decca Pacts Slenczynska

NEW YORK — Pianist Ruth Slenczynska, former American child prodigy and pupil of Rachmaninoff, Schnabel and Cortot, has been signed to an exclusive, long-term pact by Decca Records for its Gold Label.

Miss Slenczynska retired following her childhood career but engaged on a new career last May when she appeared on the TV show, "This Is Your Life." Since then she has been booked by the National Artists Corporation for more than 60 concerts with the Boston Pops Orchestra under Arthur Fiedler, and for a Carnegie Hall concert October 27 with the New York Philharmonic Symphony under Dmitri Mitropoulos. The artist's biography is being written by Louis Biancoli for spring 1957 release.

Is Horowitz, Decca's director of classical artists and repertoire, said Miss Slenczynska's first LP will be released late this fall.

Arnold Shaw Pens 'West Coast Jazz' . . .

Arnold Shaw, professional manager of Edward B. Marks Music, novelist and savant, has written an exhaustive, informative piece on "West Coast Jazz" which appears in the September issue of Esquire. The magazine also carries a special profile of Shaw.

## MORRIS STRONG ON B-S CHARTS

NEW YORK — The E. H. Morris publishing outfit is hot right now, with three tunes on the best selling charts, and two just off the list. The three chart records are the Chordettes' "Born to Be With You," "Canadian Sunset," and Nat Cole's "That's All There Is to That." Still going strong sales-wise are Cathy Carr's "Ivory Tower" and Frank Sinatra's "How Little We Know." General professional manager Sidney Kornheiser also points out that all of the tunes are "copy sellers."

## Grade Merger Aids GAC in Foreign Field

NEW YORK—Merger plans between the General Artists Corporation and the Lew and Leslie Grade Agency's U. S. operations were finalized here August 1, and the latter firm moved its local offices over to GAC's new office space in the Crowell-Collier Building.

Eddie Elkort, who has headed up the Grade operation here, goes along with the deal as a GAC veepee. The merger with the London agency puts GAC in the foreign booking field in a big way. The Grades' main offices in England will continue to represent GAC talent abroad.

Meanwhile GAC is discussing still another merger pact with the Gale Agency here. However, no decision has been made at this time. GAC last year took over the George A. Hamid Agency, one of the biggest outdoor booking outfits in the world.

## Heller Opens Own Distrib

NEW YORK—Eddie Heller, owner of Rainbow Records, this week will open up his own distributing organization here. Outfit will be called Live-Wire Distributing Corporation and, according to Heller, will handle other lines in addition to Rainbow.

This new set-up follows on the heels of a split between Heller and Jerry Blaine's Cosnat Distributing chain, which has handled the line for several years. In Philadelphia last week, Rainbow dropped Cosnat for David Rosen Company, and in Newark for Essex Distributing.

## Unique Taps Movie Talent

NEW YORK — RKO Unique Records has ranged into the motion pic field for its latest talent pacts. The diskery has signed Jane Powell, Piper Laurie and Gloria DeHaven to new contracts. Other newcomers to the fold include the Skylarks, who perform regularly on the Dinah Shore TV show, and singer Bob Graybo.

Miss Powell's first disk will be the sound-track album on her new flick, "The Girl Most Likely."

## Coral Records in New Queens Plant

NEW YORK — Coral Records' New York distributing outlet, long-time resident of Tenth Avenue here, has moved to expanded quarters in Queens. All local dealers are being invited to inspect the modernized plant, according to Howard Kaye, branch manager.

## GILBERT TO PUBLISH BOOK

HOLLYWOOD—L. Wolfie Gilbert, West Coast chairman and a member of the board of ASCAP, added another laurel to his career this week with the disclosure of the forthcoming publication of "Without Rhyme or Reason," a collection of tales about vaudeville, songwriting and motion pictures, penned by Gilbert.

Book will deal with Gilbert's behind-the-scenes experiences in the music business from the turn of the century on to the present day. Tome will be published by Vantage Press.



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# Name Bands on Networks

Continued from page 36

pointed reference to NBC's new 10 a.m. to noon "Bandstand" program.

ABC's band shows include Paul Whiteman's "Best Bands in the Land" (Monday thru Saturday, 9:35-9:55), which features remote pick-ups from various ballrooms across the country. This week's line-up includes Art Mooney, Ralph Flanagan, Henry Jerome and Freddie Martin. Martin, playing from the Coconut Grove, Los Angeles, is aired over three webs this week—ABC, NBC's "Bandstand" and CBS (Sundays, 12:30-1 p.m.) The ABC radio network also airs "American Music Hall" (across-the-board from 8 to 9:25 p.m.) which features the bands of Glenn Osser, Ralph Herman and Arnold Eidus.

### Parade of Bands

NBC-Radio's talent line-up for "Bandstand" includes Lombardo (who also has a syndicated film series), the Dorseys (also aired over CBS noon-12:30 p.m. on Sundays and CBS-TV's "Stage Show"), Ralph Flanagan, Lionel Hampton, Russ Morgan (who has his own daily CBS-TV show), Claude Thornhill, Les Elgart, and the Glenn Miller Band directed by Ray McKinley, Wayne King and Freddy Martin. Negotiations are also on

for Shep Fields, Fred Waring and Ted Weems to do guest stints on the show.

McKinley and the Miller band have been going into percentage on practically every one-nighter during their current road tour. Stan Kenton is also chalking up impressive road percentage figures. Last week he went into percentage at the Ches-arena, Cheswick, Pa., altho the promoter had tried to cancel the date earlier for fear the steel strike would cut the gate down to zero.

Other NBC shows spotlighting bands are "National Radio Fan Club," "The Al Collins Show" (Larry Sonn orchestra), and "Monitor," which spotlights a flock of band remotes from ballrooms across the country each weekend. Fred Waring's deejay show will also feature live band music shortly. NBC-TV band shows include "Bandstand," the new Frankie Carle show and Ina Ray Hutton's all-girl orchestra.

### CBS Line-Up

CBS-Radio has a busy band schedule on Saturdays and Sundays, with Alan Freed's orchestra under the direction of Sam (The Man) Taylor heard on Saturday nights. Shows starring the Dorseys, Freddy Martin, Alfredo Antonini, Percy Faith, Bernie Leighton, and a flock of remotes—featuring Kaye, Woody Herman, Martin, Oscar Du Mont, etc.—are aired from Sunday noon and on into the evening.

Also heard on CBS Saturday is Eddie Collins (pseudonym for a long-haired conductor) who pays tribute to leading bands on "Upbeat Saturday Night," using the baton's books to play in their manner. Thornhill, Basie and Ellington have been honored to date. "Treasury of Music," another CBS Saturday show, features Harry Sosnik's orchestra, with Basie, Armstrong and Goodman as recent guests with their bands. The CBS-TV band show line-up includes Russ Morgan, Bob Crosby and the Dorseys' "Stage Show."

## DEAN CULT

# Two Disk Tributes Released

NEW YORK—The slightly eerie fan cult movement in memory of the late movie star James Dean has invaded the music business, with two disk-tributes to the actor hitting the market this week. Forest Records is releasing "His Name Was Dean" by Nathan Russell, and M-G-M is marketing Art Mooney's two-sided "Tribute to James Dean" platter, featuring themes from his last two pictures, "Rebel Without a Cause" and "East of Eden."

Leonard I. Wolf Enterprises here is readying special promotional campaign on the Russell record, highlighted by a series of radio and TV appearances by Hollywood actress Veronica Lake. Miss Lake will visit deejays to plug the disk and talk about Dean. Wolf has also set up an extensive campaign on the dealer level, involving special mailing pieces for Dean fan clubs, windows displays, etc.

M-G-M is packaging the Mooney platter in a special sleeve, featuring a photo of Dean "suitable for framing" and stills from the two movies. There are five fan magazines—contents of which are entirely devoted to stories about Dean (one purporting to have an exclusive "message from beyond")—on the market right now, but to date the disk industry hasn't been able to cash in on the promotion.

Dylan Todd recorded a folksy item, "The Ballad of James Dean," for Victor last March, but at that time the Dean cult hadn't reached its present semi-fanatical state.

# Swedish Jazz Musicians to Cut 30 LP's

STOCKHOLM — A number of top-ranking Swedish jazz musikers have been lined up to cut a series of 30 long-playing platters by the Philips firm of Holland. Longest disk will run 12 minutes. Among the musicians are Kenneth Fagerlund, Willy Lundin, Bengt Hallberg, Nils-Bertil Dahlander, Rune Gustafsson, Bengt Carlsson, Bengt-arne Wallin—mostly from Stockholm and Gothenburg—and Knud Jorgensen, a Danish pianist.

George Avakian, of the Columbia record firm, "discovered" the Swedish players while on a tour of Sweden, and persuaded the Philips firm to make the series of recordings, which are to be marketed, by Philips and Columbia, in many countries, including the United States. They will be on the market in the near future.

## NBC Publishing

Continued from page 36

set for TV showcasing this September with Kay Starr, Louis Armstrong and Buster Keaton. RCA recorded Armstrong here last week, with Miss Starr set to etch her portion shortly. Spectacular is being produced by Miss Starr's manager, Hal Stanley.

"The Soft Touch," with a score by Sammy Fain and Jack Brooks, is the first teleshow which will be published by the new NBC arm. RCA Victor is also expected to record the show. "Jack in the Beanstalk," by Helen Deutch and Jerry Livingston, is also considered a lively wax prospect, altho publishing rights to the score have been acquired by Chappell. Another Hal Stanley production for showing later this fall, tentatively titled "Frank Merriwell and the Rover Boys," will also use original music, with an album also under consideration.

## Merc. Distribs

Continued from page 36

tin, an ex-Billboard music editor who joined the label as director of the Eastern division a year and a half ago, concentrates on special market sales — chains, syndicates and rack jobbers. Lou Klayman was recently promoted to Eastern sales manager, and Johnny Sippel — another ex-Billboard man — is covering the Midwestern region. Lee Palmer supervises the West Coast, while Dee Kilpatrick, Mercury's country and western chief, also acts as Southern regional manager.

### 24-Hour Service

According to Price, Mercury's sales and distribution organization is now set up to service the entire country within 24 hours on any records.

Altho there has been strong competition among labels for indie distributor services over the past year, Mercury has built up its catalog to such an extent during the same period that it now offers a strong incentive for distributors to take the line on an exclusive basis. The label, which has scheduled a big push on package merchandise this year, has more than doubled its LP output since last year. Its catalog now contains 196 pop LP's, 90 jazz, 117 classical and 121 kid packages.

Among the three new company-controlled branches, the Pittsburgh area was formerly serviced by Alco; San Francisco, Melody Sales; Cleveland, Ohio Record Sales; Philadelphia, David Rosen, Inc. Walt Lee heads up the San Francisco branch, while Frank Berry, who managed the Cleveland branch for Ohio Record Sales, continues in that post. Other company-controlled offices are located in New York, Boston, Chicago, Milwaukee, St. Louis and Los Angeles.

# Freed Sets R 'n' R Bill

NEW YORK — Deejay Alan Freed, of CBS and WINS, will present a second anniversary rock and roll stagershow at the Brooklyn-Paramount theater here beginning August 28.

The show, which will run for 10 days, will feature Fats Domino and his orchestra, Frankie Lyman and the Teen-Agers, Joe Turner, the Cletones, the Harptones, the Penguins, Mabel King, Jimmy Covelo's Hoserockers, Jean Chapel, and Alan Freed's rock and roll band, featuring Al Sears, Jimmy Wright, Freddie Mitchell, Bud Johnson and Panama Francis.

# Canada Grabs LP Bargains

VANCOUVER, B. C.—Hottest retail item over the weekend in Vancouver was a shipment of 5,000 long-playing Remington records that went on sale in department stores and record shops at three for \$3.97.

Bargain-hunting crowds cleaned out most dealers before they could turn around, according to Western Canada distributor Emerson Short. The 12-inch records are normally priced at \$1.98 each, but the special was offered as part of a Canada-wide summer promotion.

## Cap Fall Sales

Continued from page 36

on a series of nationwide radio and TV appearances tied to her single etching of "True Love" from the Cole Porter musical. Capitol also picked up the tab for sponsorship by the telecast of the "High Society" premiere here last week at the Pantages Theater.

# Zephyr Lines Up 17 Distribs

NEW YORK — The newly formed Zephyr Records, scheduled to issue its first releases August 15, has lined up 17 distributors to date. More distributor pacts will be announced by the firm shortly, according to prexy Georgie Hormel.

Distributors inked by Zephyr sales-recording director Bud Freeman include Leonard Smith, Inc., Albany, N. Y.; General Distributing, Baltimore; Records, Inc., Boston; Faysan, Buffalo; Garmesa, Chicago; Benart, Cleveland; Allied, Hartford, Conn.; Centra, Los Angeles; Tru-Tone, Miami; D & D, Minneapolis; Essex, Newark, N. J.; A-1, New Orleans; Alpha, New York; Lesco, Philadelphia, Eric, San Francisco; Am-Par, Seattle-Portland; Morris, Toronto, Canada.

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

Recorded by:

**ELVIS PRESLEY**

RCA VICTOR

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:

Hill & Range Songs, Inc.

"I ALMOST  
LOST MY  
MIND"

Recorded by:

**PAT BOONE**

DOT

ST. LOUIS MUSIC CORP.

Sole Selling Agent:

Hill & Range Songs, Inc.

## Victor Eecs

Continued from page 36

Dave Finn, merchandise manager; Bill Alexander, advertising manager; Alan Kayes, Red Seal artists and repertoire director; John Trifero, manager of Personal Music Service; Carl Bosler, head of pop album promotion; C. J. Luten, Red Seal album promotion; Ed Walker, pop album a.&r.; George Prutting, International and Record Division liaison exec, and eight regional field men.

The home office execs have scheduled regional meetings on Monday (6) in Atlanta, Boston, Chicago, Cleveland, Dallas and New York. Distrib meetings will be held in those cities the same day and on the three following days. Bob Yorke will wrap up the meetings in Denver next Monday (13).

## Granz Diskeries

Continued from page 36

certs in 35 cities scheduled. Tour closes in San Francisco October 15. Talent set to appear includes the Gene Krupa Quartet, the Modern Jazz Quartet, Oscar Peterson Trio, Ella Fitzgerald, Joe Jones, Sonny Stitt, Stan Getz, Illinois Jacquet, Flip Phillips, Roy Eldridge and Dizzy Gillespie. Houses will be sealed at \$2.75, \$3.75 and \$4.75, with Granz predicting a total gross in excess of \$700,000 for the tour.

To further promote its extensive line of LP's via disk jockeys, the company will shortly release a special "disk jockey sampler," featuring material from all labels. Sampler will be available to stations at \$1 thru the diskery's network of distributors.



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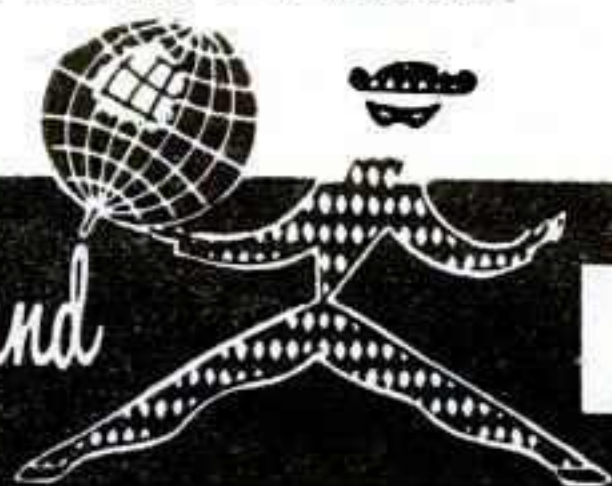
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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. MY FAIR LADY—Original Cast... Columbia OL 5090
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1284
3. ELVIS PRESLEY... RCA Victor LPM 1254
4. CAROUSEL—Sound Track... Capitol 694
5. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
7. THE KING AND I—Sound Track... Capitol W 740
8. PICNIC—Sound Track... Decca DL 8320
9. OKLAHOMA!—Sound Track... Capitol SAO 595
10. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
11. THE MOST HAPPY FELLA—Original Cast... Columbia OL 5118
12. NIGHT WINDS—Jackie Gleason... Capitol W 717
12. THE PLATTERS... Mercury MG 20146
14. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
15. BUBBLES IN THE WINE—Lawrence Welk... Coral CL 57038

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. Say It With Music... Lawrence Welk... Coral CRL 57041
2. Lonely Girl... Julie London... Liberty LRP 3012
3. High Society... Sound Track... Capitol W 750
4. Passport to Romance... Percy Faith... Columbia CL 880
5. Waltzes of Irving Berlin... Mantovani Ork... London LL 1452
6. Dream Dancing... Ray Anthony Ork... Capitol T 723

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. MY FAIR LADY—Percy Faith... Columbia CL 895
3. MY FAIR LADY—Original Cast... Columbia OL 5090
4. EDDY DUCHIN STORY—Sound Track... Decca DL 8289
5. COLE PORTER SONG BOOK—Ella Fitzgerald... Verve MG-V-4001-2
6. HIGH SOCIETY—Sound Track... Capitol W 750
7. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
8. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
9. KING AND I—Sound Track... Capitol W 740
10. ELVIS PRESLEY... RCA Victor LPM 1254

Review Spotlight on...

Pop Albums

SOLO MOOD (1-12")—Paul Weston Ork. Columbia CL 879
This follow-up to Paul Weston's successful "Mood for 12" LP should also chalk up an impressive sales record. The same group of 12 ace solo instrumentalists are spotlighted separately on their respective instruments (Ziggy Elman on trumpet for "The One I Love"; Barney Kessel, guitar, "Autumn in New York"; etc.) on 12 melodic standards. Fine for hi-fi fans. Cover is an eye-catcher for summer displays.

Jazz Albums

CLIFFORD BROWN AND MAX ROACH AT BASIN STREET (1-12") — Clifford Brown, Trumpet; Max Roach, Drums; Sonny Rollins, Tenor Sax; George Morrow, Bass; Richie Powell, Piano. EmArcy MG 36070
The erstwhile team has made the best-selling list before, and this new issue could be the best of all their disk efforts. Here one may realize the great loss to jazz when Brown and pianist Powell perished recently in an accident. Besides particularly clean, soaring and inspired trumpeting by Brown, this offers fertile, dynamic, Parker-inspired tenor by Rollins and the usual model "melodic" drumming by Roach. A surprising, ingenious "Love Is a Many-Splendored Thing" (4:09) can grace a wide variety of deejay segs.

Folk Albums

NEW FOLK SAMPLER (1-12")—Elektra SMP 2
A wide selection of folk styles and a number of distinguished folk singers are represented on this fine \$2 disk special. There are 18

songs in all, typical of many cultures (Haiti, Mexico, Israel, France, Nova Scotia and American. In the latter category are several of the Appalachian, Elizabethan-rooted epics. These are fine performances, exceedingly well recorded, which makes the package not only a good potential seller in its own right, but an excellent showcase for all of the albums represented on this disk. A rich addition to any collection.

Album Cover of the Week



MILSTEIN MINIATURES, Capitol P 8339. The cover of this classical violin program is a model of elegant taste. Full color photo portrays a grouping of white figurines against soft-toned background. Theme can be carried out in windows with actual plaster figures of composers which are standard props in many music stores.

Reviews and Ratings of New Albums

Popular

FRANKIE CARLE'S FINEST (1-12")... Victor LPM 1153
Frankie Carle's piano style — lacy-like and nimble—is virtually a standard commodity with a known sales potential. His performance is as pleasant as ever, the album's repertoire including such standards as "Whispering," "Sunrise Serenade," "Blue Moon," etc. Dealers can expect to move this package okay.

LOVE (1-12")... Julie Wilson (1-12")... Dolphin 6
There's a lush and colorful photo of Miss Wilson on the cover of this new package to kick up interest and the disk itself is no let-down. The gal, who recently moved into the New York cast of "Pajama Game," offers a sultry set of torchy mood tunes. She sells them with her low and husky style, backed with a sharp 14-man ork directed by Phil Moore. The fine selection of tunes include "From This Moment On," "You Should Have Told Me," "I'm Thru With Love" and "You've Got Me Crying Again." A most display-worthy and salesworthy package.

THE MUSIC OF LUCUONA (1-12")... Stanley Black and his Ork (1-12")... London 1438
BBC band leader Black should pull extensive deejay coverage here with this lush, string-laden collection of Lucuona's pop-appeal compositions—"Siboney," "Malaguena," "Andalucia," etc. The exotic Latin instrumentals are highly melodic and handled with sufficient respect arrangement-wise so that the album can be moved in the semi-classic market as well as pop. Several of the sides have been released before as part of other Black packages.

RED PRYSOCK ORK (1-12")... Wing MGW 12007
One of the leading exponents of rock and roll blows his wild tenor sax thru a dozen lusty and explosive instrumental bands on this new package. All the numbers swing with a relentless beat and Prysock's horn is

(Continued on page 46)

Classical

TORELLI: CONCERT GROSSI, NOS. 2, 3, 6, 9 AND 12 FROM OPUS 8 (1-12") I Musici Epic LC 3217... 78
Fanciers of pre-classical or so-called "early" music will find this one of the season's top prizes. Torelli, who preceded and undoubtedly influenced and inspired Vivaldi, died in 1709. He was one of the key developers of the concerto form, as these works indicate, but the content of his work apparently avoided the sameness of his contemporaries' produce. The well-known and accepted Italian I Musici unit and soloists turn in readings that are musically and stylistically flawless. May be recommended and sold to a large audience.

ROY HARRIS: SYMPHONY NO. 7; SYMPHONY 1933 (1-12") — Philadelphia Orchestra; Eugene Ormandy, Cond.; Boston Symphony Orchestra; Serge Koussevitzky, Cond. Columbia ML 5095... 78
Harris' No. 7 could be something of a sleeper. Certainly it's one of the most impressive symphonic works produced in recent years, and Ormandy's reading affords plenty of nobility and sonority. It might be likened to a more modern, economical American-style Sibelius, and as such, is fairly accessible to the average symphonic buyer. Hi-fi bugs will like the broad brass choirs especially. The 1933 work on Side Two is a re-issue from the early 1940's, made between the Boston Ork's Victor contracts. Despite the poor sound, there is merit in the work and in the affectionate reading. No other versions are available of either work. Musically, an important entry, altho sales will depend on each dealer's enthusiasm for No. 7, a real find.

BETHOVEN: 32 VARIATIONS IN C MINOR; TSCHAIKOWSKY: TRIO IN A MINOR, OP. 50 (1-12") — Gilels, Piano; Rostropovich, Cello; Kogan, Violin. Heritage 1203... 71
The Gilels Piano Variations and the Trio are the same performances originally coupled on an A440 LP. The Tschaiowsky reading has strong competition from Heifetz-Rubenstein-Piatigorsky, but the current vogue for the Soviet performers can pay off in moderate sales. Gilels and Rostropovich have built audiences here thru their recent appearances, while

(Continued on page 46)

Jazz

JAZZ FESTIVAL SAMPLER (1-12")... Kapp KS 1
The Kapp Sampler sells for \$1.49, and the big line-up of names on the cover—most of whom are unimpaired—will impress uninformed jazz shoppers. The jazz itself, some of which is gleaned from the old Trend catalog, is of a slick, over-polished variety, and ofttimes merely fringe jazz. However, jocks who like "borderline" jazz for their pop shows will find much to work with here. Includes material by such as the Hi-Lo's, Dave Pell Octet, the Harris-Leigh Baroque Band, George Siravo ork, Matt Dennis, Jerry Fielding ork, etc. At the price, buyers can't go far wrong.

LOSERS WEEPERS (1-EP) ... Wini Beatty (1-EP) Key EP 512
Wini Beatty, a most competent pianist in a modified jazz groove, doubles on vocal with very satisfactory results. Gal has a relaxed, but nonetheless animated, expressive style as she sings "I'm Through With Love," "It Never Entered My Mind," and the lesser known "Pousse Cafe" and "Come Spring." Miss Beatty has a strong feel for this type of material, and with the proper exposure she should find her market among the more hip spinners.

THE DAVE PELL OCTET PLAYS BURKE AND VAN HEUSEN (1-12")... Kapp KL 1034
Material derives from earlier Trend releases, acquired by Kapp. It's less interesting and not as well recorded as Pell's more recent Atlantic set, but it's charming salon jazz played with great skill by such as tenor saxman Pell, guitarist Toni Rizzi, trombonist Ray Sims and trumpeter Don Fagerquist. Several routine vocals are by Lucy Ann Polk. Tunes include "It Could Happen to You," and a smart "All This and Heaven Too" scored by Jack Montrose. Other arrangements are by 'Shorty Rogers, Bill Holman, etc. Most of the tunes will appeal to jocks.

(Continued on page 46)





Check with the man from

# COLUMBIA

Bob Kerns, Times-Columbia Distributors, Inc., Newark, N. J.

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## BEST SELLING POP SINGLES

THE BUS STOP SONG (A PAPER OF PINS)  
A HOUSE WITH LOVE IN IT  
The Four Lads .....40736..4-40736

- 1. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues. Doris Day .....40704..4-40704
- 2. "Studio One" Theme—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) Mitch Miller .....40730..4-40730
- 3. You Don't Know Me—Enchanted. Jerry Vale .....40710..4-40710
- 4. Ghost Town—I'll Be Around. Don Cherry .....40705..4-40705
- 5. From the Candy Store on the Corner to the Chapel on the Hill—Happiness Street. Tony Bennett .....40726..4-40726
- 6. Miracle of Love—Unwanted Heart. Eileen Rodgers ..40708..4-40708

## BEST SELLING POP ALBUMS

SOLO MOOD  
Paul Weston .....CL-879

- 1. My Fair Lady. Rex Harrison, Julie Andrews, Original Cast .....OL-5090..A-5090
- 2. Passport to Romance. Percy Faith .....CL-880
- 3. Ambassador Satch. Louis Armstrong and His All Stars. CL-840..B-840
- 4. Swingin' For Two. Don Cherry ....CL-893..B-8931..B-8932..B-8933
- 5. Songs of the South. The Norman Luboff Choir .....CL-860..B-860
- 6. Brubeck Plays Brubeck. Dave Brubeck .....CL-878

## BEST SELLING MASTERWORKS

BEETHOVEN: SYMPHONY NO. 5  
MOZART: SYMPHONY NO. 40  
Ormandy-Philadelphia Orchestra  
ML-5098

- 1. The Most Happy Fella. Original Cast .....03L-240..OL-5118..A-5118
- 2. Rachmaninoff: Concerto No. 2. Istomin, Ormandy-Philadelphia Orchestra .....ML-5013
- 3. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4. Oistrakh-Philadelphia Orchestra .....ML-5085
- 4. Vivaldi Double Concerto. Oistrakh, Stern, Ormandy-Philadelphia Orchestra .....ML-5087
- 5. Brahms: Double Concerto. Waller, Stern and Rose .....ML-5076
- 6. Noel Coward at Las Vegas .....ML-5063

## BEST SELLING FOLK RECORDS

CRAZY ARMS  
YOU DONE ME WRONG  
Ray Price .....21510..4-21510

- 1. Onie's Bop—I Wanna Hold My Baby. Onie Wheeler ..21523..4-21523
- 2. The Waltz of the Angels—Just Can't Live That Fast Lefly Frizzell .....21530..4-21530
- 3. I'm a One-Woman Man—I Don't Like I Did Johnny Horton .....21538..4-21538
- 4. You Are the One—Doorstep to Heaven. Carl Smith ..21522..4-21522
- 5. Respectfully Miss Brooks—You Don't Owe Me a Thing .40706..4-40706
- 6. Joy Bells—Give Mother My Crown. Lester Flatt & Earl Scruggs .....21536-s..4-21536-s

### NEW POP RELEASES

WAR AND PEACE  
SPEAK, MY LOVE  
Vic Damone .....4-40733

- 1. Love Theme From "Lo Strada"—The Kentuckian Song Paul Weston and His Music From Hollywood.....4-40737
- 2. Just Walking in the Rain—In the Candlelight Johnny Ray .....40729..4-40729
- 3. Finders Keepers—I'd Like to Say a Few Words About Texas. Guy Mitchell .....4-40724
- 4. I Don't Want to Know—I Took a Stroll in the Park Mindy Carson .....4-40728
- 5. My Heart Is So Full of You—My Mission in Life. Dick Wilson..4-40731
- 6. "Studio One" Theme—Yermo's Nightmare and Yermo Red—The Sky Is High. The Easy Riders: Terry Gilkyson, Rich Dehr and Frank Miller.....40742..4-40742

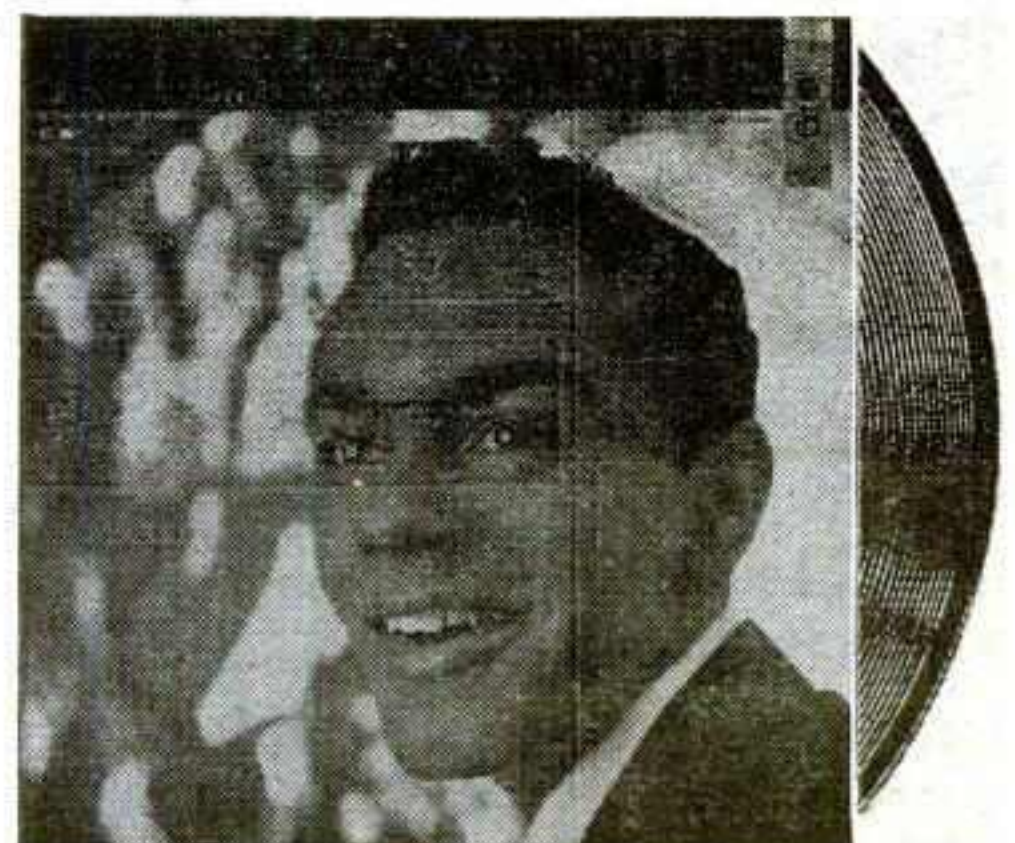
### SPECIAL RECORDINGS OF UNUSUAL INTEREST

JOHNNY MATHIS  
CL-8870 ... B-8871  
B-8872 ... B-8873

### NEW FOLK RELEASES

THEY'RE STILL IN LOVE  
I'M IN MY TEENS  
The Collins Kids .....4-21543

- 1. Blue Mountain Waltz—Slowly I'm Losing You. Vonnie Mack...4-21541
- 2. Maybe—Keep Right On Talking. Gordon Terry.....4-21544
- 3. You Gotta Be My Baby—World of Make-Believe Earl Peterson .....4-21540
- 4. Everybody's Rockin' But Me—Without Your Love. Bobby Lord .4-21539
- 5. When the Sun Sets Over Jordan—A Lot of Heaven The Chuck Wagon Gang.....21542-s..4-21542-s





# Reviews and Ratings of New Popular Albums

Continued from page 44

much in evidence just about anywhere you set the needle down. This is strictly for the kids who want to roll back the rugs and have a rock and roll "at home" bash. Cover, showing three pairs of bobby socked feet, gets the idea over well. Dealers with a heavy teen trade can do well with this.

## AND THEN I WROTE

**Bernie Wayne Ork (1-12")**  
ABC-Paramount ABC 113  
Bernie Wayne is one of the more versatile composers on the music scene today. Twelve of his compositions, full of moods and exotic rhythms, are contained in this package with Wayne conducting. A very pleasant item, fine for deejay programming. A lush photo of Broadway's Jayne Mansfield on the cover gives the package a big sales plus display-wise.

## OH, ROSALINDA

**Michael Redgrave, Mel Ferrer, Anthony Quayle, Ludmilla Tchérina, Anton Walbrook (1-12")**  
Mercury MG 20145  
This is a sound track recording of an upcoming British-produced film, starring Michael Redgrave, Mel Ferrer and a cast of Continental performers. Not to be confused with the Americanized "Rosalinda," version of "Der Fiedermaus," it nevertheless has many of the typical operetta characteristics, both as to plot and musical expression. No musical credits are given but touches of Johann Strauss creep thru spots in the score. The material is gay and colorful and the recording job is on the plus side (sliced in Britain) and providing the picture gets proper exposure here, the album could command some retail attention.

## IF I LOVED YOU

**Bill McGuffie, Piano (1-12")**  
Epic LN 3243  
Bill McGuffie, one of England's fine pop pianists, performs a dozen show tunes and standards here. His style is assured and mirrors much classical training. This excellent performance, coupled with such material as "So In Love," "If I Loved You," "Bewitched," etc., assures listener enjoyment.

## NIGHT MOODS

**Gregory Preager Ork (1-12")**  
M-G-M E 3384  
This ork from England presents mood music and mixes up the 12 tunes in style, arrangement and placing to make a very listenable package. However, the steady flow of mood music LP's will offer great competition for this one. Good material for deejay. Sides include: "Evermore," "Forget Me Not Waltz," "Tango Capriccioso," "Sevilla" and "Lorraine."

## THE MUSICAL KEYBOARDS

**(1-12")**  
Epic LN 3249  
The Musical Keyboards are Buddy Russell and Jerry Altes, who play organ and piano duets. The duo forego trick effects and concentrate strictly on the melody. The tunes are mostly standards, such as "Linger Awhile," "Hot Lips," etc., plus a couple of tunes of more recent vintage, as "Music! Music! Music!" A moderate sales potential.

## THE LITTLEST REVUE

**Phoenix Theater (1-12")**  
Epic 3275  
This is a cast recording of intimate revue, which recently had a short off-Broadway run. Most of the tunes and lyrics are by Vernon Duke and Ogden Nash, with practically none of them ringing more than a modest bell. The waxing, while introing some nice young talent, seems likely to engender no more interest than did the show on stage. This is a decidedly weak entry in legit recording sweepstakes.

## ALEXANDER THE GREAT

**Sound Track (1-12")**  
Mercury MG 20148  
Package follows general release of the film by about a month. Pic itself met with only so-so response and the music, tho well conducted and interpreted, is not the kind to capture the public fancy. Divorced from the picture, the score has little message to convey. Dealers should move cautiously on this.

## SHE'S GONE: SONG SATIRIST;

**ANNE SOULE, THE SWEET-HEART OF SIGMUND FREUD** (1-10")  
New Sound Recordings NS 3001  
Anne Soule, a San Francisco nitery artist, runs thru a series of take-offs, including modern report on the Oedipus legend (e.g. Mrs. Puss and her son Eddie); Yiddish dialect versions of fairy tales, etc. The material and performance are on the routine side, but the album's title (sub-title "The Sweetheart of Sigmund Freud") and the clever tongue-in-cheek liner notes by Alan Rich may help sales.

## Spiritual

## FISK JUBILEE SINGERS

**John W. Work, Director (1-12")**  
Word 4007  
This choir is internationally known and their reputation is well deserved. On this excellent recording they sing a selection of works which shows imagination and taste. Ranging from true spirituals — "Were You There," "His Name So Sweet," "I've Been in the Storm So Long"—to a syncopated, drum accompanied "Go Down Earth"—to the humor tinged Trinidadian folk song, "Lord, I Don't Want No More Callalu," done in calypso rhythm. Much fine singing of entertaining fare here and in the right markets, the package can be a seller.

# SHOW THEMES NOT RECORDED

NEW YORK—"TV Guide" has published a handy reference list of 37 network TV theme songs by title, composer and available recordings—if any—in its current issue. An interesting aspect of the list, label-wise, is that 19 of the 37 themes have not been recorded to date. These include themes of: "The Alcoa Hour," "Bob Crosby Show," "Housewives Serenade," "Brave Eagle," "Brighter Day," "Prism," "Caesar's Hour," "Chance of a Lifetime," "Circle Theater," "New Horizons," "Crusader," "December Bride," "Father Knows Best," "Waiting," "Four Star Playhouse," "Home," "Lady Beautiful," "Lassie," "Love of Life," "Ozzie and Harriet," "Mary," "I'm in Love With You," "People's Choice," "Bits of Music," "Shower of Stars," "Super Circus," "Everybody's Laughing" and "Warner Bros. Presents."

# Gould Acquires U. S. Rights to European Songs

HOLLYWOOD—Mike Gould, vice-president of Ardmore and Beechwood Music, Inc., has acquired American rights to a series of European songs following negotiations with publishers, writers and record companies in England and France.

Gould returned from a three-week trip of the Continent, where he met with existing publisher affiliates. Four tunes were acquired from writer Alain Romans, while other deals were successfully completed with Editions' Eddie Barclay. Gould set promotion plans for "Autumn Leaves," tying in with Columbia picture of the same name which opens in England August 1. "European publishers," Gould said, "generally exercise more control over their copyrights with record companies than do American publishers."

"They can hold up the release of a record if they want to," Gould declared, "while few American publishers would do so altho they enjoy the same right." Gould reported that rock and roll is beginning to gain popularity in England and France, with virtually all of the Continent existing on American popular music.

# 'Beanstalk' to Bow in Sept.

NEW YORK—The hoopla is being set well in advance for the NBC-TV Producers' Showcase musical, "Jack and the Beanstalk," which has been scheduled for a November 12 airing. Book and lyrics for the so-called "children-adults fairy tale" were written by Helen Deutsch of "Lili" fame, and music was penned by Jerry Livingston. There are 11 songs in all.

Record release dates for the score, which will be published by Chappell, are set for September. RCA Victor has the rights to the original cast production, and the company's action currently is awaiting the definite casting. RKO-Unique has scheduled a 12-inch LP featuring Bob Rabo, who cut the original composer's demos.

Production will be co-sponsored by RCA Victor and the Ford Company.

# Reviews and Ratings of New Classical Albums

Continued from page 44

young Kogan's disk efforts have been impressing the critics.

## DEBUSSY: INAGES (BOOKS I & II); ESTAMPES; CHILDREN'S CORNER SUITE (1-12")—Hans Henkemans, Piano. Epic LC 3245

The Dutch pianist, Henkemans, turns in highly competent performances of these modern classics. However, he must face powerful competition from Gieseking on all, and is unlikely to overcome the latter's name acceptance, not to mention superiority. Excellent cover may win some support.

## STRAVINSKY: CHAMBER WORKS 1911-1954 (1-12") — Igor Stravinsky, Cond. Columbia ML 5107

Even to the initiated chamber music buyer, this will be tough stuff to digest. Material is almost equally divided between the composer's later, abstract styles and the post-impressionist period of his most popular ballet works. The latter group includes some charming vocal groups; Two Balmont Songs, Three Japanese Lyrics, Three Souvenirs and Four Russian Choruses. More difficult are the later "In Memoriam Dylan Thomas," "Three Shakespeare Songs" and instrumental Septet. "Four Russian Songs" for

flute, harp, guitar and soprano fall in between. Excellent singing by Marilyn Horne and Marni Dixon; in fact, readings under the composer's direction must be regarded as faithful to his standards. For a limited avant-garde market. Excellent cover.

## BETHOVEN: GROSSE FUGUE, OP. 133; MOZART: FANTASY AND FUGUE IN F MINOR; ADAGIO AND FUGUE IN C MINOR (1-12")—Arthur Winograd, Cond. M-G-M 3382

Winograd interprets the challenging fugue thru the medium of the string orchestra rather than the quartet, and the result is a vigorous and rewarding reading. Competition from existing slicings of the repertoire is bound to be heavy with seven other versions in current inventory, including three in orchestral form and four in strict quartet form. This, however, is the first coupling with the considerably lesser known Mozart works. The performances are dramatic and rich but the sale possibilities are limited by the relative obscurity of the repertoire.

## ROGER SESSIONS: SECOND STRING QUARTET; COLIN McPHEE: CONCERTO FOR PIANO WITH WIND OCTETTE ACCOMPANIMENT (1-12")

—New Music Quartet; Grant Johansson, Piano; Carlos Surinach, Cond. Columbia ML 5105  
This coupling, in Columbia's annual Modern American Music Series release, offers two sharply contrasting works. The Sessions is a powerful, difficult atonal work, while the McPhee is fairly accessible neo-classical fare. Latter may attract attention due to the current popularity of the Canadian composer's "Tabuh-Tabuhan," altho it's in a different style. Main interest will derive from modern music devotees, libraries and schools, but commercials sales will be slim.

## Semi-Classical

## GOLDEN WAVE BAND IN CONCERT

Baylor University Band, Donald Moore, Cond. (1-12")  
Word 4008  
Recording of the Baylor concert band, made during an actual concert, should enjoy good sales in the home territory and among Baylor alumni. In the general market, it will have to compete with a fairly large catalog of professional band disks, most of which enjoyed far superior recording. Material includes a band arrangement of Mozart's "Impresario" Overture, Martinu's "Little Suite From 'Comedy on the Bridge'" and similar fare, all competently played.

## Jazz

Continued from page 44

## BOB ENEVOLDSEN QUINTET

(1-12")  
Tampa LP 14  
A relaxed, but hard-swinging session by a group of West Coast residents, including the leader on valve trombone and tenor sax, Larry Bunker on vibes, Red Mitchell on bass and Don Heath on drums. Marty Paich is on both piano and accordion, with especially refreshing work on the latter. Bunker and Mitchell also impress, the latter with good, long solos. Will require plugging by dealers if it's to avoid getting buried under the bigger names.

## MUGGSY SPANIER

(1-12")  
Riverside RLP 107  
Some of the rarest jazz sides of the 1920's, and some of the most interesting from the historic standpoint, have been programmed on this 12-inch. The rare Claxtonola-Gennett Bucktown Five sides are here, from 1924, and the 1927 Spaniers with Charlie Pierce's ork and the Jungle Kings, featuring such as Teschemaker, Condon, Wettling, Mezzrow, Joe Sullivan, etc., of the Chicago school. The sound shows the age, but real collectors and jocks with historical jazz segs will latch on. Sides were included in two earlier 10-inch LP's.

## March

## THE SPIRIT OF '76

Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond. (1-12")  
Mercury MG 50111

## RUFFLES AND FLOURISHES

Eastman Symphonic Wind Ensembles; Frederick Fennell, Cond. (1-12")  
Mercury MG 50112

These two companion packages will delight every hi-fi addict. In fact, they will thrill any American. The albums contain the traditional marches, bugle calls, drum solos, inspection pieces, etc., of the U. S. Armed Forces, from the Revolutionary War to the present day. The Eastman Wind Ensemble is superb in its performances conducted by Frederick Fennell. The latter brings to the albums not only musical acumen, but also the touch of the scholar and devotee—as is apparent from the liner notes.

## Folk

## THE JOSH WHITE STORIES

Josh White (1-12")  
ABC-Paramount ABC 124  
ABC-Paramount joins the select ranks of labels with Josh White material to offer, and this should stack up with the best of recent entries. White still has his great touch for a blues. They come right from his heart. Working to his own guitar accompaniment he sings folk jobs like "Boll Weevil" and "Frankie and Johnnie" and, in a more personal vein, "The Hard Times Blues" (the story of his own family in South Carolina), a spiritual "He Never Said a Mumblin' Word," and some lively folk tales, "Dupree" and "The House of the Rising Sun." Readings are tops and since this is labeled Volume 1, more can be expected.

## SCOTS STREET SONG

Ewan MacColl (1-12")  
Riverside RLP 612

## ENGLISH STREET SONG

A. L. Lloyd (1-12")  
Riverside RLP 614

Here are two companion packages of rare interest to collectors of folk material, students, libraries, etc. The material of these ballads is often grisly, generally sad and presents a social history of the people. A. L. Lloyd's ballads—of the broadside category, are rendered in authentic style as are the Scots songs by Ewan MacColl. The singers are accompanied by concertina. Both Lloyd and MacColl have written informative liner notes, which include notations relative to each of the songs. Of only moderate potential in general record shops, these packages are good material for dealers with a specialty trade. And, of course, they are fine inventory for college shops, etc.

## DRUMS OF BORO BORO AND SONGS OF TAHITI

(1-12")  
Tiare Tahiti Records TT-1600

Native percussionists and chanters deliver a series of performances which will interest students of folk material. The songs vary from simple chants to romantic ballads. One of the selections is an interesting sampling of South Sea jazz. For dealers who dig the far-out fare.

# Hamblen Put on SAG Unfair List

HOLLYWOOD—Hamblen Music Company, headed by songwriter Stewart Hamblen, has been placed on the unfair list of the Screen Actors' Guild as a result of non-payment of fees due three female singers, according to John L. Dales, the Guild's national executive secretary.

Dales said that the amount of money due the vocalists had been agreed upon, but that despite repeated promises, the firm has failed to pay the singers. Wages were due in connection with television films produced by Hamblen.

HOLLYWOOD—Indie Diamond Records continued adding to its talent roster here last week, inking singers Lucille Norman, Pony Sherrell and Rush Adams. Irving Gwartz, president of the firm, plans the release of a series of singles and albums by LP artists.

'BEAUTIFUL FRIENDSHIP'  
'BEAUTIFUL FRIENDSHIP'  
'BEAUTIFUL FRIENDSHIP'  
'BEAUTIFUL FRIENDSHIP'  
**ELLA FITZGERALD**  
2012—2012x45  
**VERVE RECORDS**  
451 N. Canon Dr., Beverly Hills, Calif.

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# DOING BUSINESS WITH EASTERLINGS

**E**xperts say the word sterling comes from Easterling, once the popular name of Hanseatic traders in England.

They lived at a time when it was necessary to measure, weigh, test the money paid you . . . for it might be clipped, short-weighted, faked in one way or another. From long years of doing business with Easterlings, people found that **their** money was always of purest, **sterling** quality . . . could be accepted at face value.

That's the kind of reputation-building ABP businesspapers have been doing for the past fifty years. Associated Business Publications—now celebrating its 50th Anniversary—has worked through the years to improve businesspaper standards and performance . . .

emphasizing the importance of **delivering full editorial weight.**

In fact, as you can see from the ABP Credo shown below, ABP members are bound to **consider first the interests of the subscriber.**

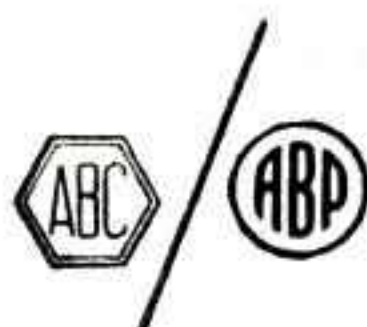
We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

In short, our purpose is to help all the people in the industry grow and prosper. We believe we are doing that job best by earning—with impartial, thorough reporting and constructive thinking—the kind of sterling reputation that gets our editorial content, and our advertisers' messages, accepted at face value.

## *The Code of Ethics*

*The publisher of a businesspaper should dedicate his best efforts to the cause of business and social service, and to this end each member of the Associated Business Publications pledges himself:*

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To endeavor to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To encourage all constructive efforts to improve the standards and quality of advertising.
5. To avoid unfair competition.
6. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.



The  
**Billboard**



# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending August 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Wayward Wind</b>		<b>1 15</b>	<b>6. I Want You, I Need You, I Love You</b>		<b>4 10</b>
By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: I. Ritter, Cap 3430; J. Valentine, M-G-M 12267.			By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.		
<b>2. My Prayer</b>		<b>5 5</b>	<b>7. On the Street Where You Live</b>		<b>8 14</b>
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 2999i.			By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; E. Welk, Coral 61644; F. Wayne, Epic 9153.		
<b>2. Whatever Will Be Will Be (Que Sera Sera)</b>		<b>6 6</b>	<b>8. Moonglow and Theme From Picnic</b>		<b>7 18</b>
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.			By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stollf, Dec 29888; G. Cates, Coral 61618.		
<b>4. I Almost Lost My Mind</b>		<b>2 10</b>	<b>9. Sweet Old-Fashioned Girl</b>		<b>10 8</b>
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.			By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.		
<b>5. Allegheny Moon</b>		<b>3 7</b>	<b>10. Hound Dog</b>		<b>20 2</b>
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORD AVAILABLE: B. Regis, Vic 20-6551.			By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		

### Second Ten

<b>11. More</b>		<b>11 8</b>	<b>16. Flying Saucer</b>		<b>- 1</b>
By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.			By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.		
<b>12. Born to Be With You</b>		<b>9 9</b>	<b>17. It Only Hurts for a Little While</b>		<b>19 11</b>
By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.			By Mack David & Red Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
<b>13. Be-Bop-a-Lula</b>		<b>12 7</b>	<b>17. Stranded in the Jungle</b>		<b>16 5</b>
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.			By Johnson & Smith—Published by Peer Int'l-Flash (BMI) BEST SELLING RECORD: Cadets, Modern 994. RECORDS AVAILABLE: Gadabouts, Mercury 70898; Jayhawks, Flash 109.		
<b>14. Canadian Sunset</b>		<b>21 4</b>	<b>19. Standing on the Corner</b>		<b>15 15</b>
By Eddie Heywood—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537.			By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: P. Beltran, Vic 20-6579; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.		
<b>15. I'm in Love Again</b>		<b>14 14</b>	<b>20. Glendora</b>		<b>16 8</b>
By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.			By Ray Stanley—Published by American (BMI) BEST SELLING RECORD: P. Como, Vic 20-6554.		

### Third Ten

<b>21. Ivory Tower</b>		<b>13 19</b>	<b>25. Don't Be Cruel</b>		<b>- 1</b>
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: C. Carr, Fraternity 734; Four Hues, Coral 61617; L. Guerrero, Real 1310; G. Storm, Dot 15458; O. Williams, DeLuxe 6093.			By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6604.		
<b>22. Picnic</b>		<b>18 14</b>	<b>25. Song for a Summer Night</b>		<b>- 1</b>
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral 61627; R. Marterie, Mercury 70836.			By R. Allen—Published by April (ASCAP) RECORD AVAILABLE: M. Miller, Col 40730.		
<b>23. Portuguese Washerwoman</b>		<b>26 6</b>	<b>28. That's All There Is to That</b>		<b>26 2</b>
By Popp-Lucchesi—Published by Remick (ASCAP) RECORDS AVAILABLE: J. Vale, Col 40710; C. McRae, Dec 29949. Sherman, Kapp 149.			By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.		
<b>23. Walk Hand in Hand</b>		<b>22 15</b>	<b>29. Love, Love, Love</b>		<b>- 2</b>
By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.			By McRae-Wyche-David—Published by Progressive (BMI) RECORDS AVAILABLE: Clovers, Atlantic 1094; Diamonds, Mercury 70889.		
<b>25. I Could Have Danced All Night</b>		<b>24 12</b>	<b>30. You Don't Know Me</b>		<b>26 3</b>
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) 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.			By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: J. Vale, Col 40710; C. McRae, Dec 29949.		

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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.

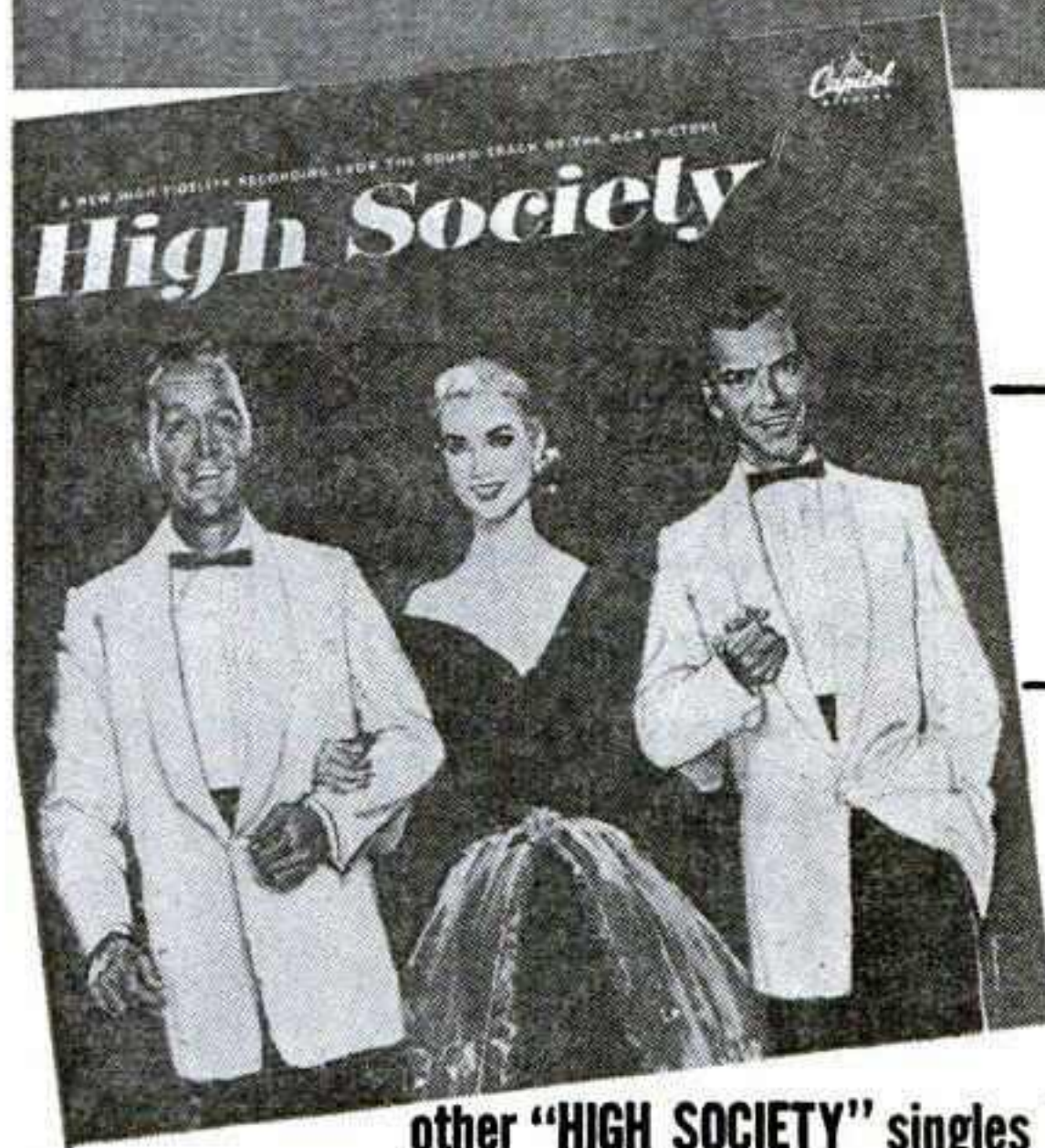




# Buyboard

FROM THE BEST SELLING SOUNDTRACK ALBUM "HIGH SOCIETY"

THREE NEW SINGLE RECORDS



other "HIGH SOCIETY" singles

**NOW YOU HAS JAZZ** • BING CROSBY and LOUIS ARMSTRONG  
Johnny Green Conducting the MGM Studio Orchestra

**HIGH SOCIETY CALYPSO** • LOUIS ARMSTRONG and his band **no. 3506**

**WELL DID YOU EVAH?** • BING CROSBY and FRANK SINATRA

**TRUE LOVE** • BING CROSBY and GRACE KELLY **no. 3507**  
Johnny Green Conducting the MGM Studio Orchestra

**WHO WANTS TO BE A MILLIONAIRE?** FRANK SINATRA CELESTE HOLM

**MIND IF I MAKE LOVE TO YOU?** • FRANK SINATRA **no. 3508**  
Johnny Green Conducting the MGM Studio Orchestra

FRANK SINATRA with The Music of Nelson Riddle  
**YOU'RE SENSATIONAL** c/w Johnny Concho Theme (Wait For Me)  
 record no. 3469

MARGARET WHITING  
**TRUE LOVE** c/w Haunting Love  
 record no. 3473

## JUMPING JACKS



**TOKI-ROLL TOKI-ROCK**  
**VALENCIA**  
 record no. 3496

## BARBARA LYON



with Ray Martin and His Orchestra

**PUPPY LOVE**  
**DON'T RING-A-DA BELL**

with Ronnie Harris  
 record no. 3497

## MARGARET WHITING



**HELLO, YOUNG LOVERS**  
**WE KISS IN A SHADOW**

(Both songs in the 20th Century-Fox Production "The King And I")  
 record no. 3509

## PATTY ANDREWS



**TOO OLD TO ROCK 'N ROLL**  
**BROKEN**  
 record no. 3495

### BEST SELLING POPULAR SINGLES

### BEST SELLING POPULAR ALBUMS

(LISTED ALPHABETICALLY)

(LISTED ALPHABETICALLY)

- BE-BOP-A-LULA**  
Gene Vincent c/w Woman Love  
Record No. 3450
- 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
- PORTUGUESE WASHERWOMEN**  
Joe "Fingers" Carr c/w Lucky Pierre  
Record No. 3418
- STANDING ON THE CORNER**  
Andy Griffith c/w No Time for Sergeants  
Record No. 3498
- THAT'S ALL THERE IS TO THAT**  
Nat "King" Cole c/w My Dream Sonata  
Record No. 3456
- THEME FROM "THE PROUD ONES"**  
Nelson Riddle c/w The Love of Genevieve  
Record No. 3472
- THE HAPPY WHISTLER**  
Don Robertson c/w You're Free to Go  
Record No. 3391
- THE WAYWARD WIND**  
Tex Ritter c/w The Searchers  
Record No. 3430
- YOU'RE SENSATIONAL**  
Frank Sinatra c/w Johnny Concho Theme  
Record No. 3469

- BALLADS OF THE DAY**  
Nat "King" Cole **T-680**
- CAROUSEL**  
Original Soundtrack **W-694**
- FOUR FRESHMEN AND FIVE TROMBONES**  
**T-683**
- HIGH SOCIETY**  
Original Soundtrack **W-750**
- NIGHT WINDS**  
Jackie Gleason **W-717**
- OKLAHOMA!**  
Original Soundtrack **SAO-595**
- RAY ANTHONY PLAYS FOR DREAM DANCING**  
**T-723**
- SONGS FOR SWINGIN' LOVERS**  
Frank Sinatra **W-653**
- STAN KENTON IN HI-FI**  
**W-724**
- THE KING AND I**  
Original Soundtrack **W-740**



### • Best Sellers in Stores

For survey week ending August 1

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	Weeks on Chart	Last Week	Chart
<b>1. MY PRAYER (ASCAP)—Platters</b>	1	5	
<b>HEAVEN ON EARTH (ASCAP)—Mercury 70893</b>			
<b>2. HOUND DOG (BMI)—E. Presley</b>	11	2	
<b>DON'T BE CRUEL (BMI)—Vic 20-6604</b>			
<b>3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	5	6	
<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>			
<b>4. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	2	11	
<b>My Baby Left Me (BMI)—Vic 20-6540</b>			
<b>5. I ALMOST LOST MY MIND (BMI)—P. Boone</b>	3	9	
<b>I'm In Love With You (BMI)—Dot 15472</b>			
<b>6. WAYWARD WIND (BMI)—G. Grant</b>	4	15	
<b>No More Than Forever (ASCAP)—Era 1013</b>			
<b>7. ALLEGHENY MOON (ASCAP)—P. Page</b>	6	6	
<b>Strangest Romance (ASCAP)—Mercury 70878</b>			
<b>8. BE-BOP-A-LULA (BMI)—G. Vincent</b>	7	8	
<b>Woman Love (BMI)—Cap 3450</b>			
<b>9. FLYING SAUCER (PARTS I &amp; II)—Buchanan &amp; Goodman</b>	-	1	
<b>Luniverse 101</b>			
<b>10. MORE (ASCAP)—P. Como</b>	5	9	
<b>GLENDORA (BMI)—Vic 20-6554</b>			
<b>11. BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	11	8	
<b>Love Never Changes (ASCAP)—Cadence 1291, 1019</b>			
<b>12. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	13	10	
<b>We All Need Love (ASCAP)—Col 40654</b>			
<b>13. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	10	17	
<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>			
<b>14. CANADIAN SUNSET (BMI)—H. Winterhalter</b>	16	3	
<b>This Is Real (ASCAP)—Vic 20-6537</b>			
<b>15. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	14	8	
<b>Goodbye, John (BMI)—Coral 61636</b>			
<b>16. I'M IN LOVE AGAIN (BMI)—F. Domino</b>	12	15	
<b>My Blue Heaven (ASCAP)—Imperial 5386</b>			
<b>17. SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller</b>	-	1	
<b>Col 40730</b>			
<b>18. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b>	18	11	
<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>			
<b>19. STRANDED IN THE JUNGLE (BMI)—Cadets</b>	15	4	
<b>I Want You (BMI)—Modern 994</b>			
<b>20. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b>	25	4	
<b>My Dream Sonata (ASCAP)—Cap 3456</b>			
<b>21. FOOL (BMI)—S. Clark</b>	-	1	
<b>Lonesome for a Letter (BMI)—Dot 15481</b>			
<b>22. STANDING ON THE CORNER (ASCAP)—Four Lads</b>	20	16	
<b>My Little Angel (BMI)—Col 40574</b>			
<b>23. YOU DON'T KNOW ME (BMI)—J. Vale</b>	22	2	
<b>Dream Along With Me (ASCAP)—Col 40710</b>			
<b>24. SOFT SUMMER BREEZE (BMI)—E. Heywood</b>	21	4	
<b>Heywood's Bounce (BMI)—Mercury 70863</b>			
<b>24. WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino</b>	-	2	
<b>SO LONG (BMI)—Imperial 5396</b>			

### • Most Played in Juke Boxes

For survey week ending August 1

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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	Weeks on Chart	Last Week	Chart
<b>1. I ALMOST LOST MY MIND (BMI)—P. Boone</b>	1	9	
<b>I'm In Love With You (BMI)—Dot 15472</b>			
<b>2. ALLEGHENY MOON (ASCAP)—P. Page</b>	4	6	
<b>Strangest Romance (ASCAP)—Mercury 70878</b>			
<b>3. WAYWARD WIND (BMI)—G. Grant</b>	2	11	
<b>No More Than Forever (ASCAP)—Era 1013</b>			
<b>4. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	3	10	
<b>MY BABY LEFT ME (BMI)—Vic 20-6540</b>			
<b>5. MY PRAYER (ASCAP)—Platters</b>	9	4	
<b>Heaven on Earth (ASCAP)—Mercury 70893</b>			
<b>6. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	11	3	
<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>			
<b>7. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	8	5	
<b>Goodbye, John (BMI)—Coral 61636</b>			
<b>8. MORE (ASCAP)—P. Como</b>	6	8	
<b>GLENDORA (BMI)—Vic 20-6554</b>			
<b>9. BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	5	7	
<b>Love Never Changes (ASCAP)—Cadence 1291</b>			
<b>10. BE-BOP-A-LULA (BMI)—G. Vincent</b>	12	5	
<b>Woman Love (BMI)—Cap 3450</b>			
<b>11. I'M IN LOVE AGAIN (BMI)—F. Domino</b>	7	13	
<b>MY BLUE HEAVEN (ASCAP)—Imperial 5386</b>			
<b>12. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b>	17	8	
<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>			
<b>13. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	16	6	
<b>We All Need Love (ASCAP)—Col 40654</b>			
<b>14. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	10	13	
<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>			
<b>15. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates</b>	14	14	
<b>Rio Batucada (ASCAP)—Coral 61618</b>			
<b>16. STANDING ON THE CORNER (ASCAP)—Four Lads</b>	15	12	
<b>My Little Angel (BMI)—Col 40674</b>			
<b>16. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b>	-	1	
<b>My Dream Sonata (ASCAP)—Cap 3456</b>			
<b>18. TREASURE OF LOVE (BMI)—C. McPhatter</b>	20	2	
<b>When You're Sincere (BMI)—Atlantic 1092</b>			
<b>18. PICNIC (ASCAP)—McGuire Sisters</b>	18	4	
<b>Delilah Jones (ASCAP)—Coral 61627</b>			
<b>20. ON THE STREET WHERE YOU LIVE (ASCAP)—E. Fisher</b>	-	3	
<b>Sweet Heartaches (ASCAP)—Vic 20-6529</b>			
<b>20. HOUND DOG (BMI)—E. Presley</b>	-	1	
<b>Don't Be Cruel (BMI)—Vic 20-6604</b>			

### • Best Selling Sheet Music

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

This Week	Weeks on Chart	Last Week	Chart
<b>1. Allegheny Moon (Oxford)</b>	2	7	
<b>2. Whatever Will Be, Will Be (Che Sera, Sera Artists)</b>	3	5	
<b>3. Wayward Wind (Warman)</b>	1	11	
<b>4. On the Street Where You Live (Chappell)</b>	4	14	
<b>5. Sweet, Old-Fashioned Girl (Valor)</b>	5	4	
<b>6. My Prayer (Shapiro-Bernstein)</b>	9	4	
<b>7. Canadian Sunset (Meridian)</b>	-	1	
<b>8. More (Shapiro-Bernstein)</b>	10	6	
<b>9. I Almost Lost My Mind (Hill &amp; Range)</b>	11	7	
<b>10. Walk Hand in Hand (Republic)</b>	12	14	
<b>10. I Want You, I Need You, I Love You (Presley)</b>	13	3	
<b>12. I Could Have Danced All Night (Chappell)</b>	-	7	
<b>13. Ivory Tower (E. H. Morris)</b>	6	16	
<b>14. Picnic (Shapiro-Bernstein)</b>	8	13	
<b>15. Moonglow (Mills-Columbia Pictures)</b>	7	13	

### • Most Played by Jockeys

For survey week ending August 1

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught 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	Weeks on Chart	Last Week	Chart
<b>1. WAYWARD WIND (BMI)—G. Grant</b>	1	14	
<b>No More Than Forever (ASCAP)—Era 1013</b>			
<b>2. I ALMOST LOST MY MIND (BMI)—P. Boone</b>	2	9	
<b>I'm In Love With You (BMI)—Dot 15472</b>			
<b>3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	7	6	
<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>			
<b>4. MY PRAYER (ASCAP)—Platters</b>	10	5	
<b>Heaven on Earth (ASCAP)—Mercury 70893</b>			
<b>5. ALLEGHENY MOON (ASCAP)—P. Page</b>	3	7	
<b>Strangest Romance (ASCAP)—Mercury 70878</b>			
<b>6. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	5	17	
<b>We All Need Love (ASCAP)—Col 40654</b>			
<b>7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	8	9	
<b>My Baby Left Me (BMI)—Vic 20-6540</b>			
<b>8. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	5	17	
<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>			
<b>9. MORE (ASCAP)—P. Como</b>	9	7	
<b>Glendora (BMI)—Vic 20-6554</b>			
<b>10. BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	6	10	
<b>Love Never Changes (ASCAP)—Cadence 1291</b>			
<b>11. CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood</b>	15	3	
<b>This Is Real (ASCAP)—Vic 20-6537</b>			
<b>12. HOUND DOG (BMI)—E. Presley</b>	25	2	
<b>Don't Be Cruel (BMI)—Vic 20-6604</b>			
<b>13. I'M IN LOVE AGAIN (BMI)—F. Domino</b>	18	12	
<b>My Blue Heaven (ASCAP)—Imperial 5386</b>			
<b>14. STANDING ON THE CORNER (ASCAP)—Four Lads</b>	14	15	
<b>My Little Angel (BMI)—Col 40674</b>			
<b>15. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	13	6	
<b>Goodbye, John (BMI)—Coral 61636</b>			
<b>16. BE-BOP-A-LULA (BMI)—G. Vincent</b>	11	7	
<b>Woman Love (BMI)—Cap 3450</b>			
<b>17. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates</b>	20	17	
<b>Rio Batucada (ASCAP)—Coral 61618</b>			
<b>18. GLENDORA (BMI)—P. Como</b>	12	8	
<b>More (ASCAP)—Vic 20-6554</b>			
<b>19. DON'T BE CRUEL—E. Presley</b>	-	1	
<b>Hound Dog (BMI)—Vic 20-6604</b>			
<b>20. FABULOUS CHARACTER (ASCAP)—S. Vaughan</b>	-	1	
<b>Other Woman (ASCAP)—Mercury 70885</b>			
<b>21. FLYING SAUCER (Parts I &amp; II)—Buchanan &amp; Goodman</b>	-	1	
<b>Luniverse 101</b>			
<b>22. GHOST TOWN (ASCAP)—D. Cherry</b>	-	1	
<b>I'll Be Around (BMI)—Col 40705</b>			
<b>23. SONG OF THE SUMMER NIGHT (Parts I &amp; II)—M. Miller</b>	-	1	
<b>(ASCAP)—Col 40730</b>			
<b>24. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b>	17	9	
<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>			
<b>24. PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr</b>	23	6	
<b>Lucky Pierre (ASCAP)—Cap 3418</b>			



**THEY'RE AT IT AGAIN! MAKING HITS**



# THE DIAMONDS

**WITH THE NEW SMASH**

## "KA-DING-DONG"



AND

## "SOFT SUMMER BREEZE"

(VOCAL)

MERCURY 70934



### KITTY WHITE

"Plain Gold Ring"

AND  
"AS CHILDREN DO"  
MERCURY 70925

### BLUE STARS OF FRANCE

"Jumpin' At The Woodside"

AND  
"Amour Castagnettes Et Tango"

MERCURY 70924

### FREDDIE BELL AND THE BELLBOYS

"Stay Loose, Mother Goose"

AND  
"ALL RIGHT, OK, YOU WIN"  
MERCURY 70919



### MORGANA KING

"Homesick In Paris"

AND  
"FOR YOU AND ME"  
MERCURY 70927



### HARMONICATS

'Through The Dark Of Night'

AND  
'Christopher Columbus'  
MERCURY 70929

### TOMMY MITCHELL

"Little Mama"

AND  
"JUKE BOX, HELP ME FIND A BABY"  
MERCURY 70930

CHICAGO 1, ILLINOIS





**• Territorial Best Sellers**

For survey week ending August 1

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

**Atlanta**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Hound Dog, E. Presley, Vic.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Theme From "The Proud Ones" N. Riddle, Cap.
6. Song for a Summer Night M. Miller, Col.
7. Ghost Town, D. Cherry, Col.
8. My Prayer, Platters, Mer.

**Baltimore**

1. My Prayer, Platters, Mer.
2. Allegheny Moon, P. Page, Mer.
3. Hound Dog, E. Presley, Vic.
4. I Almost Lost My Mind, P. Boone, Dot
5. More, P. Como, Vic.
6. Whatever Will Be, Will Be Doris Day, Col.
7. Fever, L. W. John, Kng.
8. You Don't Know Me, J. Vale, Col.
9. On the Street Where You Live V. Damone, Col.
10. Flying Saucer Buchanan & Goodman, Lun.

**Boston**

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. More, P. Como, Vic.
4. I Almost Lost My Mind P. Boone, Dot
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. Hound Dog, E. Presley, Vic.
7. Wayward Wind, G. Grant, Era
8. You Don't Know Me, J. Vale, Col.
9. Canadian Sunset H. Winterhalter & E. Heywood, Vic.
10. Allegheny Moon, P. Page, Mer.

**Buffalo**

1. I Almost Lost My Mind, P. Boone, Dot
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. Allegheny Moon, P. Page, Mer.
4. More, P. Como, Vic.
5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be Doris Day, Col.
7. Fool, S. Clark, Dot
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. On the Street Where You Live V. Damone, Col.
10. Soft Summer Breeze, E. Heywood, Mer.

**Chicago**

1. Whatever Will Be, Will Be Doris Day, Col.
2. My Prayer, Platters, Mer.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. More, P. Como, Vic.
7. Stranded in the Jungle, Jayhawks, Fsh.
8. Allegheny Moon, P. Page, Mer.
9. I Almost Lost My Mind, P. Boone, Dot
10. I'm in Love Again, F. Domino, Imp.

**Cincinnati**

1. Whatever Will Be, Will Be Doris Day, Col.
2. My Prayer, Platters, Mer.
3. Allegheny Moon, P. Page, Mer.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Wayward Wind, G. Grant, Era
6. Flying Saucer Buchanan & Goodman, Lun.
7. I Almost Lost My Mind, P. Boone, Dot
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Hound Dog, E. Presley, Vic.
10. Stranded in the Jungle, Cadets, Mod.

**Cleveland**

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Flying Saucer Buchanan & Goodman, Lun.
4. Hound Dog, E. Presley, Vic.
5. Sweet, Old-Fashioned Girl T. Brewer, Cor.
6. Don't Be Cruel, E. Presley, Vic.
7. I Almost Lost My Mind, P. Boone, Dot
8. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
9. Soft Summer Breeze, E. Heywood, Mer.
10. St. Therese of the Roses, B. Ward, Dec.

**Dallas-Fort Worth**

1. Born to B. With You, Chordettes, Cdc.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Wayward Wind, G. Grant, Era
4. My Prayer, Platters, Mer.
5. Stranded in the Jungle, Cadets, Mod.
6. How Little We Know, F. Sinatra, Cap.
7. I Almost Lost My Mind, P. Boone, Dot
8. More, P. Como, Vic.
9. It Only Hurts for a Little While Ames Brothers, Vic.
10. Flying Saucer Buchanan & Goodman, Lun.

**Denver**

1. My Prayer, Platters, Mer.
2. Stranded in the Jungle, Cadets, Mod.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Ape Call, N. Norvus, Dot
5. Glendora, P. Como, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. Allegheny Moon, P. Page, Mer.
8. Picnic, McGuire Sisters, Cor.
9. Hound Dog, E. Presley, Vic.

**Detroit**

1. Soft Summer Breeze, E. Heywood, Mer.
2. My Prayer, Platters, Mer.
3. Flying Saucer Buchanan & Goodman, Lun.
4. Hound Dog, E. Presley, Vic.
5. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.

6. Whatever Will Be, Will Be Doris Day, Col.
7. Song for a Summer Night M. Miller, Col.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. You Don't Know Me, J. Vale, Col.
10. I Almost Lost My Mind, P. Boone, Dot

**Kansas City**

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
5. I Almost Lost My Mind, P. Boone, Dot
6. Flying Saucer Buchanan & Goodman, Lun.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. Born to Be With You, Chordettes, Cdc.
9. Sweet, Old-Fashioned Girl T. Brewer, Cor.
10. Be-Bop-a-Lula, G. Vincent, Cap.

**Los Angeles**

1. Whatever Will Be, Will Be Doris Day, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Wayward Wind, G. Grant, Era
5. Allegheny Moon, P. Page, Mer.
6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
8. Born to Be With You, Chordettes, Cdc.
9. On the Street Where You Live V. Damone, Col.
10. I'm in Love Again, F. Domino, Imp.

**Milwaukee**

1. My Prayer, Platters, Mer.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Allegheny Moon, P. Page, Mer.
5. Whatever Will Be, Will Be Doris Day, Col.
6. I Almost Lost My Mind, P. Boone, Dot
7. Hound Dog, E. Presley, Vic.
8. Flying Saucer Buchanan & Goodman, Lun.
9. Sweet, Old-Fashioned Girl T. Brewer, Cor.

**Minneapolis-St. Paul**

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Fool, S. Clark, Dot
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Allegheny Moon, P. Page, Mer.
7. I Almost Lost My Mind, P. Boone, Dot
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Flying Saucer Buchanan & Goodman, Lun.
10. Heaven on Earth, Platters, Mer.

**New Orleans**

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Whatever Will Be, Will Be Doris Day, Col.
5. That's All There Is to That N. (King) Cole, Cap.
6. I Almost Lost My Mind, P. Boone, Dot
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. On the Street Where You Live V. Damone, Col.
10. Born to Be With You, Chordettes, Cdc.

**New York**

1. My Prayer, Platters, Mer.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. On the Street Where You Live V. Damone, Col.
5. Allegheny Moon, P. Page, Mer.
6. Wayward Wind, G. Grant, Era
7. Whatever Will Be, Will Be Doris Day, Col.
8. Standing on the Corner, Four Lads, Col.
9. More, P. Como, Vic.
10. Hound Dog, E. Presley, Vic.

**Philadelphia**

1. I Want You, I Need You, I Love You E. Presley, Vic.
2. Wayward Wind, G. Grant, Era
3. My Prayer, Platters, Mer.
4. On the Street Where You Live V. Damone, Col.
5. Whatever Will Be, Will Be Doris Day, Col.
6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. It Only Hurts for a Little While Ames Brothers, Vic.
9. I Almost Lost My Mind, P. Boone, Dot
10. Canadian Sunset H. Winterhalter-E. Heywood, Vic.

**Pittsburgh**

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Song for a Summer Night M. Miller, Col.
4. Whatever Will Be, Will Be Doris Day, Col.
5. Flying Saucer Buchanan & Goodman, Lun.
6. Allegheny Moon, P. Page, Mer.
7. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
8. That's All There Is to That N. (King) Cole, Cap.
9. You Don't Know Me, J. Vale, Col.
10. I Want You, I Need You, I Love You E. Presley, Vic.

(Continued on page 58)

**MGM Records**

**HOT SELLERS**

**Joni James**

**GIVE US THIS DAY**

Billboard Cashbox Variety pick  
Billboard Best Buy  
Hitting the Charts

**HOW LUCKY YOU ARE**  
MGM 12288  
K12288

**AN OVERNIGHT SMASH**

**TRIBUTE TO JAMES DEAN**

Theme From "East of Eden"  
Theme From "Rebel Without a Cause"

featuring

**ART MOONEY and his arch.**

MGM 12312 • K12312



Package in attractive sleeve  
Featuring Photo of James Dean and scenes from his Films.

*Sweeping the Country!*

**DICK HYMAN ONE FINGER PIANO**

and his harpsichord piano

and THE BLUE WHISTLER

MGM 12296  
• K12296

ORDER NOW BEFORE THE IMITATIONS COME OUT

**Leroy Holmes and his orch.**  
**WHEN THE WHITE LILACS BLOOM AGAIN**  
and  
**THE LAST WAGON**  
MGM 12317 • K 12317

<b>ROGER COLEMAN</b>	<b>ONLY THE ONE</b> and <b>HALF WAY TO HEAVEN</b> MGM 12298 • K12298
<b>DAVID ROSE and his orch.</b>	<b>A KISS IS FOREVER</b> and <b>DANCE OF FURY</b> MGM 12305 • K12305
<b>PAT O'DAY</b>	<b>HOW CAN I TELL</b> and <b>MY IMAGINARY LOVE</b> MGM 12304 • K12304
<b>RUSH ADAMS</b>	<b>THE BEST THINGS IN LIFE ARE FREE</b> and <b>CRAZY LIPS</b> MGM 12299 • K12299
<b>CATHY ALLEN</b>	<b>COME ON AND KISS ME</b> and <b>I GOT YOUR NUMBER</b> MGM 12310 • K12310
<b>THE OSBORN BROTHERS AND RAY ALLEN</b>	<b>RUBY, ARE YOU MAD!</b> and <b>MY ACHING HEART</b> MGM 12306 • K12306



# RCA VICTOR RECORD BULLETIN



Eddie Fisher

**OH MY MARIA**

**IF I'M ELECTED**

(To Be the One You Love)

20/47-6615

Hugo Winterhalter's Orchestra and Chorus

WATCH THESE

**6...**

**THEY'RE COMING  
UP FAST!**

**EDDY ARNOLD**

Casey Jones

c/w You Were Mine for Awhile

20/47-6601

**THE BLENDERS**

Cecilia

c/w I've Told Every Little Star

20/47-6591

**BUDDY BREGMAN**

Sadie's Shawl

c/w Hit & Run

20/47-6616

**LEO DIAMOND**

Le Riffi

c/w Go See Tony

20/47-6600

**FREDDY MARTIN**

One Finger Piano

c/w Love Is a Gamble

20/47-6614

**TONY MARTIN**

Your Place in the Sun

c/w It's Better in the Dark

20/47-6597

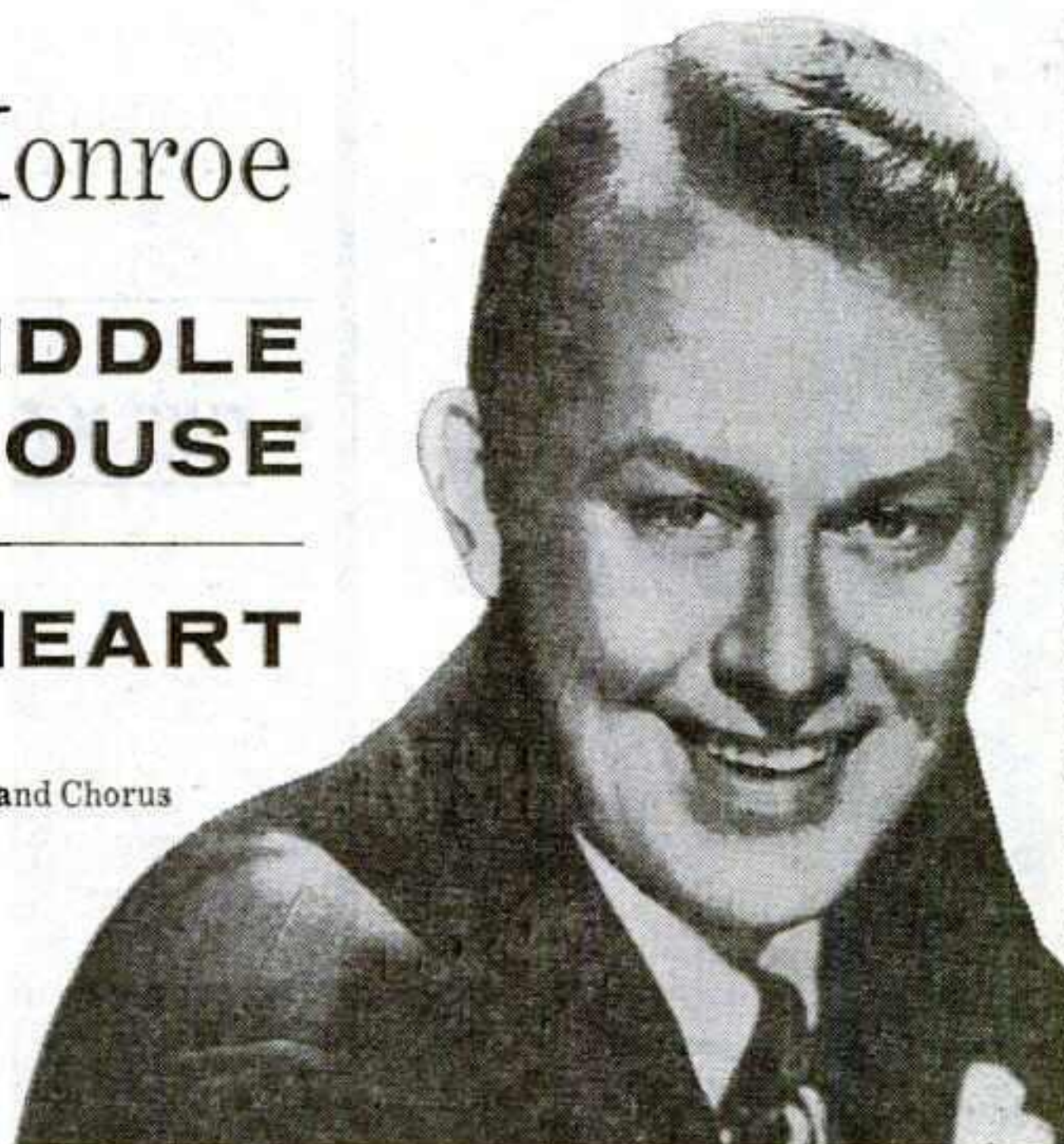
Vaughn Monroe

**IN THE MIDDLE  
OF THE HOUSE**

**ROLLIN' HEART**


20/47-6619

Joe Reisman's Orchestra and Chorus



"New Orthophonic" High Fidelity Recordings

Your Customers will hear these Recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"

America's favorite speed...  45 RPM

**RCA VICTOR**





# PEARL YOU'RE GREAT!

—AND SO IS YOUR FIRST RELEASE

# I CAN'T ROCK AND ROLL TO SAVE MY SOUL

and

# THE GYPSY GOOFED

Mercury 70926 • 70926x45



# PEARL BAILEY



## • COMING UP STRONG

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

1. Ape Call . . . . . *Nervous Norvus*  
(ASCAP) Dot 15485
2. Fever . . . . . *Little Willie John*  
(BMI) King 4935
3. Theme From "The Proud Ones"  
 . . . . . *Nelson Riddle*  
(BMI) Capitol 3472
4. Somebody Up There Likes Me . . . *Perry Como*  
(ASCAP) RCA Victor 6590
5. Ghost Town . . . . . *Don Cherry*  
(ASCAP) Columbia 40705
6. Mama, Teach Me to Dance . . . . *Eydie Gorme*  
(ASCAP) ABC-Paramount 9722
7. Canadian Sunset . . . . . *Andy Williams*  
(BMI) Cadence 1297
8. The Old Philosopher . . . . . *Eddie Lawrence*  
(BMI) Coral 61671
9. Rip It Up . . . . . *Bill Haley & His Comets*  
(BMI) Decca 30028
10. Tonight You Belong to Me  
 . . . . . *Patience and Prudence*  
(ASCAP) Liberty 55022

## • THIS WEEK'S BEST BUYS

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

- RIP IT UP** (Venice, BMI)—*Bill Haley and His Comets*—Decca 30028—Altho out only a couple of weeks this one has moved rapidly to a position where it is now just off the charts and pop-wise is moving ahead of the Little Richard original. Reported strong in Baltimore, Los Angeles, Milwaukee, Providence, Cincinnati, St. Louis and Chicago with other cities also indicating action. The flip side, "Teen-Ager's Mother" is also drawing sales (Dauby, BMI). A previous Billboard "Spotlight" pick.
- THEME FROM "THE PROUD ONES"** (Weiss & Barry, BMI)—*Nelson Riddle*—Capitol 3472—Altho this record is bucking quite a bit of competition, it is moving fast toward the charts and looks like another big one for Riddle. Good reports picked up in Baltimore, St. Louis, Durham, Boston, Philadelphia, Buffalo, Milwaukee, Atlanta and Chicago. Flip is "The Love of Genevieve." A previous Billboard "Spotlight" pick.
- MAMA, TEACH ME TO DANCE** (Roncom, ASCAP)—*Eydie Gorme*—ABC-Paramount 9722—Miss Gorme comes back with this disk close on the heels of "Too Close for Comfort" which is still making money. She is receiving strong deejay support plus her own help on the Steve Allen network TV shows. Baltimore, Milwaukee, Chicago, Boston, Philadelphia, St. Louis, Providence and Cleveland all indicate good movement on this disk. Flip is "You Bring Out the Lover in Me" (E. H. Morris, ASCAP).



**TWO FANTASTIC  
SIDES FROM  
AMERICA'S  
MOST PROMISING  
BANDLEADER\***



\* CASHBOX POLL July 1956

# DICK JACOBS

Theme From **AND HIS ORCHESTRA**

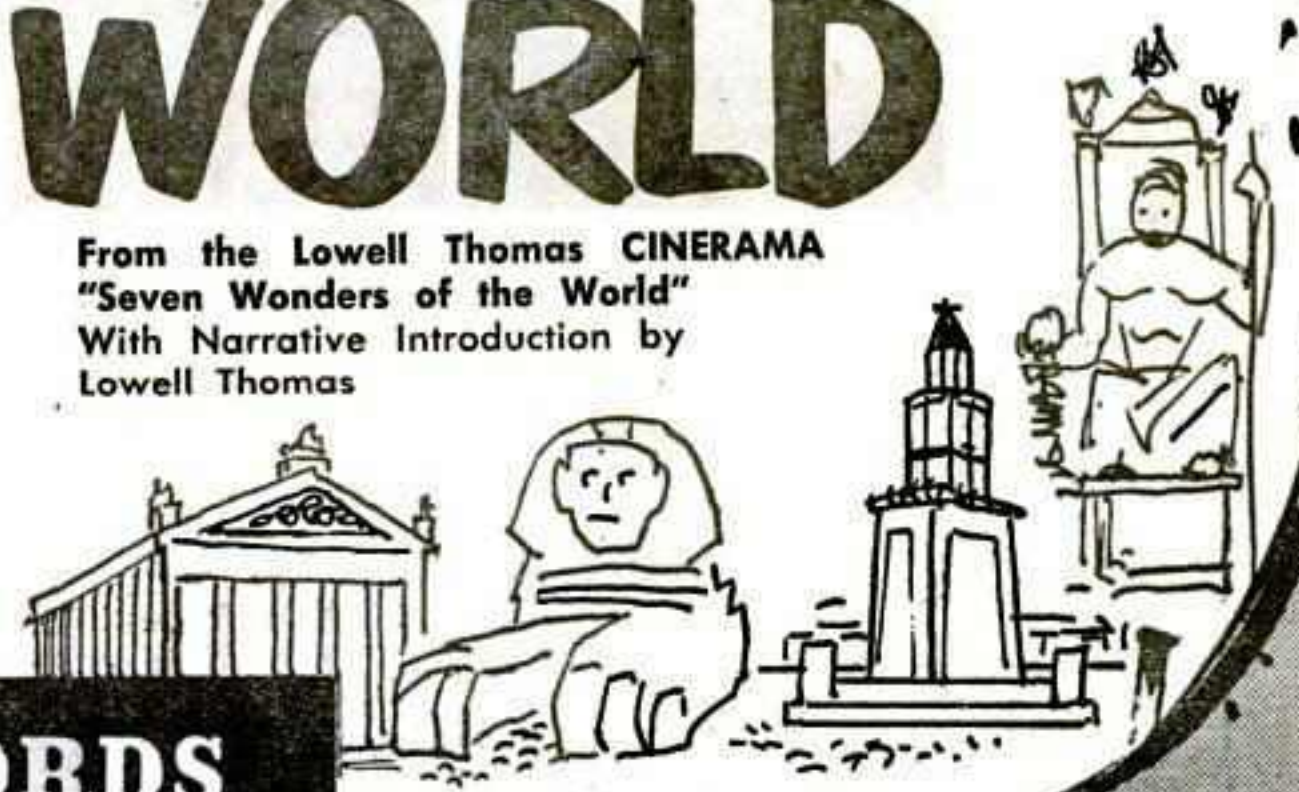
## EAST OF EDEN

## THE SEVEN WONDERS OF THE WORLD



From the Warner Bros. Film "East of Eden," starring James Dean

From the Lowell Thomas CINERAMA "Seven Wonders of the World" With Narrative Introduction by Lowell Thomas



Coral 61692 • 9-61692

**CORAL RECORDS**  
America's Fastest Growing Record Company



# WANT MORE PROFITS?

For as little as 25c a week  
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.

# THE TOP 100

For survey week ending August 1

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.	I ALMOST LOST MY MIND	P. Boone	Dot	1
2.	MY PRAYER	Platters	Mercury	5
3.	WAYWARD WIND	Grant	Era	2
4.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	7
5.	ALLEGHENY MOON	P. Page	Mercury	4
6.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	3
7.	BORN TO BE WITH YOU	Chordettes	Cadence	5
8.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	11
9.	MORE	P. Como	Victor	10
10.	BE-BOP-A-LULA	G. Vincent	Capitol	9
11.	HOUND DOG	E. Presley	Victor	24
12.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	8
13.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	11
14.	I'M IN LOVE AGAIN	F. Domino	Imperial	13
15.	STANDING ON THE CORNER	Four Lads	Columbia	15
16.	IT ONLY HURTS A LITTLE WHILE	Ames Brothers	Victor	16
17.	GLENDORA	P. Como	Victor	14
18.	CANADIAN SUNSET	H. Winterhalter	—	—
		E. Heywood	Victor	29
18.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	17
20.	THAT'S ALL THERE IS TO THAT	N. (King) Cole	Capitol	18
21.	STRANDED IN THE JUNGLE	Cadets	Modern	19
22.	TREASURE OF LOVE	C. McPhatter	Atlantic	23
23.	SOFT SUMMER BREEZE	E. Heywood	Mercury	20
23.	YOU DON'T KNOW ME	J. Vale	Columbia	33
25.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	26
26.	FOOL	S. Clark	Dot	41
26.	GHOST TOWN	D. Cherry	Columbia	56
28.	DON'T BE CRUEL	E. Presley	Victor	—
29.	APE CALL	N. Norvus	Dot	46
29.	STRANDED IN THE JUNGLE	Jayhawks	Flash	41
31.	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	77
32.	WEARY BLUES	McGuire Sisters	Coral	58
33.	FLYING SAUCER	Buchanan & Goodman	Luniverse	84
33.	GIVE US THIS DAY	J. James	M-G-M	60
35.	I ONLY KNOW I LOVE YOU	Four Aces	Decca	37
36.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	36
37.	LOVE, LOVE, LOVE	Clovers	Atlantic	32
38.	WAYWARD WIND	T. Ritter	Capitol	63
39.	FEVER	L. W. John	King	27
39.	HEAVEN ON EARTH	Platters	Mercury	—
39.	THEME FROM "THE PROUD ONES"	N. Riddle	Capitol	39
42.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	54
42.	SONG FOR A SUMMER NIGHT	M. Miller	Columbia	53
44.	HAPPY WHISTLER	D. Robertson	Capitol	34
45.	FABULOUS CHARACTER	S. Vaughan	Mercury	49
46.	LOVE, LOVE, LOVE	Diamonds	Mercury	45
46.	SOMEBODY UP THERE LIKES ME	P. Como	Victor	61
46.	TRANSFUSION	N. Norvus	Dot	21
49.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	45
50.	WALK HAND IN HAND	T. Martin	Victor	31
51.	IVORY TOWER	C. Carr	Fraternity	25
52.	PICNIC	McGuire Sisters	Coral	30
53.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	47
54.	MY BLUE HEAVEN	F. Domino	Imperial	41
55.	OLD PHILOSOPHER	E. Lawrence	Coral	—
56.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	69
57.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	44
58.	RIP IT UP	Little Richard	Specialty	49
59.	IVORY TOWER	G. Storm	Dot	22
60.	TONIGHT BELONGS TO ME	Patience and Prudence	Liberty	68
60.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	39
62.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	27
63.	IN THE ALPS	McGuire Sisters & L. Welk	Coral	98
63.	MY BABY LEFT ME	E. Presley	Victor	59
65.	HEARTBREAK HOTEL	E. Presley	Victor	38
65.	ST. THERESE OF THE ROSES	B. Ward	Decca	—
67.	LOLA'S THEME	M. Mathieson	Columbia	90
68.	AFTER THE LIGHTS GO DOWN LOW	A. Hibbler	Decca	75
69.	STANDING ON THE CORNER	D. Martin	Capitol	47
70.	RIP IT UP	B. Haley	Decca	—
71.	MAMA, TEACH ME TO DANCE	E. Gorme	ABC-Paramount	95
71.	VOICES	Fontane Sisters	Dot	51
73.	IVORY TOWER	O. Williams	De Luxe	64
74.	MY LITTLE ANGEL	Four Lads	Columbia	70
75.	FREE	T. Leonetti	Capitol	81
76.	CASUAL LOOK	Six Teens	Flip	—
77.	CANADIAN SUNSET	A. Williams	Cadence	—
78.	MY DREAM SONATA	N. (King) Cole	Capitol	65
79.	SWEET HEARTACHES	E. Fisher	Victor	73
80.	READY TEDDY	Little Richard	Specialty	52
81.	SO-LONG	F. Domino	Imperial	93
82.	ENGLISH MUFFINS AND IRISH STEW	S. Syms	Decca	—
83.	HEART HIDEAWAY	C. Carr	Fraternity	76
84.	TO LOVE AGAIN	Four Aces	Decca	92
85.	WITH A LITTLE BIT OF LUCK	J. Stafford	Columbia	86
86.	BEAUTIFUL FRIENDSHIP	E. Fitzgerald	Decca	77
87.	DREAM ALONG WITH ME	P. Como	Victor	85
88.	HOT DIGGITY	P. Como	Victor	55
89.	LOVE AIN'T RIGHT	K. Starr	Victor	—
89.	TELL ME WHY	G. Storm	Dot	—
91.	JOHNNY CONCHO THEME	F. Sinatra	Capitol	90
92.	SECOND FIDDLE	K. Starr	Victor	83
93.	LET THE GOOD TIMES ROLL	Shirley & Lee	Ataddin	—
93.	LONESOME LOVER BLUES	Fontane Sisters	Dot	—
95.	I'M IN LOVE WITH YOU	P. Boone	Dot	—
95.	THEME FROM "THE PROUD ONES"	L. Holmes	M-G-M	—
97.	LONG, TALL SALLY	Little Richard	Specialty	67
98.	GET ME TO THE CHURCH ON TIME	J. La Rosa	Victor	94
98.	I'VE GROWN ACCUSTOMED TO YOUR FACE	R. Clooney	Columbia	—
100.	I PROMISE TO REMEMBER	Teen-Agers	Geo	57

### 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.



# BILLBOARD PICKS

**RUSTY DRAPER...Mercury 70921...IN THE MIDDLE OF THE HOUSE**  
(Shapiro-Bernstein, ASCAP)

Draper sells a folk-type novelty with solid showmanship and tongue-in-cheek humor. The tune is a funny take-off on the old gag about the house with a railroad track running thru it. Milton Berle has cut the tune on Coral and Vaughan Monroe for Victor, but this platter is the one to beat. The flip is a cover of a bouncy c.&w. rhythm item, "Pink Cadillac" (4 Star Sales, BMI).

*Sensational Novelty Hit!*

## 'In The Middle Of The House' RUSTY DRAPER

coupled with  
"PINK CADILLAC"  
MERCURY 70921

**LOLA DEE-RUSTY DRAPER...Mercury 70923...SCRATCH MY BACK**  
(Second, ASCAP)

A sock reading of a lazy, sensuous novelty from the legit click, "New Faces." Both Miss Dee and Draper contribute standout performances on clever special material-type lyrics. Theme (gal wants to get out and go, while guy is in no hurry) provides effective chatter angle for daytime jocks. Flip is a happy, bouncy novelty, "Behind Those Swingin' Doors" (American, ASCAP).

*Something Different!*

## 'Scratch My Back' RUSTY DRAPER AND LOLA DEE

coupled with  
"BEHIND THOSE SWINGIN' DOORS"  
MERCURY 70923

*Don't Miss This Beautiful Instrumental*

## "LA STRADA"

MERCURY 70909

## EDDIE BARCLAY

BY

AND HIS ORCHESTRA

*Spectacular Performance By*

## FLORIAN ZABACH

HIS VIOLIN AND ORCHESTRA

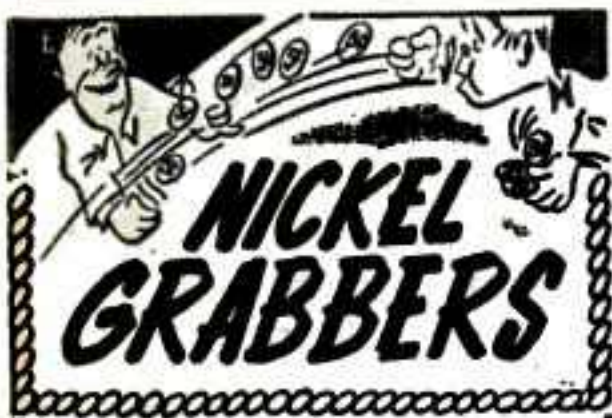
## "When The White Lilacs Bloom Again"

coupled with  
"THE FIDDLER'S BOOGIE"  
MERCURY 70936



CHICAGO 1, ILLINOIS





LITTLE WILLIE JOHN

**FEVER**

King 4935

BILL DOGGETT

**HONKY TONK**

King 4950

**JAMES BROWN**

WITH THE FAMOUS FLAMES  
**PLEASE, PLEASE, PLEASE**

Federal 12258

EARL BOSTIC

**ROSES OF PICARDY**

b/w

**WHERE OR WHEN**

King 4943

THE MIDNIGHTERS

**TORE UP OVER YOU**

b/w

**EARLY ONE MORNING**

Federal 12270

JERRY DORN

**WISHING WELL**

King 4932

BILLY GAYLES

**I'M TORE UP**

Federal 12265

MAC CURTIS

**HALF HEARTED LOVE**

b/w

**GRANDDADDY'S**

**ROCKIN'**

King 4949

**NEW RELEASES!!**

**JAMES BROWN**

WITH THE FAMOUS FLAMES  
**HOLD MY BABY'S HAND**

b/w

**NO, NO, NO, NO**

Federal 12277

EARL BOSTIC

AND

BILL DOGGETT

**BUBBINS ROCK**

b/w

**INDIANA**

King 4954

**KING RECORDS**

**VOX JOX**

By JUNE BUNDY

**YESTERYEAR'S TOPS—**

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

AUGUST 10, 1946

1. The Gypsy
2. To Each His Own
3. Doin' What Comes Natur'lly
4. Surrender
5. They Say It's Wonderful
6. Prisoner of Love
7. I Don't Know Enough About You
8. In Love in Vain
9. Full Moon
10. All Through the Day
11. I Don't Know Why (I Just Do)
12. Five Minutes More
13. One More Tomorrow
14. There's No One But You
15. I Got the Sun in the Morning

AUGUST 11, 1951

1. Come On-a My House
2. Too Young
3. My Truly, Truly Fair
4. Sweet Violets
5. Loveliest Night of the Year
6. How High the Moon
7. Mister and Mississippi
8. Jezebel
9. Because of You
10. On Top of Old Smoky

sonal visit." Anthony, according to his press agent, took to the pole to disprove a fellow jock's contention that "top name singers don't take deejays seriously." To date, Boone hasn't gotten the message.

Jockeys all over the country are suddenly staging marathon broadcasts. Latest spinners on the fatigue-turn table are Don King, WBML, Macon, Ga., who claims to have broken the record with 125 successive hours on the air. . . . Bob Johnson, KICK, Springfield, Mo., 120 hours; Gene Edwards, WRIT, Milwaukee, 115 hours, 5 minutes, 28 seconds.

**CHANGE OF THEME:**

Tex Crays, formerly with KRMD, Shreveport, La., has joined WENT, Baton Rouge, La., as program director. He will also supervise programming for other indie stations in the group. . . . New morning man at WBSM, New Bedford, Mass., is Raul Lovett, formerly with WICE, Providence, R. I. . . . Carl Reves has left KGGF, Coffeyville, Kan., to become morning deejay at KWHK, Hutchinson, Kan. Meanwhile, Bill Miller has moved from KGGF's night shift to take over two daily record shows, and Jack Herrington is the new night man at the station.

**Number of Releases This Week**

Label	Pop	C&W	R&B
ABC-PARAMOUNT	1	—	—
CADENCE	1	—	—
CAPITOL	1	—	—
CHECKER	—	—	1
CHESS	—	—	1
COLUMBIA	6	1	—
CORAL	2	—	—
CORBIN	—	1	—
CORONATION	—	1	—
DAWN	1	—	—
DECCA	2	1	—
DEED	1	—	—
DIAMOND	1	—	—
FABOR	—	1	—
HERALD	—	—	1
HICKORY	—	1	—
JESTER	1	—	—
JOPZ	—	1	—
KAPP	1	—	—
KEY	1	—	—
KERRY	1	—	—
MASQUERADE	1	—	—
MERCURY	1	—	—
M-G-M	1	1	—
RAINBOW	1	—	—
REAL	1	—	1
RESERVE	1	—	—
RPM	1	—	—
SAPPHIRE	—	—	1
SUNSET	1	—	—
VICTOR	5	1	—
VITA	—	—	1
TOTAL	33	9	6

Don Folsom, recently promoted to chief announcer at WCNT, Centralia, Ill., has started a new program, featuring The Billboard's "Honor Roll of Hits" from 8:15 to 10 a.m. . . . Chuck Moyer, former program director and afternoon deejay at WEDO, McKeesport, Pa., has joined WICU-TV, Erie, Pa. . . . Jerry Williamson, ex-KREM, Spokane, Wash., is now spinning 'em at KWIK, Pocatello, Idaho. . . . Jim Cockrell has left WOKZ, Alton, Ill., to join KOB, Albuquerque, N. M. . . . Jerry Gross has replaced Bill Orr on the morning shift at WVOS, Liberty, N. Y. Orr has moved into sales. Bob Klein's teen-age show, "Rock With Bob," is still in WVOS's midday slot, and Tony Rousseau handles the evening spin-chores.

Warren Bourque, WNLC, New London, Conn., is writing a deejay column for a local newspaper and will welcome info about recording artists. . . . Bill Cusack has joined WGAW, Gardner, Mass., as its morning and evening jock. . . . Mike Brooks plays nothing but jazz wax from midnight to 1 a.m. over WPDQ, Jacksonville, Fla. . . . (Old Doc) Johnson, WNNC, Newton, N. C., has added a new staffer to his two and a half hour nightly disk show. The newcomer is a parakeet that shouts "Rock and Roll With Old Doc!" into the mike, presumably on cue.

Leo McDevitt has returned from a stretch in TV to spin 'em again at WOKO, Albany, N. Y., on a new morning show. . . . Ken Scott, WAFM, Birmingham, Ala., has started a new show, "Play Something Cool," from 10:20 to midnight. . . . Larry Ford is doing a three-hour early morning show and a four-hour afternoon show (plus four or five record hops each week) over WCRO, Johnstown, Pa. . . . Newest deejays at KGEW, Boise, Idaho, and Dan Smede, Bill McCusker and Bill Eames (back on station after five years).

**THE SILLY SEASON:** Maybe it's the sun, but strange things are happening out there on the local radio level this month. For instance, at this writing, Bill Anthony, WLCS, Baton Rouge, La., is perched on top of a 40-foot pole, from which he threatens to do his daily show until "Pat Boone pays me a per-

**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:

- Schenectady, N. Y. "I Almost Lost My Mind," Pat Boone, Dot.
- Knoxville "Whatever Will Be, Will Be," Doris Day, Columbia.
- Baton Rouge, La. "A Sweet, Old-Fashioned Girl," Teresa Brewer, Coral.
- Bismark, N. D. "I Only Know I Love You," Four Aces, Decca.
- St. Paul "Hound Dog," Elvis Presley, Victor.
- Detroit "Soft Summer Breeze," Eddie Heywood, Mercury.
- Fort Worth "Wayward Wind," Gogi Grant, Era.
- Seattle "On the Street Where You Live," Vic Damone, Columbia.
- Rochester, N. Y. "Canadian Sunset," Hugo Winterhalter, Victor.

**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
- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Born to Be With You (R) — Mayfair—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Glendora (R)—American—BMI
- Happiness Street (R)—Planetary—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Almost Lost My Mind (R)—St. Louis—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Make Me a Child Again (R)—Remick—ASCAP
- Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
- Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP
- My Dream Sonata (R)—United—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- One Finger Piano (R)—E. B. Marks—BMI
- Picnic (R) (F)—Columbia Pic—ASCAP
- Portuguese Washerwoman (R) — Remick—ASCAP
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- Standing on the Corner (R) (F)—Frank—ASCAP
- Te Amo (R)—Southern—ASCAP
- To Love Again (R) (F)—Columbia Pic—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Wayward Wind (R)—Warman—BMI
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- You're Sensational (R) (F)—Buxton Hill—ASCAP

**Television**

- A Sweet, Old Fashioned Girl (R)—Valor—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Be-Bop-a-Lula (R) — Lowery Enterprises—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Don't Cry (R)—Sampson—BMI
- Glendora (R)—American—BMI
- How Little We Know (R)—E. H. Morris—ASCAP
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Can't Rock and Roll to Save My Soul (R)—Tobias & Lewis—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Only Know I Love You (R)—Leeds—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Mama, Teach Me to Dance (R)—Roncom—ASCAP
- Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
- Miracles of Love (R)—Rylan—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Moonglow-Picnic Theme (R) (F)—Mills-Columbia Pic—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Please Don't Forget Me, Dear (R)—Sam Weiss—ASCAP
- Portuguese Washerwoman (R) — Remick—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Stranded in the Jungle (R)—Peer—BMI
- Strangest Romance (R)—Lear—ASCAP
- Too Close for Comfort (R) (M)—Republic—BMI
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When You're Smiling (R)—Mills—ASCAP

**Best Selling Sheet Music in Britain**

(For Week Ending July 28)

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

- Walk Hand in Hand—Duchess (Republic)
- Who Are We?—Bourne (Thunderbird)
- Hot Diggity—Peter Maurice (Roncom)
- Whatever Will Be, Will Be—Melcher-Toff (Warman)
- My September Love—Bron
- The Wayward Wind—Lafleur (Artists)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- Out of Town—Kassner (Kassner)
- The Birds and the Bees—Maddox (Famous)
- I'll Be Home—Box & Cox (Arc)
- No Other Love—Chappell (Williams)
- Too Young to Go Steady—Robbins (Robbins)
- A Tear Fell—Robbins (Progressive)
- Ivory Tower—E. H. Morris (E. H. Morris)
- You Can't Be True to Two—Dash (Joy)
- Serenade—Blossom (Harms)
- Mister Cuckoo—Macmelodies (Peter Maurice)
- Mountain Greenery—New World (Harms)
- The Poor People of Paris—Berry (Connelly)
- It's Almost Tomorrow—Macmelodies (Northern)

**Best Selling Pop Records in Britain**

(For Week Ending July 28)

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

This Week	Last Week
1. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	1
2. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	3
3. WALK HAND IN HAND—Tony Martin (HMV)	6
4. I'LL BE HOME—Pat Boone (London)	2
5. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	15
6. HEARTBREAK HOTEL—Elvis Presley (HMV)	4
7. WHO ARE WE?—Ronnie Hilton (HMV)	10
8. WAYWARD WIND—Tex Ritter (Capitol)	9
9. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	19
10. HOT DIGGITY—Perry Como (HMV)	6
11. I'M WALKING BACKWARDS FOR CHRISTMAS/BLUEBOTTLE BLUES—The Goons (Decca)	8
12. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	13
13. ALL STAR HIT PARADE—Winifred Atwell, Dickie Valentine, David Whitfield, Joan Regan, Lita Roza, Dave King (Decca)	5
14. WAYWARD WIND—Gogi Grant (London)	12
15. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Parlophone)	11
16. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	18
17. LEFT BANK—Winifred Atwell (Decca)	20
18. SERENADE—Slim Whitman (London)	—
19. WALK HAND IN HAND—Ronnie Carroll (Philips)	—
20. FAITHFUL HUSSAR—Ted Heath Orchestra (Decca)	—

**Territorial Best Sellers**

Continued from page 52

**St. Louis**

1. My Prayer, Platters, Mer.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Flying Saucer Buchanan & Goodman, Lun.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. On the Street Where You Live V. Damone, Col.
8. Allegheny Moon, P. Page, Mer.
9. Glendora, P. Como, Vic.

**San Francisco**

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

**Seattle**

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. Wayward Wind, T. Ritter, Cap.
4. Allegheny Moon, P. Page, Mer.
5. Fool, S. Clark, Dot
6. Don't Be Cruel, E. Presley, Vic.
7. Whatever Will Be, Will Be Doris Day, Col.
8. Flying Saucer Buchanan & Goodman, Lun.
9. Canadian Sunset H. Winterhalter-E. Heywood, Vic.

**Toronto**

1. Waward Wind, G. Grant, Era
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I'm In Love Again, F. Domino, Imp.
4. On the Street Where You Live V. Damone, Col.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I Almost Lost My Mind, P. Boone, Dot
7. My Prayer, Platters, Mer.
8. Whatever Will Be, Will Be Doris Day, Col.



• **Review Spotlight on . . .**

**RECORDS**

**THE FOUR LADS** . . . . . Columbia 40736 . . . **THE BUS STOP SONG**  
(A Paper of Pins) (Miller, ASCAP)

**A HOUSE WITH LOVE IN IT** . . . . . (Evans, ASCAP)  
The boys are still riding on the charts with "Standing on the Corner," and their new platter should be a two-sided hit for them. "The Bus Stop Song," which the Lads sing in Marilyn Monroe's new movie, "Bus Stop," is a folk tune with a pleasing reading, easy pace and amusing lyrics. Flip is an appealing ballad, warmly sung by the group.

**VIC DAMONE** . . . **SPEAK, MY LOVE** . . . . . Columbia 40733 . . . . . (Harvard, BMI)

It took Damone's "On the Street Where You Live" disk a long time to make the charts, but he's hot right now, and his new platter should grab off plays right away. The singer warbles with rich sincerity and feeling on the poignant ballad, which he introduced on his network TV show this Monday (6). Flip is a melodic waltz, the new movie theme, "War and Peace" (Famous, ASCAP).

**DISK JOCKEY PROGRAMMING**

**ROGER WILLIAMS** . . . Kapp 156 . . . . . **TUMBLING TUMBLEWEEDS**  
(Williamson, ASCAP)

**I'LL ALWAYS WALK WITH YOU** . . . . . (Garland, ASCAP)  
Williams has two strong sides for romantic disk jockey programming segs. The pianist offers a classy arrangement of the effective cowboy standard, "Tumbling Tumbleweeds," with a colorful, continuous tone effect and lush fem choral support. Flip spotlights Williams' flowing pianistics on a slow, dreamy melody with a danceable tempo.

**ART MOONEY** . . . M-G-M 12312 . . . . . **THEME FROM "EAST OF EDEN"**  
(Witmark, ASCAP)

**DICK JACOBS** . . . Coral 9-61692 . . . . . **THEME FROM "EAST OF EDEN"**  
(Witmark, ASCAP)

The fan-cult honoring the late movie actor, James Dean, is reaching near-fanatical proportions these days, and deejays can cash in on the movement with these two lushly melodic instrumental disks, featuring theme music from one of Dean's most successful movies, "East of Eden." Flip on the Mooney disk is "Theme From 'Rebel Without Cause'" (Witmark, ASCAP), another Dean film. Flip on the Jacobs platter is the Cinerama film theme, "The Seven Wonders of the World" (Hill & Range, BMI).

• **Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

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

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

**JOHNNIE RAY**  
Just Walking in the Rain . . . . . 88

**COLUMBIA 40729** — Ray belts with good backing by Coniff's ork and chorus. Arrangement adds much. Tune has a fetching melody and rhythm. Deejay material and should go in stores. (Golden West, BMI)

**In the Candlelight** . . . . . 76

Strong side written by the cleffer of "Mr. Sandman" and "I Get So Lonely." Ray gives it a warm rendition. Could sell. (E. H. Morris, ASCAP)

**LINCOLN CHASE**  
If I Were a Countryside . . . . . 84

**DAWN 217**—Deejays looking for some striking, original material will find it here. Lincoln Chase sings a tune of true poetic quality—arranged tastefully and simply. (Raleigh-Lively, BMI)

**Watch My Smoke** . . . . . 82

Another piece of unusual material. This has a rollicking rhythm and a neat lyric. Chase, the cleffer, does it in his highly individual style. Fine for deejays. (Raleigh, BMI)

**ORESTE**  
This Same Heart . . . . . 82

**VICTOR 6605**—New Mario Lanza type tenor sings with force and authority on a tune written for the new film version of "The Vagabond King." The song has a typical operetta styling and the reading by Oreste, star of the flick, is bound to get plays. (Famous, ASCAP)

**Lord, I'm Glad I Know Thee** . . . . . 77

A moving anthem, also written for the new film version of the old operetta, gets a powerful voicing from the tenor with full backing from Henri Rene's ork

and chorus. Flip may be the better commercial draw. Famous, ASCAP)

**VAUGHN MONROE**  
In the Middle of the House . . . . . 81

**VICTOR 6619**—A fine cover of Rusty Draper's novelty disk. Monroe's deadpan delivery on the "railroad runs" is deftly humorous. Should pull jockey and juke spins, altho Draper's platter is still the one to beat. (Shapiro-Bernstein, ASCAP)

**Rollin' Heart** . . . . . 76

Monroe Warbles warmly on a lazy, western-style ditty with clever lyrics. (Coliseum, BMI)

**SILVER SISTERS**  
Till You Come Back . . . . . 80

**RAINBOW 355** — An equally effective side; this time a ballad with a beat. Hiccuppy phrasing is framed nicely by Sam (the Man) Taylor's orking. (Dorsey, ASCAP)

**I Wanna Be Seventeen**

**All of My Life** . . . . . 78

New rock and roll duo consists of thrushes aged 17 and 11 with influences of the De John Sisters and Teresa Brewer. Brisk pace on this one should register with the teen crowd. (Dorsey, ASCAP)

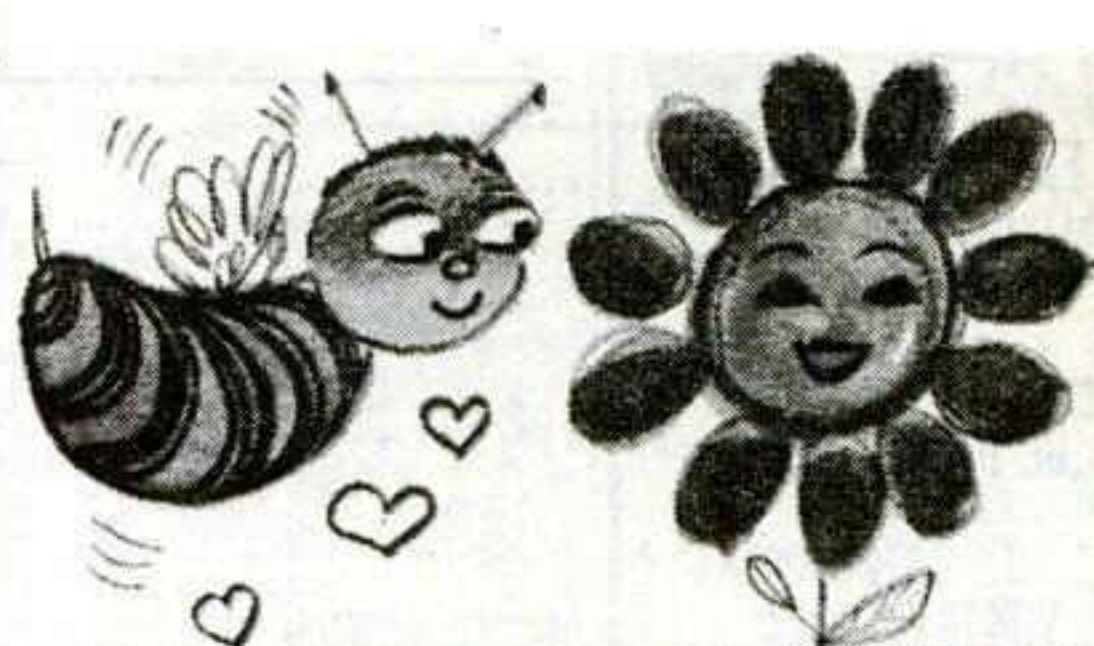
**DICK WILSON**  
My Mission in Life . . . . . 78

**COLUMBIA 40731** — New artist with strong vocal in the Hibbler-Eckstine style. A talent that should impress deejay's and dealers. (Leeds, ASCAP)

**My Heart Is So Full of You** . . . . . 76

Another good side. Gives the artist a good opportunity to show his range. Tune from "Most Happy Fella." (Frank, ASCAP)

(Continued on page 60)



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**Reviews of New Pop Records**

Continued from page 59

**GEORGE CATES ORK**  
Where There's Life ..... 78  
CORAL 61683—A beer commercial  
jingle is transferred into a dreamy  
instrumental by Cates, via a "Picnic-  
Moonglow" melodic treatment. Fine  
jockey wax for romantic segs. (North-  
ern, ASCAP)

One Night in Monte Carlo... 75  
Exotic-styled instrumental with a lit-  
ting theme and a swiny tempo.  
Another good deejay side. (Nutmeg,  
ASCAP)

**GEORGIE SHAW**  
Haunting Love ..... 77  
DECCA 30029 — A poignant ballad  
wrapped up in a tender vocal treat-  
ment by Shaw. (Tee Pee, ASCAP)

This Saw Heart... 76  
Shaw warbles a pretty new ballad  
from the new flick, "Vagabond  
King." If the film pulls at the box  
office this side might step out, but  
otherwise the flip has more potential.  
(Famous, ASCAP)

**GUY MITCHELL**  
Finders Keepers ..... 77  
COLUMBIA 40724—This slow, plead-  
ing melody has an attractive folkish  
touch and Mitchell sings it in a warm  
and personal style. Chorus and ork  
make a big production out of the  
simple ditty. (Joy, ASCAP)

I'd Like to Say a  
Few Words About Texas... 75  
Another hymn of praise about the  
Lone Star State. Coming on the  
heels of "Big D." chances are doubt-  
ful, but it could be a coin puller in  
the Panhandle area. (Hawthorne,  
ASCAP)

**THE WAYFARERS**  
This Land Is Your Land ..... 76  
VICTOR 6610 — Some lusty choral  
singing in a style reminiscent of the  
Weavers. There's a fine rhythm  
from the banjo and bass line-up and  
the carefree, bright tone makes it a  
solid juke box choice. (Ludlow, BMI)

Everybody Loves Saturday Night... 75  
This starts like a calypso job but a  
gal breaks in to say it comes from  
South Africa, then France, then  
Spain, etc. Turns out that every  
body loves Saturday night and in all  
the languages. Percy Faith had a  
fairly successful recording of this  
some months back. (Hollis, BMI)

**MARTHA CARSON**  
All These Things ..... 76  
VICTOR 6603—Miss Carson is in a  
happy mood as she recites her many  
blessings. There's a bright rhythm  
here with a snappy Dixieland instru-  
mental spot in the middle. Good bet  
for boxes. (Trinity, BMI)

Faith Is the Key  
(That Opens Your Heart)... 75  
This tune has a sacred slant with its  
optimistic religious philosophizing.  
It's a happy hand-clapper with con-  
siderable pop appeal, and Miss Carson,  
aided by a choral backup, gives it a  
catchy reading. (Towne, ASCAP)

**GRADY MARTIN**  
When My Dream Boat Comes Home... 76  
DECCA 30022—The great standard,  
currently riding via Fats Domino, is  
dressed in an unusually effective ar-  
rangement. Guitars and bass give it  
a rocking beat, which, coupled with  
horns, contributes a smart instrumen-  
tal. (Witmark, ASCAP)

Allegheny Moon... 75  
The hit tune gets a fine instrumental  
performance. Martin's band, with its  
strings and horns, will appeal to both  
country and pop listeners. (Oxford,  
ASCAP)

**MINDY CARSON**  
I Took a Stroll in the Park ..... 76  
COLUMBIA 40728—This is the story  
of one of those "chance" meetings  
on a park bench and how it worked  
out happily in the church. Tune has  
an easy swing and Miss Carson sells  
the cute lyric in happy style. (Joy,  
ASCAP)

I Don't Want to Know... 74  
This Latin-beat opus is sung in pleas-  
ing and expressive style by the thrush,  
Charlie Margulis gets in with a trump-  
et solo. Tune is the old "Ay, Ay,  
Ay" with new lyric. (Joy, ASCAP)

**THE HARMONICATS**  
Through the Dark of Night ..... 76  
MERCURY 70929—The harmonica-  
guitar act employs the mellow, lazy  
"Peg O' My Heart" styling on this  
pretty ballad. Good mood side, rec-  
ommended for the fans. (BYC,  
ASCAP)

Christopher Columbus... 73  
Easy, swiny version of the instru-  
mental oldie, making use of the bass  
harmonicas. Useful as a change-of-  
pace item. (Mayfair, ASCAP)

**RAY HEATHERTON**  
The Pirate Parrot ..... 75  
CADENCE 1296—Deejay Milton O.  
Ford's parrot Richard is featured on  
this novelty via some effective tape  
editing. Heatherton warbles pleasantly  
on the jaunty ditty, which is a hit in  
Italy. Sure-fire jockey material for  
mike chatter stuff. Good backing by  
Archie Bleyer and crew. (Veronique,  
ASCAP)

Alfred, the Air-Sick Eagle... 71  
A Bronx Eagle is featured on this

side, but he lacks Richard's person-  
ality. Heatherton does a warm vocal  
job on the amusing novelty. Both  
sides have kiddie appeal. Heatherton  
is radio-TV kiddie show emcee on  
"The Merry Mailman." (Billboard,  
ASCAP)

**FREDDY MARTIN ORK**  
One Finger Melody ..... 75  
VICTOR 6614—Martin is using the  
soprano sax these days apparently  
in place of his tenor. Otherwise it's  
a typical Martin piano-featured spe-  
cialty. Danceable and listenable, tho  
this will have to battle the Dick  
Hyman version. (E. B. Marks, BMI)

Love Is a Gamble... 71  
Bright, danceable ditty in typical  
Martin style, with tempo in between  
a polka and a schottische. For the  
fans. (Pineclaw, BMI)

**MARGARET WHITING**  
Hello, Young Lovers ..... 74  
CAPITOL 3509—Miss Whiting's rich,  
expressive thrushing is, lushly show-  
cased on the lovely "King and I"  
ballad. Both sides are reissues to  
cash in on current hoopla for movie  
version of the Rodgers and Hammer-  
stein musical. Good jockey wax.  
(Williamson, ASCAP)

We Kiss in a Shadow... 74  
Same comment. (Williamson, ASCAP)

**DAVE BARRY AND SARA BERNER**  
Out of This World With  
Flying Saucers Parts 1 and 2... 74  
RPM 469—Dave Barry's narration on  
this disk—made of snatches of hits  
strung together with dialog—is good  
for a few laughs. In view of excite-  
ment created by the first saucer disk,  
this is likely to get fair number of  
spins.

**PAUL JORDAN ORK**  
Miami Beach Rhumba ..... 73  
DEED 1021—Old standard given a  
lively treatment with piano and drum  
duo, which definitely registers. (E. B.  
Marks, BMI)

Crazy Carousel... 71  
Side offers a melodic tune. Change-  
of-pace material for d.j.'s. Pleasant  
listening. (Hill & Range, BMI)

**MILTON BERLE**  
Buffalo ..... 72  
CORAL 61691—A novelty with a set  
of catchy lyrics, chanted with a good  
comedy sense by Berle. George Cates'  
backing is smartly done.

In the Middle of the House... 71  
A cover of the cute novelty. Will  
get some deejay play.

**THE SPORTSMEN**  
Me and My Shadow ..... 72  
KEY 513—Smart, smooth harmoniz-  
ing of the fine standard tune makes  
this a natural for deejay play. Deal-  
erwise, will do better as part of an LP.  
(Bourne, ASCAP)

The Union Song... 60  
Flimsy idea for a tune here. (Round  
Table, ASCAP)

**GLORIA BECKER**  
Jim Borah ..... 71  
REAL 1313—Cute chirping by this  
chick with a male group backing by  
the Don Rakke Trio. Miss Becker  
gives it freshness. (American, BMI)

Story of Our Love... 65  
Thrush could do well with better  
material.

**DOTTY TODD**  
Special Kind of Love ..... 70  
DIAMOND 3006 — Multi-track used  
on this side with sharp arrangement  
adding the right touch. Could do  
well, but will depend on amount of  
push. (City & Country, BMI)

**ART AND DOTTY TODD**  
I Came to Say Goodbye... 69  
Multi-track used again, this time ad-  
ding her husband, Art. Doesn't mea-  
sure up to flip but, nevertheless, is a  
solid cutting. (Viking, ASCAP)

**THE TRACEY TWINS**  
Tonight You Belong to Me ..... 70  
RESERVE 110—Patience and Prud-  
ence waxed this appealing old Billy  
Rose tune recently and tho the  
Traceys give it a good whirl, the  
little girl voices on the competing  
disk make for a big edge when the  
chips are counted. (Mills, ASCAP)

Picking Sweethearts... 64  
Gals set some pretty enough har-  
monies to this clip-clop, western-type  
rhythm job but the material lets them  
way down.

**STANLEY WILSON ORK**  
Little Sheba ..... 69  
SUNSET 2022—Clever swing opus on  
an Arabic-style theme should attract  
many jock plays. Instrumental. (Ard-  
more, ASCAP)

Land of Promise... 66  
Altho not identified on the label, this  
melody is that of the Israeli anthem,  
"Hatikvah." The lyrics from Tin Pan  
Alley are respectful, if not official,  
and are sung competently by chorus,  
with a light beat in back. Unlikely  
to inspire copious play. (Ardmore,  
ASCAP)

**BILL GARRY**  
I Worry Over You ..... 65  
JESTER 1002 — Pleasant warbling

stint by Garry and Four Jacks and a  
Jill on an attractive ballad.  
Once I Was in Love... 65  
Same comment.

**MIMI WARREN**  
Lover ..... 65  
KERRY 101—Miss Warren, a popular  
cocktail pianist, goes in for a pyro-  
technical rendition of the Rodgers-  
Hart standard. Siring of digital gim-  
micks doesn't add up to much.  
(Famous, ASCAP)

Zoomball... 64  
Routine exotica played without much  
stylistic flair. (Standard Ltd., ASCAP)

**CAROLYN MARSH**  
I Must Have Slipped Your Mind ..... 52  
MASQUERADE 56006—The material,  
recording and semi-legit thrushing are  
unlikely to register in today's market.  
(Music Work Shop)

I'll Never Let You Go... 50  
A weak tea-with-lemon tango, poor  
recording and poor vocal casting dim  
the possibilities of this one. (Scheln)

**Reviews of New  
Sacred Records**

**GEORGE JONES**  
Taggin' Along ..... 85  
STARDAY 256 — This one moves  
right along. Jones sings this sacred  
song with a brisk beat and plenty of  
flavor. Honky tonk piano gives color  
to the backing. (Starrite, BMI)

Boat of Life... 80  
Strong religious feeling marks this  
vocal by George Jones. (Starrite,  
BMI)

**THE CHUCK WAGON GANG**  
A Lot of Heaven ..... 78  
COLUMBIA 21542 — Lively gospel  
chant has a bright-eyed optimistic  
message. Good Bible Belt entry.  
(SESAC)

When the Sun  
Sets Over the Jordan... 76  
This side is a slow devotional theme  
with sincere fem lead and home-  
spun harmony. (SESAC)

**GEORGE BEVERLY SHEA**  
America, the Beautiful ..... 77  
VICTOR 6602—The deep-voiced Shea  
wraps up the moving patriotic theme  
competently, while backing of 1,200-  
voice Oklahoma City Billy Graham  
Crusade Choir assures disk of maxi-  
mum commercial value, via the evan-  
gelist's plugging.

How Great Thou Art... 77  
An inspiring reading of an effective  
sacred item. Same comment on sales  
value. (Nanna, BMI)

**Reviews of New  
Polka Records**

**"WHOOPEE" JOHN WILFAHRT**  
Don't Be Cross Polka ..... 82  
DECCA 29988—Resounding oom-pah  
polka has the brass band sound, and  
even a glockenspiel on the trio. In-  
strumental should do plenty of busi-  
ness in the Midwest and elsewhere.  
(Vital-Eknic, SESAC)

I Miss You Tonight... 82  
Good, European-style oom-pah waltz  
has vocal trio midway. Excellent  
dance side for the boxes. (Teri,  
ASCAP)

**FRANZ SCHERMANN**  
Torrey Pines Polka ..... 75  
BOWERY 210—A lively polka with  
good melody. Okay material for  
polka deejays and locations.

Der Weg Zum Herzen  
(The Way to My Heart)... 74  
A slow polka featuring accordion  
with an oom-pah background.

**KEN SPRINKLER**  
Krazy Polka ..... 59  
NEWTONE 3012—Very modest pro-  
duction here, with little sparkle. (TV)

I'm On the Water Wagon... 58  
This one should enjoy a great sale  
among the men who operate sprin-  
kler wagons. Not a polka. (Georgeoff)

**Reviews of New  
Jazz Records**

**GEORGE SHEARING QUINTET**  
Over the Rainbow ..... 77  
M-G-M 12309—Shearing serves up a  
tasteful jazz instrumental version of  
the poignant standard. Fine wax for  
cool jocks.

Lonely Moments... 74  
Another fine jazz instrumental per-  
formance on a striking rhythm item.



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## C&W Best Sellers in Stores

For survey week ending August 1

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

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	1	10
You Done Me Wrong (BMI)—Col 21510		
2. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	2	11
MY BABY LEFT ME (BMI)—Vic 20-6540		
3. I WALK THE LINE (BMI)—J. Cash	3	10
Get Rhythm (BMI)—Sun 241		
4. SEARCHING (BMI)—K. Wells	4	6
I'd Rather Stay Home (BMI)—Dec 29956		
5. HOUND DOG (BMI)—E. Presley	14	2
DON'T BE CRUEL (BMI)—Vic 20-6604		
6. BE-BOP-A-LULA (BMI)—G. Vincent	6	6
Woman Love (BMI)—Cap 3450		
6. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	7	10
Goo Goo Dada (BMI)—Vic 20-6480		
8. HEARTBREAK HOTEL (BMI)—E. Presley	5	24
I Was the One (ASCAP)—Vic 20-6420		
9. SWEET DREAMS (BMI)—F. Young	8	8
Until I Met You (BMI)—Cap 3443		
10. CONSCIENCE, I'M GUILTY (BMI)—H. Snow	13	2
HULA ROCK (BMI)—Vic 20-6578		
11. YOU AND ME (BMI)—R. Foley & K. Wells	9	29
No One But You (BMI)—Dec 29740		
12. BLACKBOARD OF MY HEART (BMI)—H. Thompson	11	19
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
13. YOU ARE THE ONE (BMI)—C. Smith	12	3
Doorstep to Heaven (BMI)—Col 21522		
14. BOPPIN' THE BLUES (BMI)—C. Perkins	10	4
All Mama's Children (BMI)—Sun 243		
15. MY LIPS ARE SEALED (BMI)—J. Reeves	-	1
Pickin' a Chicken (BMI)—Vic 20-6517		

## Most Played C&W in Juke Boxes

For survey week ending August 1

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. CRAZY ARMS (BMI)—R. Price	1	12
Col 21510—BMI		
2. I WALK THE LINE—J. Cash	2	10
Sun 241—BMI		
3. SWEET DREAMS—F. Young	3	7
Cap 3443—BMI		
4. YOU ARE THE ONE—C. Smith	4	6
Col 21522—BMI		
5. I TAKE THE CHANCE—J. E. & M. Brown	5	16
Vic 20-6480—BMI		
5. SEARCHING—K. Wells	6	5
Dec 29956—BMI		
7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	7	8
Vic 20-6540—BMI		
8. ANY OLD TIME—W. Pierce	12	4
Dec 29974—BMI		
9. SWEET DREAMS—D. Gibson	-	1
M-G-M 12194—BMI		
10. YOU AND ME—R. Foley & K. Wells	9	24
Dec 29740—BMI		

## Most Played C&W by Jockeys

For survey week ending August 1

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. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	2	11
MY BABY LEFT ME (BMI)—Vic 20-6540		
2. I WALK THE LINE—J. Cash	1	7
Get Rhythm (BMI)—Sun 241		
3. CRAZY ARMS (BMI)—R. Price	3	7
You Done Me Wrong (BMI)—Col 21510		
4. SEARCHING (BMI)—K. Wells	4	5
I'D RATHER STAY HOME (BMI)—Dec 29956		
5. YOU ARE THE ONE (BMI)—C. Smith	6	6
Doorstep to Heaven (BMI)—Col 21522		
6. BE-BOP-A-LULA (BMI)—G. Vincent	8	2
Woman Love (BMI)—Cap 3450		
7. ANY OLD TIME (BMI)—W. Pierce	10	2
WE'LL FIND A WAY (BMI)—Dec 29974		
8. YOU GOTTA BE MY BABY (BMI)—G. Jones	-	2
It's OK (BMI)—Starday 247		
8. SWEET DREAMS (BMI)—F. Young	9	4
Until I Met You (BMI)—Cap 3443		
10. HEARTBREAK HOTEL (BMI)—E. Presley	5	22
I Was the One (ASCAP)—Vic 20-6420		

## This Week's C&W Best Buys

LOVE, LOVE, LOVE (Progressive, BMI) — Jonnie and Jack — RCA Victor 6594—This tune has several versions in the pop and r.&b. fields—all going well. Johnnie and Jack, who rarely miss, have the only version in the country field and it is moving fast, especially in the following markets: Atlanta, Richmond, Baltimore, Chicago, Milwaukee, Philadelphia and Cleveland. The flip is "I Loved You Better Than You Knew." A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### RECORDS

#### EDDY ARNOLD

You Were Mine for a While (Trinity, BMI)—RCA Victor 6601—Arnold warbles in his usual quality-vocal fashion on a poignant ballad. The disk has a strong pop flavor and could move in that market as well as c.&w. Should grab off plenty of spins. Flip is a swingy new version of the oldie, "Casey Jones" (Shapiro-Bernstein, ASCAP).

### SACRED

#### RED FOLEY

Take My Hand, Precious Lord (Hill & Range, BMI) Someday, Somewhere (Hill & Range, BMI)—Decca 30010—Foley has two fine sacred sides and he brings strong spiritual feeling and sincerity to both tunes. The material on both sides is top-drawer, tailored for his piping.

### DISK JOCKEY PROGRAMMING

#### THE OSBORNE BROTHERS AND RED ALLEN

Ruby, Are You Mad? (Acuff-Rose, BMI)—M-G-M 12308—Here's a powerful performance on unusual material by a new act. It has a true country flavor and an off-beat vocal style, which should provide c.&w. jocks with interesting mike chatter.

### TALENT

#### VONNIE MACK

Blue Mountain Waltz (Cedarwood, BMI) Slowly I'm Losing You (Golden West, BMI)—Columbia 21541—The thrush has a rich, full vocal style and sells both sides with plenty of wholesome charm. "Blue Mountain Waltz" is a multi-track reading on a pretty, melodic waltz. Flip is another waltz, with effective weeper-lyrics.

#### BONNIE GUITAR

If You See My Love Dancing (Dandelion, BMI) Hello, Hello, Please Answer the Phone (Dandelion, BMI)—Fabor 4013—The gal's sweet set of pipes and appealing thrushing style are nicely showcased on both sides of this disk. "If You See My Love Dancing" is an attractive waltzer, while the flip is a plaintive theme, sung with feeling and tasteful phrasing by the canary, who accompanies herself on guitar.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

A "Grand Ole Opry" unit, headed by Roy Acuff, Johnny and Jack and Kitty Wells, broke all mid-week attendance records at Hammond's Grove, Dry Run, Pa., July 24, when it played to 2,900 paid admissions, with some 2,000 children admitted free. Bud Messner, of WCHA, Chambersburg, Pa., reports that the ad campaign plugging the appearance consisted of 80 per cent radio saturation plus 20 per cent newspapers and posters.

Hal Turner, now spinning c.&w. music four hours a day over KTBB, Tyler, Tex., has taken a position as booker and publicity director of the East Texas State Fair, Tyler, which runs from September 8-15. Turner has signed a "Grand Ole Opry" unit, headed by Minnie Pearl and Justin Tubb, to play the fair September 8. For September 9, he has spotted Jimmy Davis and the Sunshine Boys Gospel Show, with Jimmy Dickens slated to head up another "Opry" unit there September 10. Turner formerly held a half interest in "Big D Jamboree," Dallas.

The Maddox Brothers and Rose, after a three-week vacation, resumed their summer schedule July 27-29 at "Town Hall Party," Los Angeles, and then headed for the Northwest for two weeks of one-nighters. From there they hop eastward for a string of fair dates in the Pennsylvania and District of

Columbia territory. Don Maddox spent his vacation with his in-laws in Wyoming; Rose and Cal visited folks in Alabama, and Fred and Henry spent their time relaxing at their home in Hollywood.

Bill and Mary Reid and Their Melody Mountaineers are now doing four TV shows a week at WLVA-TV, Lynchburg, Va., plus a daily radio shot on WLVA. Their off-time is being spent on personals thru Virginia and North Carolina. While in Nashville recently to cut four sides for Columbia, Bill and Mary were guests on the Eddie Hill show. Their latest sacred release on Columbia is "I'll Never Be Lonesome Again." . . . Martha Lynn (RCA Victor) and her publicity man, Bill Hight, have just concluded a promotional tour thru New Mexico.

Roy Orbinson and the Teen-Kings (5), Sonny James, the Belew Twins, the Five Strings, the Texas Stompers, Charline Arthur, Lafawn Paul, Eddie McDuff, Orville Couch, Billy Edwards, Nancy Castlebury, Joe Poovey and Johnny Hicks, of "Big D Jamboree," Dallas, will participate in the opening ceremonies at KZEE, Weatherford, Tex., August 18. They'll play there until 4 p.m. and then head east 60 miles for the "Jamboree" that night. Ed McLemore, "Big D" Bossman, recently acquired KZEE, the only radio station in Weatherford.

Texas Bill Strength, now work-

## C&W Territorial Best Sellers

For survey week ending August 1

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. Hound Dog, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. My Lips Are Sealed, J. Reeves, Vic.
4. Searching, K. Wells, Dec.
5. Hula Rock, H. Snow, Vic.
6. Yes, I Know Why, W. Price, Dec.
7. Don't Be Cruel, E. Presley, Vic.

### Charlotte

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. Hound Dog, E. Presley, Vic.
5. I Take the Chance J. E. & M. Brown, Vic.
6. Searching, K. Wells, Dec.
7. On My Mind, L. Flatt & E. Scruggs, Col.
8. Wayward Wind, T. Ritter, Cap.

### Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Hound Dog, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Honky Tonk Man, J. Horton, Col.
6. My Baby Left Me, E. Presley, Vic.
7. Don't Be Cruel, E. Presley, Vic.
8. Heartbreak Hotel, E. Presley, Vic.

### Houston

1. You Gotta Be My Baby, G. Jones, Sdy.
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. Be-Bop-A-Lula, G. Vincent, Cap.
5. I Walk the Line, J. Cash, Sun
6. Don't Be Cruel, E. Presley, Vic.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. You Are the One, C. Smith, Col.

### Memphis

1. Crazy Arms, R. Price, Col.
2. Searching, K. Wells, Dec.
3. Any Old Time, E. Arnold, Vic.
4. I Walk the Line, J. Cash, Sun
5. On My Mind, L. Flatt & E. Scruggs, Col.
6. Boppin' the Blues, C. Perkins, Sun
7. Conscience, I'm Guilty, H. Snow, Vic.
8. I Take the Chance J. E. & M. Brown, Vic.
9. Onle's Bop, O. Wheeler, Col.

### Nashville

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. My Lips Are Sealed J. Reeves, Vic.
4. I Take the Chance J. E. & M. Brown, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I'm So in Love With You Wilburn Brothers, Dec.
7. Conscience, I'm Guilty, H. Snow, Vic.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Searching, K. Wells, Dec.

### New Orleans

1. Searching, K. Wells, Dec.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Crazy Arms, R. Price, Col.
4. Wayward Wind, T. Ritter, Cap.
5. Conscience, I'm Guilty, H. Snow, Vic.

### Richmond, Va.

1. I Walk the Line, J. Cash, Sun
2. Crazy Arms, R. Price, Col.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Searching, K. Wells, Dec.
6. I Take the Chance J. E. & M. Brown, Vic.
7. Heartbreak Hotel, E. Presley, Vic.

### St. Louis

1. Hound Dog, E. Presley, Vic.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Crazy Arms, R. Price, Col.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. Boppin' the Blues, C. Perkins, Sun
7. Searching, K. Wells, Dec.

ing on a heavy schedule twirling the c.&w. biscuits at WEVE, Minneapolis, was in Hollywood last weekend to cut his third session for Capitol. . . . Onie Wheeler (Columbia) is now working with Lester Flatt and Earl Scruggs and the Foggy Mountain Boys, doing six TV shows a week spread over five different States. They make their (Continued on page 63)

A GREAT COUNTRY DUET  
Wilma Lee & Stoney Cooper

"CHEATED TOO"

HICKORY-1051



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**• This Week's R&B Best Buys**

**LIPSTICK POWDER AND PAINT** (Progressive, BMI)—Joe Turner—Atlantic 1100—The bossman of the blues has another big one in the making. A Billboard "Spotlight" pick, the side has strong or very strong reports this week from Philadelphia, Baltimore, Milwaukee, St. Louis, Durham and Atlanta. Although some areas still report no delivery on the disk, the obviously good spread indicates another solid, money-making hit. Flip is "Rock Awhile" (Progressive, BMI).

**SEE SAW** (Arc, BMI)—The Moonglows—Chess 1629—This group has been consistently on the charts with one or another of their disks and this shapes up as no exception. The action has been fast and reports are good from at least eight widely scattered sectors. Very strong reports are now in from Baltimore, Buffalo and Milwaukee and the spread extends from Boston to St. Louis. This action should see the disk moving up quickly. Flip is "When I'm With You" (Arc, BMI).

**• Review Spotlight on . . .**

**R&B RECORDS**

**THE TIBBS BROTHERS**

**I'm Going Crazy** (Progressive, BMI)  
**(Wake Up) Miss Van Winkle** (Progressive, BMI)—The brother act, newly signed by the label, makes a solid debut on this coupling. On top the two work out in wailing style as one repeats the other the "going crazy" phrase in frenzied, high-pitched tones. It's an emotional reading with a cute lyric. It's a fine swinger that could catch on just as fast.

**SOUTHERN TERRITORIAL PICK**

**MUDDY WATERS**

**Don't Go No Farther** (Arc, BMI)—Chess 1630—Waters chants and shouts this one with tremendous emotion. It's Southern-styled all the way but it has the power to break nationally. Watch it. Flip is "Diamonds at Your Feet," a jumping blues job.

**• R&B Territorial Best Sellers**

For survey week ending August 1

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. Love, Love, Love, Clovers, Atl.
4. Stranded in the Jungle, Cadets, Mod.
5. Fever, L. W. John, Kng.
6. Stranded in the Jungle, Gadabouts, Mer.
7. Up On a Mountain, Magnificents, VJ
8. Let the Good Times Roll, Shirley & Lee, Ala.
9. My Prayer, Platters, Mer.

**Charlotte**

1. It's Too Late, C. Willis, Atl.
2. Let the Good Times Roll, Shirley & Lee, Ala.
3. Stranded in the Jungle, Cadets, Mod.
4. Heaven on Earth, Platters, Mer.
5. Time Will Tell, B. Charles, Chs.
6. Up On a Mountain, Magnificents, VJ
7. Rip It Up, Little Richard, Spe.
8. Stranded in the Jungle, Gadabouts, Mer.
9. Love, Love, Love, Clovers, Atl.
10. Fever, L. W. John, Kng.

**Chicago**

1. I'm in Love Again, F. Domino, Imp.
2. My Prayer, Platters, Mer.
3. Rip It Up, Little Richard, Spe.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. I Promise to Remember, Teen-Agers, Gee
7. Stranded in the Jungle, Jayhawks, Fsh.

**Cincinnati**

1. My Prayer, Platters, Mer.
2. Honky Tonk, B. Doggett, Kng.
3. Fever, L. W. John, Kng.
4. Rip It Up, Little Richard, Spe.
5. That's All There Is to That, N. (King) Cole, Cap.

**Detroit**

1. Pleadin' for Love, L. Birdsong, Exc.
2. Honky Tonk, B. Doggett, Kng.
3. Soft Summer Breezes, E. Heywood, Vic.
4. John 3:16, Rev. C. L. Franklin, Chs.
5. My Prayer, Platters, Mer.
6. Don't Let It End This Way, E. Morris, Pea.
7. Forty Days and Forty Nights, M. Waters, Chs.
8. Don't Go No Farther, M. Waters, Chs.
9. Up On a Mountain, Magnificents, VJ

**Los Angeles**

1. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. Flying Saucer, Buchanan & Goodman, Lun.
4. My Prayer, Platters, Mer.
5. Hum De Dum, Gassers, Cas.
6. Rip It Up, Little Richard, Spe.
7. I Want You, I Need You, I Love You, E. Presley, Vic.

8. When My Dreamboat Comes Home, F. Domino, Imp.
9. Stranded in the Jungle, Jayhawks, Fsh.

**New Orleans**

1. Let the Good Times Roll, Shirley & Lee, Ala.
2. Rip It Up, Little Richard, Spe.
3. It's Too Late, C. Willis, Atl.
4. My Prayer, Platters, Mer.
5. When My Dreamboat Comes Home, F. Domino, Imp.
6. Time Will Tell, B. Charles, Chs.
7. Casual Look, Six Teens, Flp.
8. Stranded in the Jungle, Cadets, Mod.
9. Fever, L. W. John, Kng.
10. So Long, F. Domino, Imp.

**New York**

1. Fever, L. W. John, Kng.
2. My Prayer, Platters, Mer.
3. I'm in Love Again, F. Domino, Imp.
4. I Promise to Remember, Teen-Agers, Gee
5. Candy, Big Maybelle, Sav.
6. Casual Look, Six Teens, Flp.
7. Please, Please, Please, J. Brown, Fed.
8. Hallelujah, I Love Her So, R. Charles, Atl.

**Philadelphia**

1. It's Too Late, C. Willis, Atl.
2. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
3. My Prayer, Platters, Mer.
4. Fever, L. W. John, Kng.
5. Hallelujah, I Love Her So, R. Charles, Atl.
6. Casual Look, Six Teens, Flp.
7. Flying Saucer, Buchanan & Goodman, Lun.

**St. Louis**

1. Casual Look, Six Teens, Flp.
2. My Prayer, Platters, Mer.
3. Rip It Up, Little Richard, Spe.
4. When My Dreamboat Comes Home, F. Domino, Imp.
5. Stranded in the Jungle, Cadets, Mod.
6. Pleadin' for Love, L. Birdsong, Exc.
7. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.

**Washington, D. C.**

1. Let the Good Times Roll, Shirley & Lee, Ala.
2. Fever, L. W. John, Kng.
3. My Prayer, Platters, Mer.
4. So-Long, E. Domino, Imp.
5. Flying Saucer, Buchanan & Goodman, Lun.
6. Rip It Up, Little Richard, Spe.
7. I Promise to Remember, Teen-Agers, Gee
8. Please, Please, Please, J. Brown, Fed.
9. Treasure of Love, C. McPhatter, Atl.

**• R&B Best Sellers in Stores**

For survey week ending August 1

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	Weeks on Chart	Last Week	Chart
1.	<b>RIP IT UP</b> (BMI)—Little Richard	1	7
	<b>READY TEDDY</b> (BMI)—Specialty 579		
2.	<b>FEVER</b> (BMI)—Little Willie John	2	13
	Letter From My Darling (BMI)—King 4935		
3.	<b>MY PRAYER</b> (ASCAP)—Platters	3	5
	Heaven on Earth (ASCAP)—Mercury 70893		
4.	<b>STRANDED IN THE JUNGLE</b> (BMI)—Cadets	4	4
	I Want You (BMI)—Modern 994		
5.	<b>IT'S TOO LATE</b> (BMI)—C. Willis	6	6
	Kansas City Woman (BMI)—Atlantic 1098		
6.	<b>I'M IN LOVE AGAIN</b> (BMI)—F. Domino	5	17
	My Blue Heaven (ASCAP)—Imperial 5386		
7.	<b>LET THE GOOD TIMES ROLL</b> (BMI)—Shirley & Lee	10	2
	Do You Mean to Hurt Me So (BMI)—Aladdin 3325		
8.	<b>SO-LONG</b> (BMI)—F. Domino	8	2
	<b>WHEN MY DREAMBOAT COMES HOME</b> (ASCAP)—Imperial 5396		
9.	<b>TREASURE OF LOVE</b> (BMI)—C. McPhatter	7	12
	When You're Sincere (BMI)—Atlantic 1092		
10.	<b>CASUAL LOOK</b> (BMI)—Six Teens	9	8
	Teen-Age Promise (BMI)—Flip 315		
11.	<b>FLYING SAUCER</b> (Parts I & II)		
	Buchanan & Goodman		
	Luniverse 101		
12.	<b>I PROMISE TO REMEMBER</b> (BMI)—Teen-Agers		1
	Who Can Explain? (ASCAP)—Gee 1018		
13.	<b>LOVE, LOVE, LOVE</b> (BMI)—Clovers	12	7
	Your Tender Lips (BMI)—Atlantic 1094		
14.	<b>I WANT YOU, I NEED YOU, I LOVE YOU</b> (BMI)—E. Presley	13	7
	My Baby Left (BMI)—Vic 20-6540		
15.	<b>PLEASE, PLEASE, PLEASE</b> (BMI)—J. Brown	15	17
	Why Do You Do Me? (BMI)—Federal 12258		

**• Most Played R&B in Juke Boxes**

For survey week ending August 1

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	Weeks on Chart	Last Week	Chart
1.	<b>I'M IN LOVE AGAIN</b> (BMI)—F. Domino	1	15
	<b>MY BLUE HEAVEN</b> (ASCAP)—Imperial 5386		
2.	<b>MY PRAYER</b> (ASCAP)—Platters	5	3
	Heaven on Earth (ASCAP)—Mercury 70893		
3.	<b>RIP IT UP</b> (BMI)—Little Richard	1	6
	<b>READY TEDDY</b> (BMI)—Specialty 579		
4.	<b>FEVER</b> (BMI)—Little Willie John	3	10
	Letter From My Darling (BMI)—King 4935		
5.	<b>TREASURE OF LOVE</b> (BMI)—C. McPhatter	4	10
	When You're Sincere (BMI)—Atlantic 1092		
6.	<b>WHEN MY DREAMBOAT COMES HOME</b> (ASCAP)—F. Domino		1
	<b>SO LONG</b> (BMI)—Imperial 5396		
7.	<b>STRANDED IN THE JUNGLE</b> (BMI)—Cadets	6	3
	I Want You (BMI)—Modern 994		
8.	<b>I WANT YOU, I NEED YOU, I LOVE YOU</b> (BMI)—E. Presley	8	9
	My Baby Left Me (BMI)—Vic 20-6540		
9.	<b>IT'S TOO LATE</b> (BMI)—C. Willis	10	4
	Kansas City Woman (BMI)—Atlantic 1098		
10.	<b>BE-BOP-A-LULA</b> (BMI)—G. Vincent	8	2
	Woman Love (BMI)—Cap 2450		

**• Most Played R&B by Jockeys**

For survey week ending August 1

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	Weeks on Chart	Last Week	Chart
1.	<b>FEVER</b> —Little Willie John	1	13
	King 4935—BMI		
2.	<b>I'M IN LOVE AGAIN</b> —F. Domino	3	17
	Imperial 5386—BMI		
3.	<b>MY PRAYER</b> —Platters	6	5
	Mercury 70893—ASCAP		
4.	<b>RIP IT UP</b> —Little Richard	2	6
	Specialty 579—BMI		
5.	<b>STRANDED IN THE JUNGLE</b> —Cadets	4	4
	Modern 994—BMI		
6.	<b>IT'S TOO LATE</b> —C. Willis	13	5
	Atlantic 1098—BMI		
7.	<b>I WANT YOU, I NEED YOU, I LOVE YOU</b> —E. Presley	7	7
	Vic 20-6540—BMI		
8.	<b>LET THE GOOD TIMES ROLL</b> —Shirley & Lee	14	3
	Aladdin 3325—BMI		
9.	<b>TREASURE OF LOVE</b> —C. McPhatter	5	10
	Atlantic 1092—BMI		
10.	<b>LETTER FROM MY DARLING</b> —L. W. John		3
	King 4935—BMI		
11.	<b>BE-BOP-A-LULA</b> —G. Vincent		2
	Cap 3450—BMI		
11.	<b>LOVE, LOVE, LOVE</b> —Clovers	11	8
	Atlantic 1094—BMI		
13.	<b>MY BLUE HEAVEN</b> —F. Domino		13
	Imperial 5386—ASCAP		
14.	<b>HOUND DOG</b> —E. Presley		1
	Vic 20-6604—BMI		
15.	<b>READY TEDDY</b> —Little Richard	8	6
	Specialty 579—BMI		



# FOLK TALENT AND TUNES

Continued from page 61

headquarters in Nashville, where they are seen each Saturday over WSM-TV. They also present their Martha White show on "Grand Ole Opry" each Saturday. Onie's latest on the Columbia label is "Onie's Bop" b/w "I Wanna Hold My Baby." He works under the personal management of Charlie Terrell, Sikeston, Mo.

Autry Inman, now working under the management of Jeannie Taylor, has just had his option picked up for another year by Decca. Autry is back in Nashville after a fishing trip to Alabama with

T. Tommy Cutrer, and August 10 is set for two shows at the fairgrounds in Philadelphia, Miss. . . . Jerry Case, 12-year-old electric lead guitarist, and Johnny Case, 8-year-old singer-guitarist, of Paris, Tex., were recent features with "Channel 9 Jamboree," KRBC-TV, Abilene, Tex., and the "Red Fox Show." Red Fox heads up a group of entertainers consisting of Mel Holt, Dick Iron, Elbert Sherrod, Gerald Willis, Curtis Potter and DeLois Reece. Jerry Case works a regular 30-minute Saturday radio stanza with singer-guitarist Joe Hodges on KFTV, Paris.

## With the Jockeys

Dropping in for a visit recently with Paul Simpkins, WBAM, Montgomery, Ala., were Charlie Lamb, of the agency bearing his name, Nashville; Dub Albritton, a.&r. head of ABC-Paramount Records, and rhythm and blues artist Ronnie Self. . . . Former deejay Kenny Wilder has taken over as booker for Curly Sanders, performer-disk jockey with WBRT, Bardstown, Ky. Sanders, who's also a regular Saturday night performer with "Renfro Valley Barn Dance," is slated to make a 15-week tour of Japan and Korea beginning late in August, according to Wilder.

Johnnie Bailes, recently returned to the deejaying biz, is now twirling 'em six hours a day over WJAT, Swainsboro, Ga. In addition to his spinning chores, Bailes is emcee and co-producer with WJAT manager, Jack Wisely, of the "Peach State Jamboree," held each Saturday evening at a local auditorium. Show, which is carried over WJAT from 8:15-12 p.m., features, besides Bailes, Dee Thompson, Jack Sawell, Carol Kirby, J. B. Wosdon, the Hubbard Twins, Carl Tanner, Lonieve Wheeler, Frog Collins, Jody Joiner, Curtis Mosely, Emory Carr, Jack Wisely, the WJAT band, the Lonesome Pine Boys, the Wiggins Brothers and Clem Hayshecker and Red Boatright, comedy duo.

Cecil Lee, formerly with WCLW, Hamilton, Tex., is now spinning the c.&w. platters over KSTB, Breckenridge, Tex. Lee is on the air three hours each day, Monday thru Friday, and four hours each Saturday. In addition, he twirls an hour of gospel hymns on Saturday mornings. Says Lee: "Would appreciate new record releases, especially gospel releases. Our plans are to program more gospel songs if we get the material. . . . Country Boy Cutrer, WIBR, Baton Rouge, La., appeared as "Mr. DeeJay, U. S. A.," over WSM, Nashville, July 13. . . . Carl Fitzgerald, WMOX, Meridian, Miss., visited WSM, Nashville, and the "Grand Ole Opry" while on vacation recently.

Sheriff Tex Davis, WCMS, Norfolk, had RCA Victor's Janis Martin as a special guest on his "record Round-Up" show when Janis was in the area for a guest appearance on the aircraft carrier U. S. S. Valley Forge. . . . Erwin O'Conner, mandolin player, formerly of Nashville, is the newest addition to the staff of WAPO, Chattanooga, O'Conner is the record librarian and also helps Peanut Faircloth with the latter's morning show. WAPO is in need of more wax from the smaller labels. . . . Bob (Cactus) Weiner, KCMC, Texar-

# RHYTHM-BLUES NOTES

By BILL SIMON

Judging by the number of disks received in recent weeks by The Billboard's reviewing staff, the companies have been cutting way down on their r.&b. releases this summer. But it seems that there are more labels than ever. Last week the staff reviewed just six new r.&b. platters, each on a different label (unless we count Chess and Checker as one). These included Chess, Checker, Herald, Vita, Sapphire and Tampa.

The Best Selling Retail R.&B. has 12 different labels represented, altho the old reliables, Chess and Checker, failed to place this seg. Atlantic maintains its numerical lead with three steady sellers, while Imperial has two—both with the powerful Fats Domino. One new label, Luniverse, makes its appearance for the first time. Incidentally, the producers of that controversial "Flying Saucer" disk, in addition to hassles over the various "excerpts" used, now have to worry about the "bootleggers" and "counterfeiters" who contrive to jump in almost every time a new, young label gets itself a hit.

It's three in a row, of course, for the Teen Agers, now that the group's "I Promise to Remember" is up there in the No. 12 spot. . . . It's still anybody's guess which side of the new Fats Domino smash will end up on top. So far, it's "So Long" over "Dreamboat" in r.&b. by a slim margin. In pop, apparently, it's "Dreamboat" on top. . . .

The Cadets' "Stranded in the Jungle"—which was a cover of the Jayhawks original—now has taken over the bulk of the play. It maintains its hold on the No. 4 spot, while the original has dropped completely out of sight.

Back to Fats Domino, this swingin' cat is now the top moneymaker on the Shaw Artists roster. Several weeks ago he played a date in San Jose, Calif., and the papers reported a n "incident," otherwise known as a fight, which took place there. The promoter, determined to prove that the ruckus was not caused by rock and roll music, booked Domino back last Sunday (29), but this time refused admission to anyone under 18. It's reported that 1,400 paid their way in, and there wasn't a ripple of trouble. P.S.: The press ignored the event.

Meanwhile, Domino, one of the great entertainers of our day, is getting more and more bookings strictly as a nitery act, and in rooms never previously worked by an essentially r.&b. artist. The week of September 24, he goes into the Casino Royal, Washington, which features three shows a night. October 12 week he plays the Twin Coaches, Belle Vernon, Penn., near Pittsburgh.

Rainbow Records has signed the Myra Sisters and a new group from Baltimore—the Marquis. . . . Don Robey, prez of Peacock and Duke Records, was pleased with the

## Reviews of New R&B Records

- LITTLE (BUTCHIE) SAUNDERS**  
 Lindy Lou . . . . . 76  
 HERALD 485 — R.&b.'s answer to Barry Gordon, Little (Butchie) Saunders, belts across a bouncy rhythm ditty with verve and a solid beat. (Angel, BMI)  
 Rock 'n' Roll Indian Dance . . . 74  
 The lad gets cuter on this side (e.g. "wock and woll") but flip is stronger entry for spins. (Angel, BMI)
- SONNY KNIGHT**  
 Confidential . . . . . 72  
 VITA 137—Sonny Knight chants this ballad right from the heart. It's a tender item, with a good lyric. (Prestige, ASCAP)  
 Jail Bird . . . . . 70  
 A pleasant melody, with a lyric which has a moral—thieves go to jail. Vocal is not too strong, but ork's arrangement is good. (Gould, BMI)
- THE NOBLES**  
 Do You Love Me . . . . . 71  
 SAPPHIRE 151—Group does an okay job here, in a ballad that is backed up solidly. (Burton Ltd., BMI)  
 Who's Been Riding My Mule? . . . 70  
 Catchy material, featuring the bass, with good backing by the group. (Burton Ltd., BMI)
- J. B. LENORE**  
 Let Me Die With the One I Love . . 70  
 CHECKER 844—This has some high-

- pitched Southern-style blues pleading to the accompaniment of a solid rhythmic beat. Billing is the same but sides sound like two different singers. (Arc, BMI)  
 If I Give My Love to You? . . . 68  
 Some low-down blues singing by Lenore on this side with a wailing primitive quality. Material only so-so. (Arc, BMI)
- RAVON DARNELL**  
 Ina-Dell . . . . . 70  
 TAMPA 119—Darnell has elements of the c.&w. and r.&b. idioms, with a net result of pop, rock and roll. Good side that can stir if it gets deejay play. (Webster, BMI)  
 Chicken Little . . . . . 64  
 Warbler tries hard here, but the side offers little. (Webster, BMI)
- MINNIE THOMAS**  
 What Can the Matter Be? . . . . . 67  
 METEOR 5036 — A slow, relaxed rocker with a solid beat. Had Miss Thomas put more oomph into the vocal it could have been a very commercial disk. The backing is credited to Slim Waters' Lagoons, and they deserve mention for their fine work. (Meteor, BMI)  
 I Know What You Need . . . . . 66  
 The singer does a fair job on this insinuating blues, but does not give it the spark to make it take off. (Meteor, BMI)

kana, Tex., reports that some of the older tunes, such as Karl and Harty's rendition of "Kentucky," are being requested. . . . Ron Chrisco, recent addition to the deejay staff of KFRO, Longview, Tex., has taken over the station's c.&w. spinning. He's heard each morning and every afternoon at 3 with his "Hillbilly Jamboree." Chrisco needs releases from Decca and Capitol.

WBVP, Beaver Falls, Pa., has extended Albuquerque Al's morning show, "Musical Round-Up," another 25 minutes. Show now runs for an hour and 15 minutes, Monday thru Friday. The evening c.&w. strip at 7 over WBVP, is "Ranch BVP," a one-hour across-the-board show, with Jolly Joe Grazan presiding. Live country shows presently

airing over WBVP include the Valley Boys, for 30 minutes every Saturday evening, and the Range Riders, a 15-minute seg heard every Saturday morning. . . . Bob McKinnor is now holding forth six nights a week, Monday thru Saturday, 7-12, with his "Hillbilly Jamboree" over KTKT, Tucson, Ariz. McKinnor says the demand for country music has grown to such an extent in the KTKT area that his broadcasting time was recently upped from two to five hours per day. . . . Harmie Smith, who helms four hours of country spinning Monday thru Friday over KDET, Center, Tex., and seven hours each Saturday, recently had as visitors George Jones (Starday) and Jimmie (Continued on page 107)

stir created at the recent National Association of Music Merchants show by his Tommy Mosely release of "Love You" and "Concerto to the Blues." . . . Received a card from Mercury mahoff Bob Shad, who's digging the scenes and sounds in Europe. This was from Venice, Italy. . . . Varetta Dillard's new "Got You on My Mind," on Groove, is reported kicking up a storm in St. Louis. Lincoln Chase's unusual "If I Were a Country-side," on Dawn, is doing ditto in Washington and Philadelphia.

Rock and roll received support from an unexpected quarter recently. It's reported that Guy Lombardo, in an interview on NBC's "Today," was asked about r.&b., and that he defended it vigorously. That's great, Guy, but please don't try to play it.

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## Chippewa Falls, Wis., Fair Is Hit by Rain

Sun Breaks Thru for Weekend Wind Up; Clear Opening Day Produces Upper Gate

CHIPPAWA FALLS, Wis.—To many, the Northern Wisconsin Fair here has gained the regard as a gauge of what later fairs in the Midwest and the Central States may expect in the way of attendance and spending. The '56 run

will have to be expected as something less than a true gauge. The weather man saw to that.

Rain pelted the fair Wednesday (1), the second day of its six-day run, drenching the grounds Thursday to wash out both the afternoon horse races and the night grandstand show.

It also rained Friday until about 10 a.m., but the skies were overcast and the air was damp thru the remaining hours of that day's operation. The track did not dry out sufficiently to permit the afternoon horse race program and it was canceled. Menacing skies and dampness discouraged attendance at the night grandstand show.

The sun broke thru Saturday (4) to give the fair its first taste of good weather since the opening day, Tuesday (31). That day, Kids' Day, as well as the opening day, had given excellent weather.

Taking that day only as a guide, (Continued on page 74)

## Reveal Details For Proposed Vancouver Aud

VANCOUVER, B. C. — Details of the \$2,750,000 civic auditorium to be constructed here by 1958 were outlined recently by officials.

On the basis of the preliminary sketch, the building will include a main auditorium, modern restaurant, group of meeting and convention rooms, a plaza and an underground garage.

Original plans called for the construction of a small theater for use of audiences less than 1,000, but this part of the plan, which would have cost an extra \$680,000, has been shelved.

The main auditorium will seat 3,000. The building will have a number of meeting rooms and a large foyer that can be used for conventions and display purposes. The underground garage, to be located beneath the main plaza, will accommodate upward of 300 cars.

Final plans were obtained thru a national contest in which top Canadian architectural firms were invited to compete. A Montreal firm was judged the winner.

## Earl Kurtze Dies at 66

INDIANAPOLIS — Funeral services were held here Friday (3) for Earl W. Kurtze, 66, former Chicago booking agent, who died Thursday (2) following a long illness.

He had retired earlier this year after being associated with WLS Attractions in Chicago since 1926. Kurtze started his own agency here in 1906 and was later with the Western Vaudeville Agency in Chicago.

He died at the home of his sister, Mrs. Florence Thompson. Other survivors include two sons, Larry, of Sioux City, Ia., and Richard, of Owensboro, Ky.

## Bids on Calliopes Received in Macon

MACON, Ga. — More than a dozen bids were submitted on a steam calliope and an air calliope offered for sale here by Durwood Mercer, trustee of King Bros.' circus equipment for the federal court.

Announcement as to which bid or bids are accepted will be made later, probably next week, it was learned. Report on the bids then will be filed with the court. Process was slowed when Mercer was called for 15 days' active duty with the air force.

## LARGE CROWDS ON MILLS SHOW

ALLENTOWN, Pa.—Mills Bros.' Circus scored two full houses when it played here Thursday (26). Boyertown, Pa., came thru two days later with another big day's business.

Jack Mills announced recently his show will continue thru October 15, winding up its season then in Louisville, Ky. The closing time was set, he said, to permit the show's elephant, Burma, official mascot of the GOP, to take part in the political campaign.

## Rogers Inks Ted Mack Unit For Auds, Fairs

FOSTORIA, O. — John B. Rogers Producing Company, longtime producers of centennials, celebrations and pageants, has signed to book a revived unit of Ted Mack's "Original Amateur Hour." William W. Munsey, of the Rogers staff, said the unit will consist of winners on the Geritol-sponsored video show and will be designed to play fairs and other sponsored events.

The first unit will be slanted for the Southeast. During the winter it will show auditoriums and arenas and will go outdoors during the summer. According to plans, the show will be 90 minutes long and will use a professional emcee.

The Mack show is the successor to the "Major Bowles Amateur Hour," which hit the top in radio during the 1930's.

## Columbus Sports Show Switches '57 Dates

COLUMBUS, O. — The annual sports show to be produced here by Ben Cowall Promotions, Inc., has changed its dates for next year to March 15-24. The name of the event will be the Dispatch-Journal Charities Sports Show, Ben Cowall, top man, announced.

## Canada A Sets Dates, Okays RAS for 1957

REGINA, Sask.—Dates of the Western Canadian Class A Exhibitions in 1957 were approved at the semi-annual meeting of the Western Canada Association of Exhibitions here Thursday (2).

Brandon, Man., will lead off with its five-day show, July 1-5, and other dates are: Calgary, July 8-13; Edmonton, July 15-20; Saskatoon, July 22-27, and Regina, July 29-August 3.

Verbal assurance was given Carl J. Sedlmayr that the circuit wants Royal American Shows back next year. A contract will be signed later.

More than 50 officials of the fairs were present. Dates of the annual meeting to be held in Brandon were changed to January 18-20. They had been set for January 21-23.

Grandstand and midway attractions will again be chosen in Chicago during the convention of the International Association of Fairs and Expositions.

Wilf McGregor, of Brandon, presided. With him at the head table were F. C. England, Regina honorary president; C. B. McKee, Regina past president, and Mrs. Letta Walsh, Saskatoon secretary.

Representatives of each fair reported favorably on Ernie Young's grandstand show and Royal American Shows, with particular credit going to Young for his "well balanced" unit.

### Reports Savings

S. N. MacEachern, of Saskatoon, reporting on the recent reduction of federal tariffs on shows, rides and concessions entering Canada said this year's tab was \$10,800, a saving of \$14,900.

The meeting decided to urge action on the part of the federal government toward instituting protection services promised for the race tracks. Since 1955 a levy of 1/2 of 1 per cent of pari-mutuel takes has been collected to pay for such services. Calgary, Edmonton and Saskatoon all reported successful race meets.

With the possibility that horse racing will not be held in Winnipeg in 1957, managers and racing chairmen met following the meeting to consider the various alternatives that might be open to maintain racing on its present basis in West-

ern Canada. The possibility of extended race dates in Calgary, Edmonton, Saskatoon and Regina will be considered.

Serious consideration will also be given to the matter of musicians' union demands which, the officials felt, are getting out of line.

An application from the Red River Exhibition at Winnipeg for an associate membership was heard and put over until a future date.

Tribute was paid the late Robert Shannon, a Saskatoon Exhibition director, and the late Jack McArthur, a Brandon director, and resolutions of sympathy were passed.

Solid gold passes to all events (Continued on page 75)

## Fading Era: Organ Grinder And Monkey

Continued from page 1

Houston and sometimes gets tips from restaurant operators or others to stay in their areas. That sort of business is in the old tradition of strolling players. A somewhat newer development has Fiorella playing fairs.

This year he will make the Missouri State Fair, the Walworth County Fair in Wisconsin, the Sandwich (Ill.) Fair, East Texas Fair at Tyler, Oklahoma State Fair and the State Fair of Texas.

### Tin Cups Replaced

At the Dallas fair John Fiorella has been an annual participant since 1936, and his likeness appears in a mural at a fair building. Often he plays shopping centers and suburbs around Dallas, not only for the fair but also for the Fair Park midway earlier in the year.

His monkey is trained to pose with its hands behind its head, to ring a bell and play the cymbals, to do a handspring and to smoke a pipe. Time was, Fiorella reports, that organ grinders' monkeys carried a tin cup and busked their audience for coins. But the cup is gone, he says. Now most monkeys pass a tiny hat and then slip the coins into pockets of their monkey suits. The most Fiorella's monkey ever won from one person was a \$5 bill from a fellow and his girl as they left a Houston cafe.

Fiorella says there is "a living, nothing more," in organ grinding. Money is small and one can work only when weather is warm and clear.

### Non-Italians Named

Philip J. Kirkland is a Houston pal who Fiorella set up in business as an organ grinder. But Kirkland calls himself an amateur and notes that only the Italians can fill the role properly. He tells of other non-Italians around the country who are in the business.

One is a German known only as Charley, who plays the West Coast, including fairs. Another is Ben F. Williams, Indiana man who hopscoches all over the country. Raymond Beebe works out of Columbus, O., and Houston. He was a trick rider with motorcycle shows until he injured his back, and he also is expert in training monkeys. Ben Tarpon is a Dallas printer turned organ grinder. That about completes the current roster except for persons in both New York and Chicago who work with street pianos. Those are wheeled organs which don't count as hand organs, according to the organ grinders.

## Spokane Bldg. Nets \$52,394 For 6 Months

SPOKANE, Wash. — Spokane Coliseum operations in the first six months of 1956 showed a net operating profit of \$54,394, a gain of \$10,333 over the same period a year ago, Manager Ben C. Moore announced.

Altho revenue declined to \$192,991 from last year's \$260,438, expenses were reduced from \$216,376 to \$138,596 this year.

Concessions accounted for \$103,506 of the total revenue. Admission tax added \$27,817 to the city's general fund.

PeeWee King and his country and western aggregation drew a small 200 people to the building's July 25 show. Extreme heat was given as the reason for the light turnout.



"Sorry, bud, I'm afraid you're not the right caliber."

## Tents House Beasts, Bally Supermarket

EAST PATERSON, N. J. — The burned-out principal unit of a major supermarket chain, the Grand Union Company, was housed under canvas in a circus atmosphere Tuesday (7).

Three tents trucked in by the Norfolk Tent and Awning Company provided 28,000 square feet of covered space. Attractions, secured thru Henry Trefflich, included a lion cub, a kangaroo, llama, monkeys and a decented skunk. Circus props and clowns were used to develop the atmosphere.

Operations under canvas are expected to continue for about eight weeks. Meanwhile, officials indicated that attractions or show features would be changed or added to.



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**ARENAS & AUDITORIUMS**  
**Billings Turns Basement To Productive Catering Use**

By TOM PARKINSON

TEN times the income in something more than half the time. That is the record at the Shrine Auditorium, Billings, Mont., for its project of revitalizing its basement space and entering the catering business.

It all began when the Shrine building management group decided it was not getting adequate income from its basement. Building Manager Jewell's study and recommendations followed. Then came the action.

In the fiscal year ending in October, 1955, the 100 by 140 space plus a kitchen at one end had grossed only between \$500 and \$600. Its uses were limited to serving meals for a few Shrine events and occasional times when it could be rented for concession use during major events in the main arena upstairs. Some times part of the space could be rented for walk-around shows.

KITCHEN EQUIPMENT was adequate in quantity and quality at the outset. However, the ceiling was unfinished, with exposed beams. Walls and floor had to be painted. Tables and chairs already were on hand.

Most of the remodeling involved the ceiling. A suspension type accoustical ceiling was built, hanging by wires from the beams. Contact points with the rafters were treated accoustically. The result was a sound conditioned divider between the upper and lower areas of the building. Now separate events may be operated in the two halls if the noise level at each is somewhat comparable to that of the other.

The ceiling provides for recessed fire sprinklers, recessed lighting and public address system. Anticipating future needs, the management had extra electrical conduits installed behind the ceiling. The phone company put in lines on the chance that radio or TV shows might some day be broadcast from the hall.

Finally, recessed tracks in the ceiling carry draperies which partition the basement hall. This gives it alternate measurements of 100 by 40, 100 by 100 and 100 by 140. Size of the crowd determines which will be used, and in each instance the unused space that is curtained off provides storage space for extra equipment.

PREVIOUS HOLDER of the concession rights was a Shrine group, and it was ready to give up the operation. More frequent rental of the building meant these volunteers had to turn out more often, and manpower became a problem. Manager Jewell's problem of finding a new concessionaire and caterer to take over the enlarged operation also was eased. A member of the Shrine, R. A. Ross, made an offer and was accepted.

There was no active solicitation for business, because the building and the caterer wanted to ease into the field, learning as they went. But business has grown steadily. A church group brought 1,300. The Shrine had a banquet for 1,400. Thru Jewell's chamber of commerce connections the Montana Stock Growers' Convention is bringing 800 in. Coming up is the Wool Growers' Association meeting.

Already they know that kitchen facilities must be enlarged. New stoves will have to be larger. The 10-gallon coffee urn must be replaced with a 35-gallon model. These are indicative of the greater use being made of the space—and of the greater income.

There was an extra factor in the Billings project. The leading hotel could accommodate 350 at dinner. No other building offered more space. Therefore, as Jewell puts it, the Auditorium felt it had an obligation to provide for the convention business which otherwise was being lost to the city.

**Senate Committee Okays Plan Money For D. C. Stadium**

WASHINGTON — The Senate Appropriations Committee last week (25) approved \$10,000 for use of the National Stadium Commission in planning a memorial stadium here. Action came after a 12-year delay, attributed to lack of funds.

The nine-member stadium commission, consisting of three senators, three representatives and three Washington citizens, met immediately and appointed subcommittees on financing, site and plans.

Sen. John C. Stennis (D., Miss.) was elected commission chairman. Rep. Frank Thompson (D., N. J.), a long-time friend of the commission, was named to the plans and surveys subcommittee. The group will report to Congress in January.

**'Holiday' Big In Sweden**

GOTHENBURG—A big Holiday on Ice company, headed by Alan Jenkins, opened here in a big hall on the fairgrounds on Friday (27), and drew a capacity house. Show's being handled here by Nils Helstrom, of Stockholm, who had handled previous appearances of Holiday on Ice and Sonja Henie ice shows in Sweden.

Critics found the production lav-  
(Continued on page 69)

**Fairs Start Strong for Al Martin**

BOSTON—An excellent year is in the making for the Al Martin Agency. Reports in from early fairs indicate a big response to grandstand offerings. This comes on top of a fine park and celebration season.

A new account, Pine Island Park, Manchester, N. H., added to the agency dates. The funspot, under new management, played animal acts for the first time, including Cole's elephants, and Gus Bell's canines. Other talent appearing there included the Stardusters; Sol Solomon, high diver; Prince El Kigordo, lion trainer; Rasiini Rocket Car and Jack Joyce's Camels.

A new fair account, Owego, N. Y., which ended Sunday (29), had Cole's Elephants; Miss Honey B, slide for life; the Balabanovs, musical unit; Zippy the Chimp and Jimmy Lee, comic emcee.

Among other talent, Martin has the Buddy Wagner Thrill Show set for the Marshfield (Mass.) Fair. Martin also set acts weekly thruout the season at Larry Stone's Paragon Park, Nantasket Beach, Mass.

**Stadium Sets Rock 'n' Roll**

PLAINVILLE, Conn.—Joseph Tinty, operator of the Plainville Stadium, has scheduled the GAC-Hamid package show, Rock 'n' Roll, for a single performance the night of August 25.

The stadium, which has a regular schedule of stock car races, also presents auto thrill shows, rodeos and other grandstand attractions. Its grounds have been used by the Ringling Circus on several occasions.

George Hanneford flew to Glens Falls, N. Y., to sell the family home. He kept the Hanneford stables and ring barn there. They have a motel and home in Florida, where they now winter.



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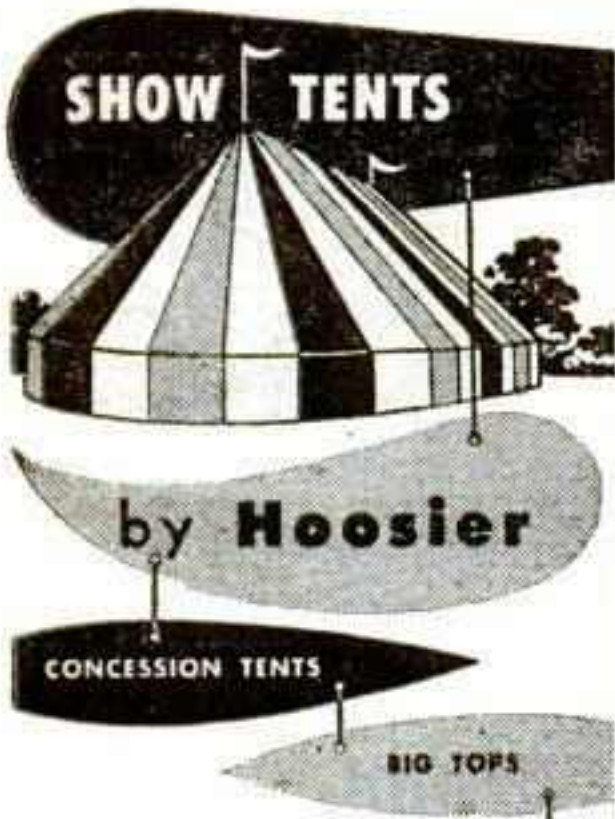
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## N. Y. Coliseum Sees Versatile Show Format

NEW YORK — Upcoming events at New York's new multi-million-dollar Coliseum will feature a variety of entertainment. And, in addition to acting as gate stimulants for the trade shows, expositions and conventions, the show business features are likely to find themselves spotlighted and on their own in one or more for the four separate show areas.

According to an announcement from Harold G. Sloan, managing director, a circus, a popular priced opera, ice revue, animal show and children's attractions are among the activities under discussion for this fall and the summer of 1957. These would be in addition to the trade shows and expositions already booked well into next year.

The range of inquiries assures a versatile future for the building, Sloan said.

## Herb Dotten After a Million, What Then?

THERE are fleeting moments when Doug Baldwin, manager of the Minnesota State Fair, allows that he would feel slightly more relaxed if the '55 St. Paul exposition had barely missed topping the 1,000,000 mark in paid attendance.

As it was the 10-day event pulled 1,007,101 persons to hurdle the million figure for the first time in 94 years.



BALDWIN

"Now," Doug mused, "what we do will be measured in relation to the million mark. Everyone will be prone to point out how much below or above that we hit."

"Last year everything was in our favor. Conditions were excellent and the weather was ideal."

In the No. 1 spot at St. Paul since '51, Doug can look back on years when he appeared to have the fair headed for the million mark only to have weather, polio or both rob him of such a huge gate.

As for the up-coming fair, Doug expresses confidence. "Our livestock entries—always a good indicator—are the heaviest in our history and again we have been forced to reject many. Our exhibit space was sold out in mid-July. Other factors also are good. All we need is the weather and I'm crossing my fingers on that."

As for relaxing, Doug's mind—a restless one, always seeking to improve the fair—precludes that.

### To Offer Grunt and Groaners

Under the heading of new attractions for this year he has come up with tag wrestling. Both male and female grunt and groaners will go to it one night in the fair's Hippodrome. And Doug expects them to pull a whopping crowd.

In all probability the turnouts for the grapplers will come up to his expectations for, characteristically, he has explored tag wrestling thoroughly, carefully weighed the possibilities in it for his fair, and even obtained a gauge of press reaction that would be given such a show at the fair.

In virtually every phase of fair operation, Doug is persistent in digging out the facts, keeping abreast of changing times and trying to anticipate the changes to be wrought by time.

Mentally, he is forever taking apart and putting together many of the fair's attractions, departments and policies to sustain and increase the fair's strength. In the doing, he spares himself little, driving himself to see the latest, keeping his ears cocked for new ideas, new methods, then tailoring them to his fair's needs.

### Elder Statesman of Field

In the fair field, Doug's position is outstanding. He is the dean of State fair managers, the elder statesman of his field and probably its most articulate and persuasive spokesman.

He is equally at home with all of the many different types of people who go to make a fair a success. Among outdoor show people he is highly esteemed. He has a keen awareness of their field and what is happening in it. He is sympathetic to the problems of show people. In turn, he has built a loyalty among them that causes all of them to extend themselves for him and his fair.

Doug first entered the fair field at the age of 11 as an office boy for the Minnesota State Fair. He has been associated with fairs ever since, except for several World War II years when he distinguished himself as director of the Red Cross in the Pacific.

It would be understandable if, after so many years, his interest were to flag. But it hasn't—and it won't. The twinkle in his eyes and the unmistakable enthusiasm in his voice when he talks of the fair supports that.

In a quiet way he conveys his enthusiasm for and his dedication to the fair to others. That is one of the many reasons why the Minnesota State Fair topped the million mark last year. He enthused staff members and together they enthused the State of Minnesota.

Not the least of the other reasons why his fair hit a million gate was that he had built one of the finest staffs in the country. Almost every important department is two-deep at the top, and the men he selected and has since developed are able and fired with the same enthusiasm and sense of dedication that he holds for the fair.

A realist, Doug knows full well it will take some doing (plus perfect weather) to beat last year's paid gate. But challenges are food and drink to him. And Doug is not relaxing; he is intent on breaking his own record, no small feat.

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**FOOD DEVELOPMENTS:**

**New Popper Operates On Controlled Heat**

**NORTH HOLLYWOOD, Calif.**—A popcorn machine—called the Viscount II—that operates on a controlled-heat principle, is being manufactured locally. Designed by Asbjorn Karlsen, of Norway, it gets its heat from Calrod heating elements cast into the popping kettle proper. This is said to send all heat directly into the surrounding aluminum, thus saving current by direct application.

The manufacturer points out that heat build-up is prevented as the new batches of corn and seasoning absorb the proper amount of heat. A thermostatic setting holds temperatures to 20 degrees between extremes. Up to 30 pounds of raw corn can be popped in one hour, the maker claims.

The unit is available to operate on either 100 or 220-volt current. It is 72 inches high, 25 inches deep and 33 1/4 inches wide and contains over 15 cubic feet of storage space. Standard equipment includes General Electric motor, illumination system, extension cord, aroma circulator, cash drawer, popcorn scoop, corn measure, seasoning measure, salt container and illuminated popcorn marquee.—G. H. R. Enterprises, Inc., 12017 1/2 Vose Street, North Hollywood, Calif.

**Tablet-Made Soft Drinks**

**ST. PAUL** — Flavored tablets that are dropped into a glass of cold water and produce a soft drink are being merchandised here for the beverage trade. Called "Pop Drops," the tablets are in five flavors: grape, orange, root beer, cola and lemon-lime. The manufacturer points out that thru their use the concessionaire can dispense with bottles and refrigeration. In addition, because of the size and weight factor, they can be easily shipped. It is pointed out that one shipping case of the tablets—which weighs less than four pounds—is equivalent to 12 full cases of bottled pop. The finished drink is low in calories, which fits into the current popular soft drink promotion program.—Pop Drop Beverage Company, 262 East Fourth Street, St. Paul, Minn.

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**Double-Duty Steam Table**

**DES MOINES**—A double-duty steam table for counter display that incorporates a bun steamer and hot dog cooker, is being manufactured here. It is designed to handle hot dogs, buns and chili. Manufacturer states it steams a hot dog in four minutes. Space requirements are 22 by 17 1/2 by 17 1/2 inches. Exterior is stainless steel.—Garvis Manufacturing Company, 210 Court Avenue, Des Moines, Ia.

**Versatile Dispensers**

**WOOSTER, O.**—A line of soft drink dispensing systems that include both portable and stationary units has been introduced here. Manufacturer states that features include absolute temperature control, fast water cooling, a water reserve tank, ice making and storage, selection of multiple flavor, high and low pressure soda and water dispensing. There is only one moving part in the faucet, and rotating barrel action assures positive control. Construction is compact and heavy duty.—Ohio Beverage Dispensers, Inc., Wooster, O.

**Money Sought At Vancouver For PNE Arena**

**VANCOUVER, B. C.** — Vancouver ratepayers will be asked in December to vote \$1,000,000 toward a suburban sports arena and coliseum. The 13,000-seat arena would be located on the Pacific National Exhibition grounds. If PNE plans materialize, construction would begin next spring and the building would be completed in the British Columbia centennial year, 1958.

PNE officials said the provincial and federal governments had agreed to contribute \$1,000,000 each, provided the city put up a one-third share.

The PNE agreed to repay \$500,000 or 50 per cent of the money by-law, in annual payments over a number of years. The building would be ultramodern and larger than new arenas in Winnipeg and Calgary.

PNE spokesmen said they had assurance from federal Agricultural Minister James G. Gardiner that \$1,000,000 would be provided by his department as part of its assistance program for agricultural fairs. PNE is classified in this category. Provincial government's share will be an outright gift.

Meanwhile, PNE made a deal with prominent Vancouver sportsman Coley Hall, who owns a set of plans for a sports arena. He is owner of the Vancouver Canucks Western League hockey club and has long sought a better rink than the 5,500-seat PNE Forum.

**2d Long Island Arena Planned**

**NEW YORK** — Long Island's second new arena will shortly get under way. Permits have been granted, property acquired, and ground is slated to be broken in another month or so for Island Garden, 5,000-seat building in West Hempstead, Nassau County. Location is not very far from the New York City line in Queens.

**Denver Studies Air Academy Stadium Plan**

**DENVER**—With the Air Force Academy football team coming up strong and pointing toward big university football teams within the next three years, vying for construction of a suitable stadium for these and other events increases between Denver officials, Colorado Springs and the U. S. Air Force.

Altho the academy is to be located in Colorado Springs, there is a strong possibility that its major games could be played in a Denver stadium, providing such facilities were made available.

With this thought in mind, members of the city council last week acted on an appropriation for \$2,500 to outline a complete program for building and financing a stadium expected to seat 60,000. The stadium would provide facilities designed to utilize the buildings and grounds on a year-round basis.

Air Force officials have not made a definite commitment on the team's home field, but it will probably be outside of the academy grounds and owned by outside stockholders, as is the case at West Point and Annapolis.

**'Ice Capades,' Atlantic City Renew Lease**

**ATLANTIC CITY**—A new arrangement with Ice Capades, Inc., was approved by the city commission last week for leasing Convention Hall next summer, with an option for renewal for four succeeding years.

Terms are the same as those contained in the present five-year agreement, which expires this season. The Auditorium Commission will receive 10 per cent of admissions up to \$300,000 after deduction of federal, State and city luxury taxes. Above \$300,000 the city's cut will be 15 per cent. The lease on the main auditorium will run from July 19 to September 1, 1957.

**Sports Agency Hypos Lure With Acts**

**BELOIT, Wis.** — Twentieth Century Agency, which handles a number of touring basketball teams, has added a number of variety acts and other attractions with favorable results, Dempsey Howland, agency official, announced. And in many cases the acts have increased the box office substantially, he pointed out.

The agency, which handles the basketball-playing Havana Cuban Giants, House of David, Texas Cowgirls and the All-American Indians, has been using Hi-Hat Harry McLaughlin, ball-spinner; BoBo Nickerson, baseball clown, and Joan Brandon, gal hypnotist.

In all, the additional entertainment has been used at over 100 dates thus far, Howland said.

While construction is proceeding on Long Island Arena, farther out in Commack, completion of the Island Garden project cannot be estimated at this time, operator Arnold Carlson says. Construction will not start for several weeks and availability of materials will be a factor to be reckoned with.

The project will reportedly run to more than \$2,000,000 and is being financed by private investors, Carlson said.

**BOOK REVIEW**

**Helpful Hints On Parades And Floats**

**NEW YORK**—Directors of celebrations and fairs, and those charged with commemorating events or attracting crowds, will find Vaughn's Parade and Float Guide a handy planning aid. (T. S. Denison & Co., Minneapolis; 162 pages, illustrated, \$5.)

Claimed to be the first book of its kind, the oversize volume traces the history and development of parades, offers many helpful hints in the planning and staging of parades and, most importantly, deals with the construction of floats and the use of decorative materials in a do-it-yourself, step-by-step manner.

Those events which must get along without professional help, either from choice or necessity, will find diagrams, with all necessary specifications, for the construction of floats using trailer chassis, automobiles, flat-bed trucks and jeeps. Photographs or drawings are on nearly every page.

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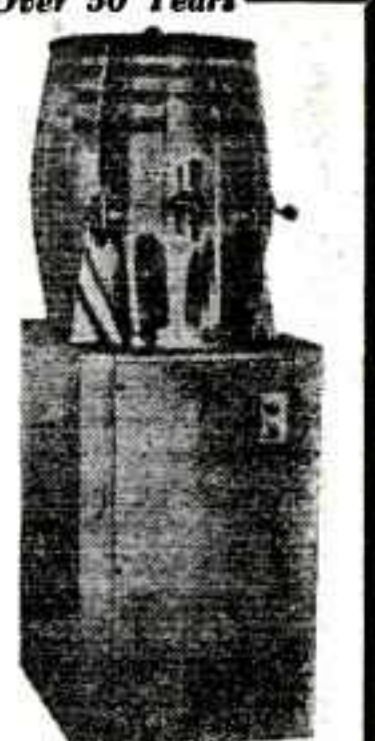
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Babcock United: (Fair) Santa Ana, Calif., 10-19.  
Babcock United, No. 2: Petaluma, Calif., 16-19.  
Badger State: Bemidji, Minn., 9-12; Brainerd 12-18.  
Baker United: Delphi, Ind., 8-11.  
Barker, Al: (Fair) Tipton, Ia.; Fairfield 13-18.  
Beam's Attrs.: (Fair) Butler, Pa.; (Fair) Bel Air, Md., 14-18.  
Becht, Lee: (Clark & Cutler) Cincinnati, O. 7-12; (Fair) Owensville 14-19.  
Bee's Old Reliable: (Fair) Campbellsville, Ky.; (Fair) Brodhead 13-18.  
Bella City: (Fair) Merrill, Wis., 6-9; (Fair) Neillsville 10-12; (Fair) Wausaukee 16-19.  
Bernard & Barry: Victoriaville, Que.  
Big City: Flint, Mich., 9-12.  
Big Four Am.: Bellwood, Ill., 8-12; Winthrop Harbor 15-19.  
Blue Grass: (Fair) Converse, Ind.; (Fair) La Porte 13-18.  
Blue Valley: Linneus, Mo.  
Bogie, F. C.: Scott City, Kan., 6-8; Ness City 9-11; Waukeensy 13-17.  
Borderland: Hatch, N. M.  
Breeze, Nelson, Rides: (Fair) Germantown, Ky., 7-11; (Fair) Falmouth 15-19.  
Briggs, A. R.: Beverly, O.  
Brown's, Al, Tri-State: Sanborn, Minn., 6-7; Wood Lake 8-9; Canby 10-12; Howard, S. D., 13-14; Morris, Minn., 16-19.  
Buck, O. C.: (Fair) Gouverneur, N. Y.  
Buckeye State: Harrisburg, O., 9-11.  
Burdick's Greater: De Leon, Tex.  
Burke, Harry: Franklin, La.  
Burkhart, Carl: (Fair) Mendon, Ill., 6-8.  
Byers Bros.: (Fair) Independence, Ia.  
Capital City: (Fair) Barboursville, Ky.  
Caravella Amusements: (Fair) Farrell, Pa.; New Castle 13-18.  
Carl, A. J.: Standale, Mich.  
Carpenter Bros.: Whitehouse, O., 8-11.  
Carr Am. Co.: Waltham, Mass.; Winchester 13-18.  
Carroll's Greater: Minneapolis, Minn., 7-8; (Fair) Anoka 9-12; Cokato 13-15; (Fair) Jackson 16-19.  
Casey, E. J.: (Fair) Kenora, Ont., 8-11; Port Francis 13-15; (Fair) Rainy River 17-18.  
Cattlet Greater: (Fair) Seward, Neb., 6-8; (Fair) Deshler 9-11; (Fair) Norton 13-17.  
Central States: (Fair) Seward, Neb., 6-8; (Fair) Deshler 9-11; (Fair) Rainy River 17-18.  
Cetlin & Wilson: (Fair) Ionia, Mich.; (Fair) Sedalia, Mo., 16-26.  
Chanos, Jimmie: Portland, Ind., 6-10.  
Cherokee Am. Co.: Erie, Kan.; Osawatimie 13-18.  
Coleman Bros.: Norwich, N. Y.; Afton 13-18.  
Collins, Wm. T.: LaCrosse, Wis.; Cedar Rapids, Iowa, 13-18.  
Continental: Ogdensburg, N. Y.; (Fair) Westport 14-18.  
Cote Am. Co.: (Fair) Pontiac, Mich., 7-11; (Fair) Standish 14-18.  
County Am. Co.: (Fair) Norwalk, Conn., 13-18.  
County Fair: York, Neb.  
Crafts Expo.: (Fair) San Mateo, Calif., 6-12.  
Crafts 20 Big: (Fair) Roseville, Calif., 7-12.  
Cross Road Am. Co.: Shelby, Mich., 7-8; Edmore 10-11.  
Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Tracy City 13-18.  
Davis Am. Co.: Grants Pass, Ore., 7-11; Newport 15-18.  
Del Flore Am.: Connellsville, Pa., 9-18.  
Dixie Amusements: (Fair) Clarinda, Ia., 8-11; Mount Airy 14-18.  
Douglas Greater: Sweet Home, Ore.; Tillamook 13-18.  
Down River Am. Co.: (Fair) Cassopolis, Mich., 7-11; (Fair) Belleville 14-19.  
Drago, No. 1: (Fair) Rochester, Ind.; (Fair) Rennsalaer 13-18.

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City..... Zone..... State.....

Occupation .....

Drago, No. 2: (Fair) Georgetown, Ill.  
Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Terre Haute 12-19.  
Dudley, D. S.: (Fair) Tribuna, Kan.; (Fair) Colby 13-18.  
Dumont: Winchester, Tenn.  
Dyer's Greater: Manchester, Ia.; Boone 13-18.  
Eddie's Expo.: (Fair) Clarion, Pa.; (Fair) Dayton 13-18.  
Empire State: Robstown, Tex.; Fredericksburg 14-18.  
Emshoff: Rockford, Ill., 7-9; Pecatonica 16-19.  
Evans United: Glasco, Kan., 6-10; La Crosse 13-15.  
Famous American: La Fayette, Ga.  
Fidler: Mount Olive, Ill.  
Foley & Burk: Tulock, Calif.  
Frame's Greater: (Fair) Cortland, N. Y.; (Fair) Palmyra 14-18.  
Franklin, Don: (Fair) Austin, Minn.; (Fair) Blue Earth 13-16; (Fair) New Ulm 16-19.  
Frontier: Heber City, Utah, 7-11.  
Fun Fair: (Fair) Winnemac, Ind., 7-11.  
Funland: (Fair) Kirksville, Mo., 6-10; (Fair) Trenton 12-18.  
G. & B.: (Fair) Gassaway, W. Va.; Riverdale 14-18.  
Gem City: Kankakee, Ill.  
Gentsch, J. A.: Philadelphia, Miss.; Pascagoula 13-18.  
Georgia Am. Co.: Lyons, Ga.; Moultrie 13-18.  
Gladstone Expo.: Hodgenville, Ky.; Russellville 13-18.  
Gold Bond: Rice Lake, Wis., 7-12; Rhineland 14-19.  
Gold Medal: (Fair) Lynchburg, Va.; (Fair) Tazewell 13-18.  
Gooding Am. Co., No. 1: Urbana, O.  
Gooding Am. Co., No. 2: Shelbyville, Ind.  
Gooding Am. Co., No. 3: Monroe, Mich.  
Gooding Am. Co., No. 4: Wapakoneta, O.  
Gooding Am. Co., No. 5: Columbia City, Ind.  
Gooding Am. Co., No. 6: Wilmington, O.  
Gooding Am. Co., No. 7: Bloomington, Ind.  
Gooding Am. Co., No. 8: Jefferson, O.  
Gooding Am. Co., No. 9: Bryan, O.  
Gooding Am. Co., No. 10: Gallipolis, O.  
Grand American: (Fair) Maquoketa, Ia., 8-12; (Fair) Atlantic 14-16; (Fair) Marshalltown 18-21.  
Greater Dixieland Expo.: (Fair) Vinton, Ia., 6-9; (Fair) Waukon 10-13.  
Great Western Am.: (Fair) Faith, S. D., 6-12; Rapid City 14-19.  
Green: Waterloo, Que., 10-12.  
Griggs Bros.: (Fair) Richmond, Ky.  
Hale's Shows of Tomorrow: (Fair) Lee's Summit, Mo.; (Fair) Auburn, Neb., 13-17.  
Hames, Bill: Alvarado, Tex.  
Hammond, Bob: (Fair) Rush Springs, Okla.; Anadarko 13-18.  
Hannah's Amusements: (Fair) Wind Ridge, Pa.; Hopwood 13-18.  
Hannum, Morris: (Fair) Warrington, Pa.; (Fair) Dallastown 13-18.  
Happy Attrs.: Bowling Green, O.; Kent 13-18.  
Hartscock Bros.: Jameson, Mo., 8-11; Paris 13-18.  
Helh, L. J.: (Fair) Altamont, Ill., 6-10; (Fair) Mayfield 13-18.  
Hill's Greater: Duluth, Minn.  
Holiday Am. Co.: (Fair) Girard, Kan., 6-9; Arma 10-12; (Fair) Burden 14-17.  
Holly Bros.: Canton, Ga.; (Fair) Hiwassee 13-18.  
Hottle, Buff, No. 1: (Fair) Lincoln, Ill.; (Fair) Springfield, Mo., 13-18.  
Hottle, Buff, No. 2: (Fair) Marion, Ill.; (Fair) Princeton, Ind., 12-18.  
Howard Bros.: (Fair) Mansfield: (Fair) Hilliards 13-18; (Fair) Marion 18-23.  
Howard Bros.' Rides: (Fair) Athens, O.  
Hugo's Novelty Expo.: Eudora, Kan., 9-11.  
Ideal Rides: (Fair) Brazil, Ind., 7-11.  
Imperial: Mendota, Ill., 7-8; Princeville 10-11; Rockford 13-19.  
Inland Empire: Priest River, Idaho, 8-12; Hillyard, Wash., 16-18.  
I. T.: (Fair) Middletown, N. Y., 6-12.  
Jack's United: (Fair) Marshall, Ill.; (Fair) Cairo 13-18.  
Johnny's United: Brownstown, Ind.; Carmi, Ill., 13-17.  
Kellogg, Robt. D.: (Fair) Bradford, Vt.; (Fair) Warrensburg, N. Y., 13-18.  
Ken-Penn: Franklin, Pa.  
Key City: Greenfield, Ind.  
Klein Am. Co.: Luverne, Minn., 7-9; St. James 10-12.  
Kille, Floyd O.: (Fair) Knoxville, Ia.; Eldora 13-18.  
Lagasse Am. Co., No. 1: N. Reading, Mass.; E. Blackstone 13-18.  
Lagasse Am. Co., No. 2: Brookfield, Mass.; Weymouth 13-18.  
Lagasse Am. Co., No. 3: Pepperell, Mass.; Wilmington 13-18.  
Lee United: St. Helen, Mich., 9-12; (Fair) Ewart 15-18.  
Maddox Bros.: Halstead, Kan.  
McKenna's Rides & Am.: (Fair) Cedarburg, Wis., 8-12; (Fair) Clintonville 14-20.  
Majestic Greater: (Fair) Orleans, Ind.; (Fair) Georgetown, Ky., 13-18.  
Manning, Ross: Hickory, N. C.; Hendersonville 13-18.  
Marks, John H.: Lynchburg, Va.; Covington 13-18.  
Marvel: Metamora, Ill., 8-11; Farmington 15-18.  
Meeker's: Omaha, Wash.; Hermiston, Ore., 14-18.  
Merriam's Midway: Alta, Ia., 6-9; Belmont 10-11; Titonka 13; Algona 14-17.  
Miami Valley Am.: Richmond, Ind.

Midway of Mirth: Albion, Ill.; Nashville 13-18.  
Midwest: Midvale, Utah; (Fair) Emmett, Idaho, 15-18.  
Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Martinsville 13-17.  
Mo-Ark: Iberia, Mo.  
Monarch Expo.: (Fair) Milledgeville, Ill.; (Fair) Warren 13-18.  
Moore's Modern: (Fair) Bladen, Neb., 6-8; (Fair) Benkleman 9-11; Campbell 13-14; Culbertson 16-19.  
Motor State: Argos, Ind.; Harrison, Mich., 14-18.  
Mound City, No. 1: Elsberry, Mo.  
Mullins Royal Pine: Calais, Me.  
Myers, Sonny: (Fair) Grundy Center, Ia., 7-11; (Fair) Denison 13-16.  
Nelson, Geo. W.: Wakefield, Neb., 6-7; Primghar 8-9; Whittemore 11; (Fair) Emmetsburg 13-15; (Fair) Elk Point, S. D., 16-18.  
Nolan Am. Co.: (Fair) Carrollton, Ky., 7-11; Kent, O., 13-18.  
Northern Expo.: Scobey, Mont., 6-8; Dodson 10-12.  
Oklahoma Expo.: (Fair) Hatfield, Ark.; Tontitown 13-18.  
Olson: (Fair) Springfield, Ill., 10-19.  
Page Bros.: (Fair) Tompkinsville, Ky.; (Fair) Burkesville 13-18.  
Page Combined: (Fair) Ithaca, N. Y.; (Fair) Batavia 13-18.  
Pan American: Osceola, Ark.; (Fair) Mammoth Springs 13-19.  
Penn Premier: Morgantown, W. Va.; (Fair) Waynesburg, Pa., 13-18.  
Playtime: (Fair) Portsmouth, N. H.; (Fair) Plymouth 16-19; Gloucester, Mass., 21-26.  
Port City Rides: Ottawa, Ill., 6-9; Muscatine, Ia., 12; New Windsor, Ill., 15-18.  
Powelson Greater: Croton, O.; Mount Gilead 14-18.  
Prel's Broadway: (Fair) Bedford, Pa.; (Fair) Carlisle 13-18.  
Priddy: (Fair) Johnson City, Tex., 9-11; Port Lavaca 14-28.  
Raines Amusements: (Fair) Overbrook, Kan.  
Rainier: Seattle, Wash.; St. Helens 13-18.  
Raley Bros. Expo.: (Fair) Durham, N. C.; (Fair) Roanoke Rapids 13-18.  
Reid, King: (Fair) Grand Falls, N. B., 6-9; (Fair) Skowhegan, Me., 11-18.  
Reithoffer, Blue: Angelica, N. Y.; Lowellville 13-18.  
Reithoffer, Uley: (Fair) Troy, Pa.  
Robinson's Greater: (Fair) Fremont, Neb., 8-10; (Fair) Fullerton 13-16; (Fair) Hartington 15-20.  
Rock City: Washington, Ia.  
Rocky Mountain Empire: Littleton, Colo., 8-11.

(Continued on page 80)

**CIRCUS ROUTES**

Beers & Barnes: Cowen, W. Va., 7; Richwood 8; Craigsville 9; Widem 10; Clay 11.  
Benson Bros.: Shippensburg, Pa., 9.  
Carson, Tex: De Smet, S. D., 7; Arlington 8; Lake Benton, Minn., 9; Cottonwood 10; Raymond 11; Spicer 12; Payneville 13; Osakis 14.  
Cole, Geo. W.: Foley, Minn., 7; Albany 8; Sauk Center 9; Eagle Bend 10; Staples 11.  
Cristiani Bros.: Peekskill, N. Y., 7; Norwalk, Conn., 8; New Britain 9; Waterbury 10; Stamford 11; Wilmington, Del., 13.  
Gould, Jay: Albia, Ia., 7-8; Sigourney 9-10; State Center 11-12; Lake Mills 13-14; Alcester, S. D., 15-18; Burke 17-18; Peterson, Ia., 22-23.  
Hagen Bros.: Carpentersville, Ill., 7; Sycamore 8; Oglesby 9; Pontiac 10; Watska 11.  
Hunt Bros.: Three-Ring: Sussex, N. J., 8; Franklin 9; Budd Lake 10; Lyons 11; Middletown 13; Matawan 14; Highland 15; Middle Storey 16; Spring Lake 17; Long Branch 18; Neptune City 19; Farmingdale 21; Ocean City 22; Avalon 24; Camden 25; Hatboro, Pa., 27; Upper Dublin 28; Coatsville 29.  
Kelly-Miller: Montpelier, O., 7; Adrian, Mich., 8; Howell 9; Durant 10; Lapeer 11; Rochester 12.  
Leonard Bros.: Alsip, Ill., 7; Mattison 8; Downers Grove 9; Aurora 11; Chenos 13; Eureka 14; Gibson City 15.  
Mills Bros.: Annapolis, Md., 7; Adelphi 8; Cabin John 9; Greenbelt 10; La Plata 11; Funkstown 13; Chambersburg, Pa., 14; Greensburg 15; Warren, O., 16; Barber-ton 17; Tallmadge 18.  
Packs, Tom, Western: Logan, Utah, 8; Spanish Fork 9; Richfield 10; Winslow, Ariz., 12; Los Alamos, N. M., 14-15; Hobbs, N. M., 17-18; Port Arthur, Tex., 21; Tulsa, Okla., 25-26.  
Polack Bros., Eastern: Rockford, Ill., 8-10.  
Polack Bros., Western: Reno, Nev., 8-11; Klamath Falls, Ore., 13-14; Eugene 16-18; Vancouver, B. C., 22-Sept. 2.  
Strong, John A.: (Fair) Turlock, Calif., 7-8; (Fair) San Mateo 9-10; (Fair) Ferndale 12-13; (Fair) Stockton 23-26; (Fair) Gridley 31-Sept. 2.

**Miscellaneous**

Burke's Wild Cargo: (Fair) Monroe, Mich., 7-11; (Fair) Corunna 13-18.  
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Monroe, Mich., 7-11; (Fair) Corunna 13-18.  
Matchstick City of Religions Exhibit: Mendota, Ill., 7-8; Princeville 9-11.  
National Circus Museum: Bluefield, W. Va., 7; Columbia, Tenn., 9.  
Schaffner Players: Vandalla, Mo., 7-12; Perry 13-19; Paris 20-26.

**25 Ride Ops  
Order A-H  
Helicopter**

**NORTH TONAWANDA, N. Y.**  
—Demand for Allan Herschell's new Helicopter ride has resulted in a backlog of 25 would-be purchasers, officials of the ride firm announced.

The first order for the ride was from Mac Duberges and J. W. (Patty) Conklin, who want the ride for this year's Canadian National Exhibition at Toronto. Conklin also plans to have Herschell's new Rodeo ride at the big exhibition.

Others who have placed orders for the Helicopter include Floyd E. Gooding, Columbus, O.; H. Youtie, Morton, Pa.; T. Casey, Queen Ann Kiddieland, Minneapolis; Summer Rittenberg, Boston; Harry Batt, Pontchartrain Beach, New Orleans; William Muar, Canadaigua, N. Y.; V. T. Pryor, Los Angeles; Harry W. Falk Jr., Ukiah, Calif.; Max Rindin, Youngstown, O.; Robert Howard, Canton, O.; Earl Purtle, Cetlin & Wilson Shows; George McLaughlin, Miami; F. W. Pearch, Detroit; Joseph Schuler, Olympic Park, Rochester, N. Y.

Robert F. Fountain Jr., Operators Amusement Company, Asbury, N. J.; W. H. McMurtrey, Riverside, Calif.; Maurice Woods, Wedgewood Park, Okla.; Roy and Marvin Staton, Springlake Amusement Park, Oklahoma City; Robert Stapleton, Fun Fair Shows; Bert Slover, Cetlin & Wilson Shows; Joe Murphy, State Fair Park, Dallas; James Johnson, Playland, San Antonio; James Bateman, New Elmwood Park, Oklahoma City, and Robert Edwards, Tampa.

The Helicopter was designed by Dave Bradley, Los Angeles Kiddieland operator and bought by Allan Herschell for development and manufacture. It has eight sweeps driven by a center drive. At the end of each sweep is a Helicopter car with capacity for three children or two adults. Each car has its own joy stick or control lever by which the rider causes each individual Helicopter to rise or fall independently. There is a rotor propeller above the vehicle and a directional propeller in the tail.

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by order of Admiral after program—  
backed by Justice Oliver Wendell  
Luce "Wings of Gold" and a cap  
and officer's commission.

**NAVY**

Will you test drive of  
Best Offer Approved.



# THE FINAL CURTAIN

**DARLING**—Butch, 16, son of Mrs. Phyllis Darling, August 2 in New Orleans. Burial August 3 at Toca, La.

**GIBBONY**—Mrs. Lida Jane, 79, mother of Catherine Delph, who with her husband, Tom Delph, operates a concession on the Gold Medal Shows, recently in Uniontown, Pa. Other survivors include a son, five daughters and a brother.

**KURTZE**—Earl W., 66, retired amusement booker and long-time partner in WLS Attractions, Chicago, August 2 in Indianapolis. (Details in Outdoor section.)

**SCHWARTZ**—John M., 69, widely known concessionaire and former bingo and glass pitch operator on several Eastern shows, July 26 in Syracuse, N. Y. Survived by his widow, Linna; a son and four daughters.

**SHIRK**—Harry, veteran concessionaire, for 25 years at Meyers' Lake Park, Canton, O., July 29 in that city.

## MARRIAGES

**McGILL-MARTIN**—Hugh McGill, well-known circus fan, and Teresa Martin, secretly July 9 in Los Angeles.

# Detroit Plans Aud Opening; Seeks Expert

DETROIT—Opening of the new Henry and Edsel Ford Auditorium at Detroit's new Civic Center has been set for October 14. The Memorial Hall Commission has decided to hire a consultant on auditorium management. Formal organization of management for the new auditorium and the Convention Hall, on which construction recently was begun, is to be voted on next spring.

## 'Holiday' Big

Continued from page 65

ish and top-class but the only act to draw raves was that of Ham and Riggs, dead-pan comedy duo. Special mentions and plaudits went to Jinx Clark, Jeanne Cheadle, Frank Sawers, Peter Tirstbrook, Marshall Garret, Bob and Rose-Marie Unger and Alan Jenkins.

# 1956 Rodeo Dates

<b>Alabama</b> Prichard—Prichard Rodeo, Sept. 28-30.	San Diego—San Diego Rodeo, Aug. 4-8. Harry Golub San Diego—San Diego Rodeo, Sept. 22-23. Tom P. Isbell.
<b>Arizona</b> Winslow—Winslow Rodeo, Aug. 25-26. Dale Blair.	San Francisco—San Francisco Rodeo, Nov. 2-11. Nye Willson. San Fernando—San Fernando Rodeo, Sept. 2-3. Max Schoenfeld. Ventura—Ventura Rodeo, Oct. 5-7. Victorville—Victorville Rodeo, Nov. 17-18. Bob Angel.
<b>Arkansas</b> Crossett—Crossett Rodeo, Aug. 15-18 O. T. Switzer. Harrison—Harrison Rodeo, Sept. 20-22. Sheldon Harris. Hope—Hope Rodeo, Sept. 27-29. R. C. Daniels. Little Rock—Little Rock Rodeo, Oct. 1-6. Clyde E. Byrd. Pine Bluff—Pine Bluff Rodeo, Sept. 18-22. Geo. Hestand.	<b>Colorado</b> Boulder—Boulder Rodeo, July 29-30. Rollie Leonard. Brighton—Brighton Rodeo, Aug. 11-12. James Green. Brighton—Brighton Rodeo, Aug. 18-19. James Green. Burlington—Burlington Rodeo, Aug. 17-18. Harold Schmidt. Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 7-8. Byron Hudson. Colorado Springs—Colorado Springs Rodeo, Aug. 7-11. Kenneth Brookhart. Estes Park—Estes Park Rodeo, Aug. 9-11. Dr. A. G. Pisk. Longmont—Longmont Rodeo, Aug. 16-18. Cal Maier. Loveland—Loveland Rodeo, Aug. 12-14. Robert Palmer. Montrose—Montrose Rodeo, Sept. 15-16. John C. Clark. Norwood—Norwood Rodeo, Aug. 11-12. Harold Joseph. Pueblo—Pueblo Rodeo, Aug. 24-26. W. H. Kittle.
<b>California</b> Barstow—Barstow Rodeo, Sept. 22-23. Tom Merritt. Hanford—Hanford Rodeo, Sept. 16. Jim King. Los Angeles—Los Angeles Rodeo, Aug. 19. John R. Moss. Paso Robles—Paso Robles Rodeo, Aug. 17-18. Petaluma—Petaluma Rodeo, Aug. 18-19. Dolph Young. Placerville—Placerville Rodeo, July 22. John Towsley. Plymouth—Plymouth Rodeo, Aug. 26. Goula W. Wall. Pomona—Pomona Rodeo, Sept. 23-30. San Diego—San Diego Rodeo, Aug. 4-5. Harry Golub.	(Continued on page 89)

## IN MEMORY OF Ira C. "Si" Sowash

Our Departed Member.  
Died July 27, 1956,  
at Osceola, Iowa.

ALLIANCE OF BILLPOSTERS  
BILLERS LOCAL 63, DECATUR, ILL.

**IRELAND**—A. T. (Val), veteran outdoor showman, July 22 in Augusta, Ga., of a heart attack. Survived by his widow, several brothers and sisters. Burial in Augusta.

## IN MEMORY OF JOE WALCH

WHO PASSED AWAY  
AUGUST 7, 1953

Dear Joe, We Miss You Very Much!

Mrs. Charlotte Walch  
and Daughters  
Linda — Leida

**KORK**—Bobby, 54, annex attraction and side show performer for 25 years, July 20 in a Trenton, N. J. hospital, following a long illness. Kork's last connection was on the John H. Marks' Side Show. Survivors include three sisters and one brother.

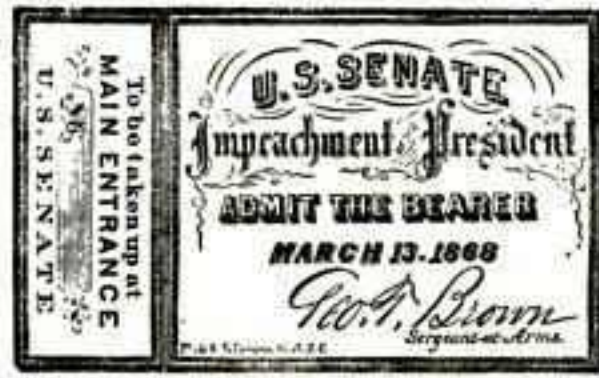
## BIRTHS

**SHEPPARD**—A daughter to Mr. and Mrs. Dick Sheppard recently in Brooklyn Jewish Hospital. Parents are game operators at Rockaway's Playland, New York.

**HEMPHILL**—A son to Mr. and Mrs. Matthew Hemphill recently in Women's Hospital, Philadelphia. Father was on Cetlin & Wilson Shows for several years and now is operating concessions around Philadelphia.

**KRAMIEN**—A son, Rick, to Mr. and Mrs. Stan Kramien recently in Portland, Ore. Father is widely known magician and juggler. Mother has a chimp act.

"I looked down into  
my open grave"



"MR. SENATOR ROSS, HOW SAY YOU?"

In the deathly silence of the Senate chamber, the freshman Senator from Kansas looked down, as he put it, into his own grave.

On deliberately trumped-up charges, the bitterly fanatic leaders of Ross's party were trying to vote President Johnson out of office—because Johnson stood between them and their revenge on the defeated South.

Ross, they knew, also disliked Johnson and wanted to punish the South. But, taking no chances, they had warned him to vote "guilty" or face political suicide.

And now, on that historic May morning in 1868, the verdict had come to hang completely on his vote. First faltering, then loudly, he gave it: "Not guilty!"

That was sheer moral principle speaking. Edmund Ross refused to join a move he thought would wreck the historic powers of the Presidency. For this, he lost his future, lost his good name, and saved for himself only what he had saved for everyone: our democracy.

Into the whole fabric of American democracy is woven the steel-tough moral fiber of men like Edmund Ross. Braver even than battle courage, it has helped America become strong in many ways. So strong, that, today, one of the world's greatest guarantees of security is U.S. Savings Bonds.

For it is not American principal, but American principles, that back these Bonds. So, for yourself and your country, invest in United States Savings Bonds regularly. And hold on to them.



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

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Cincinnati, Ohio



## BATTLE WEATHER, FIRE

### Akron, Indianapolis Turn Bad Luck Into Winning Promotion Stunts

INDIANAPOLIS — Fire hit Riverside Amusement Park here about 5 a.m., Saturday (4) and caused an estimated \$125,000 damage. The big amusement park lost its Pretzel ride, Funhouse, Derby game and Fascination game. Its Tilt-a-Whirl was damaged somewhat.

The park opened as usual at 1 p.m. the same day and did good business with an industrial picnic of 4,000 people.

Owner John L. Coleman and manager H. E. Parker turned the fire news into a springboard for a heavy ad campaign and promo-

tion with a "fire sale" theme.

The "sale" involved bargain prices Thursday and Friday (2-3). Rides normally go for from two to five nickel tickets. For the sale each ride went for one ticket less, giving reductions of from 20 to 50 per cent.

Refreshment items like hot dogs, hamburgers, soft drinks and other items were repriced three cents lower for the "sale."

Larger ads were placed in newspapers for the "fire sale" and both radio and TV spots were used also. Parker said that business was fine on the first night of the "sale."

AKRON, O.—A gag publicity stunt is being staged at Summit Beach Park here Sunday (5), when the funspot will be "re-opened" for the summer. The cold, late spring is being "overlooked."

Actually, the park has been open all along. But as General Manager Ed Palmer points out, the park lost the first part of the season to bad weather. Theme of the stunt is that summer now has arrived, and with 27 days to play before Labor Day the season has just started.

"Opening for the summer" will be marked with fireworks and "all the usual hullabaloo that goes with a normal season's opening," Palmer said.

So far this season, Summit Beach has had only three clear weekends. Spot opened for weekends on April 25 and for full-time on May 29. The Fourth of July was rained out in part.

With a heavy promotional picnic schedule for August, and with assistance from the weatherman, Palmer has hopes of overcoming the normal dull period of August. The park closes on Labor Day and reopens September 11 for the six-day Summit County Fair.

### 100G Blaze Hits Riverside, Indianapolis

INDIANAPOLIS — Fire of undetermined origin caused \$100,000 damage at Riverside Park here. The Fun House, the Bad Lands, a ride and three concession units were destroyed. Four firemen were injured before the blaze was brought under control.

Owner John Coleman, after surveying and estimating the damage, said the funspot would continue in operation with the remaining units. Work was immediately begun on plans to replace the lost units.

### Jacksonville Spot Pulls Good Crowds

JACKSONVILLE, Fla.—River-view Amusement Park here has been enjoying good summer business despite rain. Improvements under way include redecoration of the recreation hall and ballroom and addition of equipment for the recreation room.

Bids are being received for construction of a swimming pool. A boat landing is planned for the future. Sid Walker is owner-manager, and he said the spot might be available in winter months as quarters for a traveling show.

## REPETITION

### Lion Bites Make Rocky Point News

WARWICK, R. I.—Rocky Point Park was in the news thruout the week of July 22 thru the efforts of Prince, El Kigordo or, more properly, those of the lions he trains and presents.

The Prince was nipped twice, once on Monday (23) and again on Thursday (26). The first bite and subsequent hospital visit served to draw attention to the park and Prince's appearance there. The injury was in the hand, deep but not serious. The second bite, on the arm, was treated locally by a doctor. It was said to be less severe than the first one.

The considerable publicity given the second incident helped focus attention on Manager Paul Haney's plans for the upcoming weekend.

### Knott's Berry Farm Launches Domestic Animal 'Ghost Town'

BUENA PARK, Calif.—Animal Ghost Town is the most recent addition to Knott's Berry Farm here and a grand opening of the production Thursday (19) shows prom-

inence of it being another first-class attraction at the famed Southern California tourists' stop.

The attraction, developed by Keller B. Breland, "animal psychologist" of Hot Springs, Ark., and C. Fulton Shaw, owner of MacDonald's Farm at Knott's, uses three people, with chickens, rabbits, a duck, cow, pig, and a goat doing the acting. The presentation is in front of a covered semi-circular stand seating approximately 400. The stage is made up of Old Western store fronts.

#### Has Story Line

The performance runs about 20 minutes. An admission charge of 50 cents for adults and 25 cents for children is to be made. It is one of few admission shows in the area.

Breland and Shaw have woven the antics of the fowls and animals into a comic action story in which Skip Young, as the town marshal, and Jack Hudson, as Tom, the bugler, return to the old town. They find that all their friends are no longer humans. The old doctor is a duck; the bartender a goat, and a chicken is a card shark. The setting is laid in a three-way conversation by Young and Hudson, with Joseph Jarney doing off-stage voices.

Thru Breland's and Shaw's intensive training, the chicken picks out cards, the goat drinks from a bottle on cue, and the rabbit runs a goring wheel. A pig loads ore into a mining car, runs it 20 feet and dumps it. Then he is back for additional ore.

### Hershey, Pa., Annual Dutch Event Planned

HERSHEY, Pa.—Eighth annual Pennsylvania Dutch Days celebration will be at Hershey Park, Hershey Sports Arena and Hershey Stadium August 23-26.

Pennsylvania Dutch theme and folklore will be followed for square dancing, craft exhibits, livestock shows, entertainment, and foods that include the well-known seven sweets and seven soups.

A State Lotwaerrick (Applebutter) Queen and State Poultry Queen will be crowned during the four days. Square dancing will be at the park ballroom on Friday (24). Dialect entertainment and an old-fashioned Dutch auction are scheduled for the park bandshell.

The Hershey Sports Arena will house exhibits of glass blowing, and old-time Dutch crafts. The Stadium will be the scene of a dairy cattle show, farm implement exhibit, market hog show, and a goat show.

Attendance is expected to reach 170,000 for the celebration, which charges no admission.

## NEW 5-YEAR PLAN

### Foresight Builds Plant, Crowds for Crescent

By CAMERON DEWAR

RIVERSIDE, R. I.—Hard work and good planning has been its own reward for the two partners who operate Crescent Park here. They are Arthur Simmons and Fred McCusker, who took over the plant six years ago and put into effect a five-year plan.

It is their proud boast that they have accomplished most of the things they set out to do in this 50-acre amusement spot on the shore of Narragansett Bay. Since they still aren't satisfied, they are on a second five-year plan, and while the spot looks in good shape at the moment, the time probably never will come when they'll sit down and relax.

The going hasn't been easy at times for Simmons and McCusker. The Roller Coaster has been built twice and a pier from which they did a good business with speedboat rides went into the sea three times. The partners doubt that they will replace it since the storms coming up the bay seem to head right for the pier.

#### New Food Unit

Another victim of the hurricanes was a large eating place. This area now has been cleared and in its place is the Shore Dinner Hall, which serves 1,800 with the area's famed sea food. A modernistic bar also has been added and a separate food stand has been built at the side, leaving a pleasant patio as an approach to the big restaurant.

The park has a good selection of major rides, including the Roller Coaster, Whip, Tumble Bug, Dark Ride, Flying Scooter, Rocket Ship, Tilt-a-Whirl and Dodgem. Most of these rides are priced at 15 cents. There is a Penny Arcade.

Among the projects under way is a large kiddie park. At the moment there from 15 to 20 kiddie

rides with more being added each week. A big, enlarged Midget Speedway is having its track rebuilt with a mixture of asphalt and concrete, giving it the look of an ice rink.

#### Merry-Go-Round Showpiece

The partners are proud of their Merry-Go-Round, one of the oldest in the business. The colorful, three-abreast ride was built by Simmons' grandfather, Charles I. D. Loeff, who had his factory in the park site. He used the present Merry-Go-Round as a showpiece to interest prospective buyers.

Before too long Simmons and McCusker will own and operate all of the park's rides and concessions. Recently they took over the Dodgem from Charles Lake, veteran park man, and acquired the Ferris Wheel and Silver Streak from Albert Lake Jr., a nephew. The few remaining concessionaires are getting along in years and are anxious to retire.

One of the big projects has been the Alhambra Ballroom. This has been thoroughly reconditioned inside and a cocktail lounge, which employs five bartenders and 10 waitresses on busy nights, has been added. Playing the 2,600-capacity ballroom for nearly 30 years is Charles Weygand and his orchestra.

Manager James Martin thinks the patrons prefer the Weygand music and each week he runs an old timers' night and a teen-age hop. Three or four times a season a name band takes over, such as Russ Morgan and Guy Lombardo. Admission is 90 cents on week nights and \$1 on Saturdays and holidays.

A little work remains on the ballroom interior, but the outside is in the process of a complete overhaul and repainting job.

The partners are strong on pro-

### Dineen Eyes Increase at Hampton With Good Weather

HAMPTON BEACH, N. H.—If the weather will only behave thru Labor Day, John Dineen, operator of the Casino properties in the heart of this resort, believes he will come out ahead of last year.

The cool, rainy weather that prevailed thru the first two-thirds of the season knocked business down in some activities. But the diversification of the Dineen interests, ranging from a restaurant and other food units to a huge ballroom, provides for healthy earnings in all kinds of weather providing people are at the resort.

Hotel and gift shop earnings are ahead of last year. Food units

—pizza, popcorn, clams, etc.—and participation units, such as bowling, miniature golf and the Arcade are all under cover and benefit when the skies become leaden or wet.

#### Holiday Off

Business was off generally July 4 chiefly, Dineen said, because of the holiday falling in the middle of the week. The Casino Ballroom seems well on its way to topping last year with the Dorsey Brothers pulling a record advance, and Jerry Vale, Les Elgart, Buddy Morrow and Billy May all drawing hefty crowds. Other names are due, including Ralph Flanagan.

Dineen is doing well with a sideline venture, the Hampton Sisters, a singing group.

### Bob-Lo Gross Running Less Than in 1955

DETROIT — Business at Bob-Lo Island Park has been running slightly behind 1955. This reflects a long early hot spell last year and an unusual amount of rain this season, according to Ray Scheetz, general passenger agent for the operating company.

With reasonable weather for the month of August, however, a modest increase over last year may be built up by the end of the season, he said.

In a move to build late week business, the company is adding two more runs on Friday—at 6 p.m. and 10 p.m.

### Bud Johnson Jam Set for Seaview

LONDON BRIDGE, Va.—Buddy Johnson's ork, booked into Seaview Beach here for August 9, will hold a jam session titled "Walk 'em Rhythm" as one of the features of the stand. The popular feature is a 30-minute session that continues without a break.

The park ads run in 13 newspapers in Massachusetts and Rhode Island and radio spots are run in Providence, New Bedford and Fall River, Talent nights once each week have proved a big draw. Six to eight contestants try for spots on a local television show and the finalist is awarded a scholarship in drama, dance or voice. Bigger things are planned with this gimmick for next season.

The park is located near Providence, with a regular bus service that brings customers from New Bedford, Fall River and the surrounding Rhode Island area. Simmons, who is a noted racing driver, has high hopes for the future based on this year's business and the plans for new rides and improvements. To show he means business he has constructed a modernistic, air-conditioned office building in the middle of 50 acres.

The funspot is situated about 12 miles from Lincoln Park in North Dartmouth, Mass., and about the same on the other side from Rocky Point Park, Warwick, R. I. Simmons feels this does everybody good, since it is his belief that the patrons would get tired of one park all the time, so everyone gets the benefit of the three funspots.



ROLLER RUMBLINGS

Dance Contest Hypes Biz at Laemmle Spot

EUGENE, Ore.—A 10-step skate dance contest held July 22 to stimulate slow summer business was branded a success by Mr. and Mrs. Edwin Laemmle, operators of Midway Roller Rink here.

tioned by the Roller Skating Rink Operators of America. Chet Naro, professional at the rink, is a member of the Society of Roller Skating Teachers of America.

Contestants were divided into two groups—seniors over 12 and juniors under that age. Judging was done by Mr. and Mrs. Robert Young. Mrs. Young is the former Donna Benedict, national novice and intermediate dance champion.

In the senior division first place went to Merlin Heims and Phyllis Hedgepeth, followed by Leroy Luick and Sally Vandehey, Bob Smith and Ella Army, Ronny Williams and Gail Laemmle, and Richard Backman and Eileen Flower.

The Laemmles also sponsored a contest the same night for the best co-ordinated costume for couples, judging being done by Irene Albino and Mrs. Ruth Dar, of the School of Ballet, Eugene.

RSROA Memberships Go to Three Spots . . .

DETROIT—The addition of three rinks to the membership roll of the Roller Skating Rink Operators of America was announced recently by Robert D. Martin, secretary-treasurer, at association headquarters here.

The new rinks and their operators are: Doris Roller Rink, Pontiac, Mich., Roland and Estelle Lewis; White Rock Rink, Dallas, Frank C. Dutton, and Hawkins Skating Rink, Greensboro, N. C., Robert A. Hawkins.

RSROA Membership Pin Awards to 13 Operators . . .

DETROIT—Honored recently by the Roller Skating Rink Operators' Association of America were 13 of its members who received membership pins denoting long-term membership in the association.

1st Half Strong For Biloxi Park

BILOXI, Miss.—Biloxi-Gulfport Amusement Park enjoyed good business thru the first half of the season, according to manager Ken Davis.

Rides will continue until after Labor Day and they will leave here to play various Mississippi fairs. Spot uses advertising on city and air base buses, spots on radio stations and newspaper ads.

The spot took two blows. In June a tropical storm pushed water onto the midway and it was knee-deep at the Ferris Wheel and Scooter.

Agsten, Skateland, San Diego, Calif.; Mr. and Mrs. Anthony Anselmy, Rolladium, Pontiac, Mich.; Mr. and Mrs. Fred W. Flesher, Center Roller Rink, Gresham, Ore., and Michael Della Russo, Revere (Mass.) Skating Arena.

Oaks Club Presents TV Set to Portland Hospital . . .

PORTLAND, Ore.—The Skaters' Social Club of Robert and Ruth M. Bollinger's Oaks Park Rink here recently presented a TV set to patients of the Portland Isolation Hospital for contagious diseases.

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

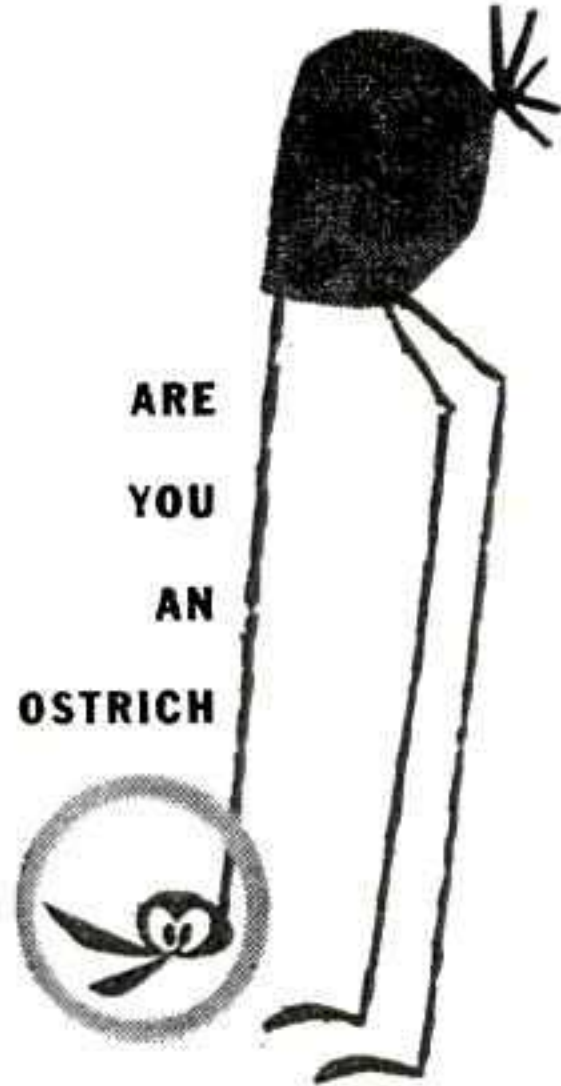
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FOR SALE

Mesker Portable Steel Rink Bldg., 70x170. Also new permanent Roller Rink Bldg., 110x220, for sale or lease.

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ARE YOU AN OSTRICH

... when it comes to cancer? Do you bury your head in the sand and hope it won't attack you or someone close to you?

AMERICAN CANCER SOCIETY

BEST WEEKEND

Nifty Weather Builds Top Crowds in East

NEW YORK—A rare break in weekend weather gave Eastern amusement parks and resorts some of their best Saturday-Sunday (28-29) attendance and business so far this season.

In the metropolitan area the beaches were jammed with a million-plus reported for both Coney Island and the Rockaways on Sunday.

From Atlantic City came reports of the largest turnout of the season, an estimated 185,000 persons. Other Jersey shore spots fared equally well.

It was clear skies, rather than heat, that sent the multitudes scurrying to the water and sunspots. On virtually all other preceding weekends this season the public had been frustrated by rain or otherwise gloomy weather.

Norfolk, Va., Spot Hypos Lure With Circus Performers

NORFOLK, Va. — Ocean View Amusement Park has signed a series of circus-type acts as free attractions and is billing them heavily in a circus-manner.

Winnie Colleano, longtime high performer, was the recent attraction and was followed in by Janet and Paul, aerialists.

The park's Merry-Go-Round Building and Old Mill are boasting redesigned and newly painted fronts.

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Name Address City Zone State Occupation

Many operators reported the weekend business the best for the season. The temperature, with the maximum under 80 degrees on Sunday, was pleasant enough to lure patronage from the sand and the water.

HIGH ACTS WANTED

WE CAN USE several very good HIGH ACTS—please give your open time and salary from Aug. 1st thru September.

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WARD BEAM ASSOCIATES, INC.

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COMPLETE KIT. \$45

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8 Car Spillman, Dipsy Doodle or Lindy Loop. Portable, good condition, \$2,150.00. 8 Car Mangels Whip, portable, \$750.00. Both Rides here in operation.

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WE BUY AND SELL USED ROLLER SKATES

1000 pr. Used Clamp Skates \$3.50 pr.

Brownie Precision Wheels. . 1.50 Set

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Cottrell Wheels. . . . . 9.50 Set

Bonny's Hug-Me-Tights. . \$10.50 dz.

Bonny's New "Princess" Line Skating Skirts. . 24.00 dz. up

Write for price list. 1/2 down, bal. C.O.D. Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

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For Roller Skating Rink. Must be experienced in all phases of rink music and must be dependable. Excellent equipment and pleasant modern surroundings. Good opportunity for good musician. Please write stating experience, age and salary desired. BOX D-236, c/o The Billboard, Cincinnati 22, O.

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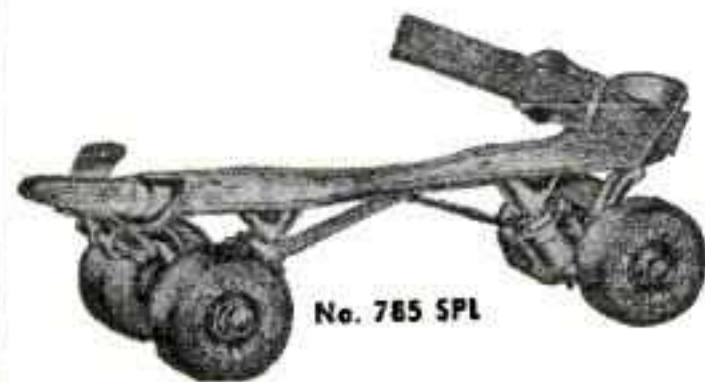
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## Kelly-Miller Tabs Excellent Business

Gives 3 Shows at Naperville; Straws, Capacities Numerous in Big Season

NAPERVILLE, Ill. — Al G. Kelly & Miller Bros.' Circus gave three performances here Monday (30) to accommodate the big crowds that turned out.

The afternoon performance drew a capacity house. At night the show had a straw house. With the midway crowded and the top already filled, the Millers announced a second night show. About 500 persons waited for the extra performance.

Business here was in line with the big attendance that the Kelly-

Miller circus has been drawing for some time. Now in its 15th week of the season, K-M is running well ahead of last year. In a couple of areas earlier the crowds dropped off some, but the show enjoyed a steady stream of winning days since.

In recent weeks the business has increased more and Illinois towns brought heavy attendance.

At Geneseo, Ill. (25), the circus had a strong three-quarter afternoon and a number on the straw at night. Princeton, Ill. (26), bettered that, with a three-quarter afternoon and heavy straw house at night that forced elimination of some hippodrome track acts. La-Salle, Ill. (27), had two strong houses. Ottawa, Saturday (28), gave two more big crowds. The Sunday matinee-only town, Sandwich, Ill. (28), had a near-capacity house.

## Fall Season Of Clyde Bros. Starts Sept. 17

BROOKFIELD, Ill. — Howard Suesz's indoor Clyde Bros. Circus will start its fall season on September 17, when it will open in Shreveport, La., for the Shrine. It will play two weeks for that temple and its Shrine clubs in surrounding cities.

The show then will continue until the middle of November, as usual.

Suesz, who was here with his outdoor Hagen Bros.' Circus, said that business for Clyde Bros. had been excellent in Canada. The show played a longer summer season than normal and found business good in Ontario and Quebec but slowed by weather for a couple of weeks in New York State.

Clyde Bros.' horses, ponies, camels, and elephants were in New York to take part in the Ed Sullivan Show last week. The Clyde acts appeared in the tent that the TV show had erected for the program, but were among the acts which did not appear on the televised part of the program.

## Mrs. Maley Forming Company For Operation of New Circus

MACON, Ga. — A new circus, which will use some of the equipment of the defunct King show, plus some new equipment, will open the latter part of this month, it was learned here this week.

Application for a corporation charter has been filed here by Mrs. Emma Maley, wife of Arnold F. Maley, who was a partner in the King show operations.

Other applicants were two Macon attorneys, Paul M. Conaway and Jack J. Gautier, who said they represented undisclosed clients who will be financially interested in the new circus.

The name of the corporation is Esma Maley Combined Circus, Inc., and capitalization of \$25,000 is authorized, with more than 25 per cent paid in at the start.

Neither Floyd King nor Arnold Maley have any financial interest in the new venture but Maley will assist his wife in the management, local sources said.

While final arrangements have not been completed, present plans

## New York Towns Give Cristiani Big Crowds

GLEN FALLS, N. Y. — Big business for Cristiani Bros.' Circus has been racked up in New York towns. The show drew a near-capacity and a hefty straw house in Amsterdam on Thursday (26) and two near-capacity houses at Glens Falls on Friday (27).

Kiwanis Club sponsored the Amsterdam date. Benson Bros.' Circus had played the town July 10. Paul Cristiani said that he believed a third performance by Cristiani would have been necessary except for the business Benson had gotten earlier.

The Cristiani show broke in a new lot at Glens Falls. The town was two years fresh. Ringling having been here in 1954. Cristiani had Optimist Club auspices.

The Amsterdam auspices made in excess of \$1,000 as its share, they stated. Sale of tickets for elephant rides totaled 962.

Paul Cristiani said that big busi-

ness has been the rule, with Syracuse one of the few spots that failed to come up to par.

### FOR 1957

## R-B Talent Search on In Europe

COPENHAGEN — Apparently the European representatives of John Ringling North, Umberto Schichtholz-Bedini, has received instructions to scout for new acts for next season's opening of Ringling-Barnum in Madison Square Garden as he has sent word here that he will visit Scandinavia during August and may be accompanied by North.

At the same time efforts are being made to find European engagements for some of the European acts which were with the Big Show when it closed. Pinto del Oro, the Spanish equilibrist-trapezist, for one, has been engaged for the 1957 season by Circus Schumann, thru the local Claesner Agency, which is collaborating with Schichtholz-Bedini.

There will be a better chance for booking such acts this autumn or winter than last year as there is more activity in vaude spots of Denmark, Sweden and Germany—with such establishments as the Ambassadeur, in Copenhagen, and the Hansa Theater, in Hamburg, ending their summer shut-downs a month earlier than usual, both re-suming shows on August 1. In Sweden most of the cabarets are now using vaude-circus type of acts as well as the musical and dance acts, which they used almost exclusively last year. These Swedish night spots and the amusement parks are both currently using good American talent—ranging from musical "names," such as Lena Horne and Eartha Kitt, to acrobats and aerial acts, such as the Aerial Hustris and Los Onas.

## N. Y. Bally Set to Build Cristiani

NEW YORK — Cristiani Bros.' Circus has moved to help refute the "end of an era" concept of the tented circus occasioned by the recent remarks of John Ringling North.

At the same time the Cristianis, laying claim to 116 years of family background in the circus field, say they became the nation's No. 1 circus with the end of the Ringling show. For those newsmen who would like to be shown, there is a blanket invitation to travel with the show as its guests.

Lucio Cristiani is quoted as saying the show is having its very best season and a solid route thru October. The claims and quotes were circulated by Sam Jaffe, Gotham publicist.

Meanwhile, as the show moves into New York suburbia, its use of outdoor billing is among the most extensive seen in the area in recent years.

## Packs Eastern Points To Season's Profits

BIRMINGHAM — Tom Packs Circus will score one of its top money-making seasons this year, it was reported here last week. The Eastern unit's route ends with the three-day stand in Birmingham's 42,000-seat Legion football field thru Saturday (4).

Jack Leonetti said that no shortage of money has turned up on the route Packs played. It began at Nashville and then moved to St. Louis, Southern Illinois, Pennsylvania and West Virginia, Louisiana and Mississippi.

Lafayette, La., a first-timer, with Shrine auspices, had 2,000 persons in the afternoon and 9,000 at night. Baton Rouge, where the show has played annually for some time, gave a total of nearly 40,000 in two nights. That equals the best years in the show's Baton Rouge experience.

Gulfport, Miss., was played on July 30, and Packs drew 9,000 at two shows in Milner Stadium.

Birmingham, a date resumed last year after a hiatus, had a good book and strong advance sale.

## Rochelle Big For Leonard; Chicago Weak

ROCHELLE, Ill. — Leonard Bros.' Circus played to a full house at night here Wednesday (1) and a half house in the afternoon. The show was playing two other down-State towns before returning to the Chicago area to make Harvey, Ill. on Saturday (4).

It will play other suburbs and follow with more down-State spots.

Rochelle business came on the heels of a week's run in the city of Chicago itself. The circus was on the grounds of the Back of the Yards "Free Fair" promotion, and business was light.

Lack of business was credited to arrangements which required the show to stop selling tickets at 6:30 p.m. Time after that was set aside for carnival concessions at the event. Thus the circus performance started before most of the possible business had arrived on the lot.

## George W. Cole Business Runs Ahead of 1955

SPOONER, Wis. — George W. Cole Circus is running far ahead of last year's good season, and had consistently good business in recent stands.

Colfax, Wis., Thursday (26) gave two half houses on the heels of a fair. Chetek, Wis., followed (27) with a three-quarter afternoon and near-full night. The Sunday (29) one-show stand at St. Croix Falls, Wis., gave a half house, with opposition from a horse show and a church group.

Frederic, Wis., Monday (30) produced three-quarter and near-full houses despite rain at night and drizzle all day. Town was fresh. At Spooner on Tuesday (31) the circus had three-quarter and near-full houses again.

## Forty-Niners, Concello, Todd In Separate Talks With North

SARASOTA, Fla. — John Ringling North has conferred several times with Dan Gordon, Judge and Ed Kelly, who represent minority stockholders in the Ringling Bros. and Barnum & Bailey Circus.

Judge arrived from New York several days ago. There was no word from the minority stockholders as to their position since the closing of the circus by North.

Meanwhile, Michael Todd, New York indoor showman, confirmed that he had conferred with North and Pat Valdo for a few minutes between planes at Tampa airport. Back in New York, Todd said the talk concerned a possibility that he would buy the show, it was reported.

North also has conferred with Arthur M. Concello, former general manager of the Ringling circus. He also has repeated to newsmen his earlier statement that the show would play buildings hereafter.

Immigration officers came to Sarasota in regard to reports that foreign performers were seeking passage home. However, apparently only one act was preparing to ask the immigration service for transportation. In such a case, the government would use a bond posted by the show when the act entered the country. The process would be similar to deportation, and the personnel involved would not be permitted to return to this country in the future. Most acts which might consider going back to Europe have declined these terms. They are seeking to find more work in this country instead.

A number of the former Ringling acts are going to the new Beatty show.

While no responsible official of the circus could be contacted at quarters Friday, it was understood that little has been done with the circus equipment since it arrived back in Sarasota.

There were reports that the Ringling staff payroll is being trimmed to a minimum again. Some staff men have been asked to stay on but to forego salary until next March.

## Suesz Preps Clyde Bros. Autumn Dates

NEW YORK — Plans are shaping up for the start of a new season for Clyde Bros.' Circus this fall. Howard W. Suesz, owner, said the opening will probably take place in September.

The show, which normally closes out its route in Canada early in the summer, this year played outdoor dates down to and around the New York metropolitan area. Showing ball parks and stadiums, the show reported success and the likelihood of continuing, and expanding, such an undertaking next season.



# R-B Canvasses Arenas On 1957 Possibilities

PHILADELPHIA — Ringling Bros. Circus is scouting the availability and physical facilities of arenas by mail. Circulars were received at the Convention Hall here and the Convention Hall, Atlantic City, recently.

While the 1957 season is mentioned, no dates are specified. Information sought includes the size, capacity, floor surface, parking facilities and air conditioning.

In his reply, Convention Hall manager Philip E. N. Thompson

said the hall could seat 15,000 for a circus and accommodate the extravaganza comfortably.

The problems of arena bookings were pointed up by Thompson in commenting on the query. He acknowledged that he would like to have the Ringling Circus for "a couple of days" in April, May or early June, but said scheduling it would be a problem because of other commitments. Many convention bookings are set for the hall and circus would have to be sandwiched in between. July and August are out because of the Housewares Show and the Ice Capades.

### No Favors

Thompson said he didn't think the town would want the circus more than a couple of days because "it takes too much money away." On the other hand, conventions bring considerable money to a town and Thompson emphasized he wouldn't cancel any such booking to accommodate the circus.

A somewhat similar feeling was reported from Atlantic City, altho the views were not made public.

A letter from the American Guild of Variety Artists followed the Ringling inquiry and informed the hall management that the circus continued on the union's unfair list and would be picketed if played.

## UNDER THE MARQUEE

Jack Guill, Racine, Wis., reports that Hagen Bros. Circus played Roosevelt Park on the lakeshore there, the first show to use the city park as a show grounds. It was contracted by Agent Joe McMahon. Jack, Charlie Tiede, Frank Higgins and Warren Langlois had dinner with Hagen's contracting press agent, Jack LaPearl

From Polack Easterr, Kitty Kelly Ronstrom writes that Bill and Jackie Wilcox, of George W. Cole Circus, visited. . . . Les Parker, prop boss, came back to the show with a big catch of wall-eyed pike. . . . The Ronstroms were honored at a family picnic in Fargo, N. D., by C. W. Halson. . . . At St. Cloud, Minn., Polack people visiting the Gil Gray Circus included the Corona families, Ray Sinclair, Les Parker, the Andre Fox family. Tommy and Struppi Hanneford, Gene Randow, Henry Kyes, the Ronstroms, the Harold Voises, Arnold and Caroline Costine, Vincente Ibarra, John Bullock, and Wolfe, Art, Harry and Chuck, concessionaires. . . . Jack and Ruby Landrus, midget clowns, gave a party to observe their wedding anniversary, with Polack and Gil Gray people as guests.

From Jay Gould Circus, John (Chuckles) Facer writes that while Emory Stibal is ill his son, Peter, is playing drums for the performance. . . . Tex Allen is now emcee on a permanent basis. Jay Gould formerly filled that job himself. . . . The Stibals' trailer overturned but damage was minor. . . . Dr. and Mrs. George Gould visited. . . . Show is hitting lots of detours but moving on time. . . . Could plans to put out a Christmas unit again

Robin Raber and Jim Kargo were married on the Jay Gould Circus. The Ernie Stibals, Chuckle Facer, Jay Gould, Mac McCall and Sonny and Dot Burdett made a hospital show. . . . Don Gillette sustained an arm injury that required eight stitches.

Amleto Sciplini reports he is staying in this country with his chimp act, making dates booked (Continued on page 79)

## CIRCUS REVIEW

# Kelly-Miller Action Stirs Excitement

By TOM PARKINSON  
NAPERVILLE, Ill.—It's a rip-snorting circus performance that the Al C. Kelly & Miller Bros. Circus offers this season. Full of excitement-building speed, novelty and action, the show has all the elements desired in a show.

Everyone with it seems to be hurrying to pack as much circus as anyone ever had in an hour and a half. The spec is in keeping with the rest of the show, with lots of novelty and variety. There are tandem hitches, a girl in a hoop that's carried in an elephant's mouth, Indians, cowboys, llama cart, girls on resinbacks, a little girl high on a howdah, and a big flash of elephants. It was spec enough to win good applause from packed houses here.

### Populous Displays

First display has cloud swing by Shirley Lindemann; single trap by Alphonse Loyal, and webs by Sonja Lindemann, Ronna McIntosh and Ora Eagleman, plus an iron jaw number. Fred Logan's elephant department gets started with a display that has one bull on a rolling globe and three others in plank walks. One does extra balancing in the center ring.

Tommy Bentley is assisted by Grace McIntosh during his entry, and with lots of flash does a foot slide. Next is a big display with a trampoline act with Pete Lindemann Jr. and Muggsy Gallagher, a wire act by Grace and Ronna McIntosh, other wire acts by Barbara Miller and Jerry Presley, and still another by Maurice Marmolejo. An automobile banner walk-around follows.

A black bear act is worked in the center by Corky Clark, while pony drills at the sides are worked by Tommy Chamberlain and Flo McIntosh. Bear act is in new hands since Robert Mock left. The pony drills are well broken and well presented.

Clowns appear for the fire-cracker gag. They include Roy and Joy Thomas, Lou Walton and Tommy Thompson. A display of three single bulls had Fred Logan and Sonja Lindemann in the center spot, while Bonnie Chamberlain and John Carroll and Shirley Lindemann and Red Compton are teams at the sides.

Show thru this point runs fast and builds interest. The audience keeps coming with the applause. Doing an outstanding job thruout each act in maintaining pace and excitement is the band, directed by Charles Cuthbert. It includes Budda Voss and Ray Melvin on trumpets; Herb Clifgera on trombone; B. M. Clare on baritone; Russell Harrison on bass, and Happy Belisle on drums. It's all brass and all circus. Cuthbert not only plays and shows himself, but also serves as announcer.

A concert announcement brings on more of the speed and dust that keeps this show in an air of excitement for spectators. Taking part are Chief and Tillie Keys, Oklahoma Shorty Shearer, Muggsy Gallagher, Benny Rossi, Jerry Presley and others.

### Wire Act Polished

The Florenz Troupe's wire act is a polished production. It has high-speed wire dancing, a leaper to a loop, rope jumping and lumps thru a paper balloon with baskets on the feet. The turn gets a big hand. In it are Flo and Grace McIntosh and Tommy Bentley.

Clowns work a breakaway gag quickly. Then the new Alphonse Loyal Troupe, bareback riders, appears. This uses six people and three horses. Entry is with military style marching that adds. Riding includes a two-person carrying

phase, tail somersaults and other comedy, bounding jockey riding and four leaps to a single horse. Clowns follow.

Grace McIntosh is centered with her new head-balancing trapeze act while four swinging ladders work. She has special new rigging that revolves while she does the head balancing. Then she stays for a solo which features a long set of muscle grinds that brings more applause. Clowns work again.

A single six-horse Liberty act is used and it makes a good appearance, but what sets the act up is the addition of a pony which runs under the horses. The act scored heavy applause here. Second concert announcement is given.

Shirley Lindemann gets a special announcement for her trapeze number. It features heel catches and other trap work. She deserves both the announcement and the applause for the skilled performance. A menage act follows and it includes about eight girls in English hunting wardrobe for good flash. Alphonse Loyal then takes to the center ring for his featured juggling turn. It succeeds well, particularly with the part in which he has the audience throw several balls to him for tricky catches.

Final act has Fred Logan and Shirley Lindemann working five newly broken baby elephants in the center ring. Bonnie Chamberlain and John Carroll and Red Compton and Flo McIntosh are in the side rings with three large elephants each. The routines are snappy, and Logan has a strong act built out of the five new bulls.

For the windup, more elephants are brought in and those in the rings join them for the herd of 14 in a long mount on the track. With that, Kelly-Miller sends the people out. They have seen a lot of circus (Continued on page 75)

## Two Illinois Stands Score For Polack

GALESBURG, Ill. — Eastern unit of Polack Bros. Circus played here Friday and Saturday (27-28) under Shrine auspices and pulled good business at the 2,900-seat high school athletic field.

Each show on Friday drew 2,200 persons. The afternoon Saturday had 2,000 and the night show had 2,350.

At Quincy, Ill., the show used two days (20-21) instead of the usual three because of a Masonic ruling against Sunday shows. The 3,000-seat stadium was packed Friday (20) afternoon and straved with 3,500 persons at night.

### 2 PHONEMEN

Safety Show Tickets and Ads. 25% paid collectors. Other towns to follow.  
**C. A. (BILL) TOLIVER**  
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## MALEY'S THREE RING CIRCUS

New Show Under New Management, Opening Stroudsburg, Penna., Aug. 18, 1956. Wants General Agent, Contracting Agent, Bill Car Manager, Billposters, Bannerman, Bosses, Workingmen in all departments, Family Acts doing two or more, Ground Acts, Aerial Acts, Clowns, Candy Butchers. Long season. Kitzman, contact immediately. Write or Wire, No Collects.  
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If you can't start clean and work clean and stand prosperity, don't call.

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Circus UPC's and Banners for Sheriff's Posse Date.  
Can place one more Crew Manager with 2 or 3-Man Crews (must have the Men). Lush and Limb is out.  
I'm not interested in ancient history or jackpots.  
Producers will get top dates. If you don't produce you will not last.  
No layoff at end of season.

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### CHARLES KYLE

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**M. KAPLAN—"KAPPY"**  
**A. H. FISH**  
Crown Hotel Providence, R. I.  
Ed Mosley, call J. E. Leonard.

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Circus Billposter with car; Clowns. B. Deckman, wire as per route.  
**LEONARD BROS.**  
Aurora, Ill., Aug. 11; Chenoa, 13; Eureka, 14; Forrest, 15.

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## Ring Bros.' Circus Wants

Mechanic who can weld, Heel and Toe Bannerman, Promotional Managers and Phonemen, Boss Canvasser, Sallmaker, Workingmen in all departments. South Beloit, Ill., Aug. 6; De Kalb, 7; Coal City, 8-9; Onarga, 10; Fowler, Ind., 11; Brazil, 13; Jasonville, 14.

## SHORTER'S SHOW

Want Hanky Panks, Popcorn, Snow Cone, small Grab, Man with one or two Stores who has Hanky Panks to back. Lee Moss, answer. Can use one or two more Truck Drivers. Playing Iowa and Minnesota celebrations, two and three a week. Harmony, Minn., 7-8; Houston, Minn., 9-11; McIntire, Iowa, 14-15.  
**CALL MANAGER**



## Regina Gate Tops '55 by Wide Margin

103,479 Turn Out in Three Days; One-Day Mark of 44,078 Chalked Up

REGINA, Sask.—Biggest day in the history of the Regina Exhibition was racked up Wednesday (1), half-way mark of the six-day fair, when 44,078 people flocked to the grounds. The turnout topped last year's figure for the same day by 7,406. Next largest day was Friday of last year, 40,558.

By Wednesday night the gate totaled 103,479, against 90,711, and there was every indication Thursday that last year's total for the day would be beaten. Each day has been up at the gate.

The grandstand for the first three days was down slightly at 37,622 as against 39,629, due largely to threatening weather on the second day. The first day's weather was excellent, as were Wednesday and Thursday altho some rain clouds were building up Thursday evening.

The big day, Wednesday, was a civic half-holiday and a pay day for many Regina's.

Pari-mutuel play was up \$8,275 Monday, \$6,523 Tuesday and \$16,701 Wednesday for a total of \$357,350, or better than a 10 per cent gain. Hopes are that the money will reach \$900,000 by the week's end.

### Kids Flock In

Monday, Children's Day, got off to a flying start with the second annual kid's parade from downtown to the grounds. A free morning grandstand show with five grandstand acts and several giveaways drew 11,200 moppets. The gate was up 5,016 and the grand-

## Muncie, Ind., Gate, Income Jumps 10%

MUNCIE, Ind.—The Delaware County Fair went into the next to the final day of its nine-day run here Friday (3) with a 10 per cent increase over last year in both attendance and spending. Ray Brookman, secretary, said ideal weather, not too hot, not too cool, was helpful in putting the fair over the top.

Biggest day of the run, attraction-wise, was yet to come. On Saturday (4) the Gene Holter animal show was scheduled for both matinee and evening performances with an auto giveaway also scheduled for the evening. Given a break in the weather, Brookman looked for a big day's business.

One of the strongest attractions of the week was the Skywheel on the W. G. Wade midway, which was getting a big play and leading the funzone gross-wise. In addition (Continued on page 75)

## West Point, Va., Back in Business

WEST POINT, Va.—The West Point Fair, after a year's layoff, will again operate this year with a new board of directors, Col. J. R. Robinson, manager, announced. Theo F. Braude will handle exhibit space and Fun Fair Park, Alexandria, Va., will furnish the midway attractions.

stand up 586 for the day. Race attendance was down 72 but the pari-mutuels were ahead.

Fair was opened by Hon. I. C. Nollet, Saskatchewan's Minister of Agriculture, and a Saskatchewan Wheat Queen was crowned in front of the grandstand. Wheat was the fair's theme and a feature of the show was an exhibit tracing wheat from sowing to baking. It attracted big crowds.

The Sunday night pre-fair crowd was the biggest in years. An innovation was a band concert. It attracted attention but not enough to reduce congestion in the midway area during the setting up.

Death marred the exhibition Tuesday evening when an accident at the Army display in the Grain Show Building killed one man and injured two. Somehow a dummy shell got into a bazooka which was put out for fair visitors to trigger. The man was decapitated by the (Continued on page 75)

## N. DAKOTA STATE MATCHES '55 RUN

Weather Holds Gate to Last Year's Level; Grandstand, Midway Okay Despite Rains

MINOT, N. D.—The North Dakota State Fair, which started out strong only to be slowed by one day of heavy rain, was shooting to match '55 figures at gate and grandstand. On Friday (3), fifth day of its six-day run, it was on a par with last year and Merrel O. Dahle, secretary, expected to wind up on that basis.

Opening day, Monday (30), saw one of the biggest crowds on record come onto the grounds for the annual kid's day with a free outside gate. The youngsters swarmed over the midway, saw a free afternoon grandstand show and left plenty of change on the midway.

After a performance of the Earl Newberry thrill show, managed by Leo Overland, here Tuesday afternoon, high winds and heavy rain struck. The deluge washed out the night performance of Ernie Young's grandstand revue and blanked the William T. Collins' (Continued on page 75)

## Minnesota State Posts Record 206G Premiums

ST. PAUL—Setting a new all-time peak, the Minnesota State Fair will offer \$206,000 to exhibitors at the 1956 exposition August 25-September 3, Douglas K. Baldwin, secretary, announced.

The new record offer is an increase of \$2,000 over the 1955 premium list, he said.

T. H. Arens, of Aitkin, fair board member, said early entries in the livestock show indicate it will be the largest in the fair's 98-year history. Many entries had to be rejected last year because of space lack, Arens pointed out.

## PNE Schedules Atomic Unit, Sports Show

VANCOUVER, B. C.—The Pacific National Exhibition this year will feature an atomic display from the United States and the Canadian National Exhibition's Sports Hall of Fame, V. Ben Williams, general manager, announced.

As a tie-in with the sports exhibit, George Chenier, North American and Canadian pool and billiards champion, will give demonstrations. A trout pool is also planned where patrons can do their own angling.

A feature of this year's fun zone will be the Original Four Aces, vocal group, along with other rides, shows and concessions. Polack Bros.' Circus will again hold forth in the Forum.

Danny Sailor, tree climber, who was popular here last year, will be back as a free attraction, and "Dancing Waters," which scored well last year, will also be back, altho it will be spotted in a different location.

Shows for the rest of the day.

Good crowds came out for the Wednesday program of running and harness races, and Frank Winkley's program of stock car racing the next afternoon ran to a full grandstand. Winkley repeated with a good crowd for his Friday afternoon program of stock cars, (Continued on page 75)

## Ski and Swim Show Inked by N. Y. State

SYRACUSE—Tommy Bartlett's water ski show augmented by the Sam Howard swim and dive show will be a featured attraction for the eight-day run of the New York State Fair, William F. Baker, director, announced.

The show, which was sold by Randolph Avery, vice-president of Barnes-Carruthers Theatrical Enterprises, will be presented twice a day in front of the grandstand. When other attractions are scheduled the show will be put on ahead of such events.

The fair has spent considerable money on its lagoons located in the race track infield. One major change has been the construction of a 100-yard canal connecting two bodies of water. This channel runs along the inside of the track in front of the grandstand and will provide a "speedway" for the boats towing the skiers.

Bartlett, who will spend four days here making personal appearances and radio and TV publicity guest shots, will also bring in jumping boats, which run up ramps and leap thru the air.

Baker also disclosed that the fair has again changed its policy on advance cut-rate tickets. Earlier this year the fair had announced it would discontinue the advance

## Chippewa Falls, Wis., Fair Is Hit by Rain

Sun Breaks Thru for Weekend Wind Up; Clear Opening Day Produces Upper Gate

Continued from page 64

fairs of the Midwest and Central States appear headed for slightly better attendance than last year, increased midway grosses but lower night grandstand business, for that is what the fair here has given.

On the basis of the opening day's business, rides will continue to account for a greater percentage of midway income than last year. Shows will produce a lower percentage.

Games concessions, judged by opening day's business, will as a whole do as well as last year.

### Revue Is Off

Night grandstand revues, however, should do less business than last year, thus continuing their slide of recent years.

The night revue here was produced by Barnes-Carruthers theatrical Enterprises, Chicago, and holds to the traditional pattern for such revues. Promotional efforts on behalf of the show held to the same level as in the past.

The fair had record entries for livestock, and the bulk of Midwest and Central States fairs also are expected to be up sharply in this respect.

Entries in the 4-H classes were up more than 20 per cent, according to Archie Putnam, fair secretary. Adult open-class entries were 25 per cent higher than last year, putnam said.

The livestock show was split for the first time into two sections, with the 4-H classes in the first three days and the adult open classes the last three days.

Gene Holter's animal show, in opening-day matinee, accounted for a good afternoon grandstand crowd. The Trans-World Auto Daredevils and the Cytrix Auto

Troupe were scheduled for performances the final two afternoons of the fair. The Barnes-Carruthers revue was booked in for six nights.

Going into Saturday (4), fifth of the fair's six days, with the sun shining, Putnam said that if weather held good thru the close the attendance loss caused by rain earlier could be overcome.

## Barnes Agency Preems Icer

MONROE, Wis.—Barnes-Carruthers Theatrical Enterprises, Chicago, bowed a new ice show at the Green County Fair here last week.

The show, which uses a 20 by 20-foot tank, was assembled by Harry Hirsch, who deals solely in ice talent. Troupe included 14 plus musicians and was staged by Helene Vinson, former associate choreographer of the Roxy Theater in New York.

Acts included Bissell and Farley, acro; Billie Mahoney, baton; Bill Christopher; Kikle and Newson, comedy horse; Lou Folds, juggler, and a line of girls. Archie Lang was singing emcee.

## Waldron Board Nixes Regular Run

WALDRON, Ark.—Scott County Fair Association will not hold its regular fair this year but will sponsor a livestock-poultry show, S. B. McCutcheon, president, announced. Suitable housing, main reason for the cancellation, will be constructed for next year, McCutcheon said.

## Stoneboro Elects Lee Mooney, W. J. Paxton

STONEBORO, Pa.—Stoneboro Fair has added two new officials, Lee Mooney, president, and W. J. Paxton, vice-president. Plans are afoot to make this year's annual one of the biggest ever staged by the association. Rebuilding of grandstand and other buildings is expected to be completed by fair time.

## Santa Rosa Hits New High at Gate, Wickets

SANTA ROSA, Calif.—The 19th Sonoma County Fair set a new attendance record of 131,665 during its ten-day run which ended here Sunday (29), Ken Carter, secretary-manager, announced.

Eight days of pari-mutuel racing that featured a daily card of 12 harness, quarter and thorbred horse races had a handle of \$2,296,454 and were attended by 56,668.

The general grounds attendance showed an increase of 1,889 over last year's 129,776 total. The race meet attendance was 5,987 behind 1955's 62,655. Betting was up \$150,819 or seven per cent over the '55 record total of \$2,145,635.

Rodeo performances on the two closing nights drew standee crowds

in the 2,300-seat grandstand. The stock was supplied by Mack Barber.

The variety shows were staged by Isabelle Whall's Fun Unlimited, San Francisco, and headlined by Hilo Hattie, Nick Lucas, the Hoosier Hot Shots, and Boxley and Marie.

Two carnivals played the date. West Coast Exposition Shows featured the first four days, with Foley & Burk Combined Shows opening Monday (23) for the remainder of the fair's run. F&B had the benefit of two kids' days and turned in record business, a fair representative declared.

The 1957 fair will open July 19 for ten days.



# Revised Count Gives Del Mar New Record

DEL MAR, Calif.—Total attendance at the Southern California Exposition and County Fair was upped 4,112 on the basis of official figures, Paul T. Mannen, secretary-manager, revealed here this week. The 10-day event closed July 8.

The official paid attendance was 179,412, a new high for a 10-day run, Mannen said. It erases a 177,559 figure set in 1952, the previous time that the exposition ran this length of time. A gross attendance of 229,219 was recorded, exceeding the 225,107 reported at the close of the fair (The Billboard, July 21). This was short only 1,117 of the all-time high of 230,033 also set in 1952.

Parent-Teacher Association units of San Diego this year sold 18,198 adult and 4,356 children's tickets, a considerable increase over 1955.

Announcement of final and complete figures was delayed until reports from groups selling the pre-fair tickets were submitted.

## Circus Review

Continued from page 73

and excitement-building commotion.

While this is Kelly-Miller's strongest show for several seasons and it pleases the public, part of the over-all effect must be credited to the day-long action that K-M is noted for. It starts with a crowd of 1,000 or more on the lot in the morning to see the arrival, set-up and feeding of the animals. Frank Ellis' Pit Shows, with apes and snakes, are operating early, as are Tom King's little horses and Tommy Chamberlain's giraffe.

Dick Scatterday's downtown display include the six-horse hitch with a refrigerator tie-up; a six-pony hitch with a shoe ad; the elephant march to an auto agency, and sometimes a bakery tie-in in which an elephant eats a birthday cake. This creates downtown action to augment the drive thru town of all trucks as the show comes in, and, of course, the unusually heavy use of poster paper and heralds in advance.

Back on the lot, Guy Smuck gets the Side Show-Mengerie into operation and Pearly Houser is on the door. Inside are the bulls, including a young African making its first tour; six camels; a bison, water buffalo and other lead stock, and five semi-trailer cages. One has a hippo and bears, another has cats and bears, the third has lions and tigers, the fourth has monkeys and other small animals, and the fifth has a zebra, emu and crane. There is a sixth cage, carrying the performing bears and chimps.

## Canada A Dates

Continued from page 64

sponsored by members of the loop in the five cities were presented to P. B. (Pat) Marks and W. J. (Bill) Marks "in appreciation of services so generously and capably given." Pat is president of F. L. Marks Caterers, Ltd., Winnipeg, and Bill is vice-president. Pat has been sergeant at arms at the association annual meetings for 12 years and Bill has handled preparation of schedules for the meetings. They have also voluntarily assisted in the conduct of the association's affairs in other ways.

A group picture of the delegates was taken and they were entertained at noon luncheon by the Regina Exhibition Association at which a choice of wild fowl was available.

## Fair Dates

Copyright 1956  
The Billboard Pub. Co.  
The complete list of Fair Dates was published in the issue dated June 30. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

### Colorado

Montrose—Montrose Co. Open and Jr. Fair. Sept. 13-15. Wm. R. Culbertson.

### North Carolina

Tarboro—Edgecombe Co. Agr. & Fair & Expo. Sept. 17-22. J. A. Knox.

### CANADA

#### Quebec

Marbleton—Wolfe Co. Agr. Soc. Aug. 10-12. Mrs. Berthe Turmel.

## Record Day Perks Outlook At Boonville

BOONVILLE, N. Y.—Attendance was mighty near the saturation point Wednesday (2) at the Boonville Fair when all of the spacious parking areas overflowed.

The big day followed good business on Tuesday (31). The opening, Monday (30), however, was somewhat slower than expected. Under last year's opening, the slow start led to some pessimistic thoughts. Subsequent days brought on a wave of optimism.

The fair was lucky with weather as it headed into its final showings on Saturday (4). Rain threatened on several occasions during the run but failed to materialize.

Coleman Bros.' Shows reported excellent business on the midway. An Al Martin grandstand show was also reported doing big business while Buddy Wagner's Thrill Show, booked thru Martin, turned 'em away on Tuesday night.

## Caupert Joins Memphis Staff

MEMPHIS—E. J. Caupert, veteran circus and tent show staffer, has joined the Mid-South Fair here, G. W. (Bill) Wynne, manager, announced. Caupert will produce and direct the fair's "Centennial Village," a major feature of this year's 100th anniversary program.

The veteran showman, who was formerly on the advance of such circuses as Ringling, Al. C. Barnes and Tom Mix, was recently with Capitol Amusement Company.

## Cliff Hunter Suffers Attack

TAYLORVILLE, Ill.—Clifford C. Hunter, secretary-treasurer of the Illinois Association of Agricultural Fairs, is recuperating at his home here following a heart attack.

The attack came several weeks ago at the Griggsville, Ill., fair. Hunter, who has been secretary of the State association for many years, is also an administrative assistant to Stillman J. Stanard, Illinois director of agriculture, where he supervises State aid to fairs.

## Cincy Annual Renames Clarence Peters Sec'y

CINCINNATI—Clarence A. Peters has been named secretary of the September 12-15 Greater Cincinnati Carthage Fair for the 11th year, former Gov. Myers Y. Cooper, president of the Hamilton County Agricultural Society, announced. Previously Peters was a junior member of the society's board. He is a member of the executive committee of the Ohio Fair Managers' Association and a director of the local society.

## Santa Maria Pulls 30,210 For New High

SANTA MARIA, Calif.—The Santa Barbara County Fair pulled a total paid attendance of 30,210 to set a new record during its annual five-day run which ended Sunday (29), Reldon Dunlap, secretary-manager, announced.

The total for this year's fair was nearly 4,000 ahead of last year's 26,573 paid figure. The 1955 total, in turn, was a record and ahead of the 1954 attendance of 25,346.

The featured educational attractions were the flower exhibits and the Sports Car Show. A horse show was staged four evenings starting Thursday (26).

Entertainment included free vaudeville in the main tent and jalyop races on the track Sunday afternoon. Larry (Bozo the Clown) Valli worked the independent midway with his balloon tricks.

Admissions for the fair were 60 cents for adults and 30 cents for children. Kids were admitted free on opening day, Wednesday (25).

The Frank W. Babcock United Shows played the midway.

## Regina Gate Up

Continued from page 74

back lash. It was not known whether he was a passerby or had been handling the weapon.

### Rain Cuts Crowd

Rain pelted down for an hour at noon Tuesday and for another hour in the late afternoon. The evening grandstand show drew 3,550 as against 6,012 last year.

The second annual Sportsmen's Day was a Tuesday feature, with sports personalities appearing in front of the grandstand. Guest was Jean Beliveau, of the Montreal Canadians, leading scorer of the National Hockey League.

The second day's events of the three-day light horse show were not completed because of rain. Light horse judging finished Wednesday and livestock judging was wrapped up Thursday. A livestock parade was a feature Thursday night.

Representatives of the Class A Fairs met Thursday morning for the semi-annual meeting of the Western Canada Association of Exhibitions.

T. H. (Tommy) McLeod, Exhibition manager, was confident the week would top the 200,000 attendance mark, just as it did for the first time last year. It all depends on the weather.

## N. D. Matches '55

Continued from page 74

and was set for a Saturday afternoon program of big car races.

The Young night show, except for the one rainout, was getting good reviews and drawing good crowds. Talent included a Hal Sands line of 16 girls, Ernie McLain and Donna, Bernie Sharp's ork, Al Verdi and Dolores, and Whaling and Yvette. Thearle-Duffield fireworks were a nightly feature supervised by Art Briese.

The Collins midway show opened the week strong with large increases the first two days of the run. The rain on Tuesday hurt, however, but riders and shows did steady business the following three days. "Miracle Fountain," featured attraction in the fun zone, did strong business after a slow start.

Dahle reported that all commercial exhibit space was sold well in advance of the fair and that livestock entries were strong.

## GREENFIELD GIMMICK—2-BIT GAY 90's GATE

GREENFIELD, Mass.—Construction of a \$4,000 outdoor stage will be completed in time for the 108th annual Franklin County Fair here September 9-12, Gerard M. Fritz of the attractions committee announces.

The 40-by-36-foot wooden structure will be four-feet high, lower than the present 50-year-old stage. Featured will be a bandstand rising above and behind the stage, instead of at the side as at present.

Four buildings on the grounds are being painted.

Coleman Bros.' Shows has the midway for the 25th year. Al Martin Agency of Boston has the vaudeville contract, long held by George A. Hamid.

### Street Parade Set

For opening day, Sunday, new "Gay '90's Family Day" will feature a street parade with wild animals, fire equipment and antique autos. At the grounds, a firemen's muster, music by a German cornet band and songs by a barbershop quartet will be highlighted.

The grandstand admission is being dropped from 50 cents to 25 for adults and 10 for children in line with the "old days" theme.

In an effort to increase interest in harness racing, which annually has a two-day non-betting meet here, the fair sponsored last Saturday (21) a matinee of informal races.

Acts booked for three days by Martin are Jim Cole's Elephants, Prince El Kigordo's Lions, Acro-Nuts, Miss Consuelo, Seven Lucky

## Muncie Up 10%

Continued from page 74

tion, Wade had a line-up of 14 rides and a dozen shows, with the rides getting the biggest play thruout the week.

During the week, harness racing was the big grandstand attraction, being presented on five nights. Afternoon amusements were limited to a high school band contest, which drew good turnouts on Friday afternoon (3). The biggest crowd of the week turned out for the Thursday night program of horse races, filling the grandstand and bleachers and overflowing into all available standing room.

Girls, and the Kimris. Buddy Wagner's auto thrill show, also booked in by Martin, will show the evening of September 12.

## Calif. State Cuts Soft Drink Prices

SACRAMENTO—Soft drinks will be sold for 10 cents each at the California State Fair and Exposition, which will open a 12-day run here August 29, Theodore Rosequist, assistant manager, announced this week.

Rosequist said that the fair's board of directors decided to trim 5 cents off the soft drink price because of the development of special pre-mix serving equipment which eliminates costly handling of cases and bottles.

Drink sales at the '55 fair, which was 11 days, exceeded 1954 by 32 per cent despite a 7 per cent drop in attendance.

The 10-cent price will be charged, Rosequist added, whether the drink is in a paper cup or bottle. The 15-cent price had been in effect since 1953.

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## Regina's Gate Bulge Gives RAS Big Takes

**Kid's Day Chalks Up New Record; Sedlmayr Gets '57 Contract Okay**

REGINA, Sask.—With the Regina Exhibition shaping up to beat last year's record attendance of 203,340 for six days, Royal American Shows looked to be riding to a new record gross.

Monday (30) was the biggest Children's Day Royal American has had here, according to Owner Carl Sedlmayr. Altho Tuesday was off because of threatening weather and two showers, Wednesday turned out to be just what the carnival, and the fair as a whole, needed. The weather was warm, it was a civic half-holiday and it was pay day.

The midway was jammed from noon on and rides and shows wound up with another increase over Citizens' Day of last year.

There was cheering news for Sedlmayr Thursday, too. Not only was the day shaping up as a winner, but delegates to the Western Canada Association of Exhibitions semi-annual meeting told him he'd be back again next year for the 19th time. For several years midways for the Class A loop were chosen at the annual meeting in Winnipeg and last year the decision was made in Chicago.

### Water Show Leads

"Watercade," with Lottie Mayer's Disappearing Water Ballet, continued to pack 'em in and Sedlmayr reported it has been top grosser around the loop. Leon Claxton's "Harlem in Havana" was running second and Dick Best's Side Show was third. As in the past, the Dogem was the No. 1 money-maker among the rides.

Looking back on the Western

## Work Started On League's New Quarters

CHICAGO—Work on the new clubhouse of the Showmen's League of America was scheduled to get under way here in the matter of America was scheduled to refurbish the building at Randolph and Franklin streets was recently awarded the Kaplan Contractors, Inc.

Work on the installation of a new elevator in the four-story building has already started. The exterior of the structure will be of white enameled steel. Tentative plans for the interior are to have the meeting hall on the fourth floor, lounge and offices on the second floor and bar, kitchen and game room on the third floor.

Canadian trek, Sedlmayr reports Brandon up 5 per cent despite bad weather: Calgary on a par with last year: Edmonton up 22 per cent and Saskatoon up 15 per cent. Opening day at Brandon was the biggest yet in that city.

Generous publicity, including some front page breaks, was given by The Leader-Post here. Local radio stations, including that of the Canadian Broadcasting Corporation, also boosted the midway. Latter showed interest in exhibition coverage for the first time and went heavily on interviews with people such as Sedlmayr and Claxton.

## Crafts Chalks Up 2 Winning Stands

LOS ALTOS, Calif. — Crafts 20 Big Shows chalked up two more strong weeks of business in Castro Valley and here, where the show closed Monday (30) after playing its second Community Festival in that time. The show received enthusiastic local support in both locations.

For the local run, the show's big top was also used for exhibits and free shows. There was ample space with eight poles being used for the big top that housed 78 exhibit booths, an auto section of 15 cars and ample room for the spectators that gathered around the stage.

In Castro Valley only four poles for the tent were used because of the small lot.

Friday (27) was kids' day. It was advanced from the scheduled Saturday because of the annual civic parade at that time. Prizes of bicycles, baseball equipment and other items were given away to the kids that filled the lot opposite the railroad station. The day was reported to have been one of the best of the season.

The Rock-o-Plane, which was damaged when the show was moving from Southern California to Oakland for the July 4 run, was repaired and set up for checking. It is expected to be put back into action next week.

In Castro Valley a farewell party was given Sally and Ray Wanish, who disposed of their interest on the show and left for Los Angeles and later their home in Oregon. The double-decker food stand was sold to A. L. Boydston and the pony ride to V. J. Harper, who has the novelties on the show.

The new owners took over their respective operations immediately following the sales.

Co-ordinators for the two dates were Tom Belford, who handled Castro Valley, and Ted Levitt, who handled his first job of this kind here.

Theo Forstall, the show's secretary, stopped in San Francisco between the dates to visit with F. Beverly Kelley, former Ringling press chief and now agent for "Teahouse of the August Moon" out of New York. Forstall also visited with Bob Hickey, ex-circus press agent and now with "Ice Follies," as well as George Westerman, of Polack Bros.' Circus, and Wesley Givens, also of the icer. Forstall, with Bonnie and Martin Arthur, show's manager, attended a performance of "Teahouse" as Kelley's guests.

## Minot Rain Keeps Collins Even With '55

MINOT, N. D. — William T. Collins' Shows, after an exceptionally strong start at the North Dakota State Fair here last week, was slowed down somewhat by weather but still expected to wind up a big winner.

Owner Billy Collins reported that grosses for Monday (30), with a big turnout of kids, were a whopping 60 per cent ahead of the same day last year. Rain the next day cut down earnings, but

## Weather Cuts Olson Chippewa Falls Biz

**Receipts Top '55 on Sunny Opening Day; Rides Get Larger Share of Total Take**

CHIPPEWA FALLS, Wis.—The Olson Shows racked up a good opening day Tuesday (31), then hit three days of bad weather at Northern Wisconsin District Fair here. Then the skies cleared and show officials expressed confidence that the closing two days, Saturday and Sunday (4-5), would offset the earlier losses and lift the gross for the full six-day run to about the same level as last year.

This confidence was based largely on opening day's business, which produced a slightly higher ride and show take than last year. Subsequent patronage and spending was surprisingly good in view of the weather, and this show of strength added to the confidence.

### Lakefront Stand Good

Before coming in here, the show played six days on the Milwaukee lakefront where, despite some rain, it ran up a highly satisfactory gross. The show was the first to play the lakefront site in about five years, and all segments of the show reported good business.

The show closed in Milwaukee Sunday night (29) and was hard pressed to be up and ready for the fair's opening here. But even an arrival in the rain failed to prevent the show from being up and ready to go by 11 a.m. Tuesday (31), opening day.

Rides continued to snag a greater percentage of the combined ride and show gross here. Concessions generally reported that business Tuesday (31) was on about the same level as last year.

### Rides, Show to Joir.

The Velare Rotor, managed by Charlie Goss, joined the show's line-up here, bringing the total number of adult rides to nine. The show also carried eight kiddie rides. Two additional rides, a Spinnaroo and the Don Dowis Sky Wheels,

are to join at the next fair, Illinois State Fair, Springfield.

A major revue, produced by Gene Vaughan, also is to be added at Springfield. Shows in operation here included "Miracle Fountains," managed by Kenny Revling; Joe Boston's "Spices of 1956," Charlie Teichner's talent-packed Negro show, "Rock 'n' Roll," Del Crouse's Motordrome, Jimmy Chevanne's Illusion Show and Snake Show, Earl Chambers' Monkey Speedway, Torture Show and Glass House, George Gunn's "Tropical World," Dick Dillion's Mechanical City and Leslie Golyon's Siamese Twins Show.

## 200 Celebrate At West Coast Annual Picnic

ROSEBURG, Ore.—More than 200 people attended the annual picnic of the West Coast Shows No. 1 held in the fairgrounds park here Thursday (19), Barbara Hellwig, show's secretary, reported.

The event was favored with good weather and was highlighted by a baseball game between the ladies and the men of the show. The women won by a score 18 to 13. The usual picnic games were also featured.

Sam Dolman was chairman of the affair, with Edward Hellwig, show's manager, co-chairman. Working with them were Buster Odle, Joe Wallace, Sporty Young, Ray Butler, Max Hillman, E. W. (George) Coe and Robert McMorine. Mrs. Hellwig was chairwoman, assisted by Madge Wallace, Lillian Schue, Betty Coc, Jeannine Odle, Nomie Ristick, Clara Andersen and Alice Miller.

Special guests included Mr. and Mrs. George Tropolis, Margaret Bellows, Mr. and Mrs. J. Carston; Della Lockman and granddaughter, Karen Burkett; Del Merline, Michael Gleason, and Agnes Martin.

Food and beverages for the dinner was donated by the personal including Ruth Korte.

## Ruback Inks Flowers Cele For 10th Year

HAYS, Kan. — Jack Ruback's Alamo Exposition Shows will provide the midway attractions at the San Antonio Battle of Flowers next year for the 10th consecutive year. Ruback announced that he had recently closed with President R. W. Richter and Executive Secretary Henry Guera. Dates are April 22-27.

The Ruback organization moved into Kansas after playing several stands in Wyoming to good grosses. En Route to the Sunflower State, show played one week in Colorado where crops were poor and spending light.

This was the last still spot on the route with the Herington, Kan., fair next on the program.

## Report Pa. Stand Okay For Vivona

WHEATLAND, Pa.—Satisfactory business was reported by the Amusements of America here despite some bad weather and the steel strike, the effect of which was generally felt thruout Western Pennsylvania. All units, shows, rides and concessions, were reported to have fared equally well.

Several rides, with Red Williams in charge, were shipped into Erie, Pa., to play a date under flat contract. The date will be repeated next year.

A family matinee on Wednesday (25) and a kids' day on closing Saturday (28) were both good.

The advent of fairs is currently occupying the personnel. Morris Vivona and Harry E. Wilson have returned from a trip south where they checked their dates. John Dempsey and Don Crown are busy with pre-fair refurbishing. The Tony Mason Stars of Tomorrow revue, out of the line-up for several weeks.

Maybelle Kidder reports selling her Unborn Show unit to Clyde Davis. . . . Mr. and Mrs. Frank Long and Mrs. James Rapple were among the visitors to the Amusements of America at Wheatland, Pa. . . . Harry E. Wilson reports that his mother, who recently flew to Japan to visit another son, is hospitalized there.



"Sold the target—lowered the price—and now business is fine."  
—Dick Pavely, 3722 Drake Ave., Cincinnati 9, O., winner, July 28 issue GAGSTER Cartoon Contest.

## Lady Rhoda Hurt In Auto Crash

MANSFIELD, O. — Rhoda Greshman, billed as Lady Rhoda, blindfolded trick auto driver, is in General Hospital here recuperating from injuries received in a highway crash. Miss Greshman suffered a fractured skull, eight broken ribs, fractured pelvis and injuries to her right arm. She plans to be back in action by October.



**MIDWAY CONFAB**

The Eddie McClain Singers, featured act in the Raynell Revue on Cetlin & Wilson Shows, are singing the "Holiday Polka" as one of their numbers. Mary K. Sarlow, long-time staffer of the Ionia (Mich.) Free Fair, is co-author of the tune.

D. D. (Tex) Blake and his sons, Cleve and Dick, recently closed with Carl Lauther's 10-in-1 on Happyland Shows and joined World of Pleasure Shows. Blake is talking the front of Henry Valentine's Side Show while his two boys are working the front end for Red Ostrow.

The Burkhardt Shows, leased recently to Kenneth Ritchie owing to the ill health of Mrs. Burkhardt, had a good stand last week in Lexington, Ill. Sonny Anderson, son of Mrs. Ritchie, has joined the show. Owner Burkhardt is resting at his home in Plano, Ill., according to Mrs. J. D. Kibbey, The Billboard agent of the show.

Koran Rahl, mentalist, is confined in Ward 14B of Brooks Army Hospital, Fort Sam Houston, Tex. . . . Frank L. Sullivan, veteran of Prell and Marks shows, to name a few, is confined in Ward G 3-27 of Charity Hospital, Shreveport, La., where he'd like to get mail from friends.

Mr. and Mrs. Leon Calvert, veteran concessionaires, were honored at a 42d wedding anniversary celebration on the Klein Amusement Company Saturday (28) at Crystal, Minn. The Calverts were presented with a set of china and a large three-tiered cake, and punch was served.

Ross Beydler, scenic artist, closed with Crafts 20 Big Shows at Castro Valley, Calif., and returned to his Oakland, Calif., home. . . . Mrs. Bonnie Arthur, wife of Martin E. Arthur, manager of Crafts 20 Big, is back at their Los Angeles home after spending two weeks on the show.

Bill Moran, operator of gal shows on Merriam's Midway, recently hosted a Moran party when his brother, Joe, and Claude Bentley visited. Mary Ann Moran received a new Liberty house trailer as a gift. Other Morans present included Sherry, Gary, Rosie and Willetta.

Snake handler Manuel King was bitten on the hand by a rattlesnake during a milking demonstration recently at the Bristol (Pa.) Farmer's Market. He administered emergency treatment to himself and followed up with additional treatment at a local hospital from which he was soon discharged in good condition. King, known as the "Boy Wonder Lion Tamer" some 20 years ago, said this was the first time he has been bitten while handling reptiles. His father, a well-known snake dealer in Texas for many years before his death, was reported never to have been bitten.



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Can place for balance of season starting at Minnesota State Fair, opening August 25—one meritorious Show. Must be in keeping with standards of Royal American Shows.

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- LAKE HEAD EXHIBITION, FORT WILLIAMS, ONT., AUG. 6-11
- TRI-STATE FAIR, SUPERIOR, WIS., AUG. 14-19
- MINNESOTA STATE FAIR, ST. PAUL, MINN., AUG. 25-SEPT. 3
- KANSAS FREE FAIR, TOPEKA, KANS., SEPT. 8-13
- KANSAS STATE FAIR, HUTCHINSON, KANS., SEPT. 15-20

- OKLAHOMA STATE FAIR, OKLAHOMA CITY, OKLA., SEPT. 22-29
- ARKANSAS LIVE STOCK EXHIBITION, LITTLE ROCK, ARK., OCT. 1-6
- MISSISSIPPI STATE FAIR, JACKSON, MISS., OCT. 8-13
- LOUISIANA STATE FAIR, SHREVEPORT, LA., OCT. 20-28

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<b>WEIRWOOD, VA., FAIR</b> Aug. 13-18	<b>TASLEY, VA., FAIR</b> Aug. 20-25	<b>MEBANE, N. C., FAIR</b> Aug. 27-Sept. 1
<b>Martinsville, Va., Fair</b> Sept. 3-8	<b>PEE DEE A &amp; E FAIR</b> Florence, S. C., Sept. 10-15	<b>LEE COUNTY FAIR</b> Bishopville, S. C., Sept. 17-22
<b>PICKENS COUNTY FAIR</b> Easley, S. C., Sept. 24-29	<b>CHESTER COUNTY FAIR</b> Chester, S. C., Oct. 1-6	<b>YORK, S. C., FAIR</b> Oct. 8-13
<b>Greer, S. C., Centennial</b> Oct. 15-20	<b>GREENVILLE, S. C., FAIR</b> Oct. 22-27	<b>ANDERSON, S. C., FAIR</b> Oct. 29-Nov. 3

**CONCESSIONS**  
Want Novelties, Age and Weight, Long and Short Range, Snow, Floss, Foot Longs, French Fries, Photos, Balloon Darts, Hanky Panks of all kinds.  
Pitch Tilt Win, Hoop-La, Jewelry, Bumpers, Ball Games, Fitz Brown wants Little Foxie and Les Collier to get in touch with him, also Agents for Pin Store, Razzle and Skillo.

**OPEN MIDWAY AT ALL FAIRS.**  
Fitz Brown wants Little Foxie and Les Collier to get in touch with him, also Agents for Pin Store, Razzle and Skillo.

**RIDE MEN**  
Want Second Men on all Rides. Salary and bonus. Must drive semis. If you drink, don't answer.

**CONCESSIONS**  
Want Novelties, Age and Weight, Long and Short Range, Snow, Floss, Foot Longs, French Fries, Photos, Balloon Darts, Hanky Panks of all kinds.

**RIDES**  
Whip or any Rides not conflicting. Also will book Ferris Wheel to dual with mine.

**SHOWS**  
Fun House, Wildlife or any Show. Will also book Penny Arcade.

**CONCESSIONS**  
Want set of Kiddie Rides to join immediately. Good proposition. Doyle, write me. Will book Tilt, Rolloplane, Wheel to dual with mine.

**SHOWS**  
Want White Girl Show with two or more girls to join at Mebane, Place Side Show, Motordrome, Monkey Show, worth-while Grind or Bally Show. Will also book Penny Arcade.

**OUR FIRST FAIR IS WEIRWOOD, FOLLOWED BY TASLEY, AND YOU KNOW WHAT THESE TWO EARLY FAIRS ARE.**

**BEN WOLFE** Owner-Manager  
**FITZI BROWN** Business Manager  
**BOB OVERSTREET** Secretary

All replies, BEN WOLFE, Cape Charles, Va., all this week; then Weirwood, Va. All replies Western Union—DON'T PHONE.

**AGENTS WANTED**  
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REORGANIZING FOR OUR FAIR ROUTE STARTING NEXT WEEK, RUTHERFORDTON, N. C.

Agents for Count Stores, Wheels and Skillos, Hanky Pank Agents, Pea Pool Agent, Agents for P.C.

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This week Hickory, N. C.

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Want Stock Concessions that do not conflict. Photos, Hi-Striker, Glass Pitch, Duck Pond, Parakeet, Long Range, Duck Pitch. Also want Agent for office owned Popcorn.

**Edward (Jake) Merriman**  
Metamora, Ill., Aug. 8-11;  
Farmington, Ill., Aug. 15-18.

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CATERPILLAR FOREMAN, Second Men who can keep sober. MUST BE ABLE TO DRIVE.

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Wellington, Texas, Aug. 6-11; Wheeler, 13-18; Roaring Springs, Texas, 20-25. Wire—Don't Write.

**MERRIAM'S MIDWAY SHOW**

Want Shows and Concessions for Alta, Iowa, Fair now; Belmont, Iowa, Centennial, Aug. 10-11; Titonka, Iowa, Aug. 13; Algona, Iowa, Fair, Aug. 14-17; Sac City Fair, Aug. 19-23. Fairs until Sept. 24.

**JOHN T. TINSLEY SHOWS**

**WANT** FOR SPRUCE PINE, N. C., AND BURNSVILLE, N. C.; FOLLOWED BY OUR LONG LIST OF FALL FAIRS CLOSING IN DECEMBER.

**RIDES:** Funhouse, Dark Ride, Coaster, Scooter and LIVE PONIES.  
**SHOWS:** Monkey Show, Monkey Drome, Motordrome, Side Show, Animal Show, Wildlife or any worth-while Attraction with own equipment.  
**CONCESSIONS:** Age and Weight, Custard, Ice Cream, Novelties, Bear and Parakeet Pitches, Hoop-La, Long Range, Palmistry, Hi-Striker, African Dip.  
**HELP:** Some openings for capable Ride Men. PLACE MUSICIANS, COMICS AND CHORUS GIRLS TO ENLARGE MINSTREL SHOW. PAYDAY WEEKLY. Ferris Wheel Operator for Twin Wheels—Bill Brandon, answer. All replies to:  
**JOHNNY T. TINSLEY** or **TED WOODWARD**, Newland, N. C., now; followed by Spruce Pine, N. C., next week.







### CRAFTS 20 BIG SHOWS

New 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

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### VIRGINIA GREATER SHOWS

Keller, Va., Fair, Aug. 27-Sept. 1  
Crisfield, Md., this week  
Cambridge, Md., Aug. 13-18.

Want Custard, French Fries, Photos, Novelties, Hats, Jewelry, Bear Pitch, Basket Ball, Bumper, Fish Pond, Pitch-Till-You-Win, Cigarette Gallery, Penny Pitch, Balloon Darts, Long and Short Range Galleries, Hoopla and High Striker. Want Man and Wife Agents for Hanky Panks, also Agents for Hanky Panks, Agents for Pea Pool, Beat the Dealer and Under and Over 7. Colored Cigarette Concession open, also Pan Game. Want Man and Wife to manage Cookhouse, also Griddle Man.

Want Pony Ride, Snake, Monkey, Unborn and Wild Life Shows. Want Side Show Manager and Acts for same. We have complete outfit. Want Girl Show Manager.

Want Ride Men for Wheel, Chairplane, Kiddie Rides and Merry-Go-Round. Dutch, come on in.

Can use small Rodeo Company or Hill Billy Show for grandstand show at Keller, Va., Fair.

All mail and wires to  
**WM. C. (BILL) MURRAY**  
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GREAT PURCHASE DIST. FAIR—MAYFIELD, KY. AUG. 13-18TH  
DICKSON CO. FAIR DICKSON, TENN. AUG. 21-25TH  
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FOLLOWED BY STELLAR ROUTE IN GEORGIA TO NOV. 11TH.

CONCESSIONS: Age & Scales, Short Range, Hi-Striker, Penny Arcade and Prize Everytime Games. Agents for Grind Stores.

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2 COUNT STORE AGENTS—2 BUCKET AGENTS

All replies to Eddie Horowitz  
COLEMAN BROS.' SHOWS  
Norwich (N. Y.) Fair this week; Afton (N. Y.) Fair next week.

### MAJESTIC GREATER SHOWS

Want for Georgetown, Kentucky, Kiwanis Fair, week August 13; London, Kentucky, Fair, week August 20; Onida, Tennessee, Fair, week August 27 and Jasper, Alabama, and five others to follow.

CONCESSIONS—Cookhouse and Grab, Diggers, Custard, Glass Pitch, Age and Scale, Long or Short Range Gallery and Hankies of all kinds. SHOWS—Girls, Side or Grind. Ride Help who drive semi. Bingo Counter Men.

Contact **SAM GOLDSTEIN**, Orleans, Ind., this week

### BYERS BROS.' SHOWS

Want Foreman for Roll-o-Plane and Second Man on new Scrambler. Can use a few Hanky Panks for our solid route of Fairs, including Independence, Northwood, Osage, Humboldt, Sibley and Vinton Sweet Corn and Labor Day Celebration (all Iowa), followed by a solid string of Arkansas and Louisiana Fairs.

Contact: **JOE SHARP**  
c/o BYERS BROS.' SHOWS, INDEPENDENCE, IOWA.

### H. W. JONES NEEDS BINGO HELP

Sober and reliable. Starting James E. Strates Shows, Hamburg, N. Y.; World of Mirth Shows, Ottawa, Can.; with 10 weeks of the best Eastern and Southern Fairs to follow.

All replies to: **H. W. JONES**  
WORLD OF MIRTH SHOWS, PRESQUE ISLE, MAINE.

### WANTED—SIDE SHOW ACTS—WANTED

For #2 Side Show—10 Weeks of Texas Fairs—Opening Paris, Texas, August 20. Can use Ticket Sellers. Also Magician who can lecture. Want good Feature Attraction. Sword Swallower, Fat Girl, Bally Girl to work Sword Box. Any other Useful Attraction. Working Man that can drive truck.

Answer: **PETE KORTES** or **RED MCKITRICK**  
Mayfair Hotel, Kitchener, Ont., Canada, until Aug 4; then Belmont Park, Montreal, Que., Canada.

100,000 . . . \$32.00	<b>ROLL TICKETS</b> Printed to Order <b>DALY TICKET CO.</b> Collinsville, Ill. Union Made	PRICES F.O.B. COLLINSVILLE, ILL.
10,000 . . . . . \$10.00		Coupons Double Price
20,000 . . . . . 12.50		Stock Tickets, 1x2 Inches
50,000 . . . . . 20.00		1 Roll . . . . . \$ .90
200,000 . . . . . 55.00		5 Rolls . . . . . 4.25
Price Chg. . . . . \$3.00		10 Rolls . . . . . 8.00
Color Chg. . . . . \$1.00		50 Rolls . . . . . 23.00

### UNDER THE MARQUEE

Continued from page 73

thru Al Dobritch. He recently closed with Polack Western. . . . Free acts at Ocean View Park, Norfolk, Va., include Renee and Jim, comedy ladders, and Winnie Coleano, single trapeze. . . . Lewis E. Brown, Ringling usher, visited Mills Bros. Circus and Jack Mills.

When two youths started a disturbance in the Hunt big top recently, Charles T. Hunt, 83-year-old owner of the show, stepped between them to stop the fight. A 24-year-old swung at him, but Hunt side-stepped neatly and countered with a right to the face.

Prince El Kigordo received hospital treatment in Providence Tuesday (24) for a wound in his hand inflicted by a tiger's claw. The Prince received the injury at Rocky Point Park, Warwick, R. I., where he is presenting his act

Equilibrist Rolando Johansson and his cycling wife, Lilly Yokoi, report from Istanbul, where they are on tour with the Harlem Globetrotters, that they will play four weeks in Europe and additional dates in the United States before rejoining the basketball artists in Chicago in October to begin the second phase of a world tour that will take them to Japan, China, Australia, the Philippines, New Zealand and Hawaii. They will vacation for two weeks in Sweden and then return to New York in time for an appearance on the Ed Sullivan TV show September 30.

Amleto Sciplini, erroneously reported back in Europe with his chimp act, has 10 weeks of fairs set with the Barnes-Carruthers office. Represented here by Al Dobritch, Sciplini says he has no intention of returning to Europe in the near future.

### PARAKEETS

70c

CHROME CAGES, 50c ea.  
Shipped Daily. F.O.B. Los Angeles.  
Minimum Order, 48 Birds.  
—Call or Wire—  
24-Hour Service.

**Durkee's Bird Farm**  
8967 E. Gallatin Rd., Pico, California  
Phone: OXFord 9-5210

### WANT TO BOOK

### 1956 TILT

For balance of season  
**A. R. DESIDERIO**  
650 Norton St. Rochester, N. Y.  
Phone Congress 4270

### LEO BISTANY WANTS

TALKERS AND WIVES FOR TWO GIRL SHOWS.

Long season. All winter in Florida.  
All replies:  
c/o **BUFF HOTTLE SHOWS** #1  
Lincoln, Ill., this week.

### FOR SALE—RIDES

1 used 7-Car Seller Tilt-A-Whirl, \$3,000.00.  
1 No. 5 Eli Wheel, 1946 Model, new condition, \$4,750.00

**WEST COAST NOVELTY CO.**  
7283 Bellaire, North Hollywood, Calif.  
Telephone: POPlar 5-0320

### Want Ride Foreman

Ferris Wheel Foreman on No. 5 Wheel. No doubling on Rides; payday every week; must drive semi. Tandy and Luther Nickles, contact me, can use Wife in Ticket Box.

**J. W. MAHAFFEY**  
CHEROKEE AMUSEMENT CO.  
Erie, Kan.

### NEW TERRIFIC-OUTSTANDING ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

THE SHOWMAN'S CHOICE  
Best Delivery—Write Today—Low Prices  
Designed of lightweight, rustproof aluminum 1 1/2"x2". Hinged Legs, Slip Joints. No screws, bolts or keys. TENTS IN ALL COLORS, regular and flame resistant. Ask about NEW NYLON Fabric in Red—Blue—Yellow—White.

**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA PHONE HA 8-8188  
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

### GIRLS . . . GIRLS . . . GIRLS

For Dancing and Posing Shows. Now enlarging for our major fair route. One feature Exotic, others with or without experience and wardrobe. Must be young and attractive (no very ugly girls or very pretty monsters). Top salaries, transportation furnished after joining, good treatment, nice dressing rooms. Shirley Taylor and Polly Lawton, contact immediately. Can also use Talker for Posing Show, Ticket Sellers and Canvas Men. Long season south and out again in January. CALL OR WIRE (no collect)

**MIKE MILLER**  
c/o Central States Shows, Seward, Neb., Aug. 6-7-8; Desler, Neb., Aug. 9-10-11; Norton, Kans., Aug. 13 to 17.

### CAN PLACE CONCESSIONS AT THE FOLLOWING FAIRS

Bourbon, Ind., Fair, Aug. 21-25  
Sandusky, Mich., Fair, Aug. 20-25  
Nelsonville, Ohio, Free Street Fair, Aug. 27-Sept. 1

Must be legitimate Games.  
Can also place Confections.

### GOODING AMUSEMENT CO.

1300 Nerton Ave. Columbus, Ohio

### Monarch EXPOSITION SHOWS

Now booking for Warren, Ill., Fair, next week; followed by the Big Rock Island County Fair at East Moline, Ill. Then the Big Labor Day Spot, Rock Falls, Ill.—on the streets—6 days.

Can place Stock Concessions of all kinds. Want Foremen and Second Men for Coaster, Fly-o-Plane, Merry-Go-Round and Kid Rides. Also want Bingo Help.

Address: **E. L. WINROD, Mgr.**  
Milledgeville, Ill., this week; Warren, Ill., next.

### CHUCK MOSS & W. A. SCHAFER

Want for Chicago — 53d & Cicero Aug. 13-19; then California & Peterson (on North Side), Aug. 20-24; then Hannibal, Mo. (on the Streets), Aug. 27-Sept. 1; Big Labor Day Week, Keokuk, Iowa (on the Streets), first time in seven years. Other Celebrations and Fairs to follow.

SHOWS: Can use 2 or 3 more Ding Shows.  
RIDES: Can use 3 or 4 outstanding Rides for Hannibal and Keokuk (on the Streets) such as Twister, Looper, Scrambler or Scooter.  
KID RIDES: Want Train, Baby Merry-Go-Round and Baby Ferris Wheel.

lot, plenty of room) at 53d & Cicero. Can also use Foot Longs, Pronto Pups, Photos, Long and Short Range, Hi-Striker, Ball Games, Frozen Custard, Ice Cream Dip, Bird Pitch, Coke Bottle Rings, Guess Your Age, Glass Pitch. Can place Cookhouse for balance of season.

ADDRESS: c/o W. A. Schafer Just For Fun Shows, Wilmet, Wis., this week; then Chicago, Illinois.

### JACK ROYAL AMUSEMENTS

Want for Red Bluff, S. C., Picnic, Aug. 13-18; Minturn, S. C., Picnic, Aug. 20-25

Georgia and South Carolina tobacco markets and fairs until November, then Florida for the winter.

CONCESSIONS: Hanky Panks of all kinds, Balloons, Jewelry, Scale & Age, Bumper, Break the Record, Custard and Cotton Candy, also Grab Help. Attention! Jim Hollman, SHOWS: Colored Girl Show or any Grind Show. Al Bellows, let's hear from you. Splinter Royal wants Agents for 4-Cats, Buckets, Razzie and Pin Store, also reliable party to operate Glass Pitch. Jitterbug, contact. Following please contact me: Ted Cole, Eagleton, Speedy Merrill, Mickey Vagle, Mr. Lamont and Pete Miller.

Dillon, S. C., this week; Clio, S. C., next week; then the two picnics.

### IMPERIAL SHOWS

Want Ride Men on Wheel, Octopus and Kiddie Ride. Concessions: Want Hanky Panks, Mendota Sweetcorn Festival, Aug. 7-8; Princeville Homecoming, Aug. 10-11; Rockford, St. Ambrosio lot, Aug. 13-19; Fairbury Fair, Aug. 21-23; all in Illinois.

**BILL GULLETTE**

### TEN—GEORGIA FAIRS—TEN

FORMERLY PLAYED BY LEO LANE  
OPEN SEPT. 10, CRAWFORDVILLE, GA.

Want Bingo, Long Range, Age & Weight. Will book Six Cat and Buckets that will work for quarter and half. Diggers (Mr. Sitka, please contact), Mug (Norman Brooks, please contact). Will lease Light Plant. Slim Milliken, contact John Keeler. All Hanky Panks reasonable privilege. Popcorn, Floss, Sno & Apples, Glass Pitch & Cookhouse sold. Wonderful route for Minstrel. Want Family Shows. Can use more Rides. What have you?

Concessions and Shows, contact  
**ROY TIBBS**  
703 Whitaker, Savannah, Ga.

Rides and Ride Help, contact  
**JOHN KEELER**  
Box 1359, St. Augustine Beach, Fla.

when answering ads . . .  
Say You Saw It in The Billboard



**WANTED**  
**ANNUAL NATIONAL CLAY WEEK CELEBRATION**  
 AUGUST 27-SEPTEMBER 1 INCLUSIVE  
 URICHVILLE, OHIO

**CONCESSIONS**  
 LEGITIMATE SKILL GAMES OF ALL KINDS, INCLUDING SCALES, SHOOTING GALLERY, ENGRAVED JEWELRY, POTTERY AND GLASS PITCHES, ALSO APPLES, FLOSS, CARMEL CORN, FRENCH FRIES AND OTHER CONFECTIONERY PRIVILEGES.

**FOOD AND DRINKS SOLD.**

**All Inquiries**  
**GOODING AMUSEMENT COMPANY**  
 1300 NORTON AVE., COLUMBUS 8, OHIO

**ALSO WANTED**  
**TWISTER RIDE**  
**IMMEDIATELY**

**All Fairs Till November, Including Kingsport, Knoxville, Nashville, Tenn.; Atlanta, Columbus, Savannah, Ga.; Pensacola and Tallahassee, Florida.**

**All Inquiries**  
**GOODING AMUSEMENT COMPANY**  
 1300 NORTON AVE., COLUMBUS 8, OHIO PHONE: AX 9-1193

**Carnival Routes**  
 • Continued from page 68

Rogers Bros.: (Fair) Princeton, Minn., 6-8; (Fair) Farmington 9-12; (Fair) Mora 13-15; (Fair) Grand Rapids 16-19.  
 Rohr's Modern Midway: Culom, Ill., 8-11.  
 Rose City: Jonesboro, Ill.; Puxico, Mo., 13-18.  
 Royal American: Fort William - Point Arthur, Ont.; (Fair) Superior, Wis., 14-19.  
 Royal Jack, Am.: Dillon, S. D.; Clio 13-18.  
 Royal United: (Fair) Estersville, Ia., 6-8; (Fair) National 10-14; Wyoming 13-14; Manning 16-18.  
 Rumble Greater: Hopkinsville, Ky., 7-11; (Fair) Providence 14-18.  
 Schafer's Just for Fun: (Fair) Wilmot, Wis., 8-12.  
 Shamrock: Fairbury, Neb., 7-10.  
 Shop-O-Rama: Coldwater, Kan., 6-8; Ashland 9-11.  
 Shorter's: Harmony, Minn., 7-8; Houston 9-11; McIntire, Ia., 14-18.  
 S'cbrand Bros.: (Fair) Great Falls, Mont. Silk City Combined: Martinsburg, W. Va.  
 Sitten, Curtis: Lewisville, Tex., 9-11; Denison 16-18; Mesquite 23-25.  
 Skerbeck: Zilwaukee (Saginaw), Mich., 7-12; (Fair) Ludington 15-16.  
 Smith, Geo. Clyde: Six Mile Run, Pa.; (Fair) Berkeley Springs, W. Va., 13-18.  
 Snapp Greater: Fond du Lac, Wis., 6-12.  
 Star Am. Co.: (Fair) Houston, Mo.; Helena, Ark., 13-18.  
 Stephens, C. A.: Grundy, Va.  
 Stephens, Otto: Murray, Ia., 7-8; Corydon 10-11.  
 St'pe's: (Fair) Arlington, Minn., 9-12; (Fair) Elk River 13-15; (Fair) Webster, Wis., 16-18.  
 Strates, James E.: Erie, Pa.  
 Strong's Amusement: Clarkson 6-7; (Fair) Loup City 11-14.  
 Stumbo's Tri-State: Osceola, Neb., 8-10.  
 Sunny, A. J.: (Fair) Attica, O.  
 Sunset Am. Co.: (Fair) Rochester, Minn., 7-12; (Fair) Decorah, Ia., 16-19.  
 Sylvester, Ernie: Crisfield, Md.  
 Tatham Bros.: (Fair) Bloomington, Ill., 6-9.  
 Tennessee Valley Am.: (Fair) Murfreesboro, Tenn.; (Fair) Clarksville 13-18.  
 Thomas, Art B., No. 1: (Fair) Fairmont, Minn., 8-12; Springfield 13-15; (Fair) Montevideo 18-19.  
 Thomas, Art B., No. 2: Pocahontas, Ia., 6-8; Rockwell City 9-12; Cherokee 13-15; Gladbrook 16-18.  
 Thomas Joyland: (Fair) Indianapolis, Ind. Thomas, W. A.: Sutton, Neb., 7-8; Tilden 10-11; (Fair) Spalding 13-15; (Fair) Central City 16-18.  
 Tidwell, T. J.: (Fair) Hill City, Kan.; (Fair) Sylvan Grove 13-18.  
 Tinsley, Johnny T.: Newland, N. C.; Spruce Pine 13-18.  
 Tip Top: Mondovi, Wis., 9-12; Baraboo 16-9.  
 Tivoli Expo.: Burlington, Ia.; (Fair) Dubuque 13-18.  
 20th Century: Mason City, Ia., 6-12; Owatonna, Minn., 14-19.  
 Uncle Joe's Amusements: Wellington, Tex.; Wheeler 13-18.  
 United States: (Fair) Oak Hill, W. Va.; (Fair) Matewan 13-18.  
 Victor Am. Service: Barton, Vt., 16-19.  
 Victory Expo.: Carrizozo, N. M., 7-9; Belen 11-15.  
 Virginia Greater: Crisfield, Md.; Cambridge 13-18.  
 Wade Greater: (Fair) Pinconning, Mich., 8-12; (Fair) Lowell 14-17.  
 Wade, W. G.: Warsaw, Ind.; Mason, Mich., 13-18.

Wallace Bros.: Janesville, Wis.  
 W. B. J.: (Fair) New Albany, Ind., 7-10; (Fair) Gaston 14-18.  
 West Coast, No. 1: (Fair) Gresham, Ore.; Yerka, Calif., 16-19.  
 West Coast, No. 2: (Fair) Napa, Calif.; (Fair) Paso Robles 13-19.  
 Western: Mount Vernon, Wash., 8-12; Lynden 15-19.  
 Weydt Amusements: Westfield, Wis.; Gillett 16-19.  
 Wilber's Wolverine: Athens, Mich., 8-11; Grayling 13-19.  
 Wilcox, Dick: Fort Kent, Me.; Houlton 13-18.  
 Williams Amusements: Galax, Va.  
 Wilson Famous: (Fair) Cambridge, Ill., 7-10; Sheffield 15-17.  
 Wolfe Am. Co.: Cape Charles, Va.; Weirwood 13-18.  
 World's Finest: North Battleford, Sask., 6-8; Prince Albert 9-11; Three Rivers, Que., 16-23.  
 World of Mirrh: Presque Isle, Me.  
 World of Pleasure: Jackson, Mich.; Bay City 13-18.  
 Young, Monty: Caldwell, Idaho; Gooding 13-18.

**PARAKEETS CAGES**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE  
 Phone Elliott 9-4591

**WELLS BIRD FARM**  
 2143 South Myrtle Avenue  
 Monrovia, California

**WANTED**

**GIRLS**

- Dancers
- Waitresses
- Exotics
- Show Girls
- Novelty
- Musicians

Good pay—Steady work  
**TOMMY THOMAS**  
 Club Mardi Gras, 92 Duval St.  
 Key West, Florida  
 Phone 6-9147 after 9 P.M.

**AVAILABLE AFTER LABOR DAY**

For spots in Virginia, North Carolina, South Carolina and Georgia; Eli Ferris Wheel, Kiddie Auto Ride and Train, also Popcorn, Candy Apples. Write:

**SCOTLAND RIDES**  
 Box 207 Fayetteville, Pa.

**WANTED**

CONCESSIONAIRES TO OPERATE TEN CONCESSIONS AT CHESTERTON, IND., JUBILEE, AUGUST 23-24-25-26. Food, Jar, Ballys, etc. Phone

**DAVID PARRY**

Chesterton, Ind. (Tel. 5780), or write to same in care of Chesterton Retail Merchants' Assn. Food Concession available without equipment.

**WANTED**

Agents for Six Cats, Buckets, Swinger, P.C. for twelve weeks of Fairs to join at Waterloo, Quebec, August 10-12.

**WALTER McKLOSKEY**  
 Care Green Shows

**WANT**

Bucket, Bee Hive and Percentage Agents.

**AL ZELLERS**

c/o Frame Greater Shows  
 Cortland, N. Y., this week

**BARBARA LE MAY WANTS**

Girls for the best route of fairs in Indiana

Dancers and Bally Girls. Free board and big money, featuring the most beautiful costumes on the road, solid sequin gowns. Tina Dorothy Vaughn and others who have worked for me, come on. Booked for all winter's work in night clubs. Now with the cleanest show on the road. Wire or come on.

Care **BILL CEREN'S MIGHTY HOOSIER STATE SHOWS**, Bicknell, Ind. P.S.—Also need good Canvasman. Must be able to pull 33-foot semi.

**MIGHTY INTERSTATE SHOWS**

Want for solid route of Fairs beginning August 20, continuing thru November 17. SHOWS: Any Bally or family-type Girl Shows with own equipment. Jimmy Beach wants Side Show Talker and Acts, sell tickets and drive semi. CONCESSIONS: All Concessions open, open midway. No exclusive except on Popcorn, Candy Apples, Floss, Sno Cone. Opening for all legitimate Merchandise Concessions. Also Long Range Gallery, Age & Weight, Hi-Striker, Parakeet Pitches, Hats, Frozen Custard, Ice Cream. Want Agents for Skillo, Razzle, Clothes Pin, Six Cats, Buckets. Will book two Mitt Camps, must wear American clothes. HELP: Want experienced Carnival Electrician who knows GM Diesel Plants. Want Mechanic with tools. Want Scenic Artist and Painter. Want Show Carpenter and Builder. Want Griddle and Waiters for Cookhouse. Want Man to take charge of Foot-Long Hot Dog Stand. Want Billposter with car or truck to join on wire. Want Manager or Caller for Bingo or will book Bingo for balance of season. RIDE HELP: Foremen for Merry-Go-Round, Ferris Wheel, Tilt, Chairplane; Second Men on all Rides; top wages; payday every Wednesday.

Replies to **H. B. ROSEN**, Hazard, Kentucky

**MORGAN COUNTY FREE FAIR**

WEEK: AUGUST 13 TO 18, BERKELEY SPRINGS, W. VA.

Want Ball Games, Duck Pond, Hoop-La, Glass Pitch, Age and Scales, Photos, Pitch Tilt You Win, Basket Ball, Swinger, Hi-Striker, Penny Arcade. Will book Tilt, Pony Ride, Octopus. Want Spit Fire Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Pank, Girl Show, Monkey Show, Acts for Side Show. All replies:

**GEORGE CLYDE SMITH SHOWS**

Six Mile Run, Pa., this week; Berkeley Springs, W. Va., next week.

**PAN-AMERICAN SHOWS**

14 continuous Fairs—Arkansas, Louisiana, Alabama, Florida. Closing Baton Rouge Christmas week. Starting Mammoth Springs Soldiers & Sailors' Reunion, August 13.

Want Hanky Pank Concessions of all kinds—Bear Pitch, Lead Gallery, Short and Long Range, Ice Cream and Custard, Mitt Camp, Johnny Reed wants Grind Store Agents. Concession Help to up and down. Book set of Diggers. Want Shows—Snake Show Operator, Manager and Acts for Sideshow. Performers for Minstrel Show. Dancers and Girls. Ray Wheelock, come on. Will book Girl Show, Wildlife, Unborn and other Shows that do not conflict. Ride Help—Foremen for Tilt, Octopus, Wheel, Kiddie Auto Cars. Second Men on all Rides; must drive. Want Lot Man who can layout lot and Ride Superintendent.

**JOHNNY WARD**, Mgr., Osceola, Mo., this week.

**WANTED**

FOR 10 WEEKS IN VIRGINIA AND NORTH CAROLINA, STARTING AUGUST 27

Hanky Panks of all kinds, Bingo, Cook House. All Concessions open, one each of following: prefer one reliable operator for all—Buckets, 6 Cats, Pin Store, Razzle, must work according to instructions. Agents for P.C. or will book with Hankies. Shows of all kinds with equipment. Foremen and Second Men on Wheel, 32-ft. Jenny, Fly-o-Plane, Kid Rides. Top pay and percentage to reliable men.

**LEO LANE SHOWS**

P. O. BOX 339, VIRGINIA BEACH, VA.

**TENNESSEE VALLEY SHOWS**

15 COUNTY SEAT FAIRS

Want Bingo, Lead Gallery, Fish Pond and any Hanky Panks. Reasonable privilege. Six Cats, Buckets and Swinger open. "Cedar Foot," Bill Slade, Bill Pike, Earl Livingston and others, contact. Want party with one to four Grind Stores, must have Hanky Panks. Will book any Grind Shows, Monkey, Geek, etc. RIDE HELP: Want Foremen for Wheel, Merry-Go-Round, Rolloplane. No drunks. Wire or come on.

MURFREESBORO, TENN., FAIR, THIS WEEK.

**Theodore Meadows**, Owner **Sailor Moran**, Bus. Mgr.

**WANT AGENTS**

Want one Wheel Agent with outside. Must be capable and reliable. Only Wheel on Show. Also want Agents for newly built and beautifully flashed Blower. Show has 14 more weeks of outstanding Fairs. Want Agents to join at Mayfield, Ky., Sunday, Aug. 12. All answers to

**DOLLY YOUNG**

L. J. HETH SHOWS, Altamont, Illinois, this week; Mayfield, Ky., next week.

**COUNT STORE AGENTS**

**CHUCK DUMA**

SANDY BEACH PARK  
 RUSSELLS POINT, OHIO  
 Phone 4-6681  
 6:30 p.m. to 11:00 p.m.

**WANT**

Agents for Hanky Panks, Buckets and Six Cats for a solid route of Fairs until middle of November. Drunks, stay where you are. Call or wire.

**L. A. Bolenbarker**

c/o Floyd Kile Shows  
 Knoxville, Iowa, Aug. 6-11; followed by Eldora, Iowa, Fair; Hampton, Iowa, Fair.

**LONG RANGE**

Mounted on Ford 2 ton, cab over engine with two-speed rear axle; 6 Rem. automatic and 6 Wincheater Pump Guns. This is not junk. Priced right for cash sale.

**THORNTON E. HOAR**

19 Holbrook Rd., North Weymouth, Mass.

**SHOWS WANTED**

30% Fairs, 25% Still Dates. Sober Ride Men and Helpers, we pay like you are foremen. Will place Clean Concessions. Jim White wants Agents. Contact or join Manchester, Iowa, Fair this week; Boone, Iowa, Free Fair next.

**Dyer's Greater Shows**

**WANTED—WANTED**

Agents for Bucket Store, also will consider head to right party for Converse, Ind., and La Porte Fairs. No drunks. All answers:

**JAMES ELY**

c/o Blue Grass Shows, Converse, Ind.

**FOR SALE**

**EYERLY SUPER ROLLOPLANE**

Ride overhauled in May. Both motors rewound. New chains, new bearings. 1948 304. Freshaut Tractor, \$3,500.00. Ride operating now.

**TURNER SCOTT**

120 N. Grandview Ave.  
 Daytona Beach, Fla.

**PARADA SHOWS**

Want Ride Men, Truck Drivers, Ticket Sellers. Want Hanky Panks, Bingo for Kansas spots. Want Grind Shows with own equipment. Want Agents, six Cat, Bucket, 4 Bottle, Roll-A-Ball. If you need money, read this route. If you booze, chase or just tour—DETOUR. We play two Fairs per week and no time for foolishness. California, Mo., Fair, Aug. 8-9-10-11; Mound City, Kan., Fair, Aug. 15-18; Paola, Kan., Fair, Aug. 20-21-22; Richland, Kan., St. Fair, Aug. 23-24-25; Garretts, Kan., Fair, Aug. 29-30-31; Labor Day, Sept. 3, Severy, Kan.; Longton, Kan., Fair, Sept. 6-7-8; Baxter Springs, Kan., Street Celebration, Sept. 13-14-15. Out till Nov. 11—then the Big Veterans' Day, Caney, Kan. This Route is a honey, come on.  
 H. C. SWISHER, as above Route.

**ELKS' CLUB FAIR**

August 13 thru 18

LAST CALL WANT LAST CALL

RIDES: Any Flat Ride or Kid Rides not conflicting.

SHOWS: Girl Show, Side Show, Snake, Funhouse, what have you.

CONCESSIONS: Stock Concessions, Agents for Pin Store and Chip Outfit. Contact: COUNTY AMUSE, Roger Ludlow Hotel, Norwalk, Conn. Temple 8-5548

**HUTCHENS MODERN MUSEUM**

WANTED TO JOIN AT ONCE FOR LONG SEASON OF FAIRS  
 I good Side Show Attraction, 2 Girls or Women for Illusion, 1 Ticket Seller (Joe Lewis, answer), also want Inside Lecturer.

**JOHN T. HUTCHENS**

c/o Tivoli Exposition Shows  
 Burlington, Ia., this week; Dubuque, Ia., next week.

**WANT COOKHOUSE & GRAB**

Want for the Little World's Fair at Brodhead, Ky., Aug. 13-18, and balance of season, Cookhouse and Grab, none on show, starting Brodhead. Contact

**DAVID J. HULS**

c/o Bee's Old Reliable Shows, Inc.  
 Campbellsville, Ky.

**SACRIFICE**

Sickness—No Baloney. Bingo complete with blower. 3 P.A. sets, lot of stock, 30-ft. van (very good), G.M.C. tractor, Mouse Game and other miscellaneous equipment. If bought this week, no reasonable offer will be refused for the complete lot. Come and take a look. One spot will gross the price. B. NESSLER, Jack's United Shows, Marshall, Ill.

**BUFF HOTTLE SHOWS**

WANT FOR SPRINGFIELD, MO., AUGUST 11-17

Concessions that work for stock and have element of skill as Pitches, Hoop-La, Ball Game, Dart or any Shooting Concession. Will sell Exclusive on two Glass Pitches on No. 1 Show far balance of season. Need Photo Gallery or any Grind Show not conflicting. (Man with young blood Fun House, are you coming?) Will book Round-Up, Scrambler or any Ride we do not have for Springfield. Want for Princeton, week August 12—Mechanical, Snake or any Show not conflicting. All kinds of Concessions that work for Merchandise. Will book one more non-conflicting major Ride for Princeton. Want Tilt-a-Whirl, Ferris Wheel, Flyoplane and Caterpillar Foreman. Want Agents for Scales and office-owned Hanky Pank Concessions for Springfield, Mo.

All replies to **BUFF HOTTLE**, Lincoln, Ill., this week.

**JACK'S UNITED SHOWS**

Want for Clark County Fair, Marshall, Ill., this week; Gillespie, Ill., on the streets, and continuous route of Street Celebrations and Fairs to follow, including the big Tri-State Fair, Cairo, Ill. Out till Thanksgiving in Louisiana, then my Florida Fairs.

Want Hanky Panks of all kinds. Slim French, call me. Shows: Need Snake, 10-in-1, Fun House, Glass or any Grind Show. Russell Cooper wants Bucket Agent.

**JACK SETTLE**

**JACK O'HAVER**

over **67,000 ACTIVE BUYERS** read  
 The Billboard Classified columns each week

<b>STOCK TICKETS</b>	<b>TICKETS</b>	<b>SPECIAL PRINTED</b>	Double coupon... double price
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**RIDE HELP WANTED**  
 Capable Man to maintain Schiff Coaster and three new Kiddie Rides. Year round work. Write, wire or come on.  
**MORT MESSIAS**  
 Box 72, Jacksonville Beach, Fla.  
 c/o Coaster Park

**DODGEM FOREMAN WANTED**  
 16 NEW CARS AND BUILDING. SALARY—\$150.00. Must be sober, reliable and have references. Send phone number where you can be reached. Wire, don't write. Address:  
**BOX 803, c/o Billboard Pub. Co.**  
 390 Arcade Bldg. St. Louis 1, Mo.

**CONCESSIONS WANTED**  
 For Old Settlers' Reunion, Cissna Park, Ill., Aug. 15-18. Ball Game, Fish Pond, Photos, Bumper, Hoopla, Pitch Till-U-Win, Cork Gallery, Short Range or any non-conflicting Store working for stock.  
**Contact: Dr. Osborn**  
 Cissna Park, Ill.

★★★★★ **GEM CITY SHOWS** ★★★★★

**WANT FOR MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA**

**7 DAYS—STARTING SUNDAY, AUG. 12—SECOND BIGGEST FAIR IN THE STATE, 230,000 PAID ATTENDANCE LAST YEAR—20,000 CHILDREN ON KIDS DAY. DAY AND NIGHT ATTRACTIONS—BIG NAMES, BIG REVUES AND BIG SPEED RACES.**

**Followed by American Legion Fair in the Heart of East St. Louis, Ill., 5 Days. THEN THE BIG ONE—DU QUOIN STATE FAIR, DU QUOIN, ILL. 9 Big Days—ONE MILLION PAID ATTENDANCE LAST YEAR—9 Big Nights**

<p style="text-align: center;"><b>CONCESSIONS</b></p> <p>Short Range Gallery, Photos, Scales, Darts, High Striker, Pitch-Till-You-Win, Ball Games, Shuffle Alleys, Cork Gallery, Shoot-Till-You-Win, Hats, Jewelry, French Fries, Coke Bottles, Roman Targets. Hanky Panks of all kinds, Derby Racer.</p>	<p style="text-align: center;"><b>SHOWS</b></p> <p>10-in-1, Mechanical, Motordrome, Wildlife, Monkey, Fat, Snake, Illusion, Glass House, Monkey Speedway, Mickey Mouse or any Grind Shows. Very liberal percentage—10% above committee money.</p>	<p style="text-align: center;"><b>RIDE HELP</b></p> <p>Have openings for two good Foremen; also sober, reliable Second Men. Top salaries—long season. <b>OTHER HELP:</b> Bucket Agents. Useful people in all departments.</p>
<p style="text-align: center;"><b>SIDE SHOW</b></p> <p>Will give terrific proposition to Side Show with own equipment.</p>	<p style="text-align: center;">ALL CONTACT: PHONE OR WIRE  <b>THOMAS D. HICKEY</b>  <b>DON GRECO SAM GRECO</b></p>	<p style="text-align: center;"><b>RIDES</b></p> <p>Round-Up, Rock-a-Plane, Roll-a-Plane. Very liberal percentage.</p>

**KANKAKEE COUNTY FAIRGROUNDS, KANKAKEE, ILLINOIS**

★★★★★

**W.G. WADE SHOWS**


INGHAM COUNTY FAIR—6 DAYS AND NIGHTS  
 AUG. 13 THRU 18, MASON, MICHIGAN

—CAN PLACE—

**LEGITIMATE CONCESSIONS OF ALL KINDS**  
 ALL OUTRIGHT SALES PRIVILEGES AVAILABLE  
 (Popcorn sold)

Frank Bombino wants Women Lecturers for 2 Grind Shows.

All replies Western Union only  
**D. WADE, W. G. WADE SHOWS**  
 Warsaw, Indiana, all this week.



## JAMES H. DREW SHOWS

Cleanest  
Finest  
Most  
Dependable

**GREAT WABASH VALLEY FAIR, Terre Haute, Ind., Aug. 12 to 19 inclusive. 8 big days and nights, including two Sundays. Followed by Ashland, Ky., Clintwood and Pennington Gap, Va., and a continuous route of bona fide Southern Fairs until Mid November.**

<p><b>CONCESSIONS:</b> Place Novelties, Hats, Custard, Ball Games, Photos, Derby, Jewelry, Arcade, Chocolate Dip, Lemonade Shake, Foot Long Basketball and all kinds of Prize-Every-Time Merchandise and Outright Sale Stands. Wire what you have.</p> <p><b>RIDES:</b> Will place one or two non-conflicting Rides for the Terre Haute, Ind., Fair.</p>	<p><b>SHOWS:</b> One more Grind or Bally Show that caters to the whole family. Must be flashy.</p> <p><b>HELP:</b> Can place experienced Ride Men who are licensed tractor-trailer drivers.</p> <p><b>WANTED:</b> Wild West or small Circus for the Panama City, Fla., Fair, first week November. Wonderful opportunity for legitimate Attractions on solid circuit of Fairs north and south.</p>
--	---

All replies via Western Union or phone Fairgrounds.

**JAMES H. DREW SHOWS**  
 VALPARAISO, IND., ALL THIS WEEK

**RALEY BROS.' EXPOSITION**

Cleanest Show on Earth  
 NOTHING BUT FAIRS UNTIL SECOND WEEK IN NOVEMBER

Need at once, two Major Rides not conflicting; buy for cash, book or lease. Place any Stock Concessions. No grift anytime. Family-type Shows not conflicting. Place Bingo at once.

Roxboro Road, Durham, N. C., this week; Roanoke Rapids, N. C., next week; wire, no phone calls.

HAROLD RALEY, Mgr.; ETHEL RAY, Secy.; FRANK DICKERSON, Gen. Agent

**MISSOURI STATE FAIR**  
 August 16th thru 26th, Sedalia, Mo.

**INDIANA STATE FAIR**  
 August 29th thru September 7th, Indianapolis, Ind.

Some space left for legitimate Merchandise Concessions and Eating and Drinking Stands.

WANT: Experience Second Men for all Rides and General Help in all departments. We pay union welfare for hospital, sickness and death.

NO SHOWS OR RIDES WANTED RIGHT AT THIS TIME UNLESS IT IS AN OUTSTANDING ATTRACTION.

All Address

**CETLIN & WILSON SHOWS**  
 This week Ionia Free Fair, Ionia, Mich.

**WANT—WANT**  
 FOR

**The Great Pocahontas County Fair**

Marlinton, West Virginia, week of August 13, six days.

PLACE Merry-Go-Round, Ferris Wheel, Kiddie Rides, what have you?

SHOWS—Girl, Side Show, Snake, Fun House. Want Coaster. All concessions open—Bingo, Pop Corn, Cookhouse. Will sell exclusive on Novelties, Grab, Custard, Scale and Age. Come on. All answer

**SECRETARY, Marlinton, W. Va., Western Union.**

**BIGGER THAN ANY STATE FAIR!!**

RIDES WANTED FOR MONTH OF SEPTEMBER  
 BIGGEST EVENT IN ST. LOUIS SINCE THE WORLD'S FAIR.

30 BIG DAYS ON THE RIVER FRONT—NO UPS OR DOWNS.

Address: **Mid-American Jubilee Concessionaire**  
 108 So. 4th St. (Phone: CHestnut 1-2048) St. Louis 2, Mo.  
 P.S.: CAN BOOK HI-STRIKER AND LONG RANGE, GOOD TERMS.

**ATTENTION SPORTS PEOPLE**

Wrestlers for Elimination Tournament, October 24. Weights from 112 to 160. Must be able to work and shoot if necessary.  
**BOX 285, Kansas City, Missouri.**

**CONCESSIONS WANTED**

All kinds, except Popcorn. No gypsies. For Reesville Centennial, August 15-19; Waukesha Labor Celebration, September 1-3.  
**A. W. STREHLOW**  
 P. O. Box 1 Waukesha, Wis.  
 Phone: LI 2-4743

**WANTED FOREMAN FOR FERRIS WHEEL**

\$45.00 Still, \$75.00 Fairs. One spot a week. You can cut it. Contact  
**BEN PROYER**  
 c/o Great Western Amusements  
 Faith, S. D., Aug. 6-12; Rapid City, S. D., 14-19.

**TIVOLI EXPO SHOWS**

Dubuque County Fair, Aug. 14-18. Want for one of Iowa's largest Fairs at Dubuque, Iowa. Attendance last year was 50,000 in three days, this year a five-day Fair. Ten more weeks of big Fairs to follow.

CONCESSIONS: Hanky Panks of all kinds. RIDES: Want to book one major Ride and one Kiddie Ride for balance of season. RIDE HELP: Want Ferris Wheel Foreman and Help on all other Rides.

Contact **H. V. PETERSEN**  
 Tivoli Expo Shows, Burlington, Iowa, Fair, this week; Dubuque Fair to follow.

**BROWN'S TRI-STATE SHOWS**

WANT FOR BALANCE OF SEASON—ALL FAIRS—ACTION EVERY DAY

Wood Lake, Minn., Aug. 4-9; Canby, 10-12; Morris, 16-19; Wheaton; Pipestone, 20-22; Howard, S. D., Fair & Diamond Jubilee, Aug. 13-14; Webster, 23-25; Parker, 27-29; Tripp, Aug. 30-Sept. 1; Wagner, 2 and 3, Midwest's Biggest Labor Day.

RIDES: Will book major Rides not conflicting. SHOWS: Mechanical, Monkey, Snake, 10-in-1, Fun House or any Grind Show. No Girl or Athletic Shows. CONCESSIONS: All Food and Drinks now open, Photo, Short Range, Glass Pitch, Coke Bottles, 6-Cats, Buckets, Penny Arcade, Carmel Corn, Cookhouse, String Game, Hi-Striker or any not conflicting. No flats or gypsies. Need one Color Dart, one Count Store Agent.  
 Contact **BILL CRAIG**. All Contact as Per Route.

**WANTED**

Bingo Custard, Six Cats, Cork Gallery.  
**GEO. CLYDE SMITH SHOWS**  
 Six Mile Run, Pa., this week; Morgan County Fair, Berkeley Springs, W. Va., next week.

**KIRK DECKER WANTS**

Two Skillo Agents, one Pin Store, Bucket and Swinger Agent; also 6-Cat Gunner and Girls for Girl Show. All address:  
**KIRK DECKER**  
 Griggs Bros.' Shows, Richmond, Ky.

**ADVERTISERS**  
 know exactly what  
**THE BILLBOARD**  
 delivers because The Billboard is a member of the Audit Bureau of Circulations.

**WANTED**

Foreman for two Kid Rides. Also Electrician, salary and cut-ins.  
**GREAT WESTERN AMUSEMENTS**  
 Faith, S. D., Aug. 6-12; Rapid City, S. D., Aug. 14-19.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**



# Morris Hannum Shows

*One of the Great Eastern Shows*

WANT FOR THE FOLLOWING BONA FIDE PENNSYLVANIA FAIRS:

- DALLASTOWN, AUGUST 13-18
- GREAT KUTZTOWN FAIR, AUGUST 20-25
- MEYERSDALE, AUGUST 27-SEPTEMBER 1
- MANSFIELD, AUGUST 27-SEPTEMBER 1
- EBENSBURG, SEPTEMBER 3-8
- This Is the Biggest Labor Day Week in Pennsylvania*
- HUGHESVILLE, SEPTEMBER 10-15
- GRATZ AND ELIZABETHTOWN, SEPT. 17-22
- EPHRATA, SEPTEMBER 24-29
- NEW HOLLAND, OCTOBER 1-6

- RIDES** Good proposition for Ferris Wheel or other High Ride to join at once. Will also book Live Ponies and One Flat Ride. We have a great route for Rides, including the Ephrata Farm Fair, one of the outstanding Ride dates in the country. Have two big Fairs for complete set of Rides exclusive. Deposit required.
- SHOWS** Will book one Girl Show for Kutztown and balance of season. Side Show Manager with People or Single Working Acts for our complete set-up. No time to write, phone me or come on. A very liberal deal and long proven season for all independent Shows, such as Arcade, Wild Life, Snake Show, Monkey Show, Mechanical Show and Illusion.
- CONCESSIONS** Age & Scales, Hats, Bear Pitch, Bird Pitch, Photos, Jewelry, Ball Games, Darts, Tip the Bottle, two Wheels and two Grind Stores. If you want space at Kutztown and Ebensburg, strongly urge you to contact us at once. Space very limited.
- HELP** Experienced Ride Help who drive semis.

All replies to **MORRIS HANNUM**

934 Murdoch Road, Philadelphia, Pa. Phone Philadelphia Chestnut Hill 7-8176 this week; then Yorktown Hotel, York, Pa., August 13-18.

# C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Wanted for the Great La Porte County Fair, La Porte, Ind., week Aug. 13 thru 18, followed by continuous route of bona fide fairs until November.

- RIDES:** Will book one or two more Rides for this outstanding date. Special proposition for Scrambler.
  - SHOWS:** Motordrome, Unborn, Fat People, Little Horses, Big Dog or any good Grind or Bally Show that caters to ladies and children.
  - CONCESSIONS:** Have a few choice locations open. All concessions that expect to play La Porte, please confirm space by wire at once.
  - HELP:** Foremen for Octopus, First and Second Men for all major Rides. Gene Knight can place Working Acts and General Help for Side Show. Edith Sullivan wants Readers for Palmistry. Bill Parrot wants Men to up and down concessions.
- All wire C. C. Groscurth, Blue Grass Shows, Converse, Indiana, all this week.

# JOHNNY'S UNITED SHOWS

FAMILY TRADITION

**LAST CALL LAST CALL LAST CALL**

For White County Fair, Carmi, Illinois, Aug. 13-17; Lawrence County Fair, Bridgeport, Ill., Aug. 20-24; Carroll County Fair, Huntingdon, Tenn., Aug. 27-Sept. 1.

- CONCESSIONS**—Cookhouse, Grab, Photos, Custard, Floss, Novelties, Short Range, Long Range, Basketball and Ice Cream. **SHOWS**—Monkey, Snake, Illusion and Mechanical. Want Manager for office-owned Girl Show. Must furnish girls and wardrobe. **HELP:** Ferris Wheel Foreman and Second Men for Tilt, Kiddie Rides and Dodgem.
- SPECIAL NOTICE**—Sherman Bunch wants Agents for Duck Pony and Pitch-Till-U-Win. Joe Saladino wants Hanky Pank Agents. Frank Aschey wants Agents.

All replies to **JOHN PORTEMONT**, Brownstown, Indiana, this week.

Your American Red Cross Is Always There After Disaster Strikes



"I looked down into my open grave"



"MR. SENATOR ROSS, HOW SAY YOU?"

In the deathly silence of the Senate chamber, the freshman Senator from Kansas looked down, as he put it, into his own grave.

On deliberately trumped-up charges, the bitterly fanatic leaders of Ross's party were trying to vote President Johnson out of office—because Johnson stood between them and their revenge on the defeated South.

Ross, they knew, also disliked Johnson and wanted to punish the South. But, taking no chances, they had warned him to vote "guilty" or face political suicide.

And now, on that historic May morning in 1868, the verdict had come to hang completely on his vote. First falteringly, then loudly, he gave it: "Not guilty!"

That was sheer moral principle speaking. Edmund Ross refused to join a move he thought would wreck the historic powers of the Presidency. For this, he lost his future, lost his good name, and saved for himself only what he had saved for everyone: our democracy.

Into the whole fabric of American democracy is woven the steel-tough moral fiber of men like Edmund Ross. Braver even than battle courage, it has helped America become strong in many ways. So strong, that, today, one of the world's greatest guarantees of security is U.S. Savings Bonds.

For it is not American principal, but American principles, that back these Bonds. So, for yourself and your country, invest in Savings Bonds. And hold on to them.

\* \* \*

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

Safe as America - U.S. Savings Bonds

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## ROSE CITY RIDES

Want Wheel Foreman and Foreman for 8-Tub Octopus. Salary no object for top-notch men; better than good treatment, short jumps, must drive.

Address: **DUTCH SCHRADER**  
Jonesboro, Ill., this week; Puxico, Mo., next week.



# SHAN BROS. SHOWS

**WORLD'S CLEANEST MIDWAY**


Opening Sevierville, Tenn., Fair, Sept. 3; closing Dothan, Ala., Houston Co. Fair late October.

Can place Concessions of all kinds, Prize Every Time, especially want Bingo, Ice Cream Bars, Water Games, Coke Bottles, High Striker, Basketball, Scale and Age, Balloon Darts, Novelties, Jewelry and Long Range Lead Gallery.

Want Side Show with own outfit or any worth-while Show not conflicting with what we have.

Foremen for Tilt, Wheel and Rolloplane to join here at Beach now. Must be licensed drivers. If you have been with me before, get in touch.

**SHAN WILCOX**  
P. O. BOX 144 PANAMA CITY BEACH, FLA.  
P.S.: Billy Siegriest, please call me, Adams 4-2861.



# ROSS MANNING SHOWS

Hendersonville, N. C., Fair, week of Aug. 13 to 18; Woodstock, Va., and Warsaw, Va., to follow.

CONCESSIONS: Hankies, Novelties, Hi-Striker, Coke Bottles, Long and Short Range Galleries, Will sell ex. Eats, Drinks, Basketball, Cork Gallery. SHOWS: Wildlife, any Grind Show; Pocket Book Harris, contact: Carlos Brown needs two more Girls for Colored Revue Show. \$40.00 per week to start. Also want Front Talker, 10%. Contact at once. RIDES: Any Rides not conflicting, Pony Ride, Little Dipper and Scooter.

Write or wire Ross Manning, Hickory, N. C.

## WANT FOR BALANCE OF SEASON

All Fairs, Closing Central Wash. Fair, Yakima, Sept. 27 thru 30.

CONCESSIONS—6 Cat, Buckets, Balloon, One Ball, Short Range, Photo, Coke Bottles, or any Merchandise Games.

RIDE HELP in all departments, Semi Drivers.

Omah, Wash., August 6 thru 12; Hermiston, Ore., 14 to 18

**MEEKER SHOWS & CIRCUS**

## HANK SHELBY WANTS

Hanky Pank Agents for the Wisconsin State Fair at Milwaukee, August 17-26. Other State Fairs to follow.

Agents for Over and Under Rule Tables, Over 12, Ballgames, Darts and Pitches.

Contact me at Milwaukee at Greenfield 6-3035 before 5 p.m. After 6 p.m. call at Knight Tower Hotel, 11th and Wisconsin, Milwaukee, Broadway 1-3972.

**HANK SHELBY**  
Note: Eddie Lloyd, contact Archie Gayer.

## WINNIESHIK COUNTY FAIR

DECORAH, IOWA, AUG. 16 TO 19. 50,000 ATTENDANCE

Want Six Cats, Buckets, Hanky Panks, Ball Games and Pitches, Age and Weight, Jewelry Sales, Hi-Striker, Ice Cream open.

HELP WANTED: Electrician for Transformers only, must drive semi; Little Beauty Foreman, must drive semi; also Second Men for other Rides, must drive. Want Athletic Show, Mechanical, Snake and other Shows with own equipment; Acts for Side Show.

**SUNSET AMUSEMENT CO.**  
Rochester, Minn., this week; Decorah, Iowa, next.

## COMPLETE CARNIVAL FOR SALE

Six Rides, four Major and two Kiddie All factory built Twelve Concessions, transformer Truck with 75 K.V.A. All cable and junction boxes. This Show is now operating; can be seen anytime. Possession after September 3. Will sell Rides separately. This equipment is in new condition—not junk. Terms to responsible parties.

BOX D-232, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

## HARTFORD CITY, IND., FALL FESTIVAL

SEPT. 11-15, ON THE PUBLIC SQUARE

CONCESSIONS: CAN PLACE CLEAN, LEGITIMATE CONCESSIONS OF ALL KINDS—NO OTHER KIND.

SHOWS: CLEAN ATTRACTIONS THAT CAN SET ON STREETS. No Girl or Geek. ACT. CAN USE GOOD HIGH ACT IF PRICED RIGHT.

All replies to TOM L. BAKER, 2257 Madison Ave., Indianapolis. Phone: State 4-4584 CHECK THIS DATE AND CONTACT NOW.

## MIDWAY OF MIRTH SHOWS

CONCESSIONS: Want Cookhouse or Grab Short Range, Long Range, Coke Bottles, Hi-Striker, Slum Stores of all kinds.

SHOWS: Can place Shows with own outfits. No Girl Shows wanted.

RIDE HELP: Want Ferris Wheel Foreman to join at once.

Address: Albion, Ill., this week; Washington County Fair, Nashville, Ill., next; followed by Old Sailors and Soldiers' Reunion, Stonefort, Ill., week Aug. 21; Centennial, Windsor, Ill., week Aug. 27; then Arkansas.

## A-1 AMUSEMENT

Wants for Cissna Park Old Settlers' Reunion, Aug. 15-18, and long season south playing Fairs and Celebrations. Booked Charlotte until Thanksgiving.

Can place Bingo, Cook House, Bumper, Fish Pond, Coke Bottle, Long Range, Short Range, Jewelry, Mug Outfit or any non-conflicting store working for stock. Can place Agents for Ball Game, Hi-Striker, Spindle, Pea Pool. Can place Ferris Wheel Foreman. Positively no graft.

**CONTACT: JOHN HANSEN**  
2807 IRVING PARK BLVD. CHICAGO, ILLINOIS  
Phone: Independence 3-9614—E-11 a.m.

# CUMBERLAND VALLEY SHOWS

**FASTEST GROWING SHOW ON EARTH**

Want for the following outstanding Southern Route of bona fide County Fairs, starting August 12 and ending October 13:

Tracy City, Tenn. (Free Fair)	Sparta, Tenn. (Free Fair)	Dalton, Ga., Sept. 23-29.
Cookeville, Tenn. (Free Fair)	McMinnville, Tenn. (Free Fair)	Summerville, Ga. (Free Fair)
Crossville, Tenn. (Free Fair)	Manchester, Tenn. (Free Fair)	Fort Payne, Alabama

CONCESSIONS—Can place all legitimate Concessions except Cookhouse, Bingo, Mug and Mitt Camp. Good opening for Penny Arcade.

RIDES—Will book one more major Ride such as Round-Up, Scrambler, Rock-o-Plane, Dark Ride or Looper.

SHOWS—Will book or buy Glass House. Will book a complete 10-in-1 with own outfit. Can place a Fat Show also.

RIDE HELP—Can place Ride Help who can drive semis.

Address all mail and wires to LAVOY WINTON, Carthage, Tenn., Fair this week.

P.S.: Aerial Acts and Ground Acts wanted for September 10-15, Warren County Fair Association, McMinnville, Tenn. Contact Bob Smartt, Sec.

# GOLD MEDAL shows

WANT TAZEWELL, VA., AUG. 13-18

Followed by THE GREAT WEST VIRGINIA STATE FAIR AT RONCEVERTE, AUGUST 20-25

SHOWS—Monkey Show, Mechanical City, Funhouse, Crime Show, Fat Show or any worthwhile Shows.

RIDES—Can place Scrambler, Round-Up, Spinaroo, Rock-O-Plane, Twister, Rolloplane and two more Kiddie Rides. Our Fair route very good for rides.

CONCESSIONS—Age and Scales, Hats, Derby Racer, Bumper, String Game, Short Range, Basketball, Roman Targets, Ball Games, Dart Games, French Fries, Hi-Striker and American Palmistry.

Wire or call Johnny J. Denton, Mgr., Lynchburg, Va., all this week.

# WILLIAM T. COLLINS SHOWS

CAN PLACE FOR FAIRS, STARTING AT LA CROSSE, WIS., AND ENDING TULSA, OKLA.

WANT for office owned revue under the management of Jean Porter—Canvasman (Frenchy Goodwin), Man to handle front, Talker (Lee Erdman and Johnny Arnellis). Girls—Snooky De Witt, Shirley, Claudette. Emcee (Mickey Garner, answer). Want Girl to feature, also Bally Girls. All salaries out of office.

SHOWS—Can place Grind Shows of merit, Motor Drome, Snake Show or any worthwhile attraction.

CONCESSIONS—Can place a few more Hanky Panks.

HELP—Want Second Men who drive and have licenses. Also General Help of all kinds.

Address: WILLIAM T. COLLINS  
LA CROSSE, WIS., THIS WEEK; CEDAR RAPIDS, IOWA, NEXT.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

PENNSYLVANIA'S TWO OUTSTANDING FAIRS, GREEN COUNTY FREE FAIR, WAYNESBURG, PA., AUG. 13-18; FOLLOWED BY INDIANA COUNTY FAIR, INDIANA, PA., AUG. 20-25. WE HOLD EXCLUSIVE RIGHTS AND SPACE IS LIMITED AT BOTH FAIRS. CONTACT AT ONCE.

CONCESSIONS: Novelties, Age & Scales, Grab, Hats, Derby Racer, French Fries and all Hankies.

SHOWS: MOTORDROME MANAGER wanted with Riders. We have new cycles and complete outfit. This is excellent opportunity for right man. Must be capable operator with riders. These two Fairs alone pay tremendous grosses for Drome, followed by ten of the East's most outstanding Fairs. Can also place Wildlife, Monkey Show, Animal Circus, War Show, Mechanical City. JOE SCIORTINO, WIRE ME ABOUT INDIANA.

RIDES: Place Fly-o-Plane, Rock-o-Plane, Round-Up, Twister and Caterpillar.

HELP: Fritz, come in. Can place Men for Wheels, Coaster, Octopus and Kiddie Rides who drive semis. Good pay plus bonus. (Red, I wired you to Sarasota; wire me, I can place you.)

Address all mail, wires and phone calls to  
**Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.**  
MORGANTOWN, W. VA., THIS WEEK.

## JAMES CASSIDY

GLASS PITCH CONCESSIONAIRE.  
PLEASE CONTACT.  
**BOX 811**  
c/o Billboard Pub. Co.,  
390 Arcade Bldg., St. Louis 1, Mo.

## F. C. BOGLE SHOWS

Wakeeny, Kans., Fair next week; Stockton, Kans., Fair, Aug. 19-24.

Want Stock Concessions, Scales, Short Range, Novelties, etc. Want Kid Rides, Live Ponies, Want Grind Store Agents. Want Shows: Girl, Mechanical, Grind Shows, Drome, etc. Pat Patterson wants Agents.

NESS CITY, KANSAS, AUG. 9-10-11.  
P.S.: We have ten more Fairs plus army payday, Manhattan, Kans., Oct. 1.



## 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 6 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** 2-pc. set in 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 1/4" sizes • Heat treated • Chrome steel • 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.90.**

**STILLSON PATTERN WRENCH** Steel • 8-inch size • Individually boxed • Per doz. \$5.40.

**COOK BROS., 916 S. Halsted St., Chicago, Ill.**

### FREE WHOLESALE CATALOG—SEND FOR YOUR COPY TODAY

**HEART & DISC PENDANTS**

RINGS—PEARLS  
PINS—ANKLETS

CUFF LINK SETS  
MONEY CLIPS

Deposit Required on All C.O.D. Orders

**GENUINE LEATHER IDENT TAG**  
Ideal for gold embossing. Polished aluminum chain. This item is terrific as a give-away while quantity lasts.



**SPECIAL 3 CENTS EACH NO. 2046-B**

**EXPANSION & PHOTO IDENT'S**

EXPANSION & PHOTO RINGS

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No. 7163—Completely assembled. 6 1/2" x 4 1/2" 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.**

**WISCONSIN DE LUXE CO.** 1900-12 N. 3d Street Milwaukee 12, Wisconsin

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**Luxurious 6 Pc. Set Priced for ACTION**

**Includes:**  
• All metal, top action pen  
• All metal automatic pencil  
• Stunning Tie Bar  
• Smartly styled Cuff Links  
• Handy Pocket Knife

All in plush, satin-lined metal gift case.

Now an item so popular in appeal so high in value and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural".

**25% with order balance C.O.D.**

**MODERN PEN Mfg. Co., Inc.** 384 B'way, N.Y. 13, N.Y.

Sample Set \$3.50  
Only \$2.50 Per Set in lots of 6

### OVER 600 PINS AND IDENT'S FOR ENGRAVING

twenty-four (24) inch heart or round necks, polished nickel or gold plated, at twenty-seven dollars (\$27.00) per gross.

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Photo Expansions. Doz. .... 5.00

Pearl Anklets. Gr. ... 32.00

**CATALOG WITH NEW NUMBERS READY FOR ENGRAVERS & DEMONSTRATORS**

**DEXECO, INC.** Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

### 1956 BUYERS' GUIDE



**Gellman BROS.**

**SEND TODAY FOR YOUR FREE COPY OUR 1956 GENERAL CATALOG IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

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**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

## MERCHANDISE TOPICS

**M. Gerber, Inc.**, which has been serving the trade for 57 years at 417 Arch Street, Philadelphia, says it is featuring the hottest slum and plush toy values in the firm's history. In addition, Gerber has a new catalog showing hundreds of low-priced items such as aluminum-ware, costume jewelry, novelty lamps, clocks, luggage, pocket knives, ball-point pens, leather wallets, field glasses, imported china novelties, balloons, plush toys and Beacon blankets. Write for the firm's new catalog.

**Select Products**, 1808 South Delford Avenue, Duarte, Calif., offers the trade its four-in-one razor blade tool which many call an outstanding pitch item. It's a paint scraper, straight plane, window and tile scraper and curved plane and has many uses in the home. Fast turnover can be accomplished with a dramatic demonstration, the firm states. Write for prices.

You will be interested in a new gadget called **Phono-Minder**. It may be clipped to any phone base, making paper and pencil always convenient. The pencil is attached with a bead chain and a special slot holds messages. **Phono-Minders** are mounted on an attractive display easel in sets of 12 and develop quick sales as an impulse item. List price is 25 cents each. Write for standard trade discounts to **Colson Bros. of California**, Dept. P 7-5 1/2, 6061 Santa Monica Boulevard, Hollywood 38.

The **Cel-Ton-Sa Medicine Company**, 1016 Central Avenue, Cincinnati, has been supplying medicine showmen, pitchmen and house-to-house sales people for over 35 years with tonics, liniments, ointments, foot preparations,

inhalers, oils, herbs, teas, creams and vitamins. The firm offers over 150 items and carries liability insurance on all products for customers' protection. All products are made by a manufacturing pharmacist. **Cel-Ton-Sa** has its own printing plant which enables it to give a customer a selective color arrangement so that a particular package is tailored to specific requirements. Important to the trade is the swift service **Cel-Ton-Sa** achieves in making delivery, says the firm's **Marvin F. Guyer**.

A new invention, **Sew Strate**, will fill a need for the 35 million sewing machine owners in the United States and the 5 million buyers of new sewing machines each year, according to **Jerome Sayer & Associates**, 1129 Vermont Avenue, N. W., Washington 5. By means of this product, anyone can sew straight every time. Any width seam may be sewn simply by marking off the correct width on the guide. It is not necessary to watch the needle. **Sew Strate** will fit any sewing machine and will sew as close as one thirty-second inch to the edge, blind-folded. **Sew Strate** has been approved and adopted for use in blind institutions.

**Stock-Glaze** is a new gun care product which may be used as a finish or be put over an old finish. It cleans, preserves, waterproofs, smooths and protects. It has received excellent mention from the National Rifle Association and is acclaimed by leading sportsmen and used by gunsmiths, according to **Burnishine Products Company**, 8140 North Ridgeway, Skokie, Ill., which claims it takes just minutes to apply and lasts longer than any known finish. It will also remove

## PIPES FOR PITCHMEN

By BILL BAKER

**FRANK SULLIVAN** . . . letters that he's back in Charity Hospital, Shreveport, La., where he recently had an operation performed on his legs. It seems that old Frank is having more than his share of evil glances from **Dame Fortune**. It will be remembered that just four months ago he did a 33-day stint in the same fracture factory. Frank would like to hear from some of his old friends including **Fred Hudspeth**, **Chic Denton**, **Alexander Negus**, **Jack Waller**, **James Miller**, **Ned House**, **Beverly Barton** and **Earl Crumley**. Any of the boys who might be passing thru Shreveport will find Frank holding down a bed in Ward 3-21. He would also like **Fred Hudspeth** to know that he's a little low on **Pall Mall** cigarettes. We're sure that Frank's many friends hope that he'll be up and out on the road again very shortly.

was the first one in quite some time. I'm piping in now to tell you that I received several replies via **Uncle Sam** from people in the tripe and kiester trade whom I don't even know. I have realized the value of the **Pipes** column in **The Billboard** as a means of making new friends and hearing from the old ones. I just can't understand why more people in the pitch fraternity don't take advantage of this free service that is offered them. One not only hears from those whom you know and haven't seen in many years but even from people whom you have never met before. Believe me, fellows and gals of the pitch, if you are on the road and like to get correspondence and get the feeling that you're 'with it' I've found the only way is to keep sending in your pipes. It's quite a thrill. Find out for yourself."

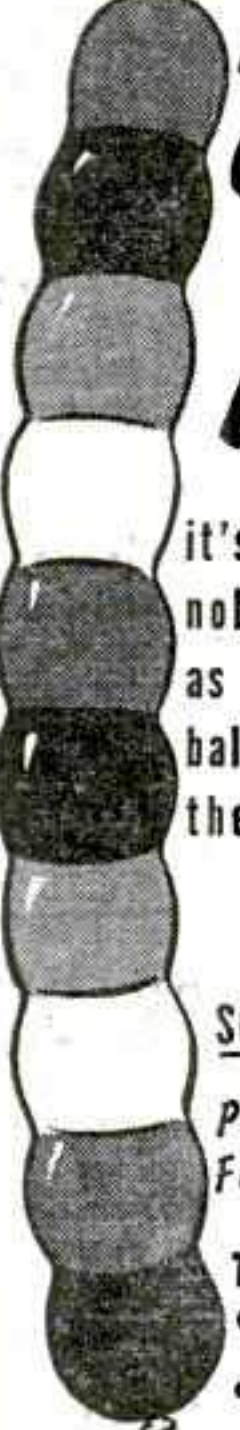
**A RECENT NOTE** . . . from Mrs. **Johnny Regan** indicates that she and her whizbang engraver husband are operating around the vicinity of **Chattanooga, Tenn.**

**WE'RE SORRY** . . . to say that we couldn't figure out what **Leon Sadler** had on his mind when he piped in recently from **Venice, Calif.**

**FROM SAN DIEGO** . . . **Eddie Diebold** pens the following: "Here's another pipe. A couple weeks ago I sent in a pipe which

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### OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT—




it's **OAK'S** famous nobby all dolled up as the most dramatic balloon ever to hit the street—

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

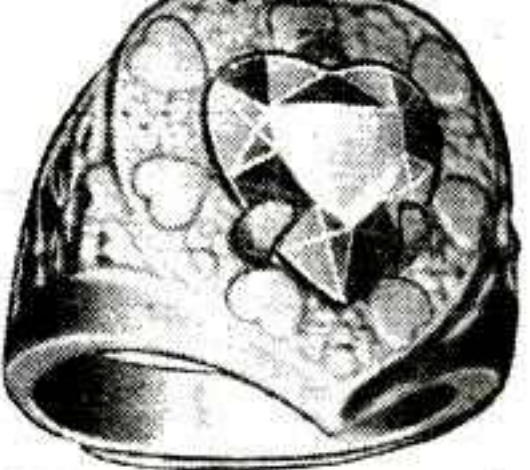
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Order No. 548CB—Packed 1 Gross and a worker to the carton.

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**The OAK RUBBER CO** Ravenna, Ohio

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**THE NEWEST SENSATION IN BIRTH-STONES. AVAILABLE IN ALL COLORS FOR ALL MONTHS. BEAUTIFUL HEART SHAPED SIM. "STONES" SET IN HEART SHAPED MOUNTING SURROUNDED BY 7 EMBOSSED HEARTS. TARNISH PROOF. BULK PRICE—\$9.00 PER GROSS (PLUS POSTAGE). OR 6 DISPLAY EASELS, EACH HOLDING 2 DOZ. ASST. RINGS AT \$10.00 PER GROSS. 144 RINGS. MIN. ORDER 6 DOZ. ASST. SHIPPED POSTPAID FOR \$6.00 COMPLETE. ALSO BOYS' IM. CAMEO RINGS, SNAKE, SKULL, BELT & BIRTHSTONE RINGS. YOUR CHOICE \$9.00 GR. IN MIN. GR. LOTS OF A STYLE. PLUS POSTAGE.**

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I do not give men that buy my coils competition.

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25% Deposit—Balance C.O.D.  
Write for free catalogue of our other merchandise.

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1133 Broadway New York 10, N. Y.  
Phone: CHelsea 2-5610



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

Parcel Post
Bluestein, Morris (Hat), 30¢
Cooper, Jerry (Magazine), 10¢

Adams, Mike
Asher, Charles
Bacon, Earl
Bain, Johnny
Baldwin, James
Baldwin, Roy Frank
Andronoski, John
Andrews, Louis M.
Ansell, Albert W.
Armann, Roy Smokey

Barton, Geo.
Beebe, Raymond W.
Bellon, S. E.
Bendick, Jack
Bennett, Edw.
Berns, Evelyn M.
Bickley, Jim & Mrs.
Bigcaulo, Mrs. Sheila
Blair, Mrs. Frances
Billen, Steve
Boone, Arthur
Borden, Ernie
Boring, Geo. E.
Bradley, Henry &
Brady, Pat & Billy
Brag, Wm.
Broad, Mrs. Frances
Brockman, Thad L.
Brook, Francis
Brooks, Rebel
Brown, Mary &
Bryand, Chuck
Burdick, Edmund R.
Burlison, Mr. Gene
Burns, Wm. E.
Campbell, Mrs. E. F.
Caldwell, J. E. &
Calver, Mrs. Andrew
Carlike, H. & Mrs.
Carnahan Jr., Louie
Carnellson, Mrs. Wm.
Carr, Jeanie
Carter, Miss Jay
Carter, Zeno
Chapman, Hoppy
Charters, Wanda
Chavanne, James
Childers, John M.
Cicerelli, Jack
Clardy, John
Citarelli, Edw.
Clawson, Mrs. Rose
Clayton, Duke
Cobb, Paul
Cochran, Geo.
Coleman, Richard
Collins, Herman
Corns, Jimmy
Condrick, Richard
Cooke, Dano & Klay
Cooke, Dano & Nerm
Cooper, Mrs. Eppy
Cox, Bill
Crabtree, Harry
Crawford, Mrs. Edna
Crawford, Mrs. E. V.
Cromer, Robert L.
Cube, Mrs. Francis
Cucco, Betty Jean
Cutsinger, Thos.
Dale, William
Daniels, Ronnie
Dausco, Jerome A.
Dausco, Jerry
Davis, Earl & Mrs.
Day, Andy
DeLap, Robt.
DeWald, Frieda
Dean, Russell S.
Dearduff, Roy
Decker, Jos. K.
Decker, Joyce
Deffendoll, Glenn
Demter, Frank
Denike, Norah
Denton, A.
Dercott, John
Doss, Jimmie
Duncan, C. R.
Dunning, Don, Mgr.
Earl, Okie
Eddels, Harry F.
Eddy, Mrs. Marion
Edwards, Wm.
Elliott, Mrs. Alice R.
Erickson, Eric
Evans, Frank
Evans, James
Evans, Joe S.
Evans, Ray
Everschor, Edw. &
Farlen, Harry Ernest
Farrell, Pat (Mitt)
Festa, Mrs. Daniel
Fisher, Frank (Jockey)
Fisher, Geo.
Fitch, Troy & Mrs.
Flake, Mrs. James
Fontana, Joe
Fongie, Jean
Forkum, Tex
Frank, Edw.
Frazier Sr., Harold
Frazier, Mrs. Jenn
Friedman, Mrs. Dora
Gallagher
Gorman, Juanita
Groetzinger, Harry
Groffo, Helen
Haskell, Thos. C.
Guay, F. M.
Hackett, E. J. & Mrs.
Hagler, Mrs. N. C.
Hale, D. D.
Hale, Lou Jerry
Hale, Mrs. Martha
Hale, Mrs. Nelson
Hans, Grant B.
Harpur, Curtis
Harris, James & Minnie
Harris, William Earl
Harris, James &
Harrison, Frank Jr.
Harrison, Gloria
Hartzog, Harry W.
Hasbrouck, Ray
Hassen, John A.
Hatfield, James
Hauck, Vera E.
Hayden, Donald T.
Henry Goes to Town
Hixon, Kenneth
Hollywood, Sandra
Hooper, Homer & Mrs.
Hortz, Ed
Howacum, Miss E. M.
Hubbard, Richard
Hubbard, Paul
Hubbard, Paula
Huncke, Robert
Hunter, Wilburn
Hunt, J. T.
James, Joseph Leland
James, Miss Terry
Jerome, Paul
Johnson, Frank &
Johnson, Fred
Johnson, Mrs. Fred
Johnson, Joe
Johnson, Lynn B.
Johnson, O. D.
Johnson, M. E.
Jones, Mrs. Doc
Karr, Mrs. Kay
Kemp, Bob
King, James Ronald

White, Pat
White, Wally
Williams, Capt. John
Wilson, Dime
Wilson, Earl
Wilson, Jimmie
Wilson, Ezekiel
Wingfield, Red
Wright, Joe
Yancey, Robert Joe
Zarlington, H. E.

MAIL ON HAND AT NEW YORK OFFICE

Burns, William E.
Burns, Larry R.
Gloth, Louis
Goldstein, J.
Grey, A.
Harris, William Earl
Haywood, A.
Johnson, Edward A.
Karp, Vincent
King, Mary Jane
Lorraine, Blanche
McLaughlin, Andy
Miller, Bob
Minirok, John
Newman, Joe
O'Brien, Wilmer J.
Pelloni, Ermino
Rescatt, Joseph F.
Rossman, Richard
Schafer, Jack
Sensation, Mr.
Shewitz, D. J.
Sutton, Vivian Van
Synder, Ed (High Act)
"Sweden"
Thompson, Lilley
Thompson, Robert
Thompson, Ann
West, Sailor
Weddie, Henry
Wintersole, D. J.
Wolfson, A.
Zane, Horace S.

MAIL ON HAND AT CHICAGO OFFICE

Ayers, Mr. C. W.
Buchanan, Thomas K.
Burns, William E.
Blake, Jimmy
Coping, Orbin
Diaz, Ted
Erickson, Terry
Haverstick, Edwin G.
Hale, Kenneth
Jeffries, E. C.
Karno, Ben
Miller Bros.' Circus
Perni, R. J.
Powers, Tom
Robinson, Charles
Sawab, Frank H.
Shepard, J.
Swine, William L.
Tetrano, Mr. P.
Walsh, Earl
Zolun, Irving H.
Zimmer, H. E.

MAIL ON HAND AT ST. LOUIS OFFICE

Anthony, Corrine Ioa
Anthony, Marjorie I.
Armstrong, Matthew
Ballock, R. T.
Barrett, Mr. & Mrs. L. H.
Barker, Albert
Bartels, Carl O.
Baylor, Clifford
Beche, Raymond W.
Bellows, Ed
Bennett, Jack
Benson, Harry E.
Boatwright, B. E.
Boudreau, A. A.
Briley, Sonny
Brown, Emm
Brown, R. W.
Burns, William E.
Caldwell, Sammy
Calton, Loraine
Camp, Mrs. Maxine
Camp, Robert John
Canipe, Walter
Carpenter, Cliff
Chandler, Alfred
Chidester, Bill
Chisholm, Dave
Chunas, Mrs. Mae
Church, Curtis
Clark, V. S. Jack
Dandeneck
Dunn, Danny
Dunn, David B.
Eckman, Arthur Q.
Edwards, C. D.
Edwards, J. D.
Frazier, Richard
Gibson, Mr. & Mrs. Clifford
Gibson, Zona M.
Gilek, Jack
Gloth, Louis
Gordon, Bruiel
Good, Ruth
Greenlee, Betty
Grutel, Jack
Gunter, Bill
Guthrie, L. E.
Haney, Ruth
Harvey, John
Hans, Grant B.
Harris, William Earl
Henson, William
Henson, Bill
Hockett, Mrs. Dorothy
Hollenbeck, Harold &
Holman, Robert
Horton, Susan
Hosteller, Vergne
Howard, J.
Hyman, Harry J.
Jackson, Harry H.
Johnson, Edw. D.
Jones, Mrs. Constance
Klaus, Freddy
Klebsch, Karl
Kraeger, Walter
Kernes, Jim
Lanther, William
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Little, Curley
Littler, James
Long, Kenneth Eddy
Lusk, Tommy
Lusk, Dewey
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McCabe, Mrs. Ruth
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McClain, O. C. &
McConnell, Kenny
McDonald, B. C.
McDonner, C. J.
McHenry, Myron F.
McLaughlin, Dick
McLindon, Leon
McMillan, R. J.
McTeague, Edmund & Della
Madison, Harry
Malling, Claude
Mason, J. M.
Matejewski, Chester A.
Matthews, Sport
Middleton, Ann
Middleton, Odell
Mines, Mrs. C. L.
Moorehead, Mr. & Mrs. Hoppy or Speed
Morton, John M.
Murray, Foots
Neighbors, Howard Gordon
Neil, James
Nichols, L. S.
Nelson, H. E.
Newcomer, L. E.
O'Neil, Mr. & Mrs. Jimmy
O'Reilly, Jerry
Ortagus, L. H.
Peniston, Charles
Peterson, Ernest A.
Petters, Mrs. Mary Webb
Petty Sr., L. E.
Pfland, Jimmie
Pinckley, Viola
Pretty Boy Rocks
Price, Bob
Qualey, James D.
Reagan, James
Richardson, Joseph G.
Ridings, Chas.
Raaz, Elo
Renolds, Hattie & Paul
Riley, Peggy
Riley, Tex.
Robinson, N. R.
Rochman, Al
Rogers, Gus
Rose, Louis
Rowe, James
Rowe, James Terrance
Saylor, Clifford
Sandusky, A. D.
Schell, Carlisle
Schnepp, Emil
Scott, Mr. & Mrs. H. L.
Servis, Edward F.
Shanley, Mrs. Barbara
Shiple, Leonard L.
Silcox, Miss Jo Ann
Silverst, Antonio
Simons, Charles
Smart, W. E.
Sorenson, James
Sorenson Jr., Paul D.
Sproull, Albert &
Spezia, Gene L.
Sorenson, Dr. Paul
Star, Hedy Jo
Starnes, L. M.
Sue, Sandra
Sutton, Charles
Taylor, Robert
Thurber, Howard
Lawrence
Walker, Mrs. James
Wallace, Bill
Weide, John
Wetherbee, Harold
White, Charles C.
White, Worth
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Woods, James L.
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Kiser, G. B.
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Lancaster, Louie
Lane, Thomas H. &
Lane, Veronica Mrs.
Lankford, Ellen
Larkin, Red
Lawson, Everett
Layton, Willie C.
Lee, Jack
Linton, Alex
Littlefield, Jack
Livingston, Carl
Logsdon, Marcus
Long, Mrs. Muriel
Lottler, Marie
Lowrey, Joe
Lucky the Sign Painter
Lush, Doc
Lydeck, Seaman
Lynch, Roberta
McBride, Edward
McCarthy, Leo
McClung, Leo
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McTeague, E. & Mrs.
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Mallett, Mrs. Bonnie
Mannuzza, Thomas J.
Marsh, V. R.
Marsch, Darryl
Martin, Sam
Mayer, William
Maynard, Gaylord
Mazer, Lewis
Metzner, Marty
Meyers, Mrs. Susie
Milan, Alan & Mrs.
Miller, Art (Doc)
Miller, Frances
Miller, Looman C.
Miller, R. E. (Bobby)
Miller, Mrs. Ruby
Miller, Nathan
Mink, Bill
Mitchell, Frank C.
Mitchell, Johnnie M.
Mitchell, Mike
Mohr, C. E.
Mohr, Donna
Mooney, Joe
Moore, Bert
Moore, Dean Wesley
Moore, Harry Z.
Moran, Eddie
Morse, Henry A.
Morgan, Lewis P.
Morse, Marian
Mort, George
Murphy, R. F.
Murphy, Thomas
Murray, Edward & Norma
Myers, Fred E.
Myers, William & Mrs.
Norwood, Bob
Novak, Jean
O'Conner, Mrs. Betty
O'Haver, Jack (Pach)
Osborne, Charles T.
Overstreet, Louis
Owens, Maudine
Paige, Betty
Palmer, Mrs. Kitty
Pankiw, J. W.
Parmenter, Arthur
Patterson, Henry & Mrs.
Perez, Frankie & Mrs.
Perry, Jack J.
Phillips, Connie B.
Phinney, Margaret M.
Phipps, Beecher
Plevin, Mrs. Opal
Plot, Jack
Pope, Douglas
Price, Arthur
Priddy, Francis M.
Puteet, Mrs. Wayne
Queen, Clyde
Randl, Bob
Reed, Billy (Zoot)
Reese, Robert James
Reikel, E. A.
Renton, Chuck
Ridings, Master Jesse
Riley, Ray
Rochman, Al
Roderick, J. Carey
Rogers, Steve
Rosenfeld, Sol
Ross, Jack
Rowell, Bob & Mrs.
Russell, June
Russell, Robert
Ruster, Harry (Clown)
Sala, Bill
Schlavo, Joe
Schmersahl, Arthur
Sciortino, Joe
Scott, Mickey
Sharp, Dennis
Sharpe, Mrs. Cloate
Sheets, H. C.
Shrew-Road Show
Siegrist, Mrs. Helen
Siegist, (The Flying Siegrist)
Simmons, Mildred
Sinson, Francone
Sisk, Carl
Smaha, Tom
Smaha, Max
Smith, Frank L.
Smith, James
Smith, Marvin V.
Smith, William A.
Snyder, Adelaide M.
Sorenson, Paul W.
Sparkman, Mrs. Bob
Sparton, Ernie L.
Sparton, Orlo
Stacy, Woodrow & J.
Stafford, Delores
Staley, John & Mrs.
Stanley, Dinah
Stanly, Ralph
Stewart, Eddie
Stewart, Mike
Stien, Jack
Stover, Mrs. Charles R.
Swank, Ruth
Tapley, Mrs. Irene H.
Tardiff, (Bumps or Edgin)
Taylor, John W.
Templeton, Francis
Theodore, Mack
Thompson, Johnny
Thompson, (c/o Mike Thompson)
Tolley, Dickey E. W.
Tolley, Virgil
Treadwell, J. C.
Troutman, Ross
Tumber, W. R. (Bill)
Uchniat, Mrs. Joe
Uchniat, Mae Greer
Uhl, August
Vallay, S.
Vowell, Bennie
Walker, Howard A.
Warren, John C.
West, Curtis E.

Snap-It moonstone necklaces 12mm. assorted colors - \$1.90 per dozen. Snap-It earrings with gold rim five-in-one - \$26.00 per gross \$2.25 per dozen. 25% deposit with order, balance C.O.D. ACE SALES CO. 1133 Broadway N. Y. C. WAtkins 9-5837

ONE OF 1,000's RONSON TYPE CIGARETTE LIGHTERS. Fully automatic. Triple gears. A fast buck seller. Triple \$2.00 value. Stock \$54.00. DOZEN \$4.80 SEND PAYMENT FOB NEW YORK. MILLS SALES CO. Cut Rate WHOLESALE SINCE 1916 26 West 3rd St., New York 10, N. Y.



# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.  
CASH WITH COPY**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.  
Minimum \$10.**

#### CASH WITH COPY

(unless credit has been established)

#### ACTS, SONGS & PARODIES

"COMICCOLLECTION"—THE ENTERTAINER'S private gagfile. Gags, parodies, ad libs, bits, etc. \$2. Show-Biz Comedy Service, Dept. B77, 1613 East 29th St., Brooklyn 29, New York.

MANMOUTH COMEDY COLLECTION! AMAZING low price! Over 1,000 "Clever Remarks," \$1. Introductory Offer! Edmund Orrin, 5854 San Vicente Blvd., Los Angeles, California. au25

#### YOUR ADVERTISEMENT

Displayed in a Space This Size  
Will Cost Only  
**\$14 an insertion**

#### AGENTS & DISTRIBUTORS

A MANUFACTURER'S REPRESENTATIVE closeout 32-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 5th St., Dayton 2, Ohio. au11

AT LAST! SOMETHING NEW AND SENSATIONAL in latest Tall Christmas cards. Make extra money fast! Show satins, velours, metallics. Gets easy orders. Pays up to 100% profit. 30 free samples. With name, \$0 for \$1.50. Big line. Amazing convertible pen-pencil, napkins, gifts, stationery. Several \$1 boxes on approval. Puro Greetings, 2801 Locust, Dept. 6131-K, St. Louis 12, Mo.

CLIP COMBS—ASSORTED COLORS, 24 Cards, 12's, \$4.90. Free price list. Combs, novelties, sundries, etc. Carleton House (BB), La Marque, Tex.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Massachusetts. ch-np

EARRINGS SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

FOUND! NEW GADGETS, GIFTS, GIMMICKS, gags, novelties, each with sales appeal. Special 4 winning samples, \$1. Florents, 1785 Prospect, New York City.

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. au25

#### FAMOUS MFR. CLOSEOUTS

Assorted Brooches ..... \$1.75 dz.  
Summer Earrings, asst. .... 1.50 dz.  
Stoned or tailored Earrings ..... 1.75 dz.  
Pierced Earrings on Display ..... 1.50 dz.  
Charm Bracelets, asst. .... 1.50 dz.  
Lord's Prayer Neckage, boxed ..... 3.00 dz.  
Children's Jewelry, boxed, asst. .... 2.95 dz.  
Shorty Tie Slides, carded ..... 3.00 dz.  
Giveaways, asst. .... 5-10¢ ea.  
Cufflinks, carded ..... 1.25 dz.  
Cameo Sets, boxed ..... 7.20 dz.  
Anklets, G.F., carded ..... 3.50 dz.  
Tie Slides Sets, asst. .... 4.00 dz.  
Charm Bracelets, asst. .... 1.00 dz.  
Summer Earrings, asst. .... 7.00 gr.  
Pearl Necklaces (domestics) ..... 1.45 dz.  
Summer Sets, boxed ..... \$4.50 & 9.00 dz.  
Send for descriptive literature on terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

#### SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

FREE BOOKLET! MAKE BIG MONEY! Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. au25

Hottest sales promotion item in America. Demonstrators, Carnival Operators, \$100.00 daily profit—or more.

Every car owner wants new X-Tend Sunshine, \$1.00 seller costs you only .45¢ each, prepaid in gross lots; cash or money order. \$1.00 brings sample pair.

Minier, Box 1416  
McAllen, Texas

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. au25

JUMPING BEANS, NEW CROP, FOR immediate shipment, selected one by one. Guaranteed all alive, \$3 hundred; \$10 thousand. Larger quantities, lower prices. Ask for price list. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. au25

MEXICAN JUMPING BEANS, NEW CROP, finest crop in years, immediate shipment. Taking 1,000, \$10; 10,000 lots, \$8 M; cans with 30,000, \$6 M. Cash with order. National Products Co., Laredo, Tex.

NEW GENERAL, RELIGIOUS, COMEDY "7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 938, New York 3. ch-au25

NEW ELECTRIC BINGO BLOWERS, \$49.50! Latest hit the Electric Dart Board, \$9.50. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. au25

NEW FLASHY 7x11" SIGNS; LIGHT reflecting. Illustrated, color blended, 2,000 varieties. Sample 10¢; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. au25

NEW PLASTIC MENDING TAPE. JUST press on! Repairs clothing instantly. Lightning seller. Samples sent on trial. Kristec Co., Dept. 101, Akron 8, Ohio.

PRINT THEM YOURSELF. 3-LINE NAME and address Rubber Stamp (print copy plainly), with 100 bond Letterheads, Envelopes, Xmas, Business and Post Cards, Business Forms, Shipping Tags, Gummed address Labels. Over 500 items sent prepaid! \$2. Everly, BB-583, Newton, Iowa. au11

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friend samples of our new 1956 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

#### TREMENDOUS PROFIT

Ingenious Imported Needle Threader. Sells on sight. Send 50¢ for sample and money making details.

#### ATLANTIC IMPORT

Dept. BM  
1302 Cadillac Tower Detroit 26, Mich.

SERIES OF BIBLE VERSE GREETING Booklets for all occasions sell easier than cards at same price. Greater profits, repeat order. Rush \$1 for sample to Bible Series, Box 411, Staunton 2, Va.

#### We'll Start You in Your Own STAMPING BUSINESS

Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free.

GENERAL PRODUCTS—188 State St., Dept. BB-10, Albany, N. Y. WHOLESALE BUYERS, SALESMEN, DEALERS! New 1956 Blue Book gives you names of over 3,000 jobbers-manufacturers who will supply anything—everything. Send postal for literature. Associated Wholesalers Service, 1016-BB Starr, Burlington, Iowa.

WHOLESALE! 51/15 LADIES' NYLON first, \$5.35; irregulars, \$4.50; thirds, \$3.75 clear legs. Cellophaned. Also no-seam and stretchy socks. Write for list. Earle Hosiery Co., Box 943, Charlotte, N. C.

3 COLOR FLASHLIGHT, NEW REMOVABLE top, \$5.80 per dozen. The same with bracket, \$6.20 per dozen; also for 3 cell, \$7.20 per dozen. In case lots 50 dozen special price. Minimum quantity, 2 dozen. Prompt delivery. Margrosen Corp., 230 Fifth Ave., New York 1, N. Y. Mu 3-6968.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

\$25 DAY EASY-SELLING REL-ONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mechs Manufacturing Co., Spiro 7, Oklahoma. ch-tn

#### ANIMALS, BIRDS, PETS

A BIG SURPLUS SALE, ALL ACCLIMATED stock. Caracul Sheep, Black Bears, Himalayan Bears, Kinkajou, Agouti, Coatimundi, South American Porcupines, African Porcupines, Coyotes, Hyenas, Kangaroos, Elephants, Crown Cranes, Ostriches, Lions, Leopards, Spider and Ringtail Monkeys, Mexican Burros, Giant Indian Squirrels, Cobras, Pythons, Manroves, Boas and many more. Write or wire Bob Snowden, Wild Animal Farm, Callahan, Fla. au11

BABY MYNAH BIRDS—FINE TALKERS, \$30; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$20; Spiders, \$30; Rhesus, \$35; Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. sel

PARAKEETS, \$1 EACH; MINIMUM ORDER 48 birds; Cages, \$4.80 doz. Canaries, Flash Cages, Rats, Mice, immediate shipment. Terms, part cash, balance, c.o.d. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. au11

PLENTY SNAKES, ALL KINDS BOAS, Horned Toads, Terrapins, Badgers, Ocelot, Pigeons, Peafowl, Raccoons, Coatimundis, Prairie Dogs, Guinea Pigs, Rats, Armadillos, Monkeys, Coyote, Pups, Timber Wolf Pups, Bantams, White Doves, Deodorized Skunks, Ground Squirrels; female African Lion Cub, nine months. Shipping to shows for over 40 years. Otto Martin Locke, Phone 141, New Braunfels, Tex. sel

#### NOTICE REPTILES, INC.

2625 N. W. 16th Street Road  
Miami, Florida

E. Ross Allen, President  
W. F. Prince, Manager  
is now operating  
ROSS ALLEN'S WHOLESALE DIVISION  
Anacondas, Boas, all sizes  
Giant Lizards, Alligators  
Reptiles, Birds, Mammals  
Domestic and Foreign

WIRE, WRITE OR PHONE  
Newton 4-7888

SURPLUS ANIMALS, BIRDS, REPTILES for sale. Write. Visit Ross Allen's Reptile Institute at Florida's Silver Springs. au11

#### DISPLAYED CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

2 LEAD BROKE MALE CAMELS, PERFECT, \$1,200 each; 1 male Grant's Zebra, \$950; 1 tiny Muntjac Deer, \$150; 1 female Galapagos Tortoise, 150 pounds, \$275; baby Chimp, 25 pounds, perfect, \$400; Woolly Monkeys, babies or adults, beautiful, \$75 to \$125; Sooty Mangabey Monkeys, \$45; Giant Spider Monkeys, \$45. Miami Rare Bird Farm, Inc., P. O. Box 100, Kendall, Fla.

#### BUSINESS OPPORTUNITIES

AMUSEMENT PARK  
Kiddieland, first season, all brand new. On beautiful grounds near Tinker Field in Midwest city area. \$112,000,000 annual permanent payroll. Nearest competition 17 miles. G-16 Miniature Train, Ferris Wheel, Handcars, Roto-Whip, Merry-Go-Round, Rocket Plane, Auto Rides, Hot Rods, Fire Engine Ride, Concession Stand, Storage and Shop Building. All landscaped. Beautiful operation with extremely high potential. \$24,000 will handle.

#### ART DYER

Regent 9-2687, 224-26 Okla. Natural Bldg. Oklahoma City, Okla.

KNAPTON BUSINESS BROKERS  
Write for free Business Opportunity Bulletin.

ATTRACT CROWDS AND COIN MONEY with portable electric Machine baking new greaseless Doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

ATTRACTIVE CUSTOM-BUILT SALT water Taffy Trailer. New type wrapping machine. In market for 25 lb. Puller. Cof-felt Candy Co., 515 Kramer Road, Springfield, Ohio.

FOR RENT—OPEN AIR SITE FOR DANCE-land. Southwest Chicago in center of heavy population; area zoned; no competition; power, sewer and water. Box 802, The Billboard, Chicago, Ill. au11

## WATERPROOF \$8.75

with stretch band  
Luminous Dial & Hands  
YELLOW TOP unbreakable crystal  
15 & 17 JEWELS  
your choice of BULOVA, BENRUS, ELGIN, Guaranteed and reconditioned LIKE NEW.



Write for Free Catalog.  
SPECIAL! Men's Watches  
Bulova, Benrus, Elgin, Gruen  
with stretch bands  
**\$6.50**

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

**AL ZEIGER AND SON**  
706 SANSOM ST., PHILA. 6, PA.  
Walnut 2-6055

#### FAIR SPECIALS

- Hit Camera w/Pigskin Case, Dz. \$12.75
- Hit Camera Film, 6 Rolls to Box. Dz. \$x. .... 4.75
- 3-Pc. Pen & Pencil Sets, Gold Caps. Dz. \$t. .... 4.49
- Ronson-Type Automatic Lighter, Chrome, Dz. .... 4.83
- Jap. Hunting Knife, White Plastic Handle w/Red Strips, 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 Pearl, 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 6,000  
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. .... 10.20
- 18-Inch Plush Bears, Dz. .... 13.50
- 30-Inch Plush Bears, Dz. .... 27.00
- Mambo Monkeys, Dz. .... 25.00
- 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

#### JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
- E-2—Stone earrings, asst. gr. .. 21.00
- B-1—Bracelets, asst. gr. .... 24.00
- T-1—Tailored Tie Sets, bxd., dz. 3.50
- T-2—Stone Tieside Sets, bxd., dz. 4.50
- R-1—Ropes, all-head, asst. dz. 3.00
- R-3—Men's stone rings, asst. dz. 2.75
- 2160—Stone neck & ears, bxd., dz. 7.50
- 2164—Stone, neck & ears, bxd., dz. 9.00
- 2256—3-piece pearl set, bxd., dz. 13.50
- 1202—3-pc. Rhinestone Set, dz. 18.00
- W-1—6-piece Watch Set, each 5.95 (Ladies' 30¢ more) ..... 5.95
- C-1—Cufflinks, carded, dz. .... 1.25
- T-4—Tieslides, carded, dz. .... 1.25
- P-9—Pearl necks, Am. made, gr. 15.00

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

#### NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8, Prov., R. I.

#### Levin's Catalog Ready

32-PAGE FLYER OF CARNIVAL AND BINGO PRIZES

- MIN. SQUIRT GUNS—2 DOZ. .... \$1.40
- FRICION AUTOS—3 DOZ. .... 2.40
- 10 GROSS GOOD NEW SLUM (NO LARRY) FOR ..... 8.50

F.O.B. Terre Haute—Postage Extra. Send 25¢ Dep. With C.O.D. Orders.

#### LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

#### HEART DISC CLOVER NECKLACES

\$16.50 Gross and up  
Miller Creations

Originators of the All Aluminum Ident.  
7729 SO. AVALON AVE. CHICAGO 19, ILLINOIS  
Phone WAterfall 8-8855  
DAY AND NIGHT SERVICE

**Spotlight Value!**  
Packed with "SELL"  
Priced for PROFIT!

**CEL-MAX Ensemble**

KEY CHAIN  
EXPANSION BAND  
JEWELLED WATCH  
CUFF LINKS  
TIE BAR

**\$4.89**  
Sample \$6.45  
In lots of 12, \$4.79 Ea.

- Stunning Beauty in FIVE (5) Smartly matching pieces!
- Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed! Min. order 8.

**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.

**BIRD CAGES**  
Carry home cage complete with handle. Assorted color wire construction. Knocked down to save freight. Size: 6 1/4" by 5 1/4" by 6 1/4".

**SPECIAL PRICE**  
BALANCE OF SEASON  
**\$6.00** per dozen  
Case lots of 200 **45¢** each

**B. PALMER SALES CO.**  
1433 Second Ave. Dallas, Texas

GIVE TO DAMON RUNYON CANCER FUND

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Want to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22 Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name .....

Address .....

City .....

State .....



**SAVE \$35** on Your Wholesale Cost

**BULOVA**  
**BENRUS**  
**ELGIN**  
**WALTHAM**  
**GRUEN**

**10 Ass't Watches**  
With yellow exp. bands  
for **\$69.50**  
only

Reconditioned and guaranteed like new. Latest styles for men and women.

**QUANTITY USERS—COME IN FOR SPECIAL PRICES**

**WATCH MAKERS' SPECIAL**  
Used Men's & Ladies' Wrist Watches, also Pocket Watches  
All in running condition—  
as is—  
**5 for \$10**  
Display Gift Boxes, 50¢

**5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD**

New Big 1956 Catalog, (re-fund on your first order) **25¢**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 55 S. Wabash Ave. Chicago 3, Ill.

FOR SALE—2 YEAR OLD SKATING RINK, good year-round business. Terms or cash. Clarence Taylor, Vero Beach, Fla. Telephone 3826.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 28, Calif. se1

SAVE TIME AND MONEY ON YOUR FAVORITE magazines. Subscribe and renew now! Sezol, MS50, Suite 28, 5 Douglas, Elgin, Ill.

SEAL IN PLASTIC BIRTH CERTIFICATES, Social Security, Photos, etc.; 600% profit, no experience needed. Complete kit seals eight, \$1 postpaid. Kaple Sales, 14 Oak, Shelby, Ohio. au14

**COSTUMES, UNIFORMS, WARDROBES**

BIKINIS, \$3; PANELS, \$3; PASTIES, 75¢; Wigs, Derbies, Tuxedos, Tails, Top Hats, Rhinestones, Plumes, Clown, Girl Show, Minstrel, Strip Costumes, Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-9509.

**FOR SALE SECONDHAND GOODS**

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au25

**FOR SALE—SECOND-HAND SHOW PROPERTY**

BARGAINS—SCHIFF ROLLER COASTER, rides like new, trailer model, \$5,400; Smith & Smith Adult Ferris Wheel, \$2,500; Mangels Dry Kiddie Boat, \$1,200; Smith & Smith Airplane, \$700; beautiful 16 ft. Concession Trailer, stainless steel and all glass. Rides can be seen in operation. 229 Palmer Hill Road, Riverside, Conn. Phone: Stamford, Conn., Davis 3-0859. Mr. Britt.

BUILD ILLUSIONS, TESTED PLANS—BUZZ Saw, Electric Chair, Coffin Blade Box, Lensless Fishbowl, \$5 each. Free catalog. Brill, Box 875, Peoria, Ill.

ELI 12, GOOD SHAKE, NEW ELI POWER Unit Trailer, \$3,700. Can take over my bookings. Sandetzel, Rt. 2, Box 384, Alexandria, Va. FL 4-5597. au11

FORD AXLES, TENT STAKES, 1500 STOCK, \$100 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. se22

**FOR SALE**  
Automatic Donut Outfit with glass Display Case, Manley bungalow-type Popcorn Machine, Mangels 24-passenger park-type Chair-plane; best offer over \$200.00 buys any of the above units.

**Green Brothers**  
410 Baltimore St. Huntington, West Va.  
FOR SALE—CHEVROLET BUS EQUIPPED for Root Beer, Orange, Hamburgers, room for Corn, Stateroom, Want Candy Floss Equipment, Puckett, 311 7th St. S. E., Rochester, Minn.

FOR SALE—COMPLETE MEDICINE SHOW, including Stage Truck, Concession Trailer, Seats, 2 RCA Projectors, 25 Film Programs, P-A Sets, Stock, Trade Name and Mail Order Business. Cash, no deals. Address: Manager Medicine Show, Cason, Tex.

FOR SALE—EXHIBIT SUPPLY BIG BRONK, full size, all leather saddle. All like new. A-1 condition, will sacrifice, \$450. Warren Moulton, Rush City, Minn.

FOR SALE OR TRADE—BEAUTIFUL SIX year old educated truck horse. Eighteen tricks. Buckskin. G. L. Busbin, 1504 Elmon St., Columbia, S. C.

**FOR SALE**  
Small complete Carnival—EH Wheel, Allan Herschell Merry-Go-Round, fold-over Chair-plane, 2 Allan Herschell Kid Rides, Transformer Truck, Light Towers, Rubber Cable, Office Trailer; transportation for all. A real buy as a unit or will piecemeal.

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GARBRICK FERRIS WHEEL, 1954 USED two seasons, good condition, \$4,000 with transportation. Write Robert Smith, c/o Free Press, Minersville, Pa. au25

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KING KIDDIE TRAIN AND WHEEL, medium size Charolplane, trailer type. L. E. Johnson, Hendersonville, N. C.

LARGE ELECTRIC TAPPY PULLER, copper kettle, pans, gas burners, also large Hand Popper for Corn. Other articles. Total \$150. Contact Mrs. H. A. Selsor, 317 Orchard, Carthage, Mo. Phone 2481.

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INCLUDING HANG UP RACK

New Copper Tone Handles, 3 Coat Metallic Enamel, Luster Plated for maximum durability. Attractively boxed.

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C.O.D. or Cash Sales Only.

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WANTED—YOUNG MAN TO LEARN TO clown and be generally useful. Must drive. Act not essential. State salary. Apply as per route or 2145 No Ivar, Hollywood 28, Calif. John Strong Circus.

WANTED—LEADING MAN AND LEADING Woman, singles or team; Specialties preferred. Join immediately. Answer: Brunk's Comedians, Delta, Colo., week August 5; Fruita, Colo., August 12.

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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

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CIRCUS AND CARNIVAL ACTS—THREE good Dog Acts, Wire-Walking Dog, Lady walking Sword Ladder, Emma Raymond, Blandys Trailer Park, Rockville, Md. FAT BOY WANTS WORK IN SINGLE "O" with person that has top ticket seller. Percentage, guaranteed salary. Wire or write Tiny W. Hicks, Joyland Shows, Wana-maker, Marion County Fair, Ind.

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AVAILABLE—DOG ACT AND TRICK ROPING. Suitable for rodeo, fairs, circus, night clubs, schools, any entertainment. Rose Washington, 3107 West Place, Sarasota, Fla. AT LIBERTY—TATTOO ARTIST, NEAT outfit and ready to join. Jack Bailey, Bessemer City, N. C.

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PITCHMAN—WILL GET MONEY FOR YOU; percentage deal at large Midwest or Southern Regional Fairs. Dependable, nondrinker, clean appearance, strong worker. Al Stein, P. O. Box 3070, University City Sta., St. Louis, Mo. Parkview 7-1027.

RADIO EMPLOYED MALE SINGER WANTS work with band, night club, recording, TV. Accept good offer immediately. P. O. Box 3071, El Paso, Tex. au25

MUSICIANS

A-1 ORGANIST, MANY YEARS' EXPERIENCE, best rinks. Wants position progressive year-round rink. Address Box C-473, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER, AGE TWENTY-NINE, EXPERIENCED, available immediately; read well, play shows, all styles and Latin; prefer locations. Dick Gierman, 1941 West McNichols Road, Detroit 3, Mich. Telephone University 4-4237. au18

DRUMMER, READ, FAKE, CUT SHOWS, good habits, prefer location but will travel. Jay Layole, 51 Clement St., Nashua, N. H. Tu 3-5909.

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TENOR, ALTO CLARINET, EXPERIENCED, read or fake. Prefer section work, will travel. Write Box C-472, c/o Billboard, Cincinnati 22, Ohio. au25

TENOR, CLARINET, DOUBLE TROMBONE. Commercial, fake, read, shows. Sober, locations only. Ed Bollock, Shallmar Club, Shallmar, Fla. Phone 2611.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. sel

ONLY A MUFFLED COUGH OR THE sound of a sharply indrawn breath breaks the silence of the great crowd far below as Capt. McDonald, the high-diving sensationist, is about to demonstrate and bring to a climax one of the world's most dangerous stunts, a feat that has crippled and maimed the few who have attempted it. The impact on nerves and emotions is terrific and this Talent Award Winner is in the process of delivering a devastating load of thrill entertainment. This is not a movie but the real thing, as featured by Fox Movietone and the New York Press. Sharp, ugly spears. A blazing inferno of fire. The smartest diving in the world. No body protectors or safety devices. Free large colored posters that really do an advertising job. Capt. McDonald, 458 Lamplier Place, Warren, Ohio. Tel. 45337. au25

THE RAYS CIRCUS REVUE HAVE SOME open time in 1957 with dog, monkeys, birds, clowns and pony. Box 3351, Fairlee, Vermont. au29

COMING EVENTS

Arizona

Buckeye—Hallow'en Carnival, Oct. 31. Eloy—Mexican Independence Day, Sept. 15-16. Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12. Globe—Gila Co. Diamond Jubilee, Aug. 29-Sept. 3. Jim Mace, Dominion Hotel. Nogales—Mexican Independence Day Celebration, Sept. 15-16. Payson—71 Annual Rodeo, Aug. 10-12. Prescott—Smoki Ceremonials, Aug. 11. Prescott—Quarter Horse Show, Sept. 22-23. Tucson—Mexican Independence Day Celebration, Sept. 15-16. Tombstone—Heildorada Celebration, Oct. 26-28. Williams—Labor Day Rodeo, Sept. 15-16. Winslow—Jaycee Rodeo, Sept. 15-16.

Arkansas

Camden—Ouachita Co. Livestock Show, Sept. 10-15. M. C. Reynolds. DeQueen—Sevier Co. Livestock Show, Sept. 10-12. Victor Ivy. DeWitt—Ark. Co. Livestock Show, Oct. 10-13. Harold Kendall. 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—Third 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 Heiland. Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.

California

Fort Bragg—Paul Bunyan Days, Aug. 27-Sept. 3. Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. S. Jackson. Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14. Ray Stone, 5501 Hazel Ave., Fair Oaks. Los Angeles—Allied Gift & Jewelry Show, Sept. 2-5. Oakland—California Garden Show, Sept. 20-30. E. E. Schreiber, 920 Fallon St. San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2059 28th Ave.

Colorado

Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Stolle. Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11. Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce. Kit Carson—Kit Carson Day, Sept. 22. Paul Bock. Littleton—Westward Ho Days, Sept. 21-22. Wayne E. Michel. Manitou—Zebuon Days, Sept. 1-3. Jaycees. Trinidad—Trinidad Round-Up, Sept. 1-3.

Connecticut

Waterbury—National Home Show, Sept. 22-29. John W. Daly.

Florida

Bonifay—Holmes Co. Livestock Show, Oct. 13. D. P. Grant. Daytona Beach—Labor Day Celebration, Aug. 31-Sept. 3. Paul R. Baker, Central Labor Union. Ocala—Jr. Livestock & Poultry Show, Oct. 15-18. Louis Glibbreath.

Georgia

Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-19. W. G. Bishop, Room 219, Oglethorpe Hotel. Gainesville—VFW Celebration, Oct. 1-8. Dr. F. D. McCoy.

Idaho

Priest River—Log Roll, Aug. 8-12.

Illinois

Ashburn—Centennial and Labor Day Celebration, Sept. 1-3. Forrester—Sauerkraut Day, Sept. 13. LeRoy M. Grande, American Legion. Illinois—Centennial, Aug. 22-26. Maywood—Italian Festival of Chicagoland, July 25-Aug. 23. Joseph De Seerto, 1815 N. 16th Ave., Melrose Park. Momence—Old Festival, Aug. 16-18. Peoria—National Home Show, Oct. 3-7. E. J. Smith. Princeville—Homecoming, Aug. 10-11. Strasburg—Homecoming and Street Celebration, Sept. 5-8. L. R. Hamm. Streator—Labor Day Celebration, Sept. 1-3. Fred J. Saluatti, 1110 East Elm St.

Indiana

Columbia City—Old Settlers' Day and Legion Festival, Aug. 8-11. Byron Beeber. Ellettsville—Monroe Co. Festival, Sept. 13-15. Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter. Legerage—Lagerage Co. Corn School, Sept. 12-15. Walter Emmert. Odon—Old Settlers' Meeting, Aug. 15-18. C. J. Stotts. Richmond—Seaguelcentennial, Aug. 5-11. Terre Haute—Miners' Picnic, Aug. 2-5. Alex Oliver, 1013 Maple Ave.

Iowa

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. DeWitt—Clinton Co. Club Show, Aug. 6-10. Jimmy Miller. Fairfield—Jefferson Co. Jr. Agri. Show, Aug. 13-16. Henry McCleary, Packwood. Red Oak—Firemen's Convention, Sept. 17-19. Sidney—Rodeo, Aug. 14-18. Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander. Thompson—Winnebago Co. Jr. Show, Aug. 13-15. Dean Nerdig, Forest City. Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 5. E. S. Estel.

Kansas

Arma—Homecoming, Aug. 10-12. Baxter Springs—Celebration, Sept. 13-15. Chapman—Labor Day Celebration, Sept. 3. Wichita—Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5. Conlee Smith.

Louisiana

Crowley—Intl. Rice Festival, Oct. 17-18. A. L. Stoessell. Lake Charles—Home Show, Sept. 4-9. Lloyd A. Goodin. Marksville—La. Livestock Festival, Oct. 5-7. Kermit Ducoat. Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3. Mrs. Richard L. Davis.

Natchitoches—La Brouler Festival, Sept. 29. L. J. Pleasant. New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 6449 Vicksburg St. Opelousas—La Yambiles Festival, Oct. 2-4. Billy M. Smith. 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. Princess Anne—Princess Anne Livestock Show, Sept. 28-29. Howard H. Anderson.

Massachusetts

Boston—National Home Show, Oct. 14-21. John W. Daly. New Bedford—National Home Show, Sept. 11-16. Dorothy H. Godfrey. Worcester—National Home Show, Sept. 2-9. Arthur Gilbert.

Michigan

Athens—Homecoming, Aug. 8-11. Charlotte—Mich. Swine Breeder Show, Oct. 8. H. G. Moxley. Coldwater—Brown Swiss Cattle Show, Aug. 9. Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving R. Wyeth. Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kamms. Ionia—Brown Swiss Cattle Show, Aug. 10. Flint—Holy Redeemer Celebration, Aug. 9-12. Jackson—Southeastern Mich. Guernsey Show, Aug. 11. Lauren Goodlock. Jackson—Jersey Cattle Show, Aug. 18. Midland—Saginaw Valley Guernsey Show, Aug. 13. Osborn Thurlow. Midland—Jersey Cattle Show, Aug. 18. Newaygo—Brown Swiss Cattle Show, Aug. 11. Romeo—Peach Festival, Aug. 30-Sept. 3. Romeo—Romeo Peach Festival & Labor Celebration, Aug. 31-Sept. 3. Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9. Wm. Dickinson.

Minnesota

Duluth—National Home Show, Sept. 15-23. Dorothy H. Godfrey. Duluth—Centennial Celebration, Aug. 8-12. James W. Kling, 219 W. First St.

Mississippi

Cleveland—Bollivar Co. Rodeo, Oct. 11-13. Leroy Finley. Newton—Newton State Dairy Show, Sept. 17-22. W. P. McMillan Jr. Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.

Missouri

Elsberry—Homecoming, Aug. 8-11. 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. Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard. Maryville—4-H Baby Beef & Pig Club Show, Sept. 21. Kenneth Walkup. Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Sagar, Chamber of Commerce. Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McCluskey. St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.

Nevada

Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688.

New Jersey

Hammonton—Feast of Our Lady of Assumption, Aug. 13-16. Ralph Santilli, 221 French St.

New Mexico

Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12. Edward S. Merry.

New York

Elmira—Antique Show, Sept. 17-20. Fredonia—Annual Gala Week, Aug. 21-25. Fire Dept. Gowanda—Southwestern Firemen's Convention, July 30-Aug. 4. New York—International Antiques Exhibition and Sale, Oct. 17-23. New York—Mobile Homes Show, Aug. 15-18. New York—National Baby's and Children's Show, Aug. 4-12. New York—National Home Furnishings Show, Aug. 25-Sept. 9. North Tonawanda—Wurflitzer Anniversary Celebration, Aug. 23-25. Saranac Lake—Antique Show, July 31-Aug. 2.

North Carolina

Raleigh—National Home Show, Sept. 2-9. E. J. Smith.

Ohio

Cincinnati—Zoo Feed and Home Show, Aug. 13-25. Jack Huesser. Harrisburg—Street Fair & Homecoming, Aug. 9-11. Kent—Centennial, Aug. 13-18. Lancaster—Central Rural Electric Co-Op Picnic, Aug. 16. Miamisburg—VFW Free Fair, Aug. 20-23. Millersport—Sweet Corn Festival, Aug. 30. St. Paris—Fall Festival, Sept. 23. Selo—Street Fair, Aug. 23-25. Utica—Homecoming, Oct. 6.

Oklahoma

Anadarko—Indian Exposition, Aug. 11-18.

Oregon

Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25. Portland—Pacific Intl. Livestock Expo., Oct. 20-27. Walter A. Holt. Portland—Washington Park Summer Festival, Aug. 11-25.

Pennsylvania

Clark—Homecoming, July 31-Aug. 4. George Luder. Clymer—Volunteer Firemen's Convention, Aug. 6-11. Connelville—Seaguelcentennial, Aug. 9-18. Ray Booth. Connelville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh. New Castle—St. Vitus Church Italian Festival, Aug. 13-18. Pittsburgh—National Home Show, Sept. 2-9. Irving Wayne. Warrington—Celebration, Aug. 6-11.

Rhode Island

Newport—National Home Show, Aug. 14-19. A. E. French.

South Dakota

Oriskany—Dutch Festival, Aug. 31-Sept. 1. Elk Point—Elk Point Carnival, Aug. 16-18. Faith—Annual Stock Show, Aug. 10-12. Groton—Harvest Festival, Aug. 21.



Huron—Pow Wow Day, Sept. 29.  
 Kadoka—Labor Day Celebration, Sept. 2-3.  
 Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.  
 Lemmon—Jr. Livestock Show, Sept. 24.  
 Miller—Central S. D. Calf Show, Oct. 8.  
 Mitchell—4-H Stock Show and Sale, Sept. 11-12.  
 Mitchell—Corn Palace Festival, Sept. 23-29.  
 Mitchell—S. D. Market Hog Show, Sept. 25.  
 Moberly—50th Anniversary Celebration, Aug. 24-26.  
 Newell—Labor Day Celebration, Sept. 3.  
 Rapid City—Range Days, Aug. 16-19.  
 Sisseton—Kiwanis Club Horse Show, Sept. 3.  
 Sioux Falls—Tepee Days, Oct. 5-7.  
 Vermillion—Old Settlers' Picnic, Aug. 19.  
 Vermillion—Days of '59, Aug. 23-24.  
 Waggoner—Labor Day Celebration, Sept. 2-3.  
 White Lake—Labor Day Celebration, Sept. 3.  
 Winner—Labor Day Celebration, Sept. 3.  
 Yankton—Pancake Days, Oct. 12-13.

**Tennessee**  
 Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith.  
 Athens—McMinn Co. Dairy Show, Sept. 6. Marvin Lowry.  
 Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6. Robert Childress.  
 Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6. W. M. Hale.  
 Greenback—Loudon Co. Dairy Show, Sept. 5. Roy M. Brooks.  
 Lewisburg—Marshall Co. Jr. Dairy & Calf Show, Aug. 24-25. Emerson Burnett.  
 Martin—Weakley Co. Dairy Show, Aug. 9-10. A. M. Walker.  
 McKenzie—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.  
 Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8. Felix E. Knight.  
 Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9. James T. Gull.  
 Nolensville—Nolensville Jr. Dairy Show, Sept. 1. Robert S. Mosley.  
 Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty.  
 Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10. Mrs. W. K. Ply.  
 Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8. Gene Chilcutt.  
 Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kuykendall.

**Texas**  
 Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.  
 Corsicana—Corsicana Livestock Show, Sept. 24-29. R. W. Knight.  
 Dallas—Dallas Gift Show, Sept. 2-3. E. Paul Jones, Southland Life Annex.  
 Dublin—Dublin Rodeo, Aug. 29-Sept. 1. C. E. Leatherwood.  
 Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21.  
 Houston—Gift & Housewares Trade Shows, Aug. 18-21.  
 Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1. Wm. D. Percy.  
 Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.  
 Pampa—Top of Texas Rodeo & Kid Pony Show, Aug. 8-11. E. C. Wedgeworth.  
 Rusk—Lions Club Rodeo, Aug. 8-11. Leo Pledger.  
 San Antonio—Exposition Americas, Oct. 2-7. Ralph W. Stevens.  
 Tyler—Tex. Rose Festival, Oct. 19-21. Frank Bronsugh, Chamber of Commerce.

**Utah**  
 Brigham—Peach Days, Sept. 7-8.  
 Cedar City—Southern Utah Livestock Show, Sept. 8-9.  
 Nephi—Suffolk Sheep Show, Sept. 6-8.  
 Ogden—National Home Show, Sept. 22-29.  
 Richfield—Jr. Livestock Show, Aug. 23-25.

**Washington**  
 Hillyard—Hillyard Hi-Jenks, Aug. 16-18.  
 Kamiah—Barbecue, Aug. 31-Sept. 3.  
 Seattle—Wash. Jr. Poultry Show, Oct. 2-3. John G. Wilson, 814 2d Ave. Bldg.

**West Virginia**  
 Elkins—Mountain State Forest Festival, Oct. 4-6. James A. Hartman, U. S. Forestry Bldg.  
 Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29. Mary Stemple.

**Wisconsin**  
 Baraboo—Harvest Festival, Oct. 3-7.  
 Clintonville—Harvest Festival, Aug. 22-26.  
 Milwaukee—Wis. Sports Show at State Fair, Aug. 18-26. Willard Masterson.  
 Montello—Harvest Festival, Sept. 19-23.  
 Reedburg—Dairy Days Festival, Sept. 13-15. Lions Club.  
 Reedburg—Lions Club Dairy Days, Sept. 13-15. James Gann.  
 Revere—Centennial, Aug. 15-19. A. W. Sirelow, P. O. Box 1, Waukesha.

Waukesha—Labor Celebration, Aug. 21-Sept. 3. A. W. Stehlow, P. O. Box 1.

**Wyoming**  
 Casper—Labor Day Celebration, Sept. 3.  
 Devils Tower—50th Anniversary Celebration, Sept. 23-24.  
 Riverton—50th Anniversary Celebration, Aug. 15-18.

**CANADA**  
**Alberta**  
 Calgary—National Home Show, Sept. 2-9. Arthur Gilbert.

**British Columbia**  
 Penticton—Penticton Peach Festival, Aug. 16-18.  
 Victoria—National Home Show, Sept. 22-29. Arthur Gilbert.

**New Brunswick**  
 Charlottetown—Old Home Week, Aug. 13-18.  
 Prince Edward Island—Shediac—Shediac Lobster Festival, Aug. 14-18.

**Ontario**  
 Brooklin—Intl. Plowing Match, Oct. 9-12.  
 Leamington—Tomato Festival, Sept. 7-8.  
 St. Catharines—Niagara Grapes & Vintage Festival, Sept. 29.

**Saskatchewan**  
 Estevan—Old-Timers' Picnic, Aug. 28.  
 Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.

# 1956 Rodeo Dates

• Continued from page 69

**Florida**  
 Bonifay—Bonifay Rodeo, Oct. 5-7. P. C. Bowyer.

**Georgia**  
 Waycross—Waycross Rodeo, Sept. 21-23. Charles Inman.

**Idaho**  
 Boise—Boise Rodeo, Aug. 28-Sept. 1. Ambrose W. Johnson.  
 Burley—Burley Rodeo, Aug. 23-25. Truman Bradley.  
 Caldwell—Caldwell Rodeo, Aug. 7-11. Eddie G. Cole.  
 Piler—Piler Rodeo, Sept. 5-8. Thomas Parks.  
 Gooding—Gooding Rodeo, Aug. 16-18. Mrs. Lorne Lakey.  
 Grace—Grace Rodeo, Aug. 10-11. Ken Lloyd.  
 Idaho Falls—Idaho Falls Rodeo, Aug. 1-4. John B. Dougan.  
 Jerome—Jerome Rodeo, Aug. 23-25. Eleanor Wiswall.  
 Jerome—Jerome Rodeo, Aug. 30-Sept. 1. Eleanor Wiswall.  
 Lewiston—Lewiston Rodeo, Sept. 7-9. Joe Skok.  
 Montpelier—Montpelier Rodeo, Aug. 30-Sept. 1. Richard Burgoyne.

**Illinois**  
 Chicago—Chicago Rodeo, Oct. 8-14. M. E. Thayer.  
 Kankakee—Kankakee Rodeo, Sept. 8-9. Percy Leistel.

**Iowa**  
 Denison—Denison Rodeo, Aug. 13-14. Bryan Weberg.  
 Des Moines—Des Moines Rodeo, Aug. 30-Sept. 2. L. B. Cunningham.  
 Fort Madison—Fort Madison Rodeo, Sept. 8-9. J. C. Patterson.  
 Sidney—Sidney Rodeo, Aug. 14-18. Ralph Travia.

**Kansas**  
 Coffeyville—Coffeyville Rodeo, Aug. 30-Sept. 2. Bill O'Connor.  
 Goodland—Goodland Rodeo, Aug. 23-24. H. R. Shimeall.  
 Mound City—Mound City Rodeo, Aug. 17-18. John H. Morse.  
 Scott City—Scott City Rodeo, Aug. 7.  
 Ulysses—Ulysses Rodeo, Sept. 8-9. Jerry Sullivan.  
 Winfield—Winfield Rodeo, Aug. 28-30. Lloyd Little.  
 Wichita—Wichita Rodeo, Sept. 20-23. Harry Shepler.

**Kentucky**  
 Louisville—Louisville Rodeo, Sept. 13-14.

**Louisiana**  
 Alexandria—Alexandria Rodeo, Aug. 28-Sept. 1. Jimmy Thompson.  
 Jonesville—Jonesville Rodeo, Sept. 28-30. Geo. Keith.  
 West Monroe—West Monroe Rodeo, Sept. 3-7. Herbert Land.  
 Winfield—Winfield Rodeo, Oct. 4-6. W. C. Cummings.

**Massachusetts**  
 Boston—Boston Rodeo, Oct. 17-28. Walter A. Brown.

**Missouri**  
 Chillicothe—Chillicothe Rodeo, Sept. 14-16. Frosty Rose.  
 St. Joseph—St. Joseph Rodeo, Sept. 21-23. Kenneth McNeal.  
 Sikeston—Sikeston Rodeo, Aug. 30-Sept. 2. J. W. Bonner.

**Montana**  
 Billings—Billings Rodeo, Aug. 14-18. H. L. Pfitter.  
 Cut Bank—Cut Bank Rodeo, July 21-22. Jack Jessop.  
 Dillon—Dillon Rodeo, Sept. 1-2. R. R. Ingersoll.  
 Dodson—Dodson Rodeo, Aug. 11-12. William Black.  
 Great Falls—Great Falls Rodeo, Aug. 7-11. Leo C. Dalley.  
 Kalspell—Kalspell Rodeo, Sept. 14-15. Russell Marsh.  
 Lewistown—Lewistown Rodeo, Aug. 2-4. James M. Schultz.  
 Plains—Plains Rodeo, Aug. 31-Sept. 1. Garth Howser.  
 Sidney—Sidney Rodeo, Aug. 30-Sept. 1.  
 Terry—Terry Rodeo, Aug. 18-19. Roy Rogers.

**Nebraska**  
 Bladen—Bladen Rodeo, Aug. 6-8. Raymond Donn.  
 Benoa—Benoa Rodeo, Aug. 10-12. Bob Conrad.  
 Chambers—Chambers Rodeo, Aug. 15-16. James H. Gibson.  
 Genoa—Genoa Rodeo, Aug. 10-12. Bob Conrad.

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# MERCHANDISE TOPICS

• Continued from page 84

and prevent rust on metal. As a special introductory offer, two jars will be given free with every 10 bought. One dozen jars cost \$6.

**Borm Manufacturing Company**, 23 North Union Street, Elgin, Ill., has a mechanical score keeper which is worn on the wrist and enables the golfer to record his strokes with no interference in the swing of club. The pressing of plunger automatically tabulates the score up to 99 strokes. Indicator numbers are quickly reset. This eliminates the requirement of pencil and score card. Called Golfer's Pal, the score keeper consists of a chromium polished case with two

windows and a natural color pigskin wrist band. Attractively boxed, it is called a good gift item.

A unique election novelty is being marketed by Halco Company, 165 Dwight Street, New Haven, Conn. It is called the Election Gadget and may be used as an advertising giveaway, salesman's conversation piece or novelty. The copy reads, "Who will be our next President?" By pulling or pushing the tab on the bottom, the Republican or Democratic presidential candidate's picture and name comes into view. The photograph shows the 1952 candidates. The lower part of Election Gadget may be imprinted with a message in minimum quantities of 250. They come as low as 2½ cents each in quantity.

Sittin' Pretty is an eye-catching novelty made of metal and wire suitable for use as a paperweight or decoration in the home or office. It consists of a finely detailed boy and girl sitting on a park bench beneath a lamp. Handmade by Spanish craftsmen, it will receive a lot of attention from visitors and should be good for strong impulse sales. This is one of about 30 similar items that R. A. Brauning Company, 440 Sanford Street, Concord, Calif., has on hand. They are shipped directly from Spain in individual packages by registered Parcel Post, insured. Write to the firm for complete information.

Danal Supply, 1228 Vine Street, Cincinnati, is introducing a new unit which retails for \$16.95. This is a 12-piece Empire kitchen utility set. The set has copper tone handles, three-coat metallic enamel and is luster-plated for maximum durability. Attractively boxed, it consists of a strainer, chopper, mixing spoon, spatula, fork, perforated food turner, long handled turner, scoop, egg beater and hang-up rack. The item should go well for house-to-house men, premium buyers, wagon jobbers and carnival men. It is offered at \$3.25 per set in lots of six. A sample is \$3.40. The firm requires c.o.d. or cash sales.

Men's and ladies' wrist watches and rutile diamonds are the feature of the month at Midwest Watch Company, 5 South Wabash Avenue, Chicago. The watches, assorted with expansion bands, include brands such as Gruen, Waltham, Benrus, Bulova and Elgin, and sell at \$69.50 for 10. Display gift boxes are offered at 50 cents each. The rutile gems—which are described as AA1 white clear—are listed at \$9 per carat and up. Men's yellow gold mountings are an additional \$12.50 and up, while mountings for the feminine type are \$9.50 and up.

**ATTENTION, PITCHMEN AND WAGON MEN!**  
**LADIES' NYLONS—\$2.00 PER DOZEN**  
 Style #200 attractively packed damaged goods, \$2.00 per dozen. One wagon man sold 8,000 dozen in 5 months hitting towns around the country. Better style #350 consists of beautiful seconds and better goods only \$3.50 per dozen. Both styles packed individual in pretty cellophane bags. We pay postage and freight on all orders with remittance enclosed with order. **ALL SHEER HOSIERY MILLS, 1249-B Griswold, Detroit, Mich.**

**Gordon—Gordon Rodeo, Sept. 7-9. George Comer.**  
**Hastings—Hastings Rodeo, Aug. 27-28. John Fitzgibbon.**  
**Lewellen—Lewellen Rodeo, Sept. 2-3. Jim Patterson.**  
**McCook—McCook Rodeo, Aug. 13-15. Daie Thompson.**  
**Omaha—Omaha Rodeo, Sept. 21-30. J. J. Isaacson.**  
**Sidney—Sidney Rodeo, Aug. 25-26. L. W. Lindell.**  
**Wahoo—Wahoo Rodeo, Aug. 23-25. George Sherwood.**

**Nevada**  
 Fallon—Fallon Rodeo, Sept. 1-3. H. P. Mayhew.

**New Mexico**  
 Albuquerque—Albuquerque Rodeo, Sept. 29-Oct. 7. Leon H. Harms.  
 Roswell—Roswell Rodeo, Oct. 9-13. R. L. Fessler.

**North Dakota**  
 Bowman—Bowman Rodeo, Sept. 8-9. J. D. Latham.  
 Minot—Minot Rodeo, Oct. 26-28. Pearl Cullen.

**Oklahoma**  
 Ada—Ada Rodeo, Aug. 14-18. M. R. Hovey.  
 Duncan—Duncan Rodeo, Aug. 1-3. Jack Davis.  
 Elk City—Elk City Rodeo, Sept. 3-5. Geo. W. Peeler.  
 Lawton—Lawton Rodeo, Aug. 8-9. Bob Esley.  
 McAlester—McAlester Rodeo, Sept. 6-9. Lawrence Clements.  
 Vinita—Vinita Rodeo, Aug. 22-26. C. J. Wright Jr.

**Oregon**  
 Medford—Medford Rodeo, Aug. 10-11.  
 Moro—Moro Rodeo, Sept. 7-8.  
 Pendleton—Pendleton Rodeo, Sept. 12-16. Dick Purchase.  
 Prineville—Prineville Rodeo, Aug. 10-12. Clyde Gumpert.  
 Sweet Home—Frontier Days, Aug. 9-11.

**South Dakota**  
 Deadwood—Deadwood Rodeo, Aug. 3-5. Nell Ferrigou.  
 Faith—Faith Rodeo, Aug. 11-12.  
 Rapid City—Rapid City Rodeo, Aug. 16-19. Ken L. Roberts.  
 Sioux Falls—Sioux Falls Rodeo, Aug. 21-23. Howard Manners.

**Texas**  
 Bastrop—Bastrop Rodeo, Aug. 10-12. Curtis Sanders.  
 Big Springs—Big Springs Rodeo, Aug. 1-4. E. P. Driver.  
 Carthage—Carthage Rodeo, Aug. 2-4. W. H. Clabaugh.  
 Dublin—Dublin Rodeo, Aug. 29-Sept. 1. C. E. Leatherwood.  
 Georgetown—Georgetown Rodeo, Aug. 22-25. E. W. Wolf.  
 Orange—Orange Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.  
 Rusk—Rusk Rodeo, Aug. 8-11. Leon Pledger.  
 Taylor—Taylor Rodeo, Aug. 2-4. Vernon Hafemik.  
 Waco—Waco Rodeo, Sept. 29-Oct. 5. Othel M. Neely.  
 West—West Rodeo, Aug. 23-25. John Nemecek.

**Utah**  
 Logan—Logan Rodeo, Aug. 16-18. M. R. Hovey.

**Washington**  
 Ellensburg—Ellensburg Rodeo, Sept. 1-3. George F. Prescott.  
 Kennewick—Kennewick Rodeo, Aug. 24-26. H. C. DeHaven.  
 Monroe—Monroe Rodeo, Sept. 1-3. Robert H. Pollis.  
 Moses Lake—Moses Lake Rodeo, Sept. 8-9. Ivan Cole.  
 Omak—Omak Rodeo, Aug. 11-12. David Booth.  
 Puyallup—Puyallup Rodeo, Sept. 15-23. John McMurray.  
 Spokane—Spokane Rodeo, Aug. 1-4. Al H. Bowles.  
 Walla Walla—Walla Walla Rodeo, Aug. 31-Sept. 2.

**Wyoming**  
 Casper—Casper Rodeo, Aug. 16-18. Bob Latta.  
 Douglas—Douglas Rodeo, Aug. 29-Sept. 1. Gordon L. Roush.  
 Rawlins—Rawlins Rodeo, Aug. 17-18. Robert Vinton.  
 Torrington—Torrington Rodeo, Aug. 23-25. Kenneth Klueh.  
 Wheatland—Wheatland Rodeo, Aug. 25-26. John Ballard.

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Lever up high keeps hands dry.  
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- Attractive leatherette washable coverings
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New Low Price **\$14.40** per doz.  
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No matter what size!

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**36" CLOWN**

- Of Taffeta & Rayon Cloth
- Full cut body
- \$12 per doz.
- IN GROSS LOTS \$11.40

**21" Poodle** High Grade Plush \$20.00  
 \$21 doz. in 4 doz. lots...

**28"**



## Detroit Music Operators to Battle New Suburban Fees

### Ops Call Proposed Fees Discriminatory; Prepare to File Case in Circuit Court

DETROIT—Faced with a wave of proposed juke box licensing ordinances and regulations in the suburbs surrounding Detroit, the United Music Operators of Michigan held a special meeting at the Fort Wayne Hotel Thursday evening and began preparing an operator defense.

According to Roy Small, UMO conciliator, the association will, should the proposed ordinances be passed, file a case in the circuit court to prove the proposed fees are discriminatory.

Small explained that the Michigan law requires all local licensing fees to be levied for regulatory purposes only and not for the purpose of deriving income. UMO's position, he said, is that the proposed fees are not for regulatory purposes but for income.

A local ordinance for revenue purposes would presumably be a usurpation of the taxing power of the State, and could not be exercised legally by a municipality

without specific legislative authorization.

**From \$5 to \$25**

An example of the type of ordinance UMO is preparing to fight has been approved in suburban Melvindale. City officials there okayed a license, increasing the juke box fee from \$5 per location to \$25 per location. The ordinance,

though given the green light, has not yet been enforced.

According to Small, the new ordinance in Melvindale does not specify what it is trying to regulate.

Detroit juke box fees, which are graduated, will be referred to when fighting the proposed suburban fees.

## License Bottleneck Hits French Imports

### Authorities Keep Tight Rein on Games, Jukes From U. S.; Nat'l Assn. May Help

PARIS—The import business is bottled in France. The bottleneck is getting the license to import dollar jukes and games.

Importers questioned here believe that the government may come thru with the licenses in three or four months, not before. The authorities can think of a number of ways to hamper the admission of what, in the amusement market, corresponds to the highest quality, which local manufacturers are striving in vain to duplicate.

"Regardless of demand, which is enormous, or perhaps because of that demand for high quality, the French authorities are not in the mood to ease up on the import situation," said a spokesman for the importers of American juke boxes.

Business in the last quarter has improved slightly for the French producer because of the reduction of the exploitation tax from \$225 per year to about \$200 per year, a flat rate which is payable in January or in November.

Socidinet, the general agent here for Seeburg, sent out questionnaires to their customers and were thus able to prepare a program of imports—when imports are permitted. The replies to the questionnaires were so enthusiastic that they were effective with the banks in obtaining 6 and 12-month credit.

Any American machine has to be paid in dollars at about double the f.o.b. price. The import license itself comes pretty high, about 80 per cent over the 350 franc to the dollar rate, and on top of this the French government takes 60 per cent in direct and indirect taxes. The same license procedure is required for spare parts thus rendering it impossible to import jukes for assembling in France.

There are a number of new French music boxes on the market and according to reports they are selling well. The 20-selection Sejal 17, distributed from Metz, is a moderate-priced juke with a simple mechanism. The semi-automatic Havscotmatic, marketed by the "Jeux Pour Tous," Paris, is similar to the Sejal.

Producers, distributors and exploitants of coin-operated machines are members of a national group: Syndicat National des Professionnels de l'Automatique. The group recently elected new officers. President, Robert Charlot, a young proprietor of an amusement hall in Montmartre is one of those instrumental in obtaining the reduction in the tax rate from 84,000 francs per year to 60,000 francs. The group plans to build or at least in-

stall its own headquarters, with a sort of club including library, information service, exhibit room and later on a service of distribution.

The situation for coin-operated games is about the same as that of music. One of the tasks of the new group, headed by Robert Charlot, is to convince the public authorities that coin-operated games and phonographs are not gambling devices.

French law is very ticklish on the subject of giving something away with sales. On March 20, 1951, a law prohibited the giving away of trading stamps or premiums consisting of another product than that sold.

Cafe proprietors can, however, *(Continued on page 93)*

## BOONE'S 'MIND' REIGNS NO. 1 ON BB OP CHART

CHICAGO — Pat Boone's recording of "I Almost Lost My Mind" continued to reign as the No. 1 tune on The Billboard's juke box popularity chart this week. This marks the third straight week that operators have handed Boone the coveted spot.

Coming up fast is "Allegheny Moon" by Patti Page, the No. 2 tune this week. Allegheny hit the charts just six weeks ago and has climbed steadily upward since. It knocked "Wayward Wind" from second to third this week.

Two newcomers hit the juke box chart this week. Nat (King) Cole's "That's All There Is To That" showed up as No. 16, and Elvis Presley's "Hound Dog" grabbed the No. 20 spot on the chart. (See complete chart in Music-Radio section).

## Canadian Ops, Distributors Eye Own Conclave

TORONTO — Operators and distributors of juke boxes and amusement games in Canada feel "it's about time for an annual Canadian coin machine convention."

"Operators and leading distributors in the industry should take a long-range attitude to the business and block adverse legislation before it is too late," said Albert Clavir, business manager, Toronto Trading Post.

"The convention should be moved from city to city," he added.

Clavir said he would stand behind such a convention, "provided the operators come prepared to talk business and also stand behind their decisions."

Wally Wilson, of Winnipeg Coin Exchange, said he was in favor of a convention, as was Wes Van Dusen, of Van Dusen Bros., Edmonton.

"If an unselfish and co-operative attitude is adopted by the leaders in the industry at such a convention, we can work for the betterment of all," said Van Dusen.

## RMSA License Plan May Get Nod in Sept.

CHICAGO—An operator proposal to change portions of the Chicago juke box licensing ordinance has a good chance of meeting with success in September when the city council reconvenes. This was the view taken by operator association officials at a meeting here Friday (3).

The proposal was presented to city officials by the Recorded Music Service Association and covers prorated and separate licensing conditions. As the Chicago license now stands, there is a \$25 annual tax on all phonographs, with no provisions for semi-annual fees, and there is one license to cover all coin machines.

What RMSA suggests is a prorated license fee for a six-month period, \$12.50, and a separate ordinance for juke boxes only.

Phil Levin, president of the association, pointed out that RMSA had been working to bring these two changes about for nearly two years. "From all indications,"

*(Continued on page 93)*

## GREEK NICKEL IN JUKE ENDS FEDERAL CHASE

DAVENPORT, Ia.—U. S. immigration authorities took five Greek seamen in custody last week pending a hearing on charges of entering this country illegally. They were apprehended via a juke box.

A local juke box operator became suspicious when he found Greek coins in his machine. He notified authorities.

The five seamen, who deserted their ship in 1954, were picked up within a few hours in Bettendorf, where they had been living for the past six months.

## 2,000 at UMO Teen-Age Hop

DETROIT—United Music Operator of Michigan staged its second teen-age dance at Veterans Memorial Park last week, pulling a crowd of approximately 2,000 youngsters.

This is the second consecutive year that UMO is co-sponsoring these summer dances. The Hamtramck Recreation Commission shares in the sponsorship role.

Headliners at last week's hop were Jerry Vale, Columbia, the Dollars and Joe Weaver, Fortune, and Ben Johnson, WEXL, Royal Oak, Mich.

## LIEBERMAN REPORT

### Europe Ripe Field; Restrictions Heavy

By JACK WEINBERG

MINNEAPOLIS — Europe would be ripe for expansion in all coin-operated equipment fields if it were not for governmental restrictions.

That was the observation here of Harold Lieberman, of Lieberman Music Company, recently returned from a two-month trip to European countries and Israel.

"Most European countries have currency import restrictions," Lieberman said. "That's a primary reason why juke boxes, games, vending machines and other coin-operated equipment manufactured in the United States are not in general use there."

The exception, he said, has been France, with Paris loaded with coin machines. Many late model five-ball games are on location in every restaurant and bar in Paris, with many places having at least two to a location, he said.

**Import Shutdown**

However, while he was there, France shut down on imports because of currency restrictions with the result that additional equipment from the United States can't come in, Lieberman said.

Those coinmen operating overseas, he found, have less competition in the field than is true in

this country. There might be more competitive operations in Paris, but not elsewhere, he said.



HAROLD LIEBERMAN

Seaside towns, especially in Germany, are virgin territory for someone who can bring in coin-operated devices, Lieberman observed. West Germany is booming and cities like Hamburg are "naturals" for this business.

He found few juke boxes in *(Continued on page 105)*

## 8 Diskeries Vie for Juke Top 10 Honors

CHICAGO — Rock 'n' Roll may have faded from the juke box top hit category, but competition between major and independent record labels for the top honors certainly hasn't.

Independent labels, after soaring to the top of the charts in overwhelming numbers during the rock and roll craze, are still pleasing the public. To do it, they've cut the tempo of everything but sales.

This week's juke box chart reflects the keen competition existing among recording companies. Of the top 10 juke box tunes, eight record companies vie for honors—only Victory and Mercury emerged from the tangle with two tunes represented.

The labels, in order of standings, are Dot, Mercury, Era, Victor, Columbia, Coral, Cadence and Capitol. In the top 20 tunes, three other labels joined the battle—Imperial, Decca and Atlantic.

## Florida Ops Push 10c Play To 100% Mark

GAINESVILLE, Fla. — Music operators here are rapidly approaching the 100 per cent mark with dime play. The move was launched less than two months ago.

Operators report that it would be harder to change back to nickel play than it was to go to dime play last June. Operators also said that the move is beginning to spread and should engulf the four surrounding counties by fall.

The dime-play push here really got under way at an operator meeting at the Whitehouse Hotel early in June. At the get-together, operators exchanged experiences in converting to dime play and talked over the necessity of such a move.

The group is not represented by an association.



## EXTRAS HELP

## Six-Day Week Aids Summer, Paces Service

ST. LOUIS—To help summer collections, McCall Novelty Company, headed by Andy McCall, has adopted a program of extended service—a full six-day work week.

McCall made the decision after a check of service calls revealed that most route trouble arose during weekends. Because more people are playing the machines on Saturday and Sunday, McCall said, it stands to reason that service should be set up to meet the load.

Now, when a McCall phonograph needs service on Saturday, it gets it record fast. The firm also provides location owners with nickels and dimes on Saturday after the banks close.

## 'My Prayer' Tops On MOA-ABC Show

NEW YORK — "My Prayer," with the Platters on Mercury, Saturday (4) was named the nation's top juke box disk on "National Juke Box," the ABC radio program prepared by the Music Operators of America.

Other disks named on the show were "Hound Dog," with Elvis Presley on RCA Victor; "Careless Love," with Lou DeMarco on Ferris, and "Stairway to the Moon," with Sonny Graham on RCA Victor.

Selected as promising disks were "Broken Heart," with Joan Leslie on Ampa, and "Soft Summer Breeze," with Eddy Howard on Mercury.

## United Holds 200 Show in Wis. Pub

MILWAUKEE—A switch in operator showing tactics by United, Inc., proved highly successful, according to the Wurlitzer distributor's president, Harry Jacobs Jr.

At the firm's latest trade showing of the new Wurlitzer 200 in Green Bay, July 23, the new model was put on display in a local tavern instead of at a hotel.

Utilizing the tavern as the show place accomplished two things, said Jacobs. First, it enabled visitors to see the new machine in realistic surroundings, and second, it made a big hit with the location owner and his operator.

## JUKES FOR TV, MOVIE OGLERS

MEMPHIS—Via two promotional tie-ins, George Sammons, president of Sammons-Pennington Company, Seeburg outlet, is keeping a new 200-selection phonograph in front of both moviegoers and TV viewers.

Sammons worked out tie-ins with Station WHBQ-TV and the Malco Theater. On TV, teenagers dance to the juke box every Saturday afternoon for an hour and a half. In the Malco Theater the phonograph is filled with tunes from "The King and I," which is currently appearing on the screen and scheduled to run for several weeks.

## BB MUSIC FORUM HOSTS 450 OPS IN 21 WEEKS

CHICAGO — The Music Operator Forum—Billboard's weekly feature by, for and about music operators—is 21 this week. It made its first appearance in the March 24 issue, 21 weeks ago.

In that time, some 450 operators have participated in the Forum with over 2,150 completed questionnaires. Another statistic on the Forum: Over 90 per cent of questionnaires received contain—in addition to answers to questions asked—statements of their views.

In the 21 weeks, the Forum has touched on a great variety of subjects of top-drawer interest to the music operator—dime play, programming, financing, public relations (see separate story elsewhere in this section).

## CINDERAMA

### Jukes Start Workin' on A Railroad

ROSEVILLE, Calif. — Juke boxes have been dealt a role in the railroad Cinderama scheduled here August 4-12.

When visitors play the town's juke boxes during the week, they're likely to get "Casey Jones" or "Working on the Railroad" instead of the current hits.

Operators were asked to fill the boxes with records of old railroad songs. They have indicated they would load them to the brim.

## 'Juke Biz Tops,' Says Can. Op; Spends 30G

TORONTO—John Weare has spent less than half a year as an operator of jukes, but he is already one of the industry's strongest exponents.

For 20 years Weare served as an executive with the National Cash Register Company, but illness forced him to retire and get into a new business.

Today he feels he couldn't have chosen a better field than the juke box business which he entered when he purchased a small route for \$3,000 in April.

Since his entry, Weare has purchased nearly \$30,000 worth of additional equipment.

### Calls It Incredible

From one location alone he draws over a \$100 a week, "which seems even incredible to me, and I am the one who empties the machine."

Weare is his own serviceman, doing all his own collections and minor repairs.

Weare has always dealt with top management. As a sales supervisor he was in charge of large accounting machine installations and had 30 salesmen and five girls working under him.

Today Weare is sorry he didn't get into the juke business 10 years earlier, but figures within two years he will have a large route organized.

### One a Month

Weare said: "I am making a

# How Do Costs, Competition Change Operating Outlook?

CHICAGO—Juke box operating management, in grappling with today's problems of costs and competition, is effecting slow but steady change in the operating business.

Authority for this statement: 450 operators who have recorded their progress and plans on problems growing out of the current high-cost competitive market in the past 21 weeks in The Billboard's Music Operator Forum.

The great wealth of information provided by these operators in the Forum series covers topics ranging from dime play and financing to community relations and programming.

What's holding up dime play? How important is programming? How does an operator get more

dollars out of records programmed? How are juke box operators expanding today? Why do operators program extended play disks? Do civic activities help the operator? Do more selections increase juke box play?

These and many other questions were argued and analyzed by operators participating in the Forum during the 21-week period.

Statistical data based on answers operators provided point up a number of significant developments which appear to be taking place.

Even more important, the facts turned up by operators have thrown considerable light on the nature of these developments, the elements that make them complex, slow moving. In short, the Music Operator Forum in a large measure

provides a key to understanding today's music operating business.

The biggest developments pointed up are these: Increasing diversification with coin-operated equipment lines in addition to phonographs; growth of bigger and bigger operating firms thru diversifying, merging and expanding into new locations; slow but steady spread of dime play; increased attention to programming and merchandising tunes.

Operators are diversifying more and more today in order to match competition and increase net income.

They are operating the maximum number of coin-operated machines of all kinds in each present location in order to obtain the maximum return for minimum service costs. Mergers are taking place at a slightly increased rate for the same reason.

Dime play is moving slowly but surely. Operators agreed that an operator himself must be convinced of its necessity before attempting it successfully. Furthermore, he must use sales arguments in convincing his location owners of its value to him as well. The problems of competitive pricing make successful dime play conversion in an area exceedingly difficult. But once one operator takes the lead in successfully selling the dime, progress moves more rapidly.

In still other ways costs and competition keep changing the operating picture. Operators are learning to use the different types of machines offering a wide range of selections in selling a location owner on recorded music at a price which is mutually profitable.

## Saucer Soars, Free of Legal Entanglements

• Continued from page 37

slower to latch on, but it's also edging up toward the juke charts. It's No. 9 pop retail seller, and No. 11 rhythm and blues. It's also No. 21 on the deejay list.

Dealers and ops who were afraid to touch it after the initial barrage of threats, have taken courage, tho some stations, including the NBC and CBS webs and leading local indie WNEW, continue to abstain. It seems, however, that their reason is one of code rather than clearance. Ever since the Orsen Welles Mars "invasion" scare of some years back, these broadcasters have avoided "phony newscasting."

Several publishers of recent hits are still piqued at not being included on the disk. Sidney Mills, of Mills Music, for example, feels that he should have made it with "Moonglow."

## Kisils Issue New Stock Certificate

SYRACUSE — Ted Kisil, director of public relations for the Davis Distributing Corporation here, recently sent the following announcement to coin machine people:

"The Theodore Kisils, Inc., 406 Fitch Street, Syracuse 4, New York, wish to announce . . . Issuance of First Stock following the merger of Ted and Betty. Name of stock, Thomas Ford Kisil (preferred, of course). Date of issue, July 19, 1956. Size of stock, 6 pounds 8 ounces." The announcement was issued on a stock certificate.

## PROFIT REASONS

### Record Analysis: Programming Key

ST. LOUIS — Why is proper programming important? How is it accomplished?

Sidney and Walter Morris, head of J. S. Morris & Sons, believe that there are two basic reasons for proper programming. First, it establishes and retains location good will. Second, and equally as important, it increases collections.

As to how to accomplish proper programming, they said that no one rule or system could work for every location. "What is really needed," they said, "is careful record and individual location analysis."

To insure proper programming on their route, the brothers hired a

full-time record buyer, adopted a weekly location suggestion system and inaugurated a regular record rotating system.

### Full-Time Buyer

Irving Fishman, the record buyer, spend all his time buying records or checking on how the disks are doing on location.

According to the Morris brothers, their firm is the only operating company in the St. Louis area that buys all of its records from distributors and places all of the buying responsibility in the hands of one buyer.

"We believe that the system of one buyer gives us a strong selling point with location owners and keeps our collections at a maximum," Walter Morris said.

Fishman in pointing out the program's authenticity said: "We put in plenty of research and have been selected to furnish our figures and picks to a local TV show, 'The Top 30,' and likewise to the 'Lucky Strike Hit Parade.' When we tell our location owners that we have been awarded this sort of recognition, our prestige always goes up."

### Early Start

Fishman pointed out that it is important for operators to begin covering records on their route before disks get on the charts. "You can miss a lot of play if you're just a week late with a new record," Fishman said.

The firm also goes out of its way to provide location owners with "a say so" in the records to be put on a machine. Each week location owners are asked to recommend tunes that have been requested by customers. "We have to go out and buy most location requests," Walter said, "but it usually pays off nicely."

The Morris brothers explained that there is a tremendous variation in music tastes from neighborhood-to-neighborhood and in some cases, from block to block. Each location has to be thoroly investigated and programmed separately.

The firm also rotates its old favorites, changing title strips as they do so.

While J. S. Morris & Sons will co-operate with location owners on records, it does not encourage location loans. The firm will make a location loan, but strict limitations have been set up. "We like our locations to think of us as music men, not loan sharks," the brothers said.

good living today, and every week things are getting better. With luck, I figure on obtaining a top location a month for the next four years."

Weare didn't jump rashly into the juke business. Before he entered negotiations for his route, originally consisting of under 16 spots, he visited restaurants—small, large, greasy and refined. He talked to location owners, some of whom had operator jukes, others who had their own jukes, and some who didn't have jukes at all. He had nearly 100 interviews and learned a lot about what was needed from a good juke operator.

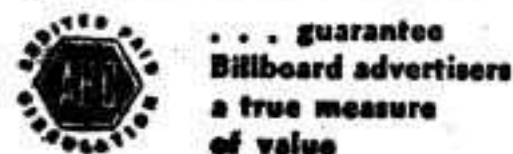
Of his present route, Weare figures about 25 per cent of his locations are good; the rest he believes need revamping.

### Security & Health

Weare says the independence given him in the new business is not only a great source of security, but a help in maintaining his good health.

"I have been increasingly happy ever since I got into the business, and altho the next two years are going to be tough they have tremendous potential," he said.

Weare credits two key factors that make his work easier. First, he subscribed to The Billboard, "which is an important guide to my choice of records," and second, he received excellent advice from Reg Gilchrist, Seeburg distributor in Canada.





MUSIC OPERATOR FORUM

# Is Diversification On Way Up, Or Out?



(Editor's Note: This is the second in a series of Music Operator Forums on diversification. This week's article covers future diversification plans.)

Will the trend to diversification by music operators continue or yield to fit into the swing of modern-day specialization?

It's no secret that most music operators, either to check rising costs, meet location demands, or protect themselves from stiff competition, have at one time or another been forced to diversify their operations. According to The Billboard's Music Operator Forum, five out of six operators currently operate some other coin machine equipment in addition to juke boxes.

And, according to MOF operators, there'll be no noticeable change in the picture until the three basic factors—costs, demands and competition—which force diversification are removed. The general consensus: "As long as it defrays costs and is requested by locations, operators will continue to diversify their operations."

**A Bright Spot**

The only bright spot on the specialization side of the scale is dime play. Operators report the increase in price goes a long way in checking increased costs of operation. Dime play does not, however, relieve competition; if anything, operators said, it increases it.

Ironically, most operators favor specialization rather than diversification. In fact, most operators consider their operations as music routes, not diversified routes. They operate other types of equipment because it's necessary and regard the extra machines as a sideline business.

When asked what they thought about future diversification, MOF operators answered as follows: Nearly 70 per cent said there would be more diversification; 20 per cent thought there would be less and the remainder said they expected the picture to stay about the same.

**"It Won't Last"**

Interesting to note is the similarity between the percentage of operators who are not diversified and the percentage of operators who think diversification will fall off. Almost without exception, operators who said they were not diversified said they expected diversification to die a slow death.

These operators pointed out that diversification forced operators to divide their time between music and other lines, and as a net result both lines suffered.

**Why Specialize . . .**

**JAMES C. HEALD**, Ann Arbor, Mich.: "Personally, I favor specialization. It allows an operator to devote all his time on one type of equipment, and thus keep up with improvements and changes."

**M. A. MOORE**, Huntington, W. Va.: "I am concentrating more and more on music equipment, and it's paying off. It's a full-time job checking collections and keeping machines on a rotating basis for better play."

**POWER AMUSEMENT COMPANY**, Sioux Falls, S. D.: "We don't believe that there will ever be any coin-operated equipment to compare with juke boxes. Cigarettes can be used, but they distract from music. What is really needed is dime play."

**H. A. SCHAFFNER**, Alton, Ill.: "Music has always been the backbone of our business. We have tried games, but they were erratic, and they always will be."

**BERT G. LIESCH**, Milwaukee, Wis.: "Having operated only as a part-timer to-date, it has been impossible for me to operate other types of equipment besides juke boxes because of service calls, etc. Primarily, however, I'm a music man and I want to keep it that way."

**EVAN GRIFFITH**, Washington, D. C.: "I plan to concentrate on music. I don't think an operator can do a good job on either vending or music when they're operated together."

**HUGH SMITH**, Los Angeles: "Personally, I think the operator who specializes in one line of equipment is a better operator in the long run."

**Lean to Specialization . . .**

**G. STAMBAUGH**, West Palm Beach, Fla.: "Music operators are going to have to be greater specialists in music programming and repairing, but, to survive, they'll have to operate other types of equipment, too!"

**ROSS GERARD**, Grafton, W. Va.: "I think that an operator in the music business should con-

As the accompanying chart shows, a larger percentage of operators—over 41 per cent—indicated that they would concentrate more on juke boxes during the next 12 months. Most of these operators said they would add other types of equipment if necessary, but would not look for the new business.

The other 59 per cent said they planned to add still more equipment other than juke boxes to their routes.

**One-Third Plan Games**

About one out of three operators planning to increase their diversification said they would concentrate on games, about 25 per cent checked vending. The balance, slightly over 43 per cent, reported that it didn't make any difference to them, that they planned to add equipment in both fields.

A few operators said they would branch out into businesses not associated with the coin machine industry. Tops on this list were record stores and background music. Both of these will be covered in another Forum article.

The one big danger in diversification, operators warned, is "over-commissioning." They pointed out that commission agreements should be set up on each piece of equipment in a location on the same basis as when there is only one piece of equipment installed. Otherwise, they explained, a true picture of a machine's earning power is impossible.

**How They Voted**

- Do you operate any types of coin-operated equipment other than juke boxes?
  - 83% Yes
  - 17% No
- Do you think music operators (other than yourself) will operate more coin-operated equipment besides juke boxes in the future or less?
  - 69.6% More
  - 19.3% Less
  - 11.1% About the same
- What are your own plans for diversification in the future? Do you expect to operate more equipment besides juke boxes or concentrate primarily on juke boxes?
  - 58.8% More diversification
  - 41.2% Concentrate on juke boxes
- If you plan more coin-operated diversification, what kinds?
  - 25.0% Vending
  - 31.2% Games
  - 43.8% Both vending and games

centrate mainly on juke boxes. He can add games as he expands, but he should use the music business as the foundation of his route."

**Why Diversify . . .**

**J. C. MOORE**, Meridian, Miss.: "I have always operated other coin-operated machines in addition to juke boxes and have found that it helps increase takes and balance out operating costs."

**LEROY LAMBERT**, Stockton, Calif.: "I think there will be more diversification because gross takes are dropping for most operators. It is easier to place different equipment in locations that an operator already has than hunt up new locations."

**TED NICHOLS**, Fremont, Neb.: "In small towns, the operator will have to operate as much equipment as will work in with his music service. Small towns are doing less business, but diversification will balance the loss in gross collections."

**M & W MUSIC COMPANY**, Attalla, Ala.: "Operators need diversification to offset higher costs of transportation, labor, and equipment."

**FREDERICK CILANO**, Norwell, N. Y.: "I think there will be a trend to greater diversification because of rising costs. It costs an operator no more to operate two pieces of equipment in a location than one."

**E. STOCKHAM**, Boomingdale, Mich.: "Because location owners in this area refuse to go to dime play, diversification is needed to build up grosses. As long as record, equipment and labor costs continue to climb, more and more operators will have to diversify."

**KENNETH BERINGER**, Tyndall, S. D.: "I think a music operator has to have other types of equipment besides juke boxes to satisfy location owners. An operator should try to install whatever equipment a location owner wants as long as it is not a losing proposition."

# COINMEN YOU KNOW

New York

By AARON STERNFIELD

**AAMONY UPS MEMBERSHIP.** New members of the Associated Amusement Machine Operators of New York are Sam Gold, James Kohn and Alvin Wise, Airplay Amusement Company; Joe Rae, Bay Ridge Amusement Company; Joe Katz and Max Katz, Capitol Amusement Company; H. Kaplan and Elvin Landman, H. K. Amusement Company. G. Buckles, Kenovan Amusements, has sold out his route.

Robert Harrison has bought part of the J.D.&H. game route, operated by Joe Rae and Dave Tomchin. . . . Jack Tashman, local game operator, has suffered a relapse and is back in James Ewing Hospital. He is in need of blood, and donations from operators and distributors are needed.

Claire Morano, office manager at AAMONY, is vacationing in Miami and in Cuba. . . . Lou Rosenberg, Arrow Music, is taking a Southern cruise. . . . George Holtzman, AAMONY president, is vacationing in Florida.

Martin Boorstein, son of Lou Boorstein, Leslie Distributors, is helping father out at the one-stop during the summer vacation. Martin is a high school sophomore. Bernie Boorstein reports that Lou shot golf last week for the first time in two years and carded a 77—on the first nine holes.

Al (Senator) Bodkin, Forest Hills Music, returned from a 10-day trip with the missus to the West Coast, with a stop-over at Las Vegas. . . . Harry Koepfel has returned from a Florida vacation, while Hymie Koepfel is vacationing in Connecticut.

Harry Berger, West Side Distributors, is taking it easy in the Catskills. . . . Bill Furst, Furst & Schwartz, is back from the National Candy Wholesalers' Association convention in Washington, where he exhibited the new Stoner candy and cigarette machines for the first time.

John Bilotta, Newark, N. Y., Wurlitzer distributor, visited Joe Young and Abe Lipsky at Young Distributing. Joe, Abe and Hank Petet, Wurlitzer field engineer, were at the Barnum Hotel, Bridgeport, Conn., Wednesday (1) for a local Wurlitzer showing. A Wurlitzer service school was held in New York Monday (30).

John Tartaglia, County Vending, Port Chester, was a visitor on 10th Avenue this week. . . . Martin Blatt, AMI field engineer, visited Barney Sugarman.

Mike Munves disclosed that he will come out with four new games and that he is currently making up game packages for Kiddielands. . . . Bill Wiener and his wife are in New Hampshire visiting their son, Art, who is a physical education instructor at a boys' camp. Another son, Mark, who is on furlough from the Navy, accompanied his parents.

Phil Raisen, Banner Music, is taking long weekends at his summer home in Sussex, N. J. . . . Nat Solow, office manager at Atlantic-New York, has returned from a Florida vacation. . . . Murray Kaye, A-NY sales manager, is taking four-day weekends near Monroe, N. Y., at his summer bungalow.

William Kaiser, Kaiser Automatic Music, was injured in an automobile accident in Westchester and is recuperating at home. . . . Walter Eggidio, Walter Music, has left the operating business. . . . George Briggs has sold his operation to Leonard Block and has retired at Sarastoa, Fla. . . . Sol Schlang, Master Automatic Music, has moved into his new home in Brooklyn. . . . Drew Calland, an official of the juke box union, is vacationing with his family at Seaside Heights, N. J.

It's vacation time for members of the Music Operators of New York. Al Denver is fishing in the Adirondacks; Nash Gordon is on the Thousand Islands in the St. Lawrence River, and Dolores Brown is basking in the sun at Cape Cod.

Chicago

By KEN KNAUF

**TEXAN SHOWS GOLF GAME TO LOCAL INDUSTRY.** Matt Kruzick, Fort Worth electrician-inventor, exhibited his coin-operated golf game model to Chicago manufacturers and distributors last week. . . . O. O. Mallegg, Chicago exporter, is leaving later this month on a trip to Europe. . . . John Casola and Al Thoeke, United Manufacturing Company roadmen, heading for New Orleans and Memphis.

Joe Kline, First Coin Machine Exchange, up in the northwoods fishing and hunting for shuffle game crates. Supply ran low last week. First's shop superintendent Bob Van Allen finally set to leave on a vacation, after all the other boys have had theirs. Visitors at the offices recently included Frank Mager and Gabby Clusius, Grand Rapids, Minn.; Ralph Callam, Salem, Ind.; Ernest Allen, Mitchell, Ind.

Joe Schwartz, National Coin Machine Exchange, back from Eagle River, Wis., where he and Dave Gottlieb, D. Gottlieb & Company chief, (Continued on page 93)

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NAVY

**WURLITZER**

OFFERS THE WORLD'S FINEST PHONOGRAPHS IN

QUALITY CONSTRUCTION EYE AND EAR APPEAL EARNING POWER

(Next Week: Non-Coin Diversification.)



## License Bottleneck

• Continued from page 90

give away a free selection from a coin-operated juke box if the value is not over 15 per cent of the value of the drink paid for over the bar. In other words, a 10-franc game can be played free, legally, for a 70-franc drink. One whim of the law makes it legal, for instance, to give away one Gillette razor blade with the purchase of a package of 12 Gillette blades. The law specifies that altho other products can not be given as premiums, a little more of the same can be given, without paying for the privilege.

Whatever is said in detriment to France's protectionism it must be admitted that the National Association of Coin-Operated Manufacturers and Distributors is opening the way to bigger sales by a strong campaign against the unfounded idea of gambling in automatic distribution.

## RMSA Plan

• Continued from page 90

he said, "our efforts may meet with success in September."

Both changes, Levin said, are fair and urgently needed by music operators. As the ordinance now stands, he pointed out, an operator is required to pay a \$25 fee even if he purchases a machine in July. He pointed to the six-month automobile license as an example of what operators want.

The second change has been requested because operators feel that music, vending and games are entirely different types of operations. Each should be licensed separately, they said.

Levin pointed out that it was not RMSA's intention to change the price of the license, but to set it up on a prorated basis.

## COINMEN YOU KNOW

• Continued from page 92

ran into some rough weather, but had a good time. National's **Mort Levinson** reports orders on Gottlieb's Classy Bowler going good. "And I really mean it," said honest Mort. . . . **Sam Wolberg**, Chicago Coin co-head, keeping a sharp lookout over new developments at the plant.

**Ray Raymond**, head of A & M Music Company, did a reverse take when he picked up the check last week on a round of niteries and eateries with a recording vocal trio, **The Stylers**. Trio just launched a new disk, "Confessions of a Sinner" on Jubilee. Raymond evidently digs the new tune, as he's putting it on most of his juke boxes. . . . **Paul Christman**, King & Company, returned from Spider Lake, Minn., fishing trip, and now is in the market for some new type of bait. Got a few walleyes, tho. Partner **Tom King** will make the next try.

### Los Angeles

By SAM ABBOTT

**ASSOCIATION REDECORATING.** Vince Passaro, the new business manager of the Los Angeles division of the California Music Merchants' Association, is redecorating the offices on West Pico Boulevard. Much of the meeting room has already been completed. . . . **Jack Simon**, of Simon Distributing Company, is back from a business trip to San Francisco. . . . **Parke Hammer**, bulk vending machine operator, is visiting friends in San Pedro. . . . **Harry McKinney** is a new bulk merchandiser in the Laguna Beach area.

**Ben Chemers**, who resigned last month as business manager of the California Music Merchants' Association here, is enjoying a vacation. He makes frequent trips to coin row. . . . Cards are being received from **Ben Korte**, game and music operator, who is spending several weeks in Wyoming. . . . **Walt Hemple**, of First National Music and Mission Products Company, the latter a vending machine subsidiary of his operation, in town and making the rounds of coin row. . . . **Charles Dacy**, veteran parts man, is back from a vacation spent at Catalina and is on his new job at the Minthorne Music Company. . . . The many friends of **Frank Biro Jr.** will regret to hear of the passing of his mother. Biro was in the bulk vending machine business for a number of years and only recently left it to enter another industry. He turned his business over to his son, **Bob**, upon his discharge from the Navy. Bob recently became the father of a son.



HEMPLE

**Jack Gutshall**, veteran music operator from Corona, in town Thursday (2). The many friends of Mrs. Gutshall will regret to hear of her continued illness. . . . **George Mahlum**, of Minthorne Music, is enjoying his vacation in Minnesota. **Wayne Davis**, credit manager for the firm, is still away. **Hank Tronick**, Minthorne manager, takes off soon for his two-week vacation. **Harry Orlovski**, of the Minthorne shipping department, is also away on his annual leave. . . . **D. J. Donohue**, Seeburg Western factory representative, in town for a short time before making a tour of his territory. . . . **Gabe Orland**, of California Music, back from a fishing trip into Mexico. He is well pleased with the progress being made on the firm's new building.

### Memphis

By ELTON WHISENHUNT

**CANALE MOVES OWN DISK.** Drew Canale, owner of Canale Amusement Company, has got the promotional wheels turning on his first disk under his own label, Vendor Record Company. At the advise of record distributors, **Bill Fitzgerald**, manager of Music Sales Company, and **Joe Coughi**, partner of Poplar Tunes Record Shop, he has turned recordings of original tunes "Glamour Girl" and "Late Date" over to popular WHBQ deejay **Dewey Phillips**.

**Clarence A. Camp**, owner of Southern Amusement Company, reports a big catch of fish at Horseshoe Lake, Ark. He has a cabin there and spends much time there in the summer. . . . **Williams Distributing Company**, Wurlitzer distributor, and **Or-Matt Company**, phonograph operation, both owned by **R. E. (Buster) Williams**, moved recently to a new location. It gave more space in the building to Music Sales Company, also owned by Williams and managed by **Bill Fitzgerald**. . . . Fitzgerald, by the way, says a brief summer slump on record sales is ending and business is picking up with operators in the mid-South territory.

Ops seen at Southern Distributing Company shopping: **Leroy Williams**, S & W Sales Company, Bernie, Mo.; **Tom Armstrong**, Armstrong Music Company, Brinkley, Ark.; **James Howard**, Dixie Amusement Company, New Madrid, Mo.; **J. L. Long**, Hollandale, Miss.; **Owen McGee**, McGee Music Company, Macjson, Miss.; **Bill Uttz**, Dixie Novelty Company, Covington, Tenn.; **J. A. Butcher**, Butcher Amusement Company, Dyersburg, Tenn.; **T. P. Aaron**, West Memphis Amusement Company, West Memphis, Ark.

**Memphis Music Company**, with President **Allen Dixon**, manager of S & M Sales Company presiding, held their monthly meeting last week at Bill & Jim's Restaurant banquet room. After dinner a discussion of business trends followed. . . . **George Sammons**, president of Sammons-Pennington Company, was on the road in Mississippi last week for the first time since his company began as distributor of games for United Manufacturing Company, of Chicago. He reports reception of the new line good among operators.

### Boston

By CAMERON DEWAR

**EMPLOYEES ENTERTAINED.** Dave Baker of Melo-Tone Music, Arlington, had his employees and their families up for an all-day outing at his summer place at Lake Arlington, North Salem, N. H. The annual Sunday event drew 40 guests. Dave had a catered dinner served, with favors for the moppets.

**Ed Ravreby**, Associated Amusements, has had the new plant air

conditioned to cope with the spell of muggy weather. He and Mrs. **Ravreby** just back from a vacation at Hyannis on Cape Cod. . . . **Milton Israeloff**, Providence, R. I., a one-stop operator, is throwing his second annual clambake at the King Philip Bakemaster in Bristol, R. I., August 6. **Rube Zeidman** is busy arranging things and getting out invitations to operators and music folk.

**William Hamil**, Concord, and **Louis Zeidman**, Portsmouth, N. H., braved the heat this week to shop coin row for music and games. . . . **Ernest Mercantonio**, Middletown, Conn., also making purchases. . . . **Irwin Margold**, Trimount Automatic Sales Corporation, finding music and games picking up now that the weather has improved. Everyone at Trimount is busy with the new plant arrangement being ready for

(Continued on page 97)



DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

**MUSIC OPS EXPAND INTO OTHER LINES.** Juke box operators are diversifying, more adding amusement games and vending machines to routes. Move has two-fold purpose—to cut rising service costs, ward off competition. (Page 1, The Billboard, August 4.)

**MUSIC OPERATOR FORUM.** Eighty-three per cent of MOF operators have some coin-operated equipment other than juke boxes. Operators report move necessary to up per location income, reduce competition and fulfill location demands. (Page 107, The Billboard, August 4.)

**JUKE BOX ROYALTY PROBLEM BY-PASSED.** Juke box performance-royalty exemption again by-passed by Congress. Controversial Kilgore Bill to end exemption fails to get to the floor for vote. Senate subcommittee to report "sometime this summer." (Page 18, The Billboard, August 4.)

**CALIF. AUTOMATIC VENDORS' ASSN.** Invite 400 Arizona, Nevada and California operators to attend September 14 meeting in Los Angeles. Organization to promote better industry understanding with location owners and public. (Page 110, The Billboard, August 4.)

**GERMAN, DANISH GAME OUTLOOK.** Coin machine production and sales were up 10 per cent in West Germany for first quarter of 1956. Denmark reported "ripe" for U. S. games, but are blocked from buying as they have no American dollar credits. (Page 114, The Billboard, August 4.)

**NEW JUKE BOX LOCATIONS.** New and different permanent locations are movie theater lounges, hotel rumpus rooms and swimming pools and school cafeterias. Summer spots include golf ranges, drive-in-movies, swimming pools. (Page 106, The Billboard, August 4.)

IF YOU MISSED READING THE AUGUST 4 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

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## NAMA Sets Heads For Member Drive

Goal: 300 New Operators; Results to Be Announced at Chi Convention, Dec. 2-5

CHICAGO — Appointment of 32 State chairmen for the country-wide membership drive for 300 new operator members by the National Automatic Merchandising Association was announced by Ernest H. Fox, Austin Packing Company, Baltimore, general chairman.

Plans for the drive, launched Wednesday (1), included arrangements to have sales representative of the association's member manufacturers and suppliers to participate in the campaign, Fox stated.

The campaign has been designed around the theme "Here's How," the name of a special booklet issued by the NAMA explaining the services provided members by the association.

NAMA benefits explained in the pamphlet includes legislative projects, location contract aids, cost-of-doing business reports, labor relation advice, operator and group insurance protection policies.

Results of the drive will be announced at the 1956 NAMA convention to be held December 2-5 at the Conrad Hilton Hotel, Chicago. Special prizes are to be awarded those filling their quota. (The Billboard, July 21.)

### State Chairmen.

State chairmen and the firms they represent include: Alabama, Fred A. Smith, M & S Candy Company, Mobile, Ala.; Arizona, Talmán Andress, Andress Cigarette Service, Phoenix; Arkansas, J. W. Renner, Little Rock Cigarette Service, Little Rock; California, Harold Floorke, the Vendo Company, Kansas City, Mo.; Connecticut, Eddie Berestli, Self Service Sales Corporation, Hartford, Conn.; Florida, A. A. Wiedman, the Bert Mills Corporation, St. Charles, Ill.; Georgia, Russ Penly, National Rejectors, St. Louis, and Indiana, J. Richard Howard, Howard Vending Service, Indianapolis.

Kansas, Renz Edwards Jr., Cigarette Service Company, Kansas City, Kan.; Kentucky, Frank Doyle, the Bert Mills Corporation, St. Charles, Ill.; Louisiana, T. A. (Continued on page 98)

## Mull Credit Plan In Calif. Assn.'s Buying Program

LOS ANGELES—The collective buying program of members of the California Automatic Vendors' Association is expected to be expanded by a new plan which will allow credit purchases thru the group, B. J. (Bob) Grenier, president, announced here this week.

Grenier said that buying programs have been arranged for CAVA members with the Coca-Cola Company, W. J. Stange Company (soups), Barvend Foods (soups) and M. & R. Dietetic Laboratories.

Under the arrangement for credit purchases, Grenier is requesting that members make a cash deposit with the association equal to one week's purchases.

The association makes a charge of 1 per cent for the service. At the end of the year any funds remaining after operating costs are paid will be returned to the members in dividends. The refund will be based upon the amount of purchases.

## Hebel Names R. Fagin, V-P Sales Manager

ADDISON, Ill. — Appointment of Robert J. Fagin as vice-president and director of sales of the Fred Hebel Corporation, manufacturer of ice cream vending machines, was announced this week by Fred Hebel, president.

Fagin succeeds Clinton S. Davis, vice-president in charge of sales, who resigned July 24. Currently Fagin is developing a national sales and advertising program, Hebel stated.

Prior to joining Hebel, Fagin was general sales manager of the Automatic Merchandising Company of Chicago for the past 18 months. He was with the Good Humor Ice Cream Company for 22 years before joining Automatic.

Fagin resides in Morton Grove, Ill., with his wife, Sherry, and their two children, Jimmie, six, and Robin, three.

## ENGLISH FIRM SELLS BULK UNIT TO LOCATIONS

LONDON — Servumatic, Ltd., Mitchem, Surrey, a manufacturer of bulk peanut machines which derived its entire income by also operating the units, announced it is selling venders direct to location owners today.

The venders are being sold to stops outside the company's own location operating area, and are priced at \$40. The vender is 15 inches high and 9 inches in diameter. The globe holds 8 pounds of peanuts.

Servumatic's locations are mostly London clubs and bars. Location owners receive a 25 per cent commission of the gross. In return they refill the globe when it empties, with nuts supplied by Servumatic.

## Vending Firms To Exhibit at Theater Show

NEW YORK—At least nine vending firms and a score of suppliers to the industry will be among the exhibitors at the Motion Picture Industry's International Trade Show to be held at the New York Coliseum September 20-24.

Exhibitors include the ABC Vending Corporation; Apco, (Continued on page 98)

## Fedam's Hot Food Unit in Production

Operator Deliveries Slated for Sept.; 50-Can-Capacity Vender Priced at \$160

ELMWOOD PARK, Ill. — Fedam Company has started production on its new, small coin-operated, 10-selection hot-food vender, Don Conley, president, announced Friday (3).

Production on the 50-can-capacity machine, that is priced at \$159.95 f.o.b., should reach 250 per week by the end of the month, according to Conley. At this time, he stated, direct shipments to operators across the country will begin.

Along with the production announcement, Conley disclosed the firm has developed a special steel-constructed cabinet stand for the vender with a locked storage space for 150 cans that is available for \$35.

It is 36 inches high, 26½ inches wide, 16 inches in depth and has adjustable feet. Its two-toned color combination, red and white, is similar to the vending machine.

### Non-Coin Unit

The company has produced more than 100 non-coin-operated machines which have been on location for several weeks, Conley reported. Originally priced at \$95 f.o.b., this unit now lists at \$99.50 delivered, U. S. A.

"Fedam's assembly lines have been tooled so that production can be stepped up to more than 150

units per 24 hours," Conley disclosed.

"We hope to attain this mark by October, following a six to eight-week educational period during which all our assembly line employees will be thoroughly trained in their duties."

Continuing, Conley said, several improvements had been made in the coin-operated vender since the introduction of the pilot hand model (The Billboard, March 24).

### Improvements Made

The lockout mechanism has been redesigned to eliminate virtually any jamming, and the can ejection system now operates by cam action. It previously used a linkage leaf movement.

While the company has worked closely with the Campbell Soup Company in developing its vender, which will bear the Campbell ad- (Continued on page 98)

## U. S. Hoffman's Sales, Earnings Set New Highs

NEW YORK — The United States Hoffman Corporation, parent company of Apco, Inc., vending machine manufacturer, set new records for sales and earnings for the first six months of 1956.

According to Hyman Marcus, chairman and president, net income for the six-month period topped that of the entire previous year, while earnings for the period were more than twice the earnings in a like period last year.

Net income for the period was \$2,647,492, equal to \$1.31 a share on the 1,976,853 shares of common stock outstanding. This compares with \$1,206,102 or 68 cents a share for the 1955 half year and giving effect to the recent two-for-one stock split and the 4 per cent stock dividend. In 1955 the company's net income was \$2,572,203.

Net sales for the six months were \$47,150,252, compared with \$21,487,269 for the 1955 first half and with \$50,315,158 for the 1955 year.

working shorter work weeks. In some instances, auto plants have shut down entirely.

Those operators affected by the steel strike, in order to tide over operations during the lean period, stepped-up employee vacation periods, and routemen were re-assigned. Thus, with the early ending of the strike, these operators will have adequate help in setting up their machines for operation.

During the strike—July 1 thru 27—in the Chicago-Cary, Ind., and Pittsburgh areas, operators with the average number of steel plants and allied industry locations saw 10 to 30 per cent of their active installations become completely idle.

Industrial Vendors, Inc., doing (Continued on page 98)

## Business Increase Seen With Steel Settlement, 1957 Auto Production

CHICAGO—The business outlook for industrial vending operators in steel and automobile plants is improving today following the end of the 27-day steel strike.

Until July 27, vending operators serving both industries would have faced serious losses, especially had the strike been a long one. Other allied industries dependent upon steel would have been forced to close down, shutting off more location revenue.

However, today steel plant loca-

tions are expected to return to normal within three weeks when the big plants are expected to be in full operation again.

By late September, those operators serving the automotive industry expect a marked increase in sales. Reason: The manufacturers will be swinging into full production on 1957 models.

### Auto Plants Down

With few exceptions, most automotive plants have curtailed production and have smaller shifts

## Western Assn. Wins Lower Bulk Unit Fee

LOS ANGELES—The Western Vending Machine Operators' Association met with remarkable success in its first effort to reduce bulk vending license fees in a nearby municipality. Leo Weiner, president, reported at the regular monthly meeting Tuesday (31).

The Torrance city council set a new flat annual maximum fee of \$24 for operators having 25 machines or more. Operators with 24 or fewer machines will pay a fee of \$1 per machine per year. The levy becomes effective with the city's next fiscal year.

Current license fees are \$2 for each penny unit and \$5 for nickel machines.

Torrance's city council passed the new tax following the appearance of Weiner, and Dan Lally, association treasurer, at its July meeting.

### Out of Line

Both men told the city fathers that the bulk machine fees were entirely out of line, that the vend-

ers could not be compared with other coin-operated equipment, and that license costs must be reduced in order for operators to earn a fair living.

Other meetings are now being sought with city councils in nearby (Continued on page 98)

## N. C. Schools Ban Vending

RALEIGH, N. C.—North Carolina's State board of education is opposed to the operation of vending machines in public schools on a commercial basis.

Vending machines in schools, the board announced, should be operated on a non-profit basis in connection with the approved cafeteria program.

The board voiced its stand in rejecting a request by Charles T. Kivett, Greensboro, for permission (Continued on page 98)

## Chi Firm Ships New Film Unit

CHICAGO—Technamatic Corporation here has started shipments of its camera film vender to distributors, Albert Weishaus, president, announced this week.

First installations of the four-selection, all weather unit are being made in Miami Beach, Fla., motels, hotels and resorts, Weishaus said.

Priced at \$125 f.o.b., the Film Canteen has a capacity of 115 rolls in three most popular sizes: 26 rolls of No. 120, 56 rolls (two columns) of No. 620 and 33 rolls of No. 127.

Technamatic is a division of Chicago Kitchenware, Inc. (The Billboard, February 4).

## ABC Profits, Sales Ahead For 1st Half

NEW YORK—Sales and profits for the ABC Vending Corporation and its subsidiaries for the first half of 1956 were running slightly higher than for the first six months of last year.

For the 27-week period ending July 1, sales were \$25,563,475, with a net profit of \$598,962. This compares with sales of \$23,026,037 and a profit of \$593,530 for the first 26 weeks of 1955.

Earnings per share on 1,010,199 shares outstanding amounted to 50 cents. For the 1955 half, 62 cents per share was earned on 960,199 shares.

A regular quarterly dividend of 20 cents a share was declared payable August 25 to stockholders of record August 6.



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Harmon Machine Co., Inc.  
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SINCE 1900

**SANITARY VENDOR**

Accommodates flat packages up to 1/4 x 2 x 3 inches.  
25c - or 50c coin mechanism.

Coin returned when machine is empty.

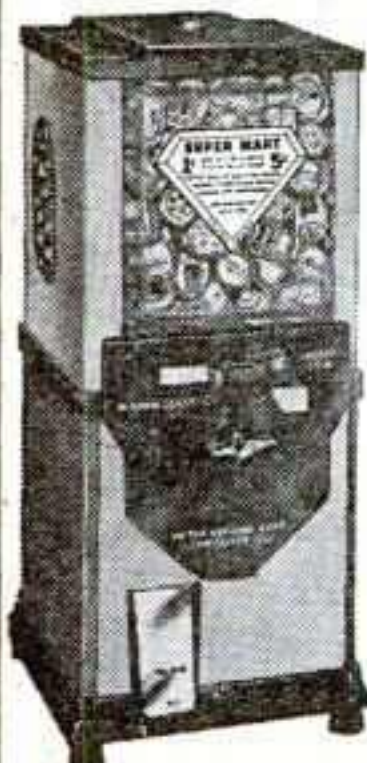
Separate cash box. Holds up to 160 packages.

**HARMON MACHINE CO. INC.**

BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

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**VICTOR'S SUPER MART VENDORS**  
(Trade Mark)  
"Symbol of Progress in the Bulk Vending Field"  
U. S. Patent Pending

**PADLOCKS**

Assorted Colors and Shapes—A practical Key-Chain. It's a red-hot bulk and capsule charm.

For bulk vending tape ring to body of lock.

Write for FREE Sample & Prices

**5-STAR BABY GRAND**

PICTURE CARD VENDOR



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—

1200 Cards 1200 Balls of Gum

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE  
CHICAGO 39, ILLINOIS

**City Milk Doubles New York Apt. House Locations in 12 Months**

NEW YORK—The City Milk Company has doubled its number of locations on its indoor quart milk operation in the last 12 months, according to Ben Simon, City Milk president.

City Milk installed its first quart machine in a Manhattan apartment house in 1949 on an experimental basis. The operating program, though, really got under way in 1952, and the firm had 100 machines on location a year ago. Since then, City Milk has been averaging about 10 new stops a month, with about 200 pieces of equipment now on location.

Machines are generally placed in lobbies of apartment buildings, though some are in basements. However, Simon explained that the only time a basement location will be used is when the basement also serves as an entrance to the building below the lobby. A lower level used for storage purposes is never considered.

**Steady Business**

Unlike outdoor milk locations, the indoor stops do only slightly more business on weekends and after store hours than they do the rest of the week.

The difference is this: Outdoor machines are supplements for retail sales, and they do best when retail outlets are closed. However, indoor quart units take the place of home delivery, and home delivery is a day-to-day affair.

Home delivery in New York generally runs about 26 cents a quart. Simon vends milk for the store price, which currently is 23 cents a quart.

**Low Commission**

According to Simon, the milk machine is considered a property asset by the apartment building management, and commissions are not nearly as important as service. City Milk pays the location a cent a quart commission, which comes out to about 4 per cent.

Simon virtually disregards the number of persons living in an apartment house as a yardstick in selecting a location. The two things to consider, he explained, are the number of children and the number of quarts delivered daily to the building.

According to Simon, a building with 500 one and two-room apartments inhabited mainly by adults isn't nearly as good as a location with 100 three and four-room apartments with large families.

Simon figures that if the people don't have milk delivered, they

are not apt to be good vending machine customers. He emphasized that apartment house milk vending takes the place of home delivery, not retail sales.

While Simon said he could not disclose daily machine averages he did say that per-machine sales have gone up on most vendors. The reason, he explained, is that as people become familiar with milk vendors, and with the quality of the product dispenser, they come to rely on the mechanical merchandisers more and more.

Generally, Simon said that if an apartment house has daily milk de-

liveries of 40 to 50 quarts, it is worth considering as a vending location.

Unlike other types of vending operations, Simon doesn't figure that a stop must do a certain number of sales to warrant keeping a machine.

**Route Theory**

Simon thinks in terms of routes rather than of locations. For example, he will put a machine on a location which has a potential far less than another location next door. The reason he will do so is because there is a location next door.

In other words, if Simon can install a machine which may be serviced without putting the route-man to any great extra trouble, he will make the installation, even though the stop does a lesser volume than other locations.

**L. A. Bulk Ops Guard Against Unit Looting**

LOS ANGELES—Members of the Western Vending Machine Operators' Association have been alerted against another outbreak of looting of cash from 5-cent bulk vending machines.

The warning was sounded at the association's meeting Tuesday (31) when it was reported by various members they had lost more than \$1,000 in a recent series of robberies.

According to the victims, the 5-cent vendors apparently were looted by someone that had keys that fit the locks, as the vendors were not tampered with.

Phil Sreden, Western Vending Machine Company, the largest bulk operating firm in Southern California, reported his losses during the past 18 months amounted to more than \$1,000.

In an attempt to halt the robberies, Sreden disclosed he has changed the locks on a large number of his bulk vendors, about 3,000.

Bob Leidenberger also reported he had suffered losses as did Leonard Mimoy, a new operator. Leidenberger also suffered additional losses from the use of his machines in San Fernando Valley. Jack Beasley, Eagle Rock operator, said that one of his multiple units had been robbed four times within a short period.

**Beech-Nut Merges With Life Savers**

NEW YORK—The consolidation of the Beech-Nut Packing Company, Canajoharie, N. Y., and the Life Savers Corporation, Port Chester, N. Y., became effective Wednesday (1), as stockholders of both firms approved the merger earlier in the week. The new company is known as Beech Nut Life Savers, Inc.

Stock of the new company will be issued at the ratio of 1.2 for each share of the Beech-Nut Company and one share in the Life Savers Corporation. Some 3,212,634 shares of common stock is outstanding in the new corporation.

**Hershey Names Gallagher, Hinkle**

NEW YORK—John J. Gallagher has been elected chairman and Stamford F. Hinkle president of the Hershey Chocolate Corporation. Gallagher had been general sales manager, while Hinkle had been plant manager. Percy A. Staples, who died last week, had held both posts.

Elected vice-presidents were L. W. Majer and W. E. Schiller. Majer was formerly assistant to the president and secretary of the corporation, while Schiller was treasurer, controller and chief financial officer.

John B. Sollenberger was elected a director to fill the vacancy caused by Staples' death.

**Eppy Metal Pliers**

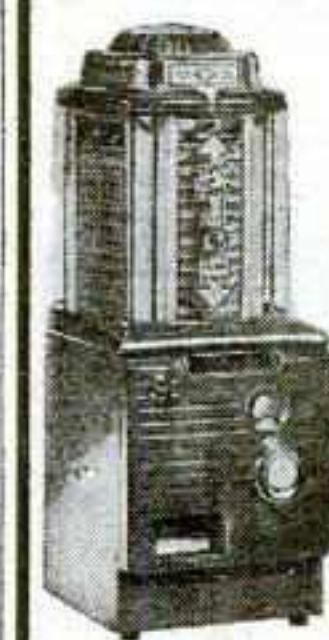
NEW YORK—Samuel Eppy & Company, Inc., has gone into production on Metal Pliers charms. The pliers are miniatures which may be manipulated like regular pliers.

**J. SCHOENBACH**  
Distributor For  
oak Manufacturing Co., Inc.  
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This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 75 standard nickel packs. "Visidrome" display top attracts sales.

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**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.45
Pistachio Nuts, Sheik	.57
Cashew Whole	.63
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.42
Mixed Nuts	.57
Tabby-Lefts, 52c ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct.	.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct., 200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	.45
Adams Gum, all flavors, 100 ct.	.43
Wrigley's Gum, all flavors, 100 ct.	.43
Beech-Nut, 100 ct.	.43
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

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**GUM**

GET YOUR SHARE WITH

**Northwestern**

**TAB**

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



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MOE MANDELL  
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**the new OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



**oak**

**oak's famous ACORN all purpose vender**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!



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**GIVE TO DAMON RUNYON CANCER FUND**



NO HANDICAP—

Blind Earn Livelihood Operating Vending Units

RICHMOND — Vending machines, dispensing candy, gum and nuts to the merry tune of the jingle of dimes, nickles and pennies are providing employment for 10 Virginians who might otherwise never know the joy of running their own business...

The 10 men are totally blind. They are employed, or more properly helped to run their own business, by Canteen Service, operated by the Virginia Association of Workers for the Blind under the supervision of the Virginia Commission for the Visually Handicapped.

Their service extends thru most of the State. Three men each work out of Richmond and Norfolk branches, two from Newport News, and one each in Lynchburg and Petersburg.

State headquarters of Canteen Service is located here. J. B. Delbridge, manager, explained the operation, which to an outsider would seem near the impossible until he sees it in action.

Blind Man's Idea

De'bridge said the idea was conceived in 1938 by L. L. Watts, executive secretary of the Virginia Commission, and treasurer of Canteen Service, who is blind.

In 1938 Watts took his idea to the Automatic Canteen Company in Chicago. As anyone might be, company officials were skeptical.

However, a trip to Richmond by representatives soon proved the idea not only feasible, but one that would benefit all concerned, particularly those that previously had not often been allowed to help themselves.

Briefly, Delbridge said, the operation runs like this:

Each of the blind servicemen has a sighted partner, who drives the car usually owned by the serviceman. Once on locations, however, the blind person takes over. He fills the machines. He collects the money. Often he makes any minor adjustment or repair necessary.

Merchandise is drawn from a central stock purchased by Delbridge and distributed to the branch offices. Quite early each morning, the operator draws his stock and makes his rounds. When rounds are completed, he checks his stock and cash collected and totals are entered by his name. A weekly paycheck is figured on his collections.

Daily Scene

Five shop men are employed to take care of major repairs, counting change and handling stock. A recent visit to the shop behind State headquarters showed a fever pitch of activity.

Stands were drying a new coat of paint in the yard. Stock was sliding down a shoot from the second floor of the cinder block shop. Operators were unloading cars ready for the daily check-in. A half-million bars of candy will slide down that wooden shoot in 30 days.

The entire operation is non-profit—that is, for the association. All proceeds go back to the employees or into the business. If an excess is realized, and quite often it is, the money is used for other work of rehabilitating the blind. The association also will

Cadbury Set on Vending Drive; Price Reduced

NEW YORK — Cadbury-Fry (Export), Ltd., manufacturers of chocolate bars, has launched a drive to stimulate vending sales. Cadbury has been in the vending field for several years, but had not been concentrating on automatic merchandising in the last year.

David Balk, Cadbury executive, announced this week that the firm has reduced the wholesale price on Carmellos and the Dairy Milk Bar from \$5.85 a hundred to \$5 a hundred.

Both the Carmello, one and a half ounces, and the Dairy Milk Bar, an ounce and three-eighths, are packed 60 to a box for vending, with six boxes to a case. Minimum orders from the manufacturer are four cases.

Balk said the firm is launching an intensive sales drive in the vending field and plans to increase its output of vending bars. Both items are made to vend for 10 cents.

help their blind operators in buying autos for their business.

Each of the operators has about 75 or 80 units with locations supplied thru the courtesy of the businessmen. No commissions are paid to location owners.

The locations are varied from small stores to such places as the Division of Motor Vehicles here, Forts Lee and Eustis, the Bellwood Army Quartermaster Depot, Portsmouth Naval Ammunition Depot, the Richmond, Fredericksburg & Potomac and Chesapeake & Ohio railroad depots, Sweetbrier College and Norfolk Newspapers, Inc., just to mention a few.

A card on all machines reads: "This canteen placed here for your convenience thru the courtesy of the management—our share of proceeds used for benefit of rehabilitation of the blind."

Schreder Elected Director of Lorillard

NEW YORK — Harold X. Schreder has been elected a director of the P. Lorillard Company. Schreder is executive vice-president and a director of Group Securities, Inc., and executive vice-president and research director of Distributors Group, Inc.



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Wichita, Boise Schools Mull Milk Vending Plans

WICHITA, Kan. — Serving of additional milk to pupils at 5 cents a half pint thru vending machines is being studied by two of the city's school system administrators.

Mrs. Pat Talbott, a member of the board of education in making the proposal, suggested that the system should take advantage of the federal government school milk program thru which \$600,000 has been allotted to the State for the next school year.

Mrs. Talbott told the board members the program would be part of a \$75 million program approved by government and administered thru State boards of education to dispose of surplus milk and to provide additional nutrition to school children.

In agreeing with Mrs. Talbott's proposal, the board appointed Roy Groe, director of health, physical education and safety, and Mrs. Louise Lawrence, director of the school system's cafeteria service, to explore the feasibility of the vending program.

Should the two agree on the mechanics of the program, Mrs. Talbott further suggested that the program be tried on an experimental basis for 45 days in about 10 schools.

Mrs. Talbott said that school cafeterias are now selling milk for 7 cents, but that it would be sold thru vending machines for 5

BOISE, Idaho—Plans for the installation of 35 milk vending machines in the 26 schools here are being studied by the Boise board of education.

The proposal, submitted by Boise Valley dairymen, stated the vending machines would become the property of the school district at the end of five years.

Children would pay 5 cents for a half-pint carton of milk, the dairymen said. The actual cost would be 8 cents, with the federal government subsidizing 3 cents on each sale thru its school milk program.

According to the proposal, ¼ cent per sale would go for maintenance; ¼ cent for administration and ½ cent for the retiring of the venders to the school district ownership.

The costs, the dairymen said, were based on a volume sale of 6,000 cartons daily, and that it was possible the machines could be retired to the district's ownership earlier than the five years stated.

One milk vender is currently being tried at the summer school in session at the Campus school, it was disclosed.

cents, with the school receiving 3 cents in addition from the U. S. Department of Agriculture.

"This refund from the federal government," she pointed out to members, "would pay for the vending machines."

Advertisement for Watling Mfg. Co. featuring a 5c Horoscope Scale vending machine. Dimensions: 15" high, 49" high, 13" wide. Text: TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c. \$25.00 DOWN BALANCE \$10.00 PER MONTH. WATLING MFG. CO. 4650 W. FULTON ST., CHICAGO 44, ILL. Est. 1889 Telephone: COLUMBUS 1-2772 Cable Address: WATLINGITE, Chicago

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL 930, 950 750, 9A UNEDA ALL MODELS Also • ROWE PRICE DIFFERENTIAL BARS Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines. TERMS ARRANGED—WRITE FOR INFORMATION. CIGARETTE VENDORS National Model 9A, 9 Cols., 370 Cap. \$125.00 National Model 750, 7 Cols., 270 Cap. \$110.00 Lehigh PX, 10 Cols., 300 Cap. \$125.00 Lehigh PX, 8 Cols., 240 Cap. \$115.00 Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King & Reg. \$130.00 National 950, 9 Cols., 370 Cap. \$115.00 Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ \$135.00 National 930, 9 Cols., 270 Cap., 25¢ & 30¢ King or Reg. \$110.00 Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢ \$135.00 All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D. Uneda VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" 250 Meserole Street • Brooklyn 6, N. Y. • MEgeman 3-6295 ROWE DIPLOMAT CIGARETTE VENDOR 8 Cols., 340 Cap. Vends at 25¢ & 30¢ ONLY \$137.50

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**ELECTRIC MONEY MAKER!**  
**Famous ACME**  
**ELECTRIC**  
**MACHINE**

Sample .....\$24.35  
2 to 11.... 19.50  
12 to 49... 18.25  
Bracket .... 1.00  
Floor Stand.. 5.00  
1/2 deposit. bal.  
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Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1500 to 3000 plays.

**ORDER TODAY!**  
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Distributors of Advance Vending Machines  
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**VICTOR**  
**Standard**  
**TOPPER**  
1c  
**BALL GUM**  
**VENDOR**  
**\$13.25**  
Each  
**\$12.75** Each  
**100 or more**  
30 day money-back guarantee if not satisfied



1/2 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  
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**LOOK AT THIS OFFER!**

**COMPLETE PACKAGE DEAL!** \$64.

Here's What You Get:  
2 Victor Baby Grand Picture Card Vendors!

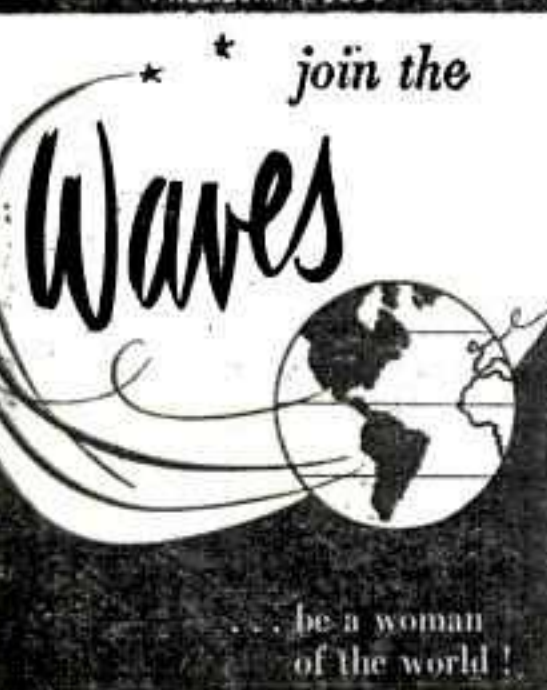
+ 25 lbs. Gum!  
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Cash with order or 1/2 dep. bal. C.O.D. Time-Payment Plan Arranged.

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Syd Rubenstein  
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President 4-5358

join the  
**Waves**  
be a woman of the world!



**COINMEN YOU KNOW**

Continued from page 93

the RCA sound equipment line. . . Bob Jones, Redd Distributors, off to the Western part of the State, racking in the orders for the new Wurlitzer 2000.

Samuel Baker, Malden operator, was the victim of thieves this week. While making collections in Roxbury, his car was stolen and with it went \$600 and 400 phonograph records. . . Jerry Flatto, Boston Record Distributors, practically running his one-stop by himself with most of the help on vacation. Jerry thought it would be a quiet season, but so far it hasn't turned out that way. . . Lots of local operators shopping around coin row this week. Among them were George Chapels, of Malden; Phil Peroner, of Cambridge; Henry Levine, of Boston; Mark Shavel, of Brookline, and James Geracos, of Dorchester.

**Twin Cities**

By JACK WEINBERG

**YOUNG SANDLER RINGS BELLS.** Irving Sandler, of Sandler Distributing Company, watched his son, Warren, 22, marry Valerie Owing, of Hinsdale, Ill., two weeks ago. The newlyweds are living in Des Moines, while Warren awaits his Army call. The groom graduated recently from Grinnell college in Iowa, where he made quite a name for himself as an athlete.



SANDLER

Stan Woznek, of Little Falls, Minn., recently bought out the music-games route operation of Bill Arndt, of Sauk Centre, Minn. . . Arnold Brevig, of Watertown, S. D., accompanied by his wife and their son, David, spent a day shopping in the Twin Cities, buying new music. Brevig reported business in his area is good, with the fall season promising to be a bright one.

Word from Matt Engel, Mayflower Distributing Company in St. Paul, is that business has been holding up during the summer, with a constant parade of operators buying a variety of merchandise. . . Ozzie Truppman and Ted Bush, Miami, Fla., distributors for the Wurlitzer line, are expected to return to Minneapolis, where they got their start years ago, for a vacation this month. . . Irving Sandler will head up a group of local operators going to North Tonawanda, N. Y., for Wurlitzer Centennial Days August 24-26. . . Avis Fike, Sandler bookkeeper, is back from vacation at Spirit Lake, Ia., where she visited a brother recovering from serious injuries received in an automobile accident. Clara Rodie, of the same firm, leaves for vacation in Shreveport and New Orleans, La.

Harold Lieberman, of Lieberman Music Company, returned to his desk after being gone last week on business, reports activities moving along in fair shape for the summer season, which has been wet and rainy. . . Hy Sandler, head of Lieberman's wholesale record division, reports Coral, Dot and London labels getting heavy play from operators and music store owners. . . Solly Rose, of Sandler, traveled thru Northern Minnesota this week calling on operators in behalf of the Wurlitzer Centennial 2000 model.

**COIN CALENDAR**

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- August 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 15—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- August 16—Eastern Ohio Phonograph Operators' Association, Youngstown, O.
- 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.
- August 21—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.
- August 27—Central States Music Operators' Association, monthly meeting, 805 Main Street, Peoria.
- September 14—California Automatic Vendors' Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.
- September 20—Record Music Service Association, annual golf outing, Southmoor Country Club, Chicago.
- September 22-23—The Music Guild of Nebraska, quarterly meeting, Omaha.
- August 7—Oregon music operator meeting, association plans to be aired, Budge Wright, host, Portland.
- August 9—Washington Music Operators' Association, monthly meeting, association headquarters, Seattle.
- August 12—Montana music operator meeting, MOA membership drive, Martin Britz, host, Great Falls.
- September 3—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- September 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- September 6—Summit County Music Operators' Association, monthly meeting, Akron, O.
- September 6—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- September 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

**Candymasters, Inc.**  
**Appoints Four Reps**

MINNEAPOLIS—Appointment of four representatives for Candymaster, Inc., here was announced this week by Edward L. Marshall, general sales manager. The four are: Carl Bodin in Southern California; Jim Chambers Company, Georgia and Florida; Adrian Sunkel, Louisiana and Mississippi, and Albert Gerard, Washington and Oregon.

**Sugar Deliveries Up**

Sugar deliveries for domestic consumption thru July 14 totaled 4,521,000 tons, raw value, up 4 per cent from the same period in 1955, according to Agriculture Department. Deliveries during the first half of the year amounted to 4,149,000 short tons—184,000 tons more than for the first half of 1955, and 229,000 tons more than for the first six months of 1954. The price of raw sugar, duty paid New York, stood at 6.14 cents per pound on July 20—its highest point since November, 1954. On July 31 the Secretary of Agriculture increased the sugar quota by 50,000 tons—the third increase since the quota was set late last year. Quota now totals 8,625,000 short tons.

YOUR NAME  
ADDRESS

**CANCER**  
% YOUR LOCAL  
POST OFFICE

Give to the  
**AMERICAN CANCER SOCIETY**



**Hurry! Hurry! Hurry!**

GET YOUR SHARE OF  
THE PROFITS

Put 1,000 or more

**INDIAN SNAP ON BEADS**

in your bulk vendors. They will empty very, very fast.



Victor's SNAP-ON BEADS are 3/16" dia. or 8mm. They are just the right size for bulk or capsule vending. Use these beads instead of plastic fill.

FEATURE A FEW GOOD CHARMS WITH THE BEADS AND BALL GUM. You will be surprised how fast your machines will empty.

Give your customers what they want. Give them Indian Snap-On Beads.

PRICED VERY LOW. Only \$1.35 per 1,000. Packed 10,000 to the carton with 10 display stickers. Minimum order 10,000.

Send \$12.50, plus 60¢ for postage, or order them by the 100,000 and shipped by freight, F.O.B. Chicago.

**Logan Distributing Co.**  
916 MILWAUKEE AVENUE  
CHICAGO 22, ILLINOIS

... guarantee  
Billboard advertisement  
a true measure  
of value

**CHARMS—Miniature Cigarette Lighter—It Works!**

Will vend with 210 ball gum. Assort. body designs: Chrome, Cabie Car, Mesh, State of California, San Francisco Bay Bridge, Flaid. Packed dozen to a box—assort. designs. \$2.15 per doz.; \$24.00 per gross. Full cash plus postage with order.

**EVCO MERCHANDISERS**  
397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.



**PLUG-IN BEADS**

Pearlite Colors  
**NEW 210 COUNT GUM SIZE**  
**BETTER? They vend 1**  
**for a penny.**

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.  
In 25 M lots, \$3.50 per M.  
Less than 25 M, \$4.00 per M.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



World's Largest Selection of Miniature Charms  
**PENNY KING COMPANY**  
2538 MISSION STREET PITTSBURGH 3, PA.

**MAKE MORE MONEY IN VENDING!**

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

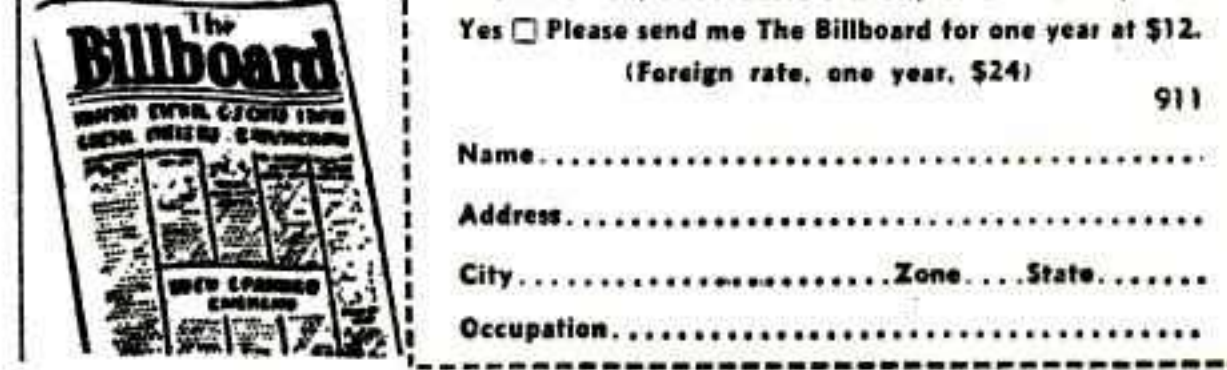
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$12.  
(Foreign rate, one year, \$24)

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....





**Ball and VENDING GUMS**  
**LOW Factory Prices**

**BUBBLE • CHICLE**  
**CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb  
 Chicle Ball Gum, 130 ct. .... 25¢ lb  
 Clero-Vend Ball Gum ..... 40¢ lb  
 Clero-Vend Chicks, 320 ct. .... 40¢ lb  
 Chicle Chicks, 320 & 320 ct. .... 26¢ lb  
 Bubble Chicks, 320 & 320 ct. .... 27¢ lb  
 Tab (short stick), 100 ct. .... 30¢ box  
 5-Strick Gum, 100 packs ..... \$1.90

**F.O.B. Factory, 150 Lb. Lots**  
**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

**VICTOR Standard TOPPER 1c Ball Gum VENDOR \$13.25 Each**

**\$12.75 Each**  
 100 or More  
 1/2 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

**FREE—FREE—FREE NEW 40-PAGE CATALOG**

40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

**BERNARD K. BITTERMAN VICTOR VENDING Sales & Service**  
 4709 E. 27th, Kansas City, Missouri

**Something new! ...different!! ...a real money maker!!!**

**Genuine PERFUME**  
 (Not Cologne)  
 The finest fragrances packaged exclusively for Paul A. Price Co., Inc. Comparable to leading perfumes.  
 Opens up new vending outlets—creates new customers—expands your market to all age groups.  
 Suitable for 2 1/2¢ Vend (Bulk or Capsule)  
**Price 8c each**  
 Minimum order 200. Stickers Available. Write for Details.

**paul a. PRICE co. inc.**  
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-9

## English Firm To Bow Hot Drink Vender

LONDON — Master Vending Machine Company, London, manufacturer of bulk vending machines, has developed a hot drink vender, it was announced last week.

A prototype of the multi-selection tea, coffee, chocolate and soup dispenser will be exhibited at the 1956 National Automatic Merchandising Association's convention in Chicago, December 2-5, the firm announced.

Master also announced it has formed a French company to market the English-made machine, and has opened branch offices in Amsterdam, Stockholm, Johannesburg and Dublin.

Formed in September, 1955, by Toronto-born Sidney Levine on a capital of \$280, the firm originally handled three venders, bulk ball gum, hot nut and perfume machines.

In addition to the hot beverage vender, the company plans to add other types of machines to its line.

## Biz Climb Seen

Continued from page 94

business in the Illinois-Indiana area, reported 20 machines completely down during the strike. In a Chicago Heights mill where the firm has a seven-vender installation, it reported a loss of about \$80 per day in gross sales.

## Pittsburgh Scene

Joseph McClenn, president, McClenn's Cigarette Service Company, a diversified operation in Pittsburgh, reported a 10 to 15 per cent drop in volume. A Hammond, Ind., operator figured his losses between \$200 and \$300 a day in sales.

Another operator, grateful that the strike had ended, declared that had it gone on for several more weeks, 40 per cent of his operation would have been idle.

As to operators in the Michigan automotive areas, experienced in annual lay-offs in the auto industry, the shut-down this year did not catch them entirely unprepared.

Automatic Merchandising Company, Detroit branch, with several large auto plant installations idle, disclosed it is minimizing its dollar volume loss by upping its vender maintenance program, and taking in outside machines for refurbishing in its own shops.

Another Detroit area operator reported that while several of his General Motors locations are off 30 to 40 per cent, his equipment in other plants—American Motors, for example, where Rambler production is above that of 1955—will offset the G.M. loss.

## Johnson Candy Co. Names N. Y. Agency

CHICAGO — The Walter H. Johnson Candy Company, manufacturer of Power House candy bars, has appointed Hicks & Greist, Inc., New York, to handle its advertising. Initial campaign will involve the use of television in Los Angeles and Indianapolis.

## PM Earnings Rise Sharply

NEW YORK—Consolidated net earnings of Philip Morris, Inc., for the six months ended June 30 rose sharply over the like period last year—to \$5,807,607, or \$1.83 a share, from \$4,907,879, or \$1.52 a share—while sales for the two periods jumped from \$129,598,927 to \$154,261,989.

Sales for the quarter ended June 30 were \$82,043,374, compared with \$72,174,724 for the same quarter last year and \$72,218,615 for the first quarter this year.

Net income was \$3,277,171 or \$1.04 a share for the June quarter, compared with \$3,057,887 or \$0.97 a share for the 1955 quarter and \$2,530,436 or \$0.79 a share for the first quarter this year.

## Du Grenier's Ad Manager Resigns

HAVERHILL, Mass.—Edward C. Cohen has resigned as advertising manager of Arthur H. Du Grenier, Inc., effective August 1, according to an announcement made by Richard E. Gibbs, sales manager, at the firm's New York sales office.

## NAMA Sets Heads

Continued from page 94

Vaughn, New Orleans Cigarette Service, New Orleans; Maryland, Ray Scheuer, Vendomat Corporation, Baltimore; Massachusetts, John Latshaw, Automatic Merchandising Corporation, Medford, Mass.; Mississippi, Frank Haws, Rowe Manufacturing Company, New York; Michigan, Dick Hoose, Rowe Manufacturing Company, New York; Missouri, Herschel Price, Al Price Vending Company, Overland, Mo., and Nebraska, Ralph A. Dahl, Ralph A. Dahl Company, Omaha.

New Mexico, J. Harry Snodgrass, Border-Sunshine Company, Albuquerque; North Carolina, Sinclair Stewart, Gordon Foods Company, Atlanta, Ga.; Ohio, Dave Dudley, M & R Dietetic Laboratories, Inc., Columbus; Oklahoma, Marvin Pierson, National Vendors, St. Louis; Oregon, Jim Welch, the Vendo Company, Kansas City, Mo.; Pennsylvania, Ray Spaulding, R. W. Spaulding & Son, Meadville, Pa., and Rhode Island, George Simpson, Rowe Cigarette Service, Pawtucket, R. I.

South Carolina, Jack Dunwoody, Rowe Manufacturing Company, New York; Tennessee, Maurice F. Keathley Jr., Keathley's, Inc., Memphis; Texas, W. H. Howard, Tenco, Inc., Linden, N. J.; Utah, Stanley Fry, Hemenway & Moser Company, Salt Lake City; Virginia, Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va.; Washington, W. J. Higgins, Higgins Automatic Vending, Seattle; Washington, D. C., George Duckett, G. B. Macke Corporation, Washington, D. C., and West Virginia, Consolidated Vending Distributors, Pittsburgh.

## N. C. Schools Ban

Continued from page 94

to install candy, gum and peanut machines in schools.

Assistant Attorney General Claude Love in answer to Kivett's request as to the legality of his proposal stated: "The question is not whether there is any legal prohibition against such procedure, but whether the school officials have any authority to grant such concession."

Dr. Charles F. Carroll, State superintendent of public instruction, told board members: "If a child eats or drinks sweets he is not likely to indulge in the lunch at school that he should enjoy."

## West. Assn. Wins

Continued from page 94

municipalities to discuss a reduction, or the elimination, of per machine taxes on 1 and 5-cent bulk venders.

An early appearance is being planned with the Gardena City council where the tax is \$3 for penny and \$5 for nickel machines per year.

By a unanimous vote the association agreed to hold a meeting in August to discuss further plans to combat unfair taxation and legislation. For years the group has been skipping the August meeting. It has been set for August 28 at the Unique Restaurant, Figueroa and Washington.

## Insurance Plan

Bryon Urich, representing The William Wilson Company, insurance brokers, led a discussion on rates for bulk venders. He told the group that Hartford Accident & Indemnity Company, would issue the regular \$5,000 and \$10,000 liability policy, including products insurance, on the basis of \$20,000 gross sales after commissions at the rate of \$5.85 per \$1,000, or \$117. He explained that operators doing a total gross, less commissions, of \$10,000 would pay half the amount plus \$5 for property damage.

Harry McKinney, a Laguna Beach operator, suggested that the association carry group accident and hospital insurance. The matter is now under consideration.

Guests at the meeting included Mike Fichera, Leonard Mimoy, Nate Eisenberg, and Bud Vogan, the latter filing an application for membership.

M. R. Leidenberger, the retiring president, was presented with a desk set. William Seigle, outgoing secretary, substituted for Robert Biro, who was elected to that post at the last meeting.

## Fedham's Unit

Continued from page 94

vertisement, Fedam has no agreement with Campbell in the distribution of the unit. However, it will push Campbell's soups thru its machines wherever possible.

Campbell has made an exhaustive study of the potential market and expects the vending of hot soups will ultimately represent an important share of its institutional sales.

## 265,000 Plan

The food firm points out that there are over 265,000 industrial plants in this country—the great majority of which are potential outlets for soup venders—and feels justified in proclaiming that the "ceiling is unlimited."

Steel-constructed with 1 1/2-inch fiber glass insulation, the Fedam unit operates on a small AC motor of 110 volts. It requires 300 watts for heating with 50 for maintaining stand-by service, delivering food at 145 degrees.

Loaded from the top, each column's capacity is five cans. The machine is 21 inches high, 28 1/2 inches wide and 10 1/2 inches deep.

## Firms to Exhibit

Continued from page 94

Inc.; Cole Products, Arthur H. Du Grenier, Lovitt Enterprises (milkshake vender), Priscilla Alden Cosmetics (lipstick vender), Rowe Manufacturing Company, Stoner Manufacturing Company and the Vendo Company.

Suppliers at the show will include Canada Dry, Chunky Chocolate, Coca-Cola, D. L. Clark, Curtis Candy, Dixie Cup, Gold Medal Candy, Henry Heide, Hershey Chocolate, Hollywood Brands, Walter H. Johnson, Mars, Maryland Cup, Nehi, Nestle's, Orange Crush, Pepsi-Cola, Peter Paul, Planters, H. B. Reese and Schutter.

**Now That "BEADS" are just another Fill Item . . . It's TIME for GIMMICKS to take over the job of EMPTYING MACHINES.**

The GIMMICK that does this best of all is . . .

**FALSE FINGERTIPS**

In 5,000 lots & up . . . **\$12.00 per 1,000**  
 In 1,000 to 4,000 lots . . . **\$15.25 per 1,000**

f.o.b. Jamaica, N. Y.  
 Or: At Our Distributors

**FALSE FINGERTIPS are better than anything that ever went before, including FALSE TEETH and Luminous Light Bulbs. They EMPTY MACHINES. They EARN money.**

**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place  
 Jamaica 35, L. I., N. Y.

**SUMMER SPECIALS!**

Silver King, 5c. . . . . \$ 8.50  
 Columbus, 5c . . . . . 8.50  
 Asco Hot Nut, 5c. . . . . 8.50  
 Acorn, 5c . . . . . 10.00  
 N. W. 49, 1c . . . . . 12.50  
 Master 1c & 5c Comb. . . . . 8.50  
 N. W. Deluxe 1c & 5c Comb 9.95  
 3 Col. Hot Nut 5c & 10c Comb . . . . . 25.00

**STONER CANDY MACHINE**  
 6 col.  
 102 Bar Cap.  
 Vends 5c & 10c Candy  
**ONLY \$125**

**LATE MODEL ROWE CANDY MACHINE**  
 160 Bar Cap.  
 with changer  
**ONLY \$150**

All machines completely checked and ready for location—Order with complete confidence.  
 1/2 Deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
 609 A Spring Garden St.  
 Philadelphia 23, Pa. LUmbard 3-2676

**HELP YOURSELF TO MORE VENDING PROFITS**

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW — MAIL THIS COUPON TODAY**

Vend Magazine 910  
 2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  3 years \$8  
 Payment enclosed  Please bill me (Foreign rate, one year, \$8)

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . State . . .  
 Occupation . . . . .

**VENDING MACHINE & SUPPLY HEADQUARTERS**

There's always a complete selection of the following new machines in stock. Satisfaction guaranteed.

- Victor
- Acorn
- Northwestern
- Walling Scales
- Shipman Stamp Machines
- Used equipment
- Filled or empty capsules
- Full line of charms, ball gum, stands, parts and merchandise

**WRITE FOR SPECIAL GUM AND CHARM PRICES**

**H. B. HUTCHINSON JR.** 860 N. Ave., N.E., Atlanta, Ga.  
 Phone: TRinity 5-4300



THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**Highs and Lows.** Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

**Mean Average.** The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

**Most Active List.** The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52).....	\$ 75.00	\$ 45.00	\$ 60.00
Beach Beauty (1/55).....	475.00	335.00	375.00
Beach Club (2/53).....	100.00	50.00	65.00
Beauty (11/52).....	100.00	50.00	70.00
Big Time (1/55).....	325.00	225.00	250.00
Bright Lights (5/51).....	95.00	65.00	75.00
Bright Spot (11/51).....	95.00	50.00	65.00
Broadway (12/55).....	475.00	375.00	425.00
Coney Island (9/52).....	65.00	25.00	65.00
Dude Ranch (9/51).....	100.00	45.00	85.00
Gayety (3/55).....	175.00	95.00	125.00
Gaytime (6/55).....	300.00	195.00	230.00
Hi-Fi (6/54).....	125.00	64.50	95.00
Ice Frolics (1/54).....	115.00	45.00	65.00
Miami Beach (9/55).....	325.00	235.00	285.00
Palm Beach (7/52).....	85.00	49.50	65.00
Palm Springs (11/52).....	125.00	64.50	85.00
Surf Club (3/54).....	115.00	65.00	95.00
Variety (9/54).....	185.00	115.00	149.00
Yacht Club (6/53).....	85.00	45.00	60.00
<b>GOTTLIEB</b>			
Dragonette (6/54).....	\$140.00	\$125.00	\$140.00
Duette (4/55).....	235.00	219.00	235.00
Gold Star (3/54).....	150.00	125.00	150.00
Guys & Dolls (5/53).....	110.00	65.00	69.00
Hawaiian Beauty (4/54).....	160.00	69.50	135.00
Mystic Marvel (3/54).....	175.00	125.00	144.00
Poker Face (9/53).....	125.00	75.00	95.00
Queen of Hearts (12/52).....	100.00	75.00	95.00
Shindig (10/53).....	115.00	75.00	95.00
Wishing Well (9/55).....	225.00	95.00	210.00
<b>UNITED</b>			
Cabana (3/53).....	\$ 65.00	\$ 35.00	\$475.00
Manhattan (4/55).....	195.00	150.00	175.00
Nevada (8/54).....	85.00	35.00	75.00
Pixie (9/55).....	375.00	239.50	335.00
Singapore (10/54).....	75.00	65.00	75.00
Starlet (11/55).....	335.00	275.00	295.00
Tahiti (8/53).....	100.00	35.00	90.00
Triple Play (8/55).....	295.00	190.00	215.00
Tropics (7/55).....	75.00	45.00	60.00

## MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 4, 1956)

### ARCADE EQUIPMENT

1. SEEBURG—Coon Hunt
2. EXHIBIT—Sportland
3. GENCO—Rifle Gallery
4. UNITED—Carnival Deluxe
4. EXHIBIT—Dale Gun
4. SEEBURG—Shoot the Bear

### SHUFFLE GAMES

1. UNITED—Royal
2. UNITED—Capitol
3. KEENEY—Bikini
3. BALLY—Magic

### VENDING MACHINES

1. National 930
1. National 950
2. P X 10 col.
3. Acorn 1c & 5c
3. Columbus 1c Bulk
3. National M-9A 9 col.
3. Northwestern 49, 1c

### MUSIC MACHINES

1. AMI—Model D-80
1. ROCK-OLA—1436A
1. WURLITZER—1500

### PINBALL MACHINES

(Manufacturers with ten or more games listed below)

#### BALLY

1. Miami Beach
2. Variety
3. Gayety

#### UNITED

1. Pixie
2. Tahiti
2. Triple Play

#### GOTTLIEB

1. Duette
1. Gold Star
1. Hawaiian Beauty

#### WILLIAMS

1. Times Square
1. Disk Jockey
2. Army & Navy

### ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
Basketball (G).....	\$195.00	\$169.00	\$195.00
Bat-A-Score (Ev) (8/48).....	145.00	100.00	145.00
Big Inning (B) (47).....	115.00	85.00	100.00
Carnival Deluxe (U).....	245.00	200.00	225.00
Coon Hunt (S) (2/54).....	175.00	95.00	150.00
Dale Gun (Ex).....	89.50	50.00	65.00
Derby, 4 Player (CC) (3/52).....	125.00	110.00	125.00
Drivemobile (M) (7/54).....	165.00	150.00	165.00
Goatee (CC) (1/46).....	95.00	95.00	95.00
Midget Movies (CC).....	135.00	125.00	135.00
Moon Rides (B) (5/54).....	275.00	250.00	250.00
Pistol (CC) (1/49).....	75.00	50.00	50.00
Pitch'm & Bat'm (S).....	175.00	125.00	175.00
Polar Hunt (W).....	345.00	225.00	345.00
Rifle Gallery (G) (6/54).....	200.00	145.00	185.00
Shoot the Bear (S).....	145.00	89.50	145.00
Shooting Gallery (Ex) (6/54).....	165.00	125.00	150.00
Sidewalk Engineer (W) (5/55).....	195.00	175.00	195.00
Silver Bullets (Ex) (11/49).....	125.00	69.50	125.00
Six Shooter (Ex).....	95.00	95.00	95.00
Sky Fighter (M) (9/53).....	135.00	110.00	125.00
Sky Gunner (G) (9/53).....	145.00	95.00	115.00
Sky Rocket (G) (5/55).....	345.00	300.00	300.00
Sportland (Ex) (11/51).....	195.00	125.00	185.00
Telequiz (T) (1/49).....	99.50	85.00	95.00
Undersea Raider (2/46).....	125.00	125.00	125.00
Wild West (G) (2/55).....	335.00	300.00	315.00
Zingo (U) (1/51).....	65.00	65.00	65.00

## MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model D-80 (51) 40 sel., 78 RPM.....	\$299.50	\$175.00	\$295.00
<b>ROCK-OLA</b>			
1436 A-(53) 120 sel., 45 RPM.....	\$275.00	\$145.00	\$245.00
<b>SEEBURG</b>			
M-110-B (51) 100 sel., 45RPM.....	\$475.00	\$375.00	\$415.00
M-100-C (53) 100 sel., 45 RPM.....	595.00	485.00	545.00
<b>WURLITZER</b>			
1250 (50) 48 sel., 78 RPM.....	\$175.00	\$129.50	\$165.00
1500 (53) 104 sel., 45-78 RPM Mix.....	275.00	199.50	249.50
1800 (2/55) (W).....	815.00	650.00	695.00

### SHUFFLE GAMES

Advance Bowler (CC) (5/53).....	\$135.00	\$ 95.00	\$100.00
Arrow (CC).....	315.00	285.00	315.00
Bikini (K) (6/54).....	150.00	125.00	150.00
Bonus Bowler (K) (3/54).....	125.00	75.00	75.00
Bonus Score Bowler (CC) (4/55).....	345.00	125.00	295.00
Capitol (U) (6/55).....	295.00	235.00	275.00
Cascade (U) (2/53).....	75.00	50.00	59.00
Chief (U) (11/53).....	145.00	95.00	110.00
Classic (U) (6/53).....	85.00	75.00	85.00
Clipper (U) (5/55).....	285.00	215.00	255.00
Clover Shuffle (U) (1/53).....	75.00	65.00	65.00
Criss-Cross (CC) (11/53).....	125.00	100.00	110.00
Criss-Cross Targette Regular (CC) (1/53).....	150.00	125.00	150.00
Double Score (CC) (3/53).....	75.00	50.00	75.00
Feature (CC) (7/54).....	185.00	125.00	150.00
Fireball (CC) (11/54).....	225.00	195.00	225.00
Flash (CC) (9/54).....	195.00	145.00	195.00
Gold Medal (B) (3/55).....	300.00	300.00	300.00
Hollywood (CC) (5/55).....	295.00	275.00	295.00
Imperial (U) (9/53).....	175.00	75.00	175.00
Jet Bowler (B) (8/54).....	200.00	175.00	195.00
King (CC).....	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53).....	175.00	100.00	125.00
League Bowler (U) (1/54).....	145.00	100.00	120.00
Magic (B) (12/54).....	275.00	225.00	275.00
Mars (U) (1/55).....	225.00	195.00	195.00
Mars Deluxe (U).....	225.00	215.00	215.00
Name Bowler (CC) (1/54).....	150.00	65.00	65.00
Olympic (U) (8/54).....	75.00	50.00	70.00
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	85.00	95.00
Shuffle Alley Deluxe 6 Player (U) (10/51).....	50.00	45.00	50.00
Shuffle Alley 10 Player (K).....	60.00	50.00	55.00
Speedy (U) (8/54).....	175.00	165.00	175.00
Super Frame (CC) (5/54).....	165.00	95.00	125.00
Targette (U).....	175.00	165.00	165.00
Team Bowler (U) (1/54).....	169.00	115.00	155.00
Triple Strike Bowler (CC).....	275.00	225.00	275.00

### VENDING MACHINES

Acorn, 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 8.50
Columbus 1c Bulk.....	8.50	50.00	6.50
Keene Electric (9 col.).....	135.00	125.00	135.00
National M-9A (9 col.).....	145.00	125.00	125.00
National M-750.....	125.00	110.00	110.00
National 930.....	110.00	85.00	95.00
National 950.....	115.00	90.00	110.00
Northwestern 49, 1c.....	12.50	12.00	12.00
Northwestern Deluxe, 1c & 5c.....	12.00	9.95	12.00
P X (8 col.).....	115.00	100.00	115.00
P X (10 col.).....	125.00	115.00	125.00
Rowe Crusader (8 col.).....	135.00	95.00	135.00

## Minn. Ops Find Switch To New Equipment OK

MINNEAPOLIS — Minnesota game operators, hit by numerous legal problems in recent months, are switching to new types of amusement games, and getting fair results.

Lew Ruben, Lieberman Music Company, Minneapolis, game and juke box distributor, said operators coming in express optimism over prospects for the fall season now that the Minnesota industry has had its "legal jitters."

Distributors here report opera-

tors are discovering that operation of strictly amusement equipment, if done on a purely business basis, gives them less headaches than they had before, without the fear of running into any legal jams.

### Pins Hard Hit

Virtual blackout of pinball operations not only in the Twin Cities but thruout Minnesota has occurred since the culmination of a year-long federal legal campaign. Coupled with the federal attack was a move by Miles Lord, Min-

nesota's attorney general, who ruled pinballs with a free-play feature violated State laws.

District Judge John A. Weeks in Minneapolis subsequently overruled the Lord opinion, but an appeal is pending in the State Supreme Court. Most operators disposed of their pinballs at the time of Lord's opinion, and haven't brought them back.

Meanwhile, in Minneapolis, a new coin game ordinance has been proposed, 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 operations of pinballs. (The Billboard, July 21.)

## ON THE ROUTE

A "picture-in-a-minute" camera, which produces a finished print in 60 seconds, has become a real business asset for Jack Burkhardt, Denver music operator. Burkhardt snaps pix of his location owners standing next to the phonographs on location. Location owners invariably put the pictures on display, and since Burkhardt affixes his phone number to each, they're not only building good will but they're stirring up new locations as well.

Getting the customer into the act by clipping a paper pad to each phonograph on location for players to jot down favorite tunes is helping St. Louis operator George Cates boost his collections considerably. Like other progressively minded phonograph operators, Cates also makes it a policy to work closely with location owners when picking the tunes for their spots. "It sure pays off in good will," Cates said.



## Pinball Legislation in U. S. Seamless Web of Confusion

CHICAGO—Pinballs, a mainstay of the coin-operated amusement game business, continue to provide fun for millions despite an unprecedented amount of legal red tape which is thwarting current growth.

There is growing recognition in the trade of an apparent need for clarification of federal, State and municipal laws governing the operation of pinball games.

In no two States of the Union is legislation dealing with pinballs identical, and within the States, county and city regulations often run far afield of the statutes.

Pinballs have been on the American scene for decades. They have played—and continue to play—a big role in the entertainment and pastime of millions of people.

### Officials Can't Agree

Yet, from the beginning, officials on every level of government have been at odds with one another over the legal ramifications of pinballs which entail a labyrinth of various—and varying—tax and license fees. Current cases in point are the

seemingly unsolvable mix-ups which have occurred in Ohio, Minnesota, New Jersey, and Portland, Ore.

Last June the Ohio State Supreme Court ruled pin games offering free replays illegal, the culmination of a five-year legal battle. A temporary injunction against enforcement of such a ban had been granted, however, back in 1954. An appeal by operators to the U.S. Supreme Court is now under way. In the meantime, confusion reigns among operators throughout the State.

Portland, Ore., pinball operators have had legal headaches since 1951, when an ordinance was passed against pin operations. Since then, the Coin Machine Men of Oregon, local operator association, had successfully battled enforcement of the ban. The ban took effect, however, following an inconclusive referendum vote in the May primary election. Operators got up a new petition and, as a result, a new and more representative vote is slated for November. Meanwhile, operators have had to

(Continued on page 104)

## LOOK—ELVIS LIKES TO PLAY BUMPER POOL

CHICAGO—Where can a bobby-soxer expect to find Elvis Presley other than in "Heartbreak Hotel" or "Blue Suede Shoes?"

According to the August 7 issue of Look magazine, he can also be found playing Bumper Pool in his spare time.

One of the pictures running with a story on the popular rock 'n' roll idol shows Elvis in action, playing the pool game with his father. (Hope he brushed his hair back before making that shot).

## Expect Chi OK Of New License Code in Sept.

### Council Tosses Out Amendment Move On Shuffle Games

CHICAGO—The city council voted down a proposed amendment to the Bagatelle Ordinance which would have given the city power to restrict operations of shuffle bowling games here.

The council then recessed until September, leaving "up in the air" until next month a separate proposal for a new licensing system for coin games.

Both city and game operator spokesmen expressed the view, however, that the proposed new license system would be adopted. Milton T. Raynor, legal counsel for the Chicago Independent Amusement Association, game operator group here, is preparing a new draft of the proposed system.

### Few Changes Required

Raynor said that this draft would be basically the same as the one originally submitted, but would contain "a few minor changes."

The draft will be submitted to the Licensing Committee. Upon recommendation of this body, the proposed ordinance will be presented to the city council.

As originally outlined, the new system, supported by the Chicago game operators, would set license fees at \$12.50 for machines put on locations after July 1. Presently the fee is set on an annual basis only, at \$25.

The new plan would also scrap the present license stickers which are required to be attached to each machine on location, in favor of an ID card bearing the serial number of the machine. In this way, if a machine is moved out of a location, and another moved in, the card would be replaced with another at a \$1 fee.

### Shuffles Safe

The voted-down amendment to the Bagatelle Ordinance would have changed the city code to include games played with "pucks or discs." As the ordinance stands, it restricts only games played with "ball or spheres." There was no

(Continued on page 105)

## Latin America Hikes Game, Juke Activity

### Chilean Market Grows Fast; Brazil, Argentina Trade Could Bring Boom

SANTIAGO, Chile—The outlook for increased activity in importation and production of coin-operated amusement games and juke boxes in Latin America is good.

Chile heads the list of South American countries which have recently showed signs of livening up their coin machine trade. According to O. O. Mallegg, Chicago exporter, complete new coin machines can now be shipped to Chile.



MALLEGG

"For almost seven years, Chile has been virtually closed to U. S. shipments of coin equipment. The usual licenses still must be obtained, but the country has eased its exchange restrictions," Mallegg said. "U. S. games and juke boxes can now be brought in."

### Chile Buys Equipment

Chile is currently buying both new and used games and juke boxes, according to Mallegg. The juke market is especially ripe here, while pinballs and shuffles are expected to make greater inroads in the near future. Duties are approximately 25 per cent, on new

equipment, but there are no restrictions, Mallegg advised. He said the Chile market first "opened up" last May.

New coin pool games are currently being shipped from the U. S. to Venezuela, Peru, Chile, Ecuador, Cuba and Puerto Rico. Duties are generally 50 cents a pound on pool games, 90 cents a pound on juke boxes.

Colombia is still a prime market for juke boxes, Mallegg stated;

(Continued on page 104)

## German Firm To Produce Shuffle Game

PADERBORN, Germany—Heinrich Hecker, German manufacturer of coin-operated equipment here, plans to put a shuffle bowler game into production.

According to O. O. Mallegg, Chicago coin machine exporter, the firm will utilize the bowling pin mechanism of United Manufacturing Company thru arrangements with United and Mallegg, United's export representative.

Cabinet and other parts for the game will be produced in Germany, and the complete game will be assembled there. The new game is expected to be one of the first of its kind to be put into production in Germany.

## Original Rifle Games Still Hold Fair Price

(Editor's Note: All prices quoted are mean averages of advertised prices in The Billboard, representing a 26-week compilation, January thru June, 1956. All equipment mentioned has been advertised at least 10 times during this period, and in most cases, more than 50 times.)

CHICAGO — Coin-operated rifle games introduced to the trade in 1954-'55 still bring a good price on the market. This factor has led manufacturers to re-appraise the

gun game field as a possible market for further expansion.

One new gun game, Genco Manufacturing & Sales Company's State Fair Rifle Gallery, has appeared on the 1956 scene, and more new models are being readied by other manufacturers. Here's how the used equipment market is pointing up the demand for these pieces:

Exhibit Supply's Shooting Gallery, the first of the rifle units to appear on the coin market (April, 1954), held a mean average ad-

(Continued on page 103)

## Bally Preems Double Header, In-Line Pinball

CHICAGO—Double Header, a new in-line pinball game which features "two games in one," was shipped to distributors last week by Bally Manufacturing Company.

The game has the standard 25-hole playfield, but has two large number cards on the backglass, each offering different in-line scoring features, giving the player the opportunity to choose the play features he prefers.

The card labeled "Game 1," has numbers connected with lines of three different colors for separate in-line scoring values. When lighted, red lines and yellow lines score double, green lines score triple. Player turns a knob on the cabinet to select one of five "spot numbers" to help in accumulating in-line scores.

The card labeled "Game 2" has the "Magic Squares" Bally feature. This gives the player the opportunity to rotate sets of four numbers located in the corners of the card for better in-line scoring opportunity.

Panels labeled A-B-C and D light up to indicate which corner numbers may be rotated. Player presses buttons to rotate the numbers. Player has choice of two "spot numbers" on Game 2.

Double Header offers the player up to three extra balls.

## United Preps 3 New Games

CHICAGO — United Manufacturing Company is readying three new coin-operated amusement games for the current market.

Bill DeSelm, sales manager, said the games would be of the "all-round amusement type." While details on the games are not yet available, they will introduce new play features to the market.



## Portland, Ore., Skeds New Pin Vote for Nov.

PORTLAND, Ore.—The Portland pinball issue will be put before the city's voters again in the November general election.

Deputy City auditor has noted that 18,726 names of the 23,942 checked were found to be those of valid registered voters.

Only 18,316 good signatures were required to put the initiative petitions before the electorate.

The new vote will mark the second time this year that Portlanders will face the pinball question. Credit for gaining the new vote is due to the energetic circulation of petitions by the Coin Machine Men of Oregon.

As drawn up, the initiative petitions call not only for licensing the machines, but set terms of how this should be done.



**Special Selling \$89 UP  
POOL GAMES**

UNITED BANNER (BOWLER) ...	\$179
GOTTLIEB DUETTE .....	199
GOTTLIEB MYSTIC MARVEL .....	139
GOTTLIEB DRAGONETTE .....	129
GOTTLIEB GUYS & DOLLS .....	69
BALLY VARIETY .....	139

Write for complete list

**IRV OVITZ**

**ACME-INTERNATIONAL DIST.**

3643-45 W. Montrose Chicago 18, Ill.  
Cornelia 7-7272

**Sibco to Go Into Production  
On Rock and Roll Hot Seat**

NEWARK, N. J.—The Sibco Products Company here plans to go into production soon on a Rock and Roll Electric Vibrating Hot Seat. According to Frank Sibert, Sibco president, the coin-operated device will warm the back and derriere of the customer for 75 seconds while he receives gentle vibrations thru his feet, back and posterior.

The unit, 30 inches wide, 36 inches long and 48 inches high, will operate on 10-cent play, with a National Rejector coin mechanism taking dimes only.

Sibert explained an infra-red heating unit on the back and seat of the leather-upholstered chair is

used, while separate motors at the base, seat and back of the chair provide the rock and roll motion.

**Seek Distributors**

Distribution plans are not yet certain, but Sibert said that he would probably seek an exclusive distributor or distributors and that these distributors would operate the equipment. He guessed that Arcades would be prime locations, and added that the device could be used on retail stops for tired shoppers.

If Sibco operates the machines, the firm will utilize a sealed counter so that locations need not be serviced for regular collections. No regular production run is planned, with machines to be made as orders come in.

Sibco has been making vibrating machines for a year. These non-coin units have been primarily for home use.

**BEST IN THE  
MIDDLE WEST**

**PINS**

GLADIATOR .....	\$300.00
HARBOR LIGHTS .....	235.00
DUETTE .....	225.00
SOUTHERN BELLE .....	195.00
SWEET ADD A LINE .....	175.00
DRAGONETTE .....	125.00
HAWAIIAN BEAUTY .....	125.00
WISHING WELL .....	95.00
POKER FACE .....	75.00
SHINDIG .....	75.00
MARBLE QUEEN .....	75.00
CROSSROADS .....	50.00

**BRAND NEW POOL TABLES**

REGULAR SIZE .....	\$145.00
KING SIZE .....	155.00

1/2 Deposit, Balance C.O.D.

**UNIVERSITY Coin Machine Exchange**  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

**CANADIAN MINT  
ON COIN SHIFT**

TORONTO—Nobody will say for sure whether the coin machine industry growth in this country had anything to do with it, but Canadians are handling more coins than ever before.

This was disclosed in the annual report of the Royal Canadian Mint which stated that increased demand for coins set the total value in circulation up 50 per cent over 1954.

The biggest increase was in the number of dimes and quarters minted. No steel five-cent pieces, so long a bugbear to the coin industry, were minted in 1955.

**Vending Trade  
Expects 30%  
1956 Boost**

OTTAWA — Momentum is growing in the Canadian vending field. The machines are gradually being accepted as part of the everyday life in this country.

Vending units are now found in the smaller towns, the outpost towns and in the factory towns, as well as the cities, and each new location means an ever-increasing flow of business for the whole industry.

Business for the first quarter of this year was up about 50 per cent over the first quarter of 1955, and when receipts for the year are added up, distributors and operators alike feel that trade will be up an average 30 per cent.

**In-Plant Locations**

The big advance this year will be made by the industrial caterers who are increasingly turning to the machines to vend their food products via in-plant feeding systems.

New names, like Canada Railway News, Vesco Vending, Al Baker, Thermovend and Industrial Foods are seen in the vending field.

Indicative of the growing acceptance by industry of vending equipment, is the fact that at the Canadian Personnel Managers' show in Toronto this year, 12 of 18 exhibitors were vending companies.

"The vending business is over the hump," said one operator. "No longer do we have to go and sell a location on the basic idea of vending. Rather, it has become a case of competitive commissions and service."

**Firms Merge**

The past year has been one of consolidation, with the largest move the absorption by Carlton Automatic Vendors, Ltd., of Metro Vending. Carlton has become one of the largest vending firms in Canada.

Weak spots still exist in the cigarette and bulk vending fields. Cigarette vending operators have to purchase their supplies from the jobber, inasmuch as the manufacturing companies in this country don't recognize the importance of vending machines as outlets.

U.S.-produced milk vending machines in most cases lack capacity for Canadian needs, inasmuch as the Canadian gallon is 20 per cent larger than the American.

Operators in the penny bulk vending line here are looking forward to the introduction of new machines which should make a decided difference in the business. Operators complain that "there hasn't been anything new in two years." Penny vending units operate in chain stores throuout the country.

**COIN MARKET PLACE  
CLASSIFIED ADVERTISING**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**NEW ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

**CASH WITH ORDER**

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**ADDRESS ALL ORDERS AND INQUIRIES TO:**

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

**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.

**Business Opportunities**

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. au25

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

**Help Wanted**

A-1 VENDOR SALESMEN — NEW ELECTRICALLY lighted-heated hot popcorn vendor. Non-coin operated. Compact, sits on bar. All papers accept your ads. We supply popped corn or buy locally. Perfect route deal. Top commissions. For details, state experience in reply. Box M-165, c/o Billboard, Chicago, Ill.

**Parts, Supplies & Services**

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-au25

**Routes for Sale**

**MUSIC ROUTE**

Pins, Shuffle Alleys, etc., established 15 years. All late equipment. We have permanent air bases, Mfg. industry and resort center. One of the fastest growing areas on the Gulf Coast of Florida with unlimited possibilities. A bargain at one hundred thousand. Terms 50% down, can finance 50%. Reason for selling, other interests. Would consider selling half interest to right party. Write

BOX M-175

c/o The Billboard Cincinnati 22, Ohio

**THIS IS A 10-LINE AD**

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

**Used Coin-Operated  
Equipment**

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. au25

BUCKLEY REMOTE CONTROL TRACK Odds. Perfect condition, late model, slightly used. Make us an offer. Ken Ferguson Co., Stillwater, Minn.

**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

MAKE AN OFFER FOR ALL OR ANY PART OF 100 Master Penny Vending Machines. Will handle all sizes ball gum, bulk merchandise with or without charms. Every machine complete, clean and ready for location. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

MILLS PANORAMS, TOP GRADE APPEARANCE and mechanically. Also few Arcade Machines. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan.

SHIPMAN STAMP MACHINES—TWO COLUMN, \$10 each; three column, \$29.50 each. Each guarantee, folders direct factory prices. U.S.P., Waterbury 2, Conn. aull

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 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. au25

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. au25

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Poppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tn

**Joe Ash says...**

When you compare quality with price, Active is never undersold!



**Joe Ash says...**

Exhibit  
**SKILL SCORE**  
Electric Scoring  
Pool Table  
**\$95.00**  
SLIGHTLY USED

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.

**ACTIVE**

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

**BEST BUYS OF THE WEEK!**

Completely Refinished Throughout!

UNITED DELUXE CLIPPER .....	\$225	GENCO BIG TOP GUN .....	\$315
UNITED VENUS BOWLER .....	150	GENCO SKY ROCKET .....	300
UNITED TEAM BOWLER .....	100	MUTOS. SKY FIGHTER .....	125
BALLY UNDERSEA RAIDER .....	125	UN. Del. CARNIVAL GUN .....	200
GENCO RIFLE GALLERY .....	175	EXHIBIT SPORTLAND GUN .....	185
GENCO WILD WEST GUN .....	315	SEEBURG COON HUNT GUN .....	125

COMPLETELY NEW DOMES FOR "POP CORN SEZ" VENDORS  
Complete with Lock, \$32.50 EA. Lots of 5 or More, Ea. \$27.50

**ZODIAC VENDOR** The Year Round Money Maker! Complete With 1,200 Fills. **\$395**

CHARLEY PIERI

Get Our List, New-Used Games, All Types

**Monarch Coin Machine, Inc.** 2257 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7

Maybe We're Crazy  
but... You Can Have

**POOL GAMES  
AT YOUR PRICE**

Just Let Us Know What You Want

**DAVID ROSEN**

Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

Write, Wire, Phone

**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 \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**



**TOP BINGO BARGAINS**

YACHT CLUBS  
PALM BEACH  
CONEY ISLAND  
HAVANAS  
TROPICS

**\$49.50**

BEACH CLUB  
HAWAII

**\$59.50**

ALL USED GAMES SHOPPED—READY FOR LOCATION.  
DU GRENIER (7 Col.) Cigarette Machine, Model E7,  
all coin, 332 pack capacity, new (in original  
crates) ..... \$99.50  
TERMS: 1/2 Deposit With Order. WRITE, WIRE OR CALL

**Mayflower Distributing Co.**

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

**DOUBLES VOLUME IN 6 MONTHS**

**Simon's Exports Reflect Growing Coin Market in Asiatic Countries**

By SAM ABBOTT

LOS ANGELES—There is a definite upward trend in used game exports to Asiatic countries. That's the opinion of Jack Simon, head of Simon Distributing Company, who reports an export volume increase in these countries of nearly 100 per cent during the past six months.

According to Simon, prompt service and dependable reconditioning standards, along with the greater demand, have enabled him to build his export volume until

cases a completely new electrical system.

Generally, coin machine buyers will send a collection of coins that will be used and a chute is made or converted to take them, Simon said. With regard to electrical current, he added, many of the machines must be converted from 110-volt systems to 230-volt and 50-cycle thru installation of step-down converters.

According to Simon, Asiatic buyers are particularly interested in games with sport action.

**C. I. F. Prices**

"Overseas buyers generally write a jobber in a port nearest them," Simon declared, "Usually they ask for C. I. F. prices—cost, insurance and freight."

The information must be compiled and returned to the buyer as quickly as possible, he explained. "Since steamship lines charge per weight or cubic footage, whichever is larger, we have to figure the size of the crate so that we can arrive at a reasonable estimate of the freight charge."

During the eight years that Simon has supplied customers in Hong Kong and Singapore, he has learned that it is often cheaper to ship two units than one. He pointed out that the legs of some games are built-in and require an unusually large crate and therefore another game, dismantled, can be placed in the empty space.

**Equipment Check-Up**

A coin machine scheduled to be shipped overseas is serviced from top to bottom. First step in the reconditioning process is the mechanical department, headed by George Muraoka. Here the machine is checked for worn parts and needed electrical repairs and given a thoro cleaning. Al Goodman and Earl Holloway go over the machine with a fine tooth comb and before they're finished its working as well as a new piece of equipment.

If scratched or any cabinet repairs are needed, the machine is then sent to the paint room, where it is sprayed with "Zolatone," which gives a combination of colors.

After the unit is finished, it is packed in a veneer crate and well padded with excelsior. Simon pointed out that crating equipment requires extreme precautions.

The veneer crate is given additional stability by the use of a skeleton framework made of wood ribs one half by four inches. After the skeleton ribbing is nailed down, the crate is bound with a steel band.

While the machine is being readied for shipping, the office works on the bills of lading and checks credit invoices.

**Office Procedure**

Simon explained that when an order is received, a letter of credit usually accompanies it. The letter of credit is irrevocable and has a deadline—the deadline, however, can be changed if shipping reservations are not available or there is a delay in obtaining the equipment.

The office force then prepares from six to nine copies of the invoice and an affidavit of shipping. These go to the bank either here or in San Francisco for authorization. Certified invoices are also forwarded to the Customs Department as well as the nearest consulate's office of the nation involved.

Some countries do not permit the importing of complete machines, Simon stated, and for this reason, parts sales are becoming a big business.

Simon has been in the distribution business for 11 years, the last six on his own. He previously was a partner in the Sicking Distributing Company, took on sole ownership with the death of his partner, Ben Goldberg.



JACK SIMON

it now represents as much as 45 per cent of his annual business.

And, according to Simon, export totals are expected to become even greater as more and more overseas contacts are made. To handle this surge of new business, Simon recently hired Sonny Lomborg, export manager, and now has five full-time employees lending a hand.

The biggest portion of Simon Distributing's exports are sold to buyers in Asiatic countries, but sales to French Morocco and Europe importers are also made.

Simon believes that the export market is even more competitive than the domestic market. He points out the reason for this is that equipment earmarked for overseas shipment must be put into perfect working order and still be priced at a figure which, when converted into another country's currency, is still in line.

**Changes Needed**

Regardless of the equipment exported, Simon said, certain requirements have to be met. These include a coin chute which will handle overseas coins and in many

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GEORGE MURAOKA, head of Simon Distributing's mechanical department, prepares a game for export by spraying a coat of Zolatone, which gives equipment a variety of colors with one application, on the base of the machine. The finish has become popular with Asiatic buyers.



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**Rifles Still Get \$\$**

• Continued from page 100

tised price of \$150 thru the first six months of this year.

**First Models Steady**  
Genco's Rifle Gallery, another of the first to be produced (June, 1954), held a mean average of \$195. Big Top, one of the most successful games produced by the firm (October, 1954), boasts an average advertised price of \$335 for the same period.

Jet Fighter, first compact gun game shipped by Williams Manufacturing Company (October, 1954), tates a six-month mean average of \$225. Safari, next Williams rifle game produced (December, 1954), has registered the high average price of \$325 during the same period.

United Manufacturing Company's original rifle game, Jungle Gun (July, 1954), has maintained an average selling price of \$225 thru the first six months of this year. Two other 1954 pieces carrying the same mean average (\$225), are J. H. Keeney & Company's original, Sportsman (November, 1954), and Exhibit's Sportland, introduced at the same time of the year. United's Carnival Gun, marketed in October, 1954, has held a mean average of \$235 thru the first half of 1956.

Similarly, the later rifle units, introduced in 1955, have maintained healthy price tags thus far this year. In the first six months Genco's Wild West (February, 1955) has posted the unusually high mean average price of \$375; United's Bonus Gun (January, 1955) averaged \$275; Williams' Polar Hunt (March, 1955), \$365; Genco's Sky Rocket (May, 1955), \$375; Exhibit's Treasure Cove (June, 1955), \$495.

Even the two old standbys of the Arcades, Seeburg's Shoot the Bear and Coon Hunt gun games, are still bringing fair money. Coon Hunt, produced in February, 1954, averaged \$175 thru 1956's first six months. Shoot the Bear, one of the grandfathers of the rifle game, still averages \$125, and is practically a cornerstone at Arcades throuth the country. Another old-timer, the Dale Gun, averages \$50.

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Pinball Legislation Confused

Continued from page 100

sell or store away their equipment. Both federal and State legal moves had Minnesota pinball operators in a quandary over the past year. A district court judge overruled a decision by the State attorney general that pins with free-play features violated State laws. While an appeal pends in the State Supreme Court, Minnesota operators have generally had to abandon their pin operations. At the same time the State move was made, a federal attack was launched on pins "operating illegally" without federal \$250 tax stamps.

New Jersey operators, in many instances, had their hopes for high grosses during the resort season nipped in the bud last month, when a State Supreme Court decision labeled skill games "gambling devices" where prizes of any type are awarded winners. The New Jersey Legislature promptly passed a law to legalize the games, but Gov. Robert B. Meyner vetoed the bill. To date, it has not been clarified whether the decision covers pin games and other coin-operated units, leaving many operators in a quandary.

When there is a uniform federal regulation for determining whether a pin game is an amusement device or a gaming device, the regulation leads to a great deal of confusion.

The reason is that the test which determines whether a pin will be taxed \$10 as an amusement device

or \$250 as a gaming device, depends on the use to which the machine is put, not on the nature of the machine itself.

Gaming Law  
The Internal Revenue Service says that if a machine pays off in cash or in merchandise, it's a gaming device. If the machine pays off only in free games, it's an amusement device. As an example, three operators in the same block could be operating exactly the same type of pinball game. Operator A gives no prizes or awards. He pays the \$10 amusement tax. Operator B pays off high scorers in cash. This requires the \$250 on gaming devices. Operator C awards winners a two-pound box of candy or other merchandise. He also has to pay the \$250 gaming tax.

This is further complicated when an operator changes his system, giving no prizes one week, and giving prizes in cash or merchandise the following week.

Latin America

Continued from page 100

however, duties on new, completely assembled pieces is 75 per cent, on disassembled units, 20 per cent. Four Colombian coin machine distributors are currently assembling jukes and shipping them to local dealers, Mallegg said. Colombia still prohibits imports of coin games, however.

Peru coin machine imports are purchased completely assembled due to a 40 per cent of value duty in most cases. One coin machine firm in Peru is currently producing its own coin billiard table.

Brazil and Argentina still loom as giant potential markets for coin machines, if and when they ease restrictions. Mallegg considers Argentina one of the top potential coin machine markets in the world. Both pinball and juke boxes are in big demand here, but up to now only Germany has managed to ship in equipment. Theodore Bergmann & Company, Hamburg, Germany, has shipped its Symphony phonograph to Argentina, but shipments since then have been curtailed. This firm has also made shipments of juke boxes to Uruguay, another country with tight restrictions.

Argentina has eased up to some extent for import of juke boxes, with dollar exchange more available than in previous years here. Disassembled machines are being shipped in, with local labor employed to assemble them. The country is opening up, however, for local manufacturing.

"The Brazilian market stands above all the others as a future bonanza for the business," Mallegg stated. "Juke boxes on location here draw great crowds of enthusiastic people. The people 'go crazy' over the machines. There are now only about 200 phonographs in operation here, and there is room for 100,000."

The only solution, said Mallegg, is to find some agreeable way to ship in the needed parts, including record changers. Currently permits are granted only for priority items.

Mallegg will leave Chicago August 25 on a business tour of Belgium, Holland, Norway, Germany, Austria, Switzerland, Sweden and France.

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# Big European Potential But Heavy Restrictions

• Continued from page 90

Portugal and those seen were on location in the middle and cheaper-class bars. An operator who moved from Holland to Lisbon has several European-type AMI (Bal-AMI) phonos made in Denmark in use there.

### No Commissions

"An interesting thing I learned from this operator," Lieberman said, "was that commission to locations was practically non-existent, and where it is paid the money goes to the waiters."

He saw no games or vending machine equipment of any kind in the four days he spent in Portugal, nor any type of coin-operated devices in Spain.

Switzerland, Austria, Western Germany, Holland and Denmark all have vending machines. It's a common sight, he said, to see a shopkeeper, closing up for the night, pushing his cigarette and candy vendors out on the sidewalk for convenience of his patrons until the next morning.

Many things are vended in these

### Expect Chi Okay

• Continued from page 100

indication that, had the amendment been passed, shuffle bowlers would have been subsequently outlawed. But such an amendment would have given the city power to ban the games at any time it felt so inclined.

Defeat of the proposed amendment was credited in large part to the action of CIAA. The operator association's current project is to work for the proposed change in the license laws.



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American Cancer Society

countries, including film, women's hosiery, toys and numerous other articles. He saw no food being sold thru vending machines, Lieberman said.

### Many Games

In West Germany he saw many amusement games on location and quite a number were late-model devices.

Tivoli Gardens in Copenhagen, Denmark, is an exciting place to visit, Lieberman and his wife discovered. The variety of entertainment there appealed to them, he said.

Coin machines in Tivoli Gardens included German-made gaming machines, diggers and rotary merchandiser units. About 10 Bally Carom games had been rebuilt, their heads removed and merchandise put into them to be awarded to players making certain scores.

In Denmark he visited the man who builds AMI-type juke boxes for distribution thru much of Europe. Lieberman learned that business for the manufacturer was "very good," and that he had just completed a deal whereby he will ship mechanisms to Japan where they will be fitted into cabinets there and sold to operators. The AMI manufacturer in Copenhagen also operates and reported business "extremely good," Lieberman said.

### English Vending

In England he found a great number of vending machines of all types, with some juke boxes, but saw no amusement games, Lieberman said. He saw no coin-operated equipment either in Ireland or Scotland.

Five-balls are seen all over Italy, he said, most of them late-model Gottlieb devices. He talked to one coinman who operates about two dozen juke boxes in addition to games and a radio-record shop, who told him that business was very good. Italy, Lieberman discovered, was a big market for much used amusement games equipment, thus helping keep the price up for this type merchandise in the United States. Italy has little vending machine equipment, he said.

In Tel Aviv, Israel, Lieberman visited with the operators of two Arcades located along the seashore. Both had old-fashioned equipment which had been rebuilt time and again. One had a Wurlitzer 1400 juke box on location, another a Wurlitzer 500. The operators "make a living," they told Lieberman, and would like to bring in new games and other devices, but can't get an import license from the government.

### Arcades

Luna Park in Tel Aviv also has an Arcade operation with old-fashioned trap guns and diggers in use. He saw no games, but did discover a number of vending machine units in use.

Lieberman found no coin-operated equipment either in Jerusalem or Haifa.

Before Israel became an inde-

pendent State in 1948 and when it was under British rule there were gaming machines on location there. However, the new government banned their use, he was told.

During his travels he tried to learn whether or not there was any traffic between European countries and Russia in coin-operated equipment but was unable to make such determination. The Liebermans visited East Berlin and saw very little, if any coin machines there. As other travelers have reported, the goods they saw in the stores appeared to be shoddy and cheap looking altho high priced.

"Would you consider an operation in any European country or in Israel if currency import restrictions were lifted and you could have free flow of trade with the United States?" he was asked.

"Not if it means living in any of those countries," was Lieberman's instant reply. "I can best sum it up this way—America, I love you."

## COIN MACHINE SERVICE, INC.

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SHUFFLE ALLEYS		PINBALLS	
Bally Gold Medal	\$300.00	Beach Beauty	\$375.00
Bally Jet Bowler	175.00	Beach Club	65.00
Bally Magic Bowler	275.00	Variety	150.00
Keeney Pacemaker	50.00	Tropics	49.50
Keeney Bonus	75.00	Atlantic City	Write
Keeney Bikini	150.00	Bally Night Club	Write
Bikini	125.00	Bally Broadway	450.00
Bonus Bowler	95.00	Miami Beach	265.00
Century	175.00	Gaytime	275.00
Gold Metal	300.00	Dude Ranch	65.00
Imperial	175.00	Gayety	150.00
Magic	275.00	Yacht Club	50.00
Pacemaker	50.00	Tahiti	50.00
Rainbow Shuffle Alley	100.00	Nite Club	525.00
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Arrow	75.00	Big Time	275.00
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Rock-Ola 1448 Hi-Fi, 120 Select.	Write
Rock-Ola 1446 Hi-Fi, 120 Select.	\$445.00
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ARCADE	
Bally Bull's-Eye Kiddy Gun	Write
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WURLITZER 4820, 3 wire, 48 selection	15.95
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WURLITZER 5205 3 wire, 104 selections	55.00

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TAKE A PIC

# Who'll Be Mr. Photo Flash, '56?

CHICAGO — Visitors at First Coin Machine Exchange are making nominations for "Mr. Photo Flash of the Coin Machine Industry."

They take their pick of some 300 photos of coinmen which decorate the walls of First's coffee shop, and, in turn, have their own pic taken.

Taking pictures of visiting operators and other members of the industry has been a long-standing habit at First. Wally Finke, co-head with Joe Kline, has become somewhat of an expert cameraman in the process, and has a collection of pix on exhibit dating back five years.

Neatly mounted behind glass panels along the walls, the exhibit includes shots of coinmen from all parts of the country, Canada and Germany.

## KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

All the news of your industry every week in The Billboard...

## UNITED

- POOL ALLEY** A Great Combination of Bowling and Pool.
- STAR SLUGGER** Baseball at Its Best.
- SELECT PLAY** Shuffle Alley.
- MONACO** Bingo Five Ball.

## GENCO

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## WILLIAMS

- SURF RIDER** Four Players for Terrific Profits.
- DE LUXE 4 BAGGER** Successor to King of Swat.
- CRANE** Arcade Piece of the Year.

## PRICED WAY BELOW COST!

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|---------------------|----------------------|
| United Hit Pool     | Keeney Flicker Pool  |
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| Williams Star Pool  | Exhibit Spanish Pool |
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JUST A FEW OF EACH LEFT . . . EVERY ONE A REAL BARGAIN!

A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE . . . . \$79.50

## CASH WAITING FOR . . . .

- Gottlieb Five Balls
- Late Phonographs
- Arcade Equipment

SLATE POOL TOPS . . . . . \$89.50 ea.

### PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light  
STANDARD-RAPID—Made in Germany  
Try either one on a 30-day money-back guarantee

### Klopp Coin Changers

2 Models. Dispenses 3 nickels for quarter. Dispenses 2 dimes and 1 nickel for quarter.

1/2 Deposit, Balance Sight Draft or C.O.D.

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- Extra Heavy-Duty Steel Legs
- Chrome Plated Flipper Button Cabinet Guards
- Plated Cigarette Holders

**Location Test Reports Unanimous:**

**COLLECTIONS HIGHEST IN YEARS—IT'S REALLY CLASSY!**

- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

Subject to AMUSEMENT TAX Only!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**AVAILABLE AT YOUR DISTRIBUTOR NOW!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



### FOLK TALENT AND TUNES

Continued from page 63

Newman's manager, Slick Norris.

WAMO, Pittsburgh, will go into high gear with its c.&w. programming August 13 when a quartet of veteran country spinners-performers begin airing the wax over the station. Abbie Neal, distaff member of the quartet, has been heard over such outlets as WWVA, Wheeling, W. A.; WHO, Des Moines, and WRVA, Richmond, Va. Second and third members of the team are Slim and Lopy Bryant. Slim originated the old "Dominion Barn Dance" over the Mutual Network and has also appeared several times on NBC's "National Barn Dance." He and Lopy record for the M-G-M label. Carl Stuart, fourth member of the quartet, will be heard from 3-6 p.m. each day and will also do the sign-on each morning from 6-7. He records for Starday. His latest release out on that label is "I Did Care, I Do Care."

Sgt. Red Jones, American Forces Network, Frankfurt, Germany, will be discharged from the Army September 1 and will be returning to his old program, "The Red Jones Show," over KTAE, Taylor, Tex., September 25. He would like to receive tapes from artists for use on his afternoon show on KTAE. Tapes should be mailed to him c/o KTAE. Jones will make an appearance on WSM's "Mr. DeeJay, U. S. A." in Nashville September 14. Bill Price, XERB, Rosarito Beach, Mexico, has been given another hour of

broadcast time. He's now heard from 8 a.m. to 2 p.m., Monday thru Saturday. . . . Ed Montray, KIOA, Des Moines, recently did his three-hour and 45-minute show from the back of an elephant. Stunt was part of the annual merchants' White Elephant Day in Des Moines.

"Cowtown Hoedown," which recently kicked off over KCUL, Fort Worth, is stirrin' up lots of interest, according to KCUL's publicity woman, Edythe B. Stringer. Show is aired each Saturday evening at 8. Recent visitors at KCUL included

(Continued on page 109)

**CLOSING OUT**

## BRAND NEW POOL GAMES

REGULAR AND KING SIZE

### AT BELOW COST!!

(ANTI-WARP ADJUSTERS INCLUDED)

<b>POOL SUPPLIES</b>	<b>Pool Game Playfields</b>
Cue Sticks ..... \$ 1.50	Novoply—complete, ready for installation.
Chalk, Gross ..... 3.50	3-hole models, center hole, equipped
Plastic Cups, red, white, yellow ..... .50	with plug for 2 or 3-hole play. Each...\$35.00
Plastic Bumpers, red or white ..... .50	King Size Tops, Each ..... 45.00
Pool Balls, set of 10, 2 1/4" 10.00	
Overhead Lights w/brkt. 10.00	
Anti-Warp Adjusters, set of two ..... 8.95	
Billiard Rail Brush, doz. . 4.00	
Cue Repair Kit ..... 4.95	
Write for complete list of parts.	

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Featuring an **ENTIRELY NEW IDEA** Never before seen on a Rifle Game

## FREE-ROLLING BALLS

Roll down 2 Lanes—Just Like a Real Rifle Gallery . . . the player tries to shoot them off.

**PLUS ALL THESE GENCO ATTRACTIONS:**

- Flip Over Targets
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- Adjustable Replay—Optional Match
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- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
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**NEW—UNUSUAL ACTION-COMEDY TARGET** snaps back and waves arms when hit!

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**P O O L G A M E S**

### TOP BRANDS Electric Scoring

ALL GAMES IN ORIGINAL CARTONS CALL FOR PRICES!

THANKS, OPS, FOR BUYING UP THE VENUS GAMES! HERE'S ANOTHER BARGAIN . . .

## COMETS \$125

Reconditioned and Guaranteed

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**POOL TABLES \$90 and up**

**SPECIAL DELUXE CUE STICKS, \$1.85**

**POOL GAME SUPPLIES**

Chalk, Gr. ....	\$ 8.50
10-Minute Cement Tube .....	.20
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Coin Chutes, Ea. ....	10.80
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Set of 10 2 1/4" Pool Balls .....	12.00
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Shuffle Game Wax .....	3.50

**EXTRA SPECIAL Keeney Sportsman Gun \$175.00**

**BINGOS**

Night Club .....	Write
Broadway .....	\$445.00
Beach Beauty .....	395.00
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Gay Time .....	240.00
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Variety .....	\$135	Beach Club .....	\$55
Galefy .....	115	Dude Ranch .....	55
Ice Frolics .....	95	Palm Beach .....	50
Hi-Fi .....	90	Yacht Club .....	45
Surf Club .....	70	New Bally Pin Pool, Long .....	Write
Bally Beauty .....	60	New Keeney Flicker Pool .....	Write
New Pool Sticks .....		\$1.50 each	

Immediate delivery

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THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

## Music Up, Games Face Legal Stops

TORONTO—Coin machines in Canada are beginning to come into their own and are being accepted, for the most part, without restriction.

Juke boxes are on location everywhere in the country and more and more areas are licensing them, with fees running up to \$50 a unit. In Toronto, juke boxes are free of license fees.

However, there is one hazard faced by the juke operators, and that is the payment of licenses to the Composers, Authors and Publishers' Association of Canada, providing a pending court decision goes in favor of CAPAC.

### Pins Still Going

Pinball business still has rough going in some parts. Toughest license fee is that paid on pinballs in Saint John, N. B. The fee was recently raised from \$100 to \$500 per machine. There are approximately 65 such games in operation in the city.

In Montreal, pinballs were moved out about a year ago. However, there is a chance that the

games may be reinstated at a later date.

License fees are required on pins across the country, altho outright bans on the games exist in some cities, as in Toronto. The Toronto suburbs, however, allow the games and license them.

**YOUR TICKET TO SALES RESULTS—**  
THE ADVERTISING COLUMNS OF THE BILLBOARD!

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AMI-CHICAGO COIN-GENCO-EXHIBIT

### GENCO STATE FAIR

Greater Than Big Top

### LATE MODEL POOL TABLES

Hinged Top—\$89.50

### NATIONAL 950 CIG. VENDOR

25c—King Size—\$110.00

### AUTOMATIC POOLS

Far Below Original Cost

BINGOS AND FIVE BALLS At Great Savings

WRITE OR CALL—LET US HELP YOU SAVE MONEY

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HYPNOTIC!

EXCITING!

INTRIGUING!

THE MOST COMPETITIVE NOVELTY GAME OF ALL TIME!



Williams  
NEW 5-BALL



# Surf Rider

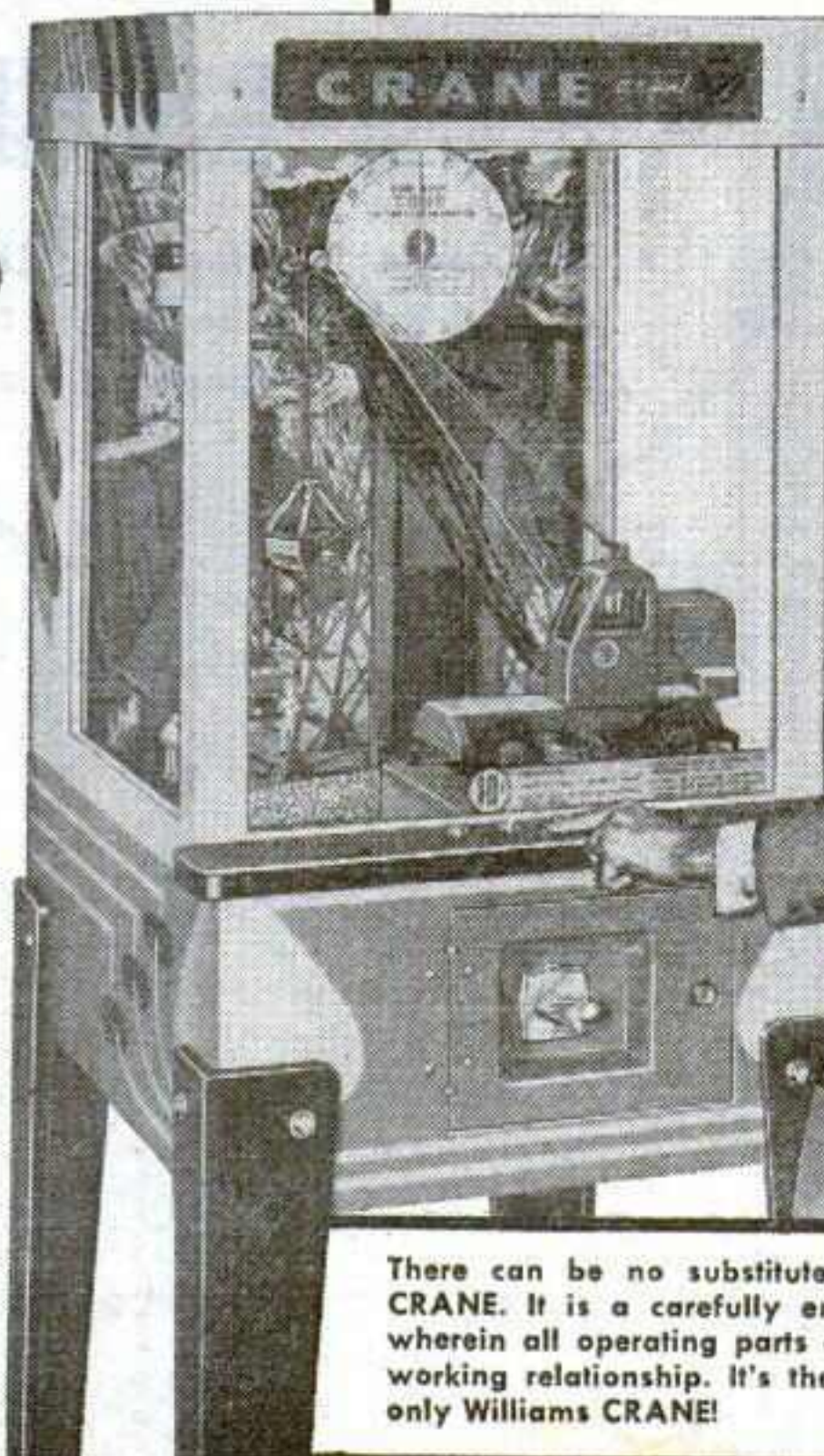
4-PLAYER HAS TOP PROFIT FEATURES:

## NEW SKILL SHOT • BONUS SCORING

- SNAP-ACTION THUMPER BUMPERS
- CYCLONIC REBOUND RUBBERS

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 over Hoist, (3) Swing Bucket Empty Hopper, (4) Lift and (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

There can be no substitute for Williams CRANE. It is a carefully engineered unit wherein all operating parts are in perfect-working relationship. It's the best. Accept only Williams CRANE!

act today!

OPERATE Williams DELUXE 4-BAGGER REPLAY OR NOVELTY for BIG MONEY!

• FLIPPERS

10¢ PER PLAY or 3 FOR A QUARTER

Order NOW... SEE YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.





# FOLK TALENT AND TUNES

Continued from page 107

Artie Glen and Charles Wright, of Acuff-Rose; Bob and Bill Callahan, Dallas TV personalities, and Columbia's Charlie Adams and Frankie Miller. . . Bill Powell, KWHN, Fort Smith, Ark., reports that Cliff Waldon's Stardale recording of "Daddy, Hurry Home" b/w "Indian Mama" has been at the top of the requested list at KWHN for six weeks. Platter has been out for two months. Waldon is a member of the team of Carl and Cliff, who appear regularly on the "KWHN Saturday Night Jamboree." The duo also heads up a western jamboree every Friday night in Muskogee, Okla. . . Lonnie Barron, who airs c.&w. wax seven days a week over WDOG, Marine City, Mich., recently started a new show over WABJ, Adrian, Mich. Sponsored, the show is broadcast six days a week, which makes Barron a pretty busy man.

Red-headed Shirley Caddell's new one on the ABC-Paramount label is "Where Did the Sunshine Go?" b.w. "I Think You're Lying."



### ARCADE

#### FIRST-Conditioned

- Bally MOONRIDE . \$250
- Genco BASKETBALL 195
- SIDEWALK ENGINE'R 125
- Muf. DRIVEMOBILE 145
- C.C. BASKET CHAMP 145
- Muf. SUPER BOMBER 145
- Cap. MIDGET MOVIES 135
- Bally BIG INNING . 115
- Chi. Coin GOALEE . 95
- TELEQUIZ (w/Film) 95
- Evans TEN STRIKE 85
- BATTING PRACTICE 75
- Ammer BOOMERANG 45
- ZINGO . . . . . 45

### TARGET GUNS

- Un. DL. CARNIVAL . \$225
- Gen. RIFLE GALL RY 185
- Seeb SHOOT BEAR 145
- Muf. SKY FIGHTER 135
- UNDERSEA RAIDER 125
- SKY GUNNER . . . 115
- Exh SIX SHOOTER . 95
- C.C. PISTOL PETE . 75
- Ex. SHOOT THE BULL 70

# ALWAYS "FIRST" IN QUALITY

## POOL GAMES

### WORLD'S BIGGEST SELECTION!

**NEW GAMES**  
Regular and King Size  
**FROM \$125**

Also Featuring  
EX. SLATE POOL  
C.C. ROTATION POOL



### FIRST-CONDITIONED

These are cleanest Pool Games in existence. All rails refinished. Carry a "New Game" guarantee.

**FROM \$79**

All Models Available  
3-Hole Games!  
Lighted Bumpers!  
Electric Scoring!

**Lowest Prices Guaranteed!**

## MUTOSCOPE LORD'S PRAYER

Tremendous Earnings Everywhere!

### BINGO 5-BALLS

#### FIRST-Conditioned

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|--------------------|---------------------------|
| <b>BALLY</b>       | <b>FROLICS</b> . . . \$85 |
| BROADWAY . \$415   | PALM BEACH . 75           |
| BEACH BEAUTY 360   | YACHT CLUB . 75           |
| MIAMI BEACH 295    | ATLANTIC CITY. 75         |
| GAYTIME . . . 235  | SPOTLIGHT . . 65          |
| GAYETY . . . 125   | CONEY ISLAND. 65          |
| BIG TIME . . . 265 | <b>UNITED</b>             |
| VARIETY . . . 155  | PIXIE . . . . \$345       |
| SURF CLUB . 110    | STARLET . . . 335         |
| PALM SPRINGS 90    | TAHITI . . . . 90         |
| DUDF RANCH 90      | TROPICS . . . 75          |
| BEAUTY . . . . 80  |                           |

CABLE ADDRESS: "FIRSTCOIN," Chicago

TERMS: 1/2 Deposit, Bal. Sight Draft or C.O.D.

# FIRST

## COIN MACHINE EXCHANGE, INC.

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### SHUFFLE GAMES

#### FIRST-Conditioned CHICAGO COIN

- BOWLING TEAM . \$315
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- TRIPLE STRIKE . 275
- \*PLAYTIME . 225
- FLASH . . . . . 195
- FEATURE . . . . . 175
- \*STARLIGHT . 165
- SUPER FRAME . 155
- CRISS CROSS TRGT . 125
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- \*KING . . . . . 120
- \*GOLD CUP . 115
- TRIPLE SCORE . 85
- CROWN . . . . . 85
- DOUBLE . . . . . 75
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- \*Del VENUS . . . 250
- \*DEL. MARS . . . 215
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- TEAM . . . . . 115
- ROYAL . . . . . 85
- \*CLOVER . . . . 70
- \*STAR 10TH FRAME 60

#### KEENEY

- \*DIAMOND . . . \$175
- BIKINI . . . . . 150
- \*BONUS . . . . . 125
- PACEMAKER . . . 95
- \*DOMINO . . . . 75
- CARNIVAL . . . . 65
- 10 PLAYER . . . 55
- 6 PLAYER . . . . 45

#### BALLY

- MAGIC . . . . . \$250

\*Indicates Match Play



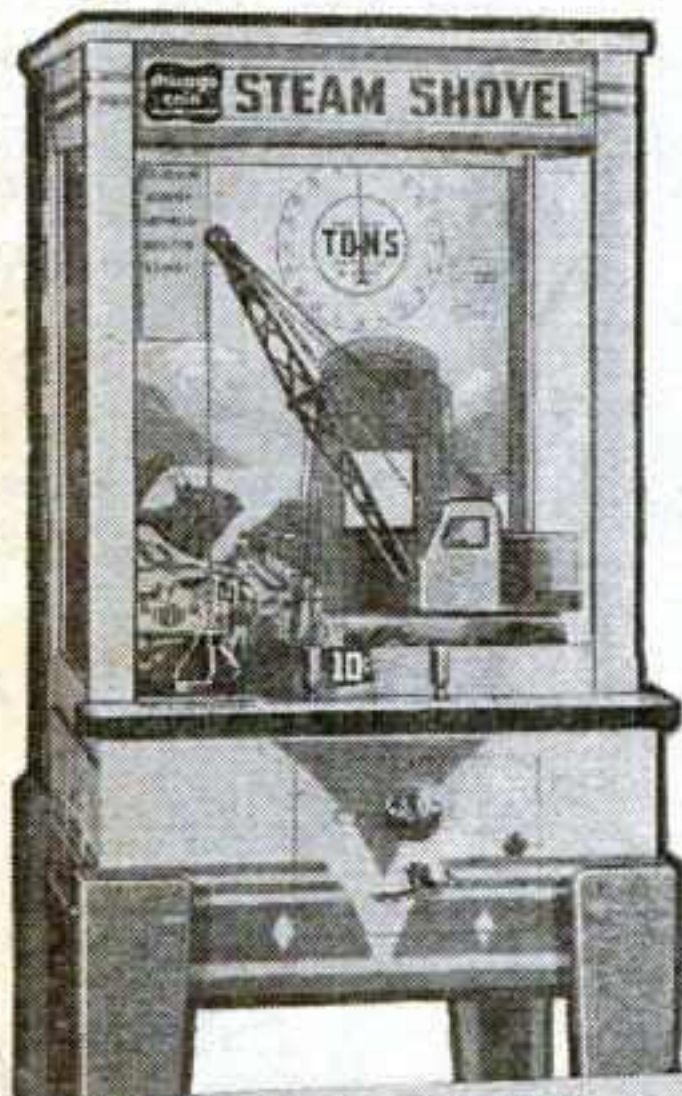
Greatest Action You Ever Saw!

# TWIN HOCKEY

- Scoring value of balls advance as game progresses! (From 10 to 50)
- 1 or 2 can play!
- 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



REGULAR OR MATCH MODELS WITH FREE PLAY!



For Sidewalk Engineers From 6 to 106

# STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores . . terminals . . arcades . . dime stores . . etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!

A POOL GAME FOR EVERY LOCATION  
CHAMPION SENIOR POOL • CHAMPION POOL & Model 35  
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL

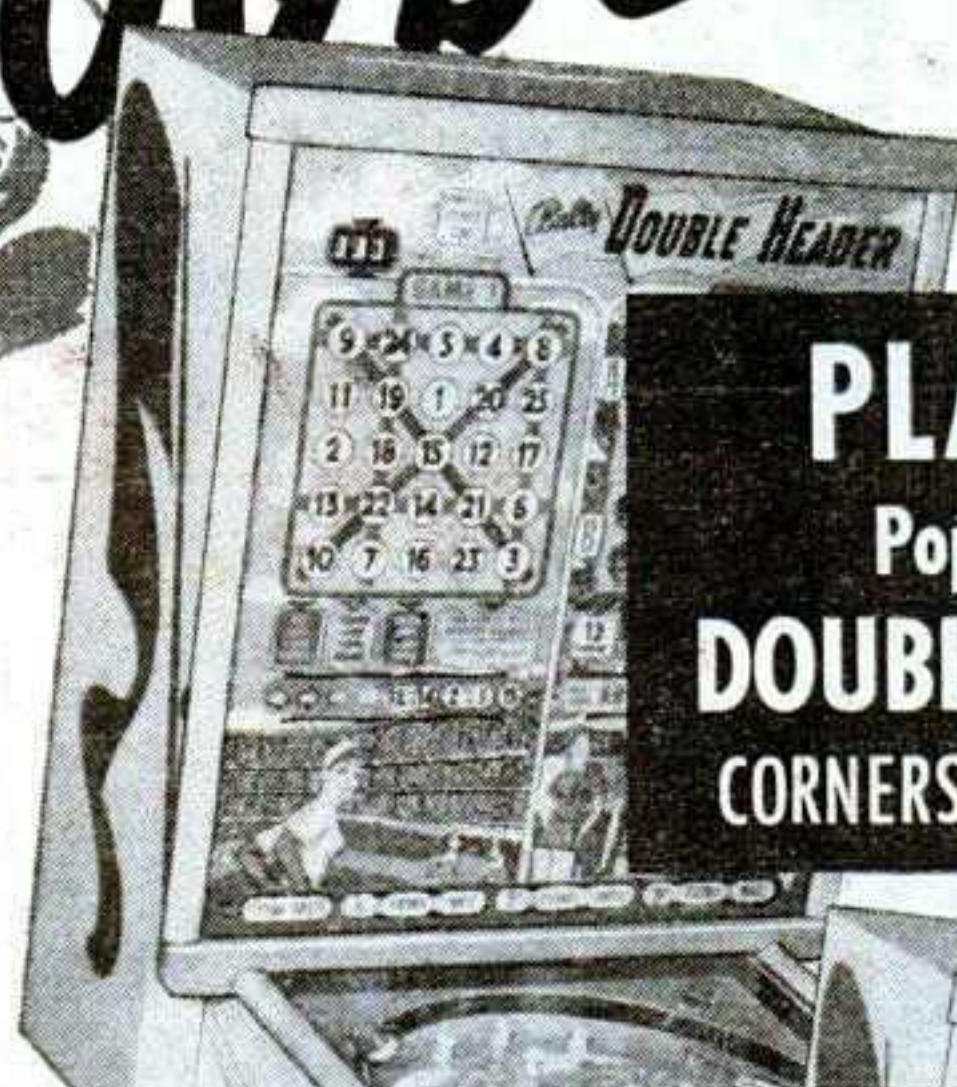
1725 West Diversy Blvd., Chicago 14, Ill.

**chicago coin**  
MACHINE COMPANY



Earn big-league money with sensational new

# Bally® DOUBLE-HEADER 2 games in 1



**PLAY GAME 1 ONLY**  
Popular SELECT-A-SPOT Feature  
**DOUBLE SCORES • TRIPLE SCORES**  
CORNERS SCORE • GAME 1 ADVANCING SCORES

**PLAY GAME 2 ONLY**  
**Famous Magic Squares**  
4 SPOTTED NUMBERS  
GAME 2 ADVANCING SCORES

**OR PLAY BOTH GAMES**

DOUBLE-HEADER gets biggest play in years . . . because every player finds in DOUBLE-HEADER the kind of game he prefers . . . Game 1 with scores doubled and tripled . . . Game 2 with "number-juggling" of Magic Squares . . . both Games 1 and 2 for the player who likes to "play the field." DOUBLE-HEADER is the profit pepper-upper you need right now. Order DOUBLE-HEADER today.

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**Bally** DISTRIBUTOR  
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DE LUXE CONGRESS BOWLER (Match) • PIN-POOL  
BALLY MANUFACTURING COMPANY  
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YOUR **Bally** DISTRIBUTOR \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ always has good deal waiting for you



# UNITED'S MONACO

with **2 SUPER CARDS plus CENTER CARD**



Super Cards Score Separately from Center Card  
Guaranteed Lite-up of Cards for 8 Plays or Less

## NEW LITE-A-NAME

WITH **NEXT GAME CARRY-OVER FEATURE**

**2 ROLL-OVERS**  
PROVIDE 1 EXTRA BALL AND OR LITES 1 LETTER IN NAME

- ADVANCING ARROWS EACH COIN
- SELECTION FEATURE
- 3-IN-LINE SCORES 4-IN-LINE
- 4 CORNERS CAN SCORE 5-IN-LINE (ALL CARDS)

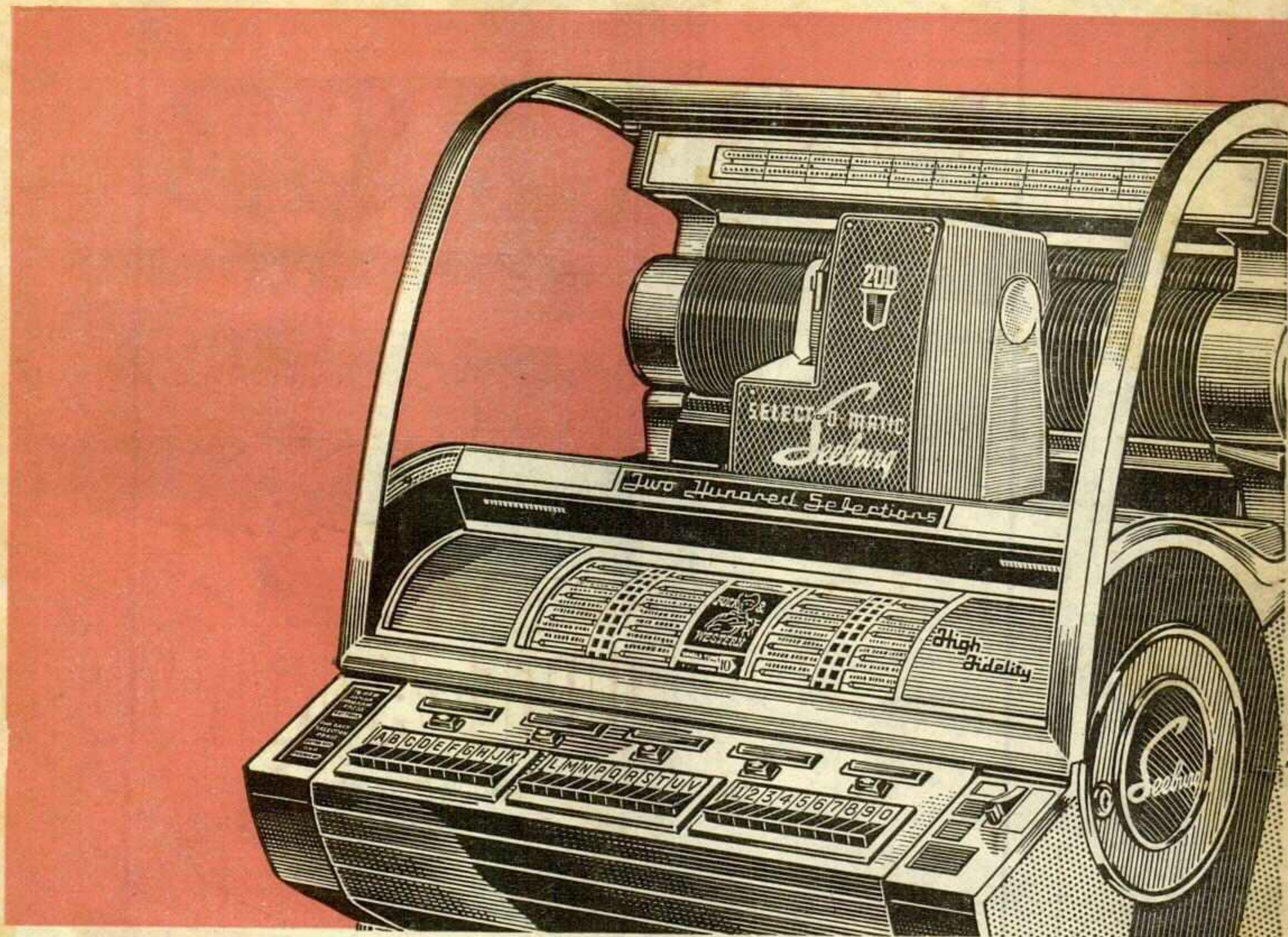
SEE YOUR UNITED DISTRIBUTOR TODAY

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POOL ALLEY \* STAR SLUGGER \* SELECT-PLAY Shuffle Alley \* REGULATION Shuffle Alley \* POOL GAMES





# PROGRAM FOR PROFIT

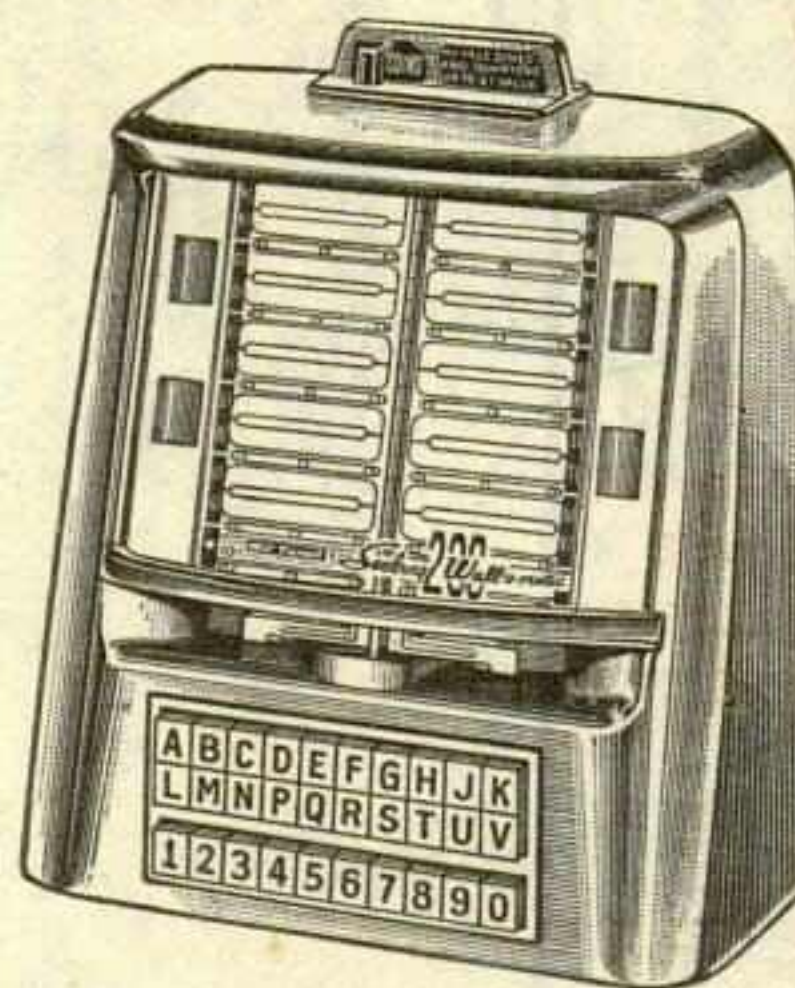
*with the most flexible music system ever developed*

The Seeburg V-200 makes proper, profitable programming easy.

Take note of the Revolving Drum Program Selector. There are five evenly illuminated, clearly and colorfully labeled classification panels—with 40 selections visible at one time—for easy, rapid selection.

Then consider the Dual Credit System that makes it possible to program 45 RPM single records at one price and Extended Play Records at a proportionately higher price.

The Seeburg V-200 completely answers every requirement of modern music merchandising.



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