

The Billboard

SIXTY-SECOND YEAR

SEPTEMBER 8, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENT

Automatic Shopping In Chains & Supers

Big Store-Front Vending in New York; Built-In Machines to Go in N. J. Center

By AARON STERNFIELD

NEW YORK — Push-button shopping in the nation's chain stores and supermarkets via automatic vending machines may be reality in 1957.

The first step toward store-front automatic merchandising in the U. S. on a large scale is currently under way in New York, and it promises to make substantial headway by the end of the year.

At the same time, ground has just been broken on a \$10 million shopping center in West Orange, N. J., which will house batteries of vending machines built into walls and store-fronts. It is believed to be the first time that vending machines—which will sell groceries, drugs and household items—have been incorporated into a major construction project as an integral part of the building plan (see separate story in the Vending Machines section).

Test location of store-front vending in New York is the Loft Candy Shop at 41-E. 42d Street here, where two five-column banks of vending machines are dispensing boxes at 25, 35 and 50 cents.

According to Simon Hack, Loft's promotional manager, daily sales have averaged more than 400 boxes, with sales topping 1,000 boxes on one day. The installation has been operating two weeks.

30 Installations

Hack added that the candy chain will install additional vending machines in 30 of its outlets in the metropolitan area. Other units may be installed in Loft stores in

Pittsburgh, Philadelphia and in New Jersey.

L. W. Ettliger, president of the Window-Matic Corporation, which made the installation, said his firm is currently negotiating with a large Eastern supermarket chain for 50 installations in store windows.

These units would vend steaks, orange juice, milk and butter, with total purchases of up to \$3 possible in one transaction. He explained that the purchaser would select his item and then insert coins until the required amount is deposited.

Refrigerated Units

When the correct total is reached a bell rings to tell the purchaser that the merchandise will be delivered. These units would be refrigerated.

The initial Loft location has one bank at straight 25-cent vend, with the other five-column bank set at 25, 35 and 50 cents. Operation is manual, and delivery is made by pulling out a drawer at the bottom of the column.

Easy Service

Each column has a capacity of 30 three-five-inch boxes. The column may be serviced from inside the store merely by dropping in the refills at the top of each column.

\$2,500 Cost

According to Ettliger, the Loft installation required the removal

(Continued on page 87)

NO 'ROCKING' FOR TUNESMITH IN A TREE TOP

NEW YORK—The popular songwriter today is generally a sharp character, knowledgeable as to performances, mechanicals, copy deals, etc., and well adjusted to the hectic music business. However, a few of the older type persist, those with an "other-world" quality. When one of the latter believes in a song, he'll do anything to justify his faith. Take Joie Bruno, writer of "Bolder and Bolder." Joie, a Pittsburgh tunesmith, is up a tree. Not only figuratively but literally.

Published by Essex Music and recorded by Dorice Brown two months ago on M-G-M Records, "Bolder and Bolder" did not cause much stir in a world oriented to rock and roll. "Stranded in the Jungle," "Ape Call" and other primitive lyrics seemed to do much better. Joie Bruno, in protest, climbed a tree in a rural glade in Penn Township, Verona—just outside of Pittsburgh—and vowed he wouldn't come down until his song sold 1,000,000 records.

He's been living in the tree two solid weeks. Perched 40 feet high, his sky bower is a rough framework fashioned of boards and canvas. Local merchants, touched by the incident, have contributed a radio and TV set, a mattress (they couldn't get a bed up there), baskets of food and fruit, etc.

(Continued on page 20)

Phonograph Firms' Fall Ballyhoo Points Up Accent on Youth

Inducement Records and Low-Price Players Stress Teen-Agers' Import

By JUNE BUNDY

NEW YORK — Phonograph manufacturers are making a strong pitch for the teen-age market this fall with the introduction of new lower-priced players and special record-package promotional offers, thereby pointing up the growing importance of the teen-age buyer in the record and phonograph field and the trend towards merchandising phonos and records as a package-sales item.

Admiral is merchandising a "record library" of Mercury EP's with three models of its 1957 line this fall. Philco is planning a "record incentive" promotion to ballyhoo its new \$39.95 "portable playmate" phono; and RCA Victor is offering bargain-priced "Glenn Miller Vol. 1" albums with purchases of 45 players.

Admiral Deal

The Admiral deal—aimed at the teen-age market—is set up to enable the dealer to make a full profit on the phonograph sale, with Admiral carrying the disk-package costs. On every purchase of Admiral's new four-speed, automatic radio-phono Model 5RP41 (listing at \$69.95) the customer receives a 45 spindle—valued at \$5.25—and 12 Mercury EP's, valued at \$17.88.

The complete package—valued at \$93.08—is priced at \$74.95, thereby offering the buyer a saving of \$18.13. A similar offer is available on Admiral's new four-speed, portable, automatic phono 3J14, which lists at \$54.95 but is sold in a 12-EP package deal for \$59.95.

Admiral also has a third phonorecord package in the works, which is expected to be a particularly strong teen-age draw. The package will include a Mercury "record library" of 10 Mercury 45 singles, a 45 spindle and a new single-play phono for under \$30.

Mercury is drop-shipping the EP's (packaged in special boxes) for Admiral. Artists spotlighted in the promotion include Patti Page, Frankie Laine, the Crew Cuts, Jan August, Billy Daniels, Georgia Gibbs, Dick Contino, Sarah Vaughan, Richard Hayman, Ralph Marterie and Jerry Murad's Harmonicats. A Mercury exec lauded the plan as an effective way of eliminating "the initial lag between the ordering of a phono by a customer and his purchase of records."

TV Promotions

Admiral is kicking off the promotion with an extensive national ad campaign, including a special dealer co-op ad plan, point-of-sale displays, and network TV plugs on NBC's "Tonight" and "Today," and the ABC "Breakfast Club" shows.

Philco is pushing its new "portable playmate" line of phonos as a "music on the move" series. The model around which Philco is planning to build a "record incentive" promotion this fall is a single-play, three-speed, portable phono, priced at \$39.99 and featuring two speakers—one in the base and one

(Continued on page 24)

Disk-Phono Ties Knitting

NEW YORK — The growing awareness on the part of phono manufacturers of the sales strength generated by merchandising phonos and records together as a unit crystallizes a promotional philosophy which has been long endorsed by The Billboard's Music Department.

Tests on the retail level have shown conclusively that phonos and disks are complementary merchandise, and the current trend indicates that both phono and record manufacturer now recognize they are interdependent industries.

NEWS OF THE WEEK

Juke Boxes Tune Up to 200 Disks; Operators Use More Old Ditties . . .

Faced with programming 200 platters on their new model juke boxes, operators are offering a bigger helping of old favorites than ever before. At least 40 per cent of the records on the late 200-selection machines are now in the old favorite category. . . . Page 83

Minn. State Fair Races To Exceed Mil Gate Mark . . .

The Minnesota State Fair, for the second straight year, was racing to exceed the million mark, attendance-wise. . . . Page 66

Three Big Soap Firms Step Into Lead in Movie Sponsoring . . .

The three big soap companies appear to be taking the lead in sponsoring big feature motion pictures on TV. Lever Bros. is planning a campaign in over 60 markets. Colgate-Palmolive has bought full sponsorship of M-G-M pictures in prime time on KTTV, Los Angeles. . . . Page 7

Higher Priced Show and Movie Albums Rank High as Best Sellers . . .

Despite fact that the backbone of the packaged record business is product which retails at \$3.98, a large amount of more expen-

sive disk merchandise, retailing at \$4.98, is hitting the best selling charts. . . . Page 18

Mfrs. Release Flood of Bargain Disks as Dealers Eye Fall Season . . .

With the disk industry heading into its big season, retailers will have a wide assortment of bargain-priced disk packages to offer this month and next. Various sampling platters continue to be released, with no sign of a letup before December. . . . Page 17

Fractional TV Buys, Competitive Goods Create Big Conflicts . . .

TV time selling is becoming an increasingly tricky art because of the refusal of sponsors to be placed in a slot that is near, with or against conflicting product. . . . Page 2

DEPARTMENTS AND FEATURES

Amusement Games . . . 92	Merchandise . . . 76
Auditoriums & Arenas . . . 60	Music . . . 17
Carnival . . . 68	Music Charts . . . 34
Circus . . . 63	Music Machines . . . 82
Coining Events . . . 77	Parks & Pools . . . 62
Classified Ads . . . 74	Phono . . . 76
Coin Machine Market . . . 83	Radio . . . 17
Fairs & Expositions . . . 66	Rinks . . . 63
Final Curtain . . . 60	Routes . . . 61
General Outlook . . . 36	Television . . . 2
Honor Roll of Hits . . . 34	TV Film . . . 2
Letter Lin . . . 41	Vending Machines . . . 87

Groceries Round Clock?

CHICAGO — When does an automatic vending machine accessible to the public around the clock take the most sales?

Up to now generally regarded as an after-hour supplement to over-the-counter sales, vending machines could be expected to record most sales during hours when the store is closed.

Not so with the new store-front installation at the Loft candy store in New York City. Actually, after four sales account for less than 30 per cent of the volume, with the other 70 per cent largely from persons who have walked right by the store while it was open.

In addition, sales inside the store have shown a marked increase since installation of the battery of vending machines. (See complete story in Vending Machines section.)

See Important Announcement From C&C Television Corp.

ON PAGES 9 THROUGH 12

Product, Sponsor and Talent Conflicts Put Selling in Spin

Fractional Buys, Competitive Goods, Agency Interests Are Few Problems

NEW YORK — TV today is faced by the growing problem of product, advertiser and talent conflicts which pose a constant threat to the use of the medium by sponsors. The problem has an infinite number of variations, but basically it results from the fractionalizing of the sale of time and programs to advertisers, a fractionalizing which has seen a quarter hour of NBC-TV time sold to two advertisers, Vicks and Tums, this fall.

It results from the drive to get more advertisers into TV by the networks, and the sponsors' general desire to ride as many programs as possible, without worrying too much about identification but stressing cumulative impact. The problem is most acute in daytime TV where the majority of sales are made of alternate quarter hours.

A recent example is the loss of an alternate quarter hour of Mentholatum business by the NBC-TV network because the show desired, "Modern Romances," is already partially sponsored by the Sterling Drug Company which has a competing product. Mentholatum then went over to CBS-TV and bought an alternate quarter hour of the Bob Crosby show, tho it will buy an alternate quarter hour of another daytime show on NBC.

Sponsor Conflict

Another variation (The Billboard, August 25) is the refusal of the cigarette companies to accept many cosmetic advertisers. American Tobacco, for example, refused to co-sponsor "Stanley" on NBC with Helene Curtis, because it was to use the program to advertise Stopette, a deodorant.

The network then went on to sell the alternate half hour to Toni, but not before it had been agreed that Toni was not to use the show for its lipstick. Revlon, which owns "Most Beautiful Girl in the World," to follow "Stanley" Monday nights, will use that show for its lipstick. Many advertisers, too, do not wish to share time and programs with

cigarette companies because of the recent cancer scare.

Talent conflicts also arise. The R. J. Reynolds Company, which bought half of "People Are Funny," objected at first to the use of Art Linkletter as an emcee because his daytime strip, "Houseparty," on CBS, has among its sponsors Brown & Williamson, maker of Viceroy. Admiral, which ordered \$2,500,000 worth of "Today" and "Tonight" on NBC almost walked out of the deal, because Steve Allen "Tonight's" boniface has Avco-Crosley as a one-third sponsor, but only thru September.

Agency Dilemma

Still another conflict is that of an agency which has two clients using the same time period but on different webs. J. Walter Thump-

son has Ozzie and Harriet on ABC-TV 9-9:30 Wednesday evenings for Eastman Kodak. Another agency client, Kraft Foods, uses 9-10, the same evening on NBC for its hour drama. And there are about four other similar situations on the networks involving such agencies as Batten, Barton, Durstine & Osborn and Young & Rubicam. Because of the scarcity of good time periods, agencies accept this situation but they do not like it.

Other conflicts include those where local stations use spot adjacencies for sponsors whose products compete with those using network shows, advertisers whose copy is competitive, tho their products aren't. Hollaids, for example, talks about clearing up bad ciga-

(Continued on page 6)

CBS ORIGINAL

R&H to Produce, Write TV Musical

NEW YORK—Richard Rodgers and Oscar Hammerstein II are signing contracts this week with CBS-TV to write and produce an original musical play for a special color telecast next spring.

The noted team holds options on five properties, three of which are unpublished novels by unknown authors. In addition, Rodgers & Hammerstein have the musical rights to "Life With Father," but it is reported more likely that they will choose one of the three novels for their TV debut.

Negotiations for telecasting of one of their Broadway successes gave way to the new plan, which calls for a story of family interest and family values. The orchestra-

tions will probably fall to Robert Russell Bennett and scenic chores to Jo Mielziner. Both men have worked closely and consistently on the Rodgers & Hammerstein legit offers.

Perfectionists

Known as sticklers for perfection, the musical theater titans have spent five years watching major productions and wetting their feet with brief TV appearances and scenes from their shows, before attempting a full-length production.

Chances remain good that Rodgers and Hammerstein will both deliver some brief commentary before or after the performance of their play. Sponsorship and casting are two areas still completely undetermined.

NBC Administration Revamp Due After BA&H Suggestion

NEW YORK—The most complete administrative restructuring in the history of NBC is about to be announced late this week. The face-lift is the result of the recent Booz, Allen & Hamilton study, most of whose recommendations have been accepted by the broadcasting company.

The basic recommendation is that authority should be decentralized in the interest of a more

efficient and more purposeful functioning. Four executive vice-presidents are to be named. They are Tom McAvity, John Clifford, Charles R. Denny and David Adams. Their respective areas of authority are McAvity, TV programming and sales; Clifford, business operations; Denny, radio, the owned and operated stations both radio and TV, and production costs TV, and Adams, who is to operate from Washington, government relations.

These four men will report directly to President Robert Sarnoff along with Kenneth Bilby, vice-president. They will form a compact operating group and free Sarnoff for long-range NBC planning duties.

Pinkham Moves?

There is a good possibility that Richard Pinkham, veepee in charge of the NBC-TV program department, will be moved to another slot. Pinkham, a top production executive responsible for much of the success of "Today," has among other major achievements the strengthening of the NBC-TV afternoon daytime line-up and the

SHOWDOWN FOR BRIT. RATINGS?

LONDON—Following the public wrangle between Nielsen and Television Audience Measurement over ratings, the authoritative Commercial Television News here is calling for a showdown on what it calls "these damn statistics."

CNT spotlights confusion felt in advertising circles over widely conflicting reports on the reception of the same show by the two main research firms. In a recent case there was a difference of 40 per cent on the alleged increase of viewers in the North of England over the same period of time.

And whereas TAM put the number of spots screened in that area as 5,284, Nielsen claimed "nearly 6,000." To clarify the position for bewildered advertisers, CTN has challenged Nielsen to be more accurate on their number of spots, will give space for discussion to try and aid admen to pick the service they have most faith in.

U. S. Rubber Hears Music

NEW YORK — United States Rubber Company this week will receive kinescope from ABC-TV for a proposed new series, "U. S. Musical Almanac."

Produced behind doors closed even to ABC-TV personnel, the sample program featured Robert Trout, songstress Helen O'Connell and the Dick Charles Singers, and included U. S. Rubber commercials and credits.

To date, U. S. Rubber has made no TV commitments for the coming season.

Thor Brooks Sets Oct. Filming for 'Adventure'

HOLLYWOOD — "Ticket to Adventure," new global adventure series, has been set for October production by producer Thor Brooks. Nick Lucas plays the lead in the pilot, titled "Tangiers."

Hudnut Deal for 'Blondie' Near

HOLLYWOOD — Negotiations for Richard Hudnut to take over major sponsorship of the "Blondie" series on the Vitapix network were reported near culmination last week.

Hudnut would sponsor the series, produced by Hal Roach in approximately 60 markets. The important part of the deal would be that Hudnut would carry the entire load of the show for these areas, and that there would be no alternate sponsor.

Roach previously had signed Wesson and Sunkist as alternate sponsors, but the deal fell thru when one-fourth of the show was left unsponsored.

CBS Tallies Several New Daytime Sales

NEW YORK — CBS-TV this week racked up several daytime sales. Standard Brands bought the Monday 10:30-10:45 a.m. segment of the Garry Moore show. The quarter hour was sponsored by General Foods, which moved to Thursday, the same quarter hour. The Thursday quarter hour of the stanza had been bankrolled by Manhattan Soap, which canceled.

The web also sold alternate quarter hours of the Bob Crosby show to Brown & Williamson and Mentholatum. They have not been assigned positions in the 3-30-4 p.m. strip.

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CNP Sets Deal for Work on 2 Series

HOLLYWOOD — Negotiations for the development of two new series have been concluded between California National Productions and the Ashley-Steiner Agency.

Involved are "The Adventures of Marco Polo," and "Pony Express Rider," both titles self-explanatory as to the nature of the series. Agency will develop the programs for the production company, with Frank Rosenberg serving as executive producer.

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5-18

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ARB RATINGS ON SHOWS AND SUMMER'S SUBS

The following is a comparison of American Research Bureau ratings of programs and their summer replacements. The months compared are March, 1956, as against August of this year. It does not include shows which program the summer with reruns of the same series, or those which offer new half hours, such as "Gunsmoke."

	P.M.	Name of show	March Rtg.	Name of Replacement	Aug. Rtg.
SUNDAY					
NBC	10:00	Loretta Young	30.8	Man Against Crime	15.3
MONDAY					
ABC	7:30	Topper	9.4	Bold Journey	4.5
NBC	8:00	TV Reader's Digest	16.0	Dorrie Mack	4.8
NBC	8:00	Producers' Showcase	22.9	Ernie Kovacs	13.0
CBS	9:00	I Love Lucy	53.4	Charles Farrell	20.3
CBS	9:30	December 31st	38.5	Vic Damone	14.5
TUESDAY					
NBC	7:30	Dinah Shore	8.7	Frankie Carle	6.1
NBC	8:00	Martha Raye, Milton Berle	17.6	Dear Phoebe	10.0
NBC	8:30	Martha Raye, Milton Berle	17.5	This is Show Business	9.0
NBC	9:00	Make Room for Daddy	17.5	Summer Originals	9.6
CBS	9:00	Meet Millie	19.7	Joe and Mabel	14.9
NBC	9:00	Fireside Theater	29.9	Sneak Preview	16.5
CBS	9:30	Red Skelton	32.0	Spotlight Playhouse	16.3
WEDNESDAY					
CBS	7:30	Brave Eagle	11.2	Cartoon Theater	5.7
NBC	7:30	Coke Time	10.9	Jaye P. Morgan	7.3
CBS	8:00	Godfrey and Friends	27.3	Frankie Laine	19.3
NBC	8:00	Screen Director's Playhouse	12.8	Press Conference	4.9
ABC	8:30	M-G-M Parade	11.2	Amazing Dunninger	7.3
ABC	9:00	Masquerade Party	14.8	Screen Director's Playhouse	11.6
ABC	9:30	Break the Bank	15.0	Eddy Arnold	5.2
THURSDAY					
ABC	8:00	Life Is Worth Living	10.7	Hour Glass	2.9
ABC	8:30	Stop the Music	9.6	Hour Glass	2.4
CBS	10:00	Johnny Carson	10.1	Arthur Murray Party	20.2
FRIDAY					
ABC	8:00	Ozzie and Harriet	20.8	Combat Sergeant	5.8
CBS	8:00	Mama	20.3	Hollywood Summer Theater	12.7
NBC	9:00	Big Story	24.9	Best in Mystery	15.6
ABC	10:00	Ethel and Albert	8.0	It's Polka Time	13.4
CBS	10:00	Line-Up	32.7	Undercurrent	18.5
CBS	10:30	Person to Person	29.6	Pantomime Quiz	12.1
SATURDAY					
NBC	7:30	Big Surprise	28.9	Down You Go	8.3
NBC	8:00	Perry Como	32.5	Julius LaRosa	18.8
CBS	9:30	It's Always Jan	16.6	Russ Morgan	7.8
NBC	9:30	Jimmy Durante	31.8	Festival of Stars	14.3
NBC	10:00	George Gobel	33.5	Encore Theater	10.3
CBS	10:30	Damon Runyon Theater	15.8	High Finance	11.1
NBC	10:30	Your Hit Parade	37.9	Adventure Theater	15.1

HEAT UP, WATCHING DOWN

ARB Ratings Indicate Summer's Viewing Half of Winter-Spring's

NEW YORK — Comparative American Research Bureau reports indicate that televiewing was cut in half during the summer months. The average rating of the 35 prime time network shows which had summer replacements was 21.9, according to the March ARB figures. The average of the replacement programs in the same slots was 11.5, according to the August report.

Of the 35, only two shows scored higher than their winter-spring predecessors, "Arthur Murray Party" (CBS-TV) replacing Johnny Carson and "It's Polka Time" (ABC-TV) replacing "Ethel and Albert."

Seventeen of the winter group topped the 20.0 mark, while again only two of the summer shows, Charles Farrell (CBS-TV) and the Arthur Murray stanza, passed that

figure. The rest of the summer schedule dipped as low as 2.4 and lost as much as 33 rating points. The Arthur Murray show inherited a weak time slot, while the Farrell show inherited the strong "I Love Lucy" time.

Variety Best

Variety formats fare best among summer replacements. These include Arthur Murray, "Polka Time," Frankie Laine and Julius La Rosa. But straight musical shows made little dent. Next highest were the dramatic anthologies, most of them film reruns.

The ARB figures support the strength of reruns more strongly than do Trendex ratings. Of the top 10 summer replacements, ARB lists six as reruns, while Trendex lists four. None of the shows listed in either case is in the top 10 for the summer, however. Those con-

time to be the year-round entries.

In general, live winter shows were replaced by live summer shows and films were replaced by films. ARB reflects the strong position of films with the conclusion drawn from its statistics: The programs which went from film to live dropped an average 17.2 points, but those which went from live to film only lost an average 10.1.

Two of the 35 summer items were not strictly replacement shows but warm weather starts toward a long run. These shows, "Bold Journey" and "High Finance," followed the trend to lower ratings than the winter film series which preceded them. Strictly a filler, "Joe and Mabel," which received the poorest critical reception, dipped the least and wound up with a respectable 14.9.

"Sneak Preview" (CBS) and "Summer Originals" (ABC), which consist of pilot films of unseen series, drew lower ARB ratings than reruns. High score among the reruns went to "Undercurrent" (CBS) with an 18.5, tho the smallest drop was registered by "Screen Director's Playhouse," which lost only three points from its ABC-TV predecessor.

CBS Program Shift Ups Ralston, Katz

NEW YORK — The CBS-TV network this week further decentralized its program department with the appointment of two key executives to important new posts. Oscar Katz was named vice-president in charge of daytime programs. Gil Ralston will be program director in New York, an Eastern counterpart to Guy Della Cioppa, program director in Hollywood.

Replacing Ralston as executive producer will be William Morwood, for the last six months story editor of CBS-TV. Morwood's replacement will be Crandall Brown, former story editor of M-G-M.

Katz first joined the CBS radio network research department in 1938. His last post was director of research at CBS-TV, for which a replacement has not been named. Ralston has an extensive produc-

tion background, one of his most important assignments being co-producer of the first General Electric anthology series.

The appointment of Katz as vice-president for daytime programs further signals the importance of this programming area to the network. It further indicates that the heavy burden of network program activities must be split up among executives, so that more attention can be given to each area of programming. They will all report to Hubbell Robinson Jr., CBS-TV executive vice-president.

Daytime Sales Break at NBC

NEW YORK — NBC-TV this week did a brisk business in alternate quarter hours of its daytime programs. Both Mennen and Sun-kist Growers bought alternate quarter hours of "Queen for a Day." The two alternate quarter hours had been opened up by the decision of Helene Curtis to co-sponsor the Ray Bolger show, which meant a shifting of its daytime money riding on "Queen" to nighttime TV on NBC.

The web also sold an alternate quarter hour of "Modern Romances" to Swift, and an alternate quarter hour of "Tic Tac Dough" to Mentholatum.

La Roche Builds In Programming

NEW YORK—The C. J. La Roche Agency continues its TV programming department build-up. Tom Lewis, veteran programming executive, last week joined the agency as vice-president in charge of radio and TV. And the agency has added quite a number of other new executives to the department recently, among whom are Richard Eckler, Jay Bottomly and Carroll O'Meara, who is to be in charge of commercials.

La Roche is to have two new shows on NBC-TV this fall, Revlon's "Most Beautiful Girl in the World," and a one-shot hour fashion show in color for Warner Foundations. And it will service the New England Candy Companies heavy video spot campaign which begins shortly.

NBC to Boost Color 500%

NEW YORK — NBC-TV will increase its evening color programs by more than 500 per cent this fall. The new schedule calls for at least one major color show every night, in addition to spectaculars. On some nights, there will be as much as three straight hours of color.

Robert W. Sarnoff, president of NBC, calls the expanded schedule possible because of NBC's \$12,000,000 investment in New York, Chicago and Hollywood color facilities. In the fourth quarter of 1955, NBC-TV produced 22.5 hours of color programming. The fourth quarter of 1956, according to Sarnoff, will see about 125 hours of color.

Storer Ups Schofield

NEW YORK — Arthur C. Schofield, director of advertising and sales promotion, has been elected vice-president for advertising and promotion by the board of the Storer Broadcasting Company.

Dogfight Due When Colgate Quits Esty

NEW YORK—During the next few months there is likely to be a big dogfight between agencies over the multi-million-dollar Colgate billings which are moving out of the William Esty Agency. Esty and Colgate will terminate their long-time affiliation at the end of 1956.

Esty is currently servicing about \$5,000,000 in Colgate billings, represented by the two daytime strips, "Strike It Rich" and "Big Pay-off," and two nighttime stanzas, the Bob Cummings show and "Crucader." The advertiser has a long

line-up of other agencies, among which are Ted Bates, Bryan-Houston, Cunningham & Walsh, Lennen & Newell, Carl Brown, Street & Finney and Charles W. Hoyt.

It is among these agencies that the battle is expected to be hottest, with Ted Bates in a particularly strong position because it has most of the other Colgate TV billings.

But other outside agencies are also expected to move into the picture with pitches made to Colgate. They would include such strong advertising operations as McCann-Erickson, Ruthrauff & Ryan, Foote, Cone & Belding and several other high-powered outfits. Among the Colgate products serviced by Esty, Fab is the top prize.

Conjecture is Esty may have another big soap company standing in the wings ready to buy its services.

Lanolin Takes Full 'Bank' Tab

NEW YORK — Lanolin Plus will pick up full sponsorship of "Break the Bank" on NBC-TV, Tuesday 10:30-11 this fall. The advertiser had been signed to co-sponsor the show, but Bensus, the other sponsor, pulled out of the deal.

After a week of consideration Lanolin Plus, thru the Russell M. Seeds Agency, decided to buy the entire show. The giveaway is to be completely revamped and will have as its top prize \$250,000.

Cowan for Young At Screen Gems

NEW YORK—Frank Young has resigned as director of publicity for Screen Gems. His replacement will be Phil Cowan, CBS-TV publicity specialist.

Young remains with Screen Gems until the beginning of October to finish work on several campaigns.

ADVERTISERS — AGENCIES — STATIONS

Stations' Local Color Offers Chance to Test Effectiveness

A broad listing of the local live color originations in top markets thruout the country will be one of the many features, charts and detailed lists exploring color TV from all angles. Be sure to see it in . . .

The Billboard's TELEVISION DEPARTMENT

SEPTEMBER 22 ISSUE

Published coincidental with NATIONAL TV WEEK

Wham! Bam!

JUST LOOK



"Championship Bowling"

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

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

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

THE

RATINGS!

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

WKJG-TV
Fort Wayne

40.4

Sat., 5 to 6 PM

WOW-TV
Omaha

25.8

Tues., 11 to 12 midnite

WHAM-TV
Rochester

30.0

Sat., 2 to 3 PM

KDKA-TV
Pittsburgh

29.4

Sat., 3 to 4 PM

WAVE-TV
Louisville

22.7

Sat., 4 to 5 PM

WGEM-TV
Quincy, Ill.

32.9

Sat., 10 to 11 PM

WKRC-TV
Cincinnati

28.9

Sun., 1 to 2 PM

WFBM-TV
Indianapolis

22.2

Sat., 2 to 3 PM

WHIO-TV—DAYTON

21.0 Sat., 11 to 12 midnite

KSL-TV—SALT LAKE CITY

We double the rating of the next two stations combined!

WMAL-TV—WASHINGTON

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

KOTV—TULSA

We double the rating of the next two stations combined!

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

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

26 Brand New One-Hour Films Just Produced

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

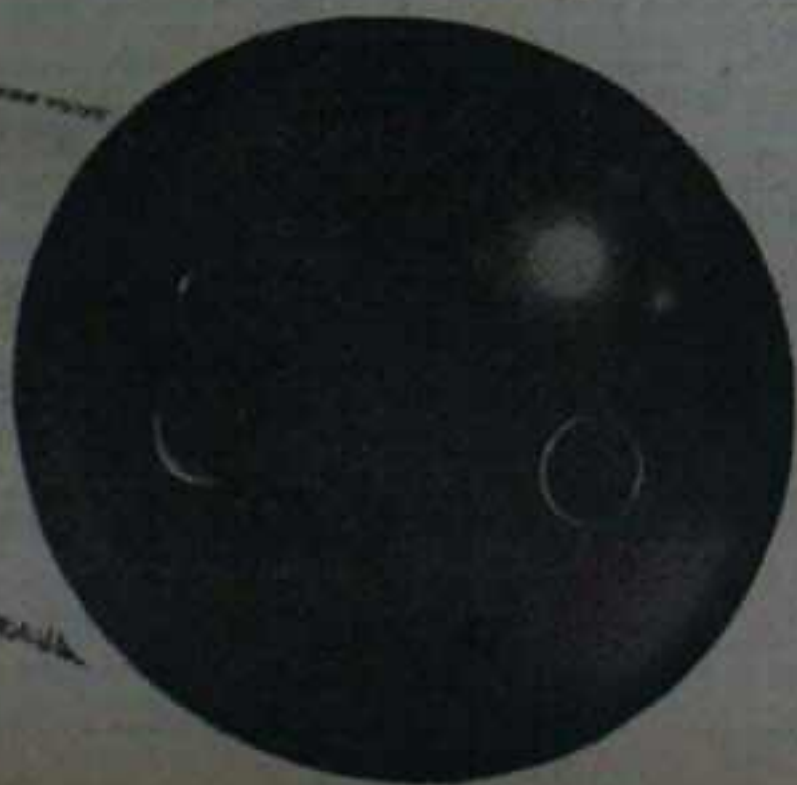
For further particulars on available markets, audition film, prices, etc., write, wire, or phone

WALTER SCHWIMMER CO.

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

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

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



ONE-WEB LOOK?

CBS Tossed More Colgate Business

NEW YORK — Colgate seems to be placing all its network programming marbles in the CBS-TV basket. The advertiser last week picked up an additional quarter hour of nighttime TV when it purchased the Friday evening seg-

ment of "Doug Edwards and the News," 7:15-7:30. The purchase was made possible by the shift of Whitehall Pharmacal from the Friday segment of the Doug Edwards strip to Thursday.

Colgate will now have three shows on Friday. In addition to Edwards, it has "My Friend Flicka," which follows 7:30-8, and it will also co-sponsor "The Crusader," 9-9:30, along with the R. J. Reynolds Company. "The Crusader" is to be dropped at the end of the year for "Adam and Eve."

Other Colgate buys on CBS-TV are "The Millionaire," Wednesday evenings 9-9:30, and the co-sponsorship of the Bob Cummings show, Thursday 8-8:30 p.m. Another recent purchase was half of "Mighty Mouse," Saturday mornings 10:30-11, which it will share with General Foods.

Colgate's daytime properties include two strips, "Strike It Rich," 11:30-12 a.m., and "The Big Pay-Off," 3-3:30 p.m. Most of the money which the advertisers had spent on the "Colgate Comedy Hour," its former Sunday night NBC-TV show, has obviously gone to CBS, tho some is being spent on radio.

Chesterfield, P&G Net Swap Deal Off

NEW YORK — Negotiations between Chesterfield and Procter & Gamble for a network swap have terminated.

The former wanted the latter to underwrite half of its "Dragnet" series, while it would assume half of "This Is Your Life." But they couldn't reach any agreement.

CBS Affili' Association Meets in Colo. Springs

NEW YORK — The CBS-TV Affiliates' Association will hold a meeting September 6 and 7 at the Hotel Broadmoor, Colorado Springs, Colo. The meeting will be devoted to a discussion of mutual problems, the fall program schedule, and promotion and sales plans of the CBS-TV network.

Warner Bros. to Open Offices in Chicago, N. Y.

HOLLYWOOD — Warner Bros. TV commercials division will open offices in New York and Chicago within the next two or three weeks, with operations already started at the Burbank Studio. Walter Bien, who helms the division, is presently searching for sales personnel to head the Eastern offices.

First commercials to be filmed at the Burbank lot last week were for Eastman Kodak and for Lever Bros. Several other spots are on order from J. Walter Thompson.

Jack Warner Jr. will be in New York on September 10 with a commercials presentation reel. He'll also explain facilities and operating procedure to interested agencies.

Miss Rountree Has No Home

NEW YORK — Martha Rountree's "Press Conference," which lost its NBC-TV time slot last week, probably won't find a home at ABC-TV. The areas of disagreement seem to be too many.

No sooner had the show been announced for Mondays, 7:30-7:55 p.m., than NBC-TV dropped it in favor of returning to its music-and-news strip pattern to which it adhered in past seasons in that daily half-hour time period. Despite the fact that "Press Conference" already has a sponsor, Corn Products Refining Company, ABC-TV doesn't feel it can work the show in any better than NBC-TV.

Selling in Spin

Continued from page 2

rette breath. There are also many other situations where products are not directly competitive, but do compete in a sense, as for example Slenderella and No-Cal beverages in the New York market. A spiel was delivered for both by Tex McCrary on WRCA-TV, here, recently.

Contributing to the conflicts are the tendency toward diversification among big advertisers and the tendency toward growth in agencies. Procter & Gamble has recently entered the food field with its acquisition of the Duncan Hines Food mixes. It will probably not be able to use "I Love Lucy" for its food mixes, because it shares it with General Foods.

In the agency field there has been a distinct trend toward growth as evidenced by the remarkable mushrooming of McCann-Erickson and the continuing purchase of smaller agencies by larger ones.

What is the solution? The networks are already working on the problem. One of the keys is the setting up of ground rules which would allow semi-exclusivity or exclusivity for advertisers. NBC has decided that in order for a client to get exclusivity on either "Today," "Home" or "Tonight," he must buy a minimum of three participations a week.

Another solution is an emphasis upon getting a new kind of advertiser into TV. Large industrial corporations, more insurance firms and others must be found to buy more network time. In the majority of cases their sponsorship would not be competitive with the old network reliables. And the solution must be found, for TV rates will continue to increase as color becomes more important and more

New TV Spot Campaigns—

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending August 18

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.

(Campaigns placed in more than one region)

NATIONAL SUMMARY

Product and Advertiser
Armstrong Rubber Tires, Armstrong Avon Products, Avon
Bissell Carpet Sweepers, Bissell
Coco Wheats, Little Crow Milling
Crown Zippers, Coates & Clark
Decafe Instant Coffee, Nestle
Folger Coffee, J. A. Folger
Frencheite Dressing, Frencheite
Fresh Deodorant, Pharmacrast
Glamorene Cleaner, Glamorene
Grape Nut Flakes, Post Cereals
Hoisery, Tru Craft
Kasco Dog Food, Corn Products
Lilt Home Permanent, Procter & Gamble
Mounds & Almond Joy Candy Bars, Peter Paul

Product and Advertiser
Nottrena Dog Food, Cargill
Peak Norway Antifreeze, Commercial Solvents
Poll Parrot Shoes, International
Purina Dog Chow, Purina
Reader's Digest, Reader's Digest
Salad Mixer, Grant
Sawyer's View Master, Pharmacrast
Sheaffer Pens, Sheaffer
Shortening, Mrs. Tucker's
Simmons Mattresses, Simmons
Spud Cigarettes, Philip Morris
Tenna Rotor, Alliance
Viceroy Cigarettes, Brown & Williams
Whitman Chocolates, Whitman
Wine, E. J. Gallo
Wine, Italian Swiss Colony

REGIONAL SUMMARIES

Eastern

Alemite CD-2, Stewart Warner
All Products, Philip Morris
All Products, Pillsbury
All Products, Wander
Apple Juice & Sauce, Duffy-Mott
Armstrong Rubber Tires, Armstrong
Avon Products, Avon
Buster Brown Shoes, Brown
Canadian National Exhibition, Canadian National Exhibition
Coco Wheats, Little Crow Milling
Cream of Wheat Cereal, Cream of Wheat
Crown Zippers, Coates & Clark
Decafe Instant Coffee, Nestle
Electrical Appliances, Proctor Electrical
Four Way Cold Tablets, Grove Labs.
Frencheite Dressing, Frencheite
Fresh Deodorant, Pharmacrast
Glamorene Cleaner, Glamorene
"High Society," (Movie), M-G-M
Hollywood Candy, Hollywood

Hood Tires, Goodrich
Ivory Snow, Procter & Gamble
Kasco Dog Food, Corn Products
Lilt Home Permanent, Procter & Gamble
Mars Candy Bars, Mars
Mounds & Almond Joy Candy Bars, Peter Paul
Nescafe, Nestle
Olga Coal, Olga
Purina Dog Chow, Purina
Reader's Digest, Reader's Digest
Rival Dog Food, Associated Products
Robert Hall Clothes, Robert Hall
Sakreite, Harry T. Campbell
San Giorgio Macaroni, San Giorgio
Sawyer's View Master, Pharmacrast
Seven-Up, Seven-Up
Shoes, Brown
Spud Cigarettes, Philip Morris
Wine, E. J. Gallo
Wine, Italian Swiss Colony

Southern

Beer, Budweiser
Bull of the Woods Chewing Tobacco, American Snuff
CDR Rotor, Radiart
Dr. Caldwell's Senna Laxative
Decafe Instant Coffee, Nestle
Esotane, Standard Oil
Frencheite Dressing, Frencheite
Glamorene Cleaner, Glamorene
Haley's M-O, Sterling Drug
Hoisery, Tru Craft
Hunt Club Dog Food, Standard Brands
Instant Maxwell House Coffee, General Foods

M & M Candy, Hawley-Hoops
Mufflers, Midas Muller
Phillips Milk of Magnesia, Sterling Drug
Pinkham Products, Lydia Pinkham
Poll Parrot Shoes, International Shoe
Purina Dog Chow, Purina
Reader's Digest, Reader's Digest
Remington Arms, Remington
Rice, Louisiana State Rice
Salad Mixer, Meyerhoff
Sawyer's Viewmaster, Pharmacrast
Sewing Machine, Myrznof
Simmons Mattress, Simmons
Whitman Chocolates, Whitman

Midwestern

Art Instruction, Art Instruction
Aunt Jemima Easy Corn Bread Mix, Quaker Oats
Avon Cosmetics, Avon
Beer, Brewery's
Bissell Carpet Sweepers, Bissell
Brassieres, Exquisite Form
Bucharoo Clothes, Smith Bros.
Champlin Oil, Champlin Refining
Chesterfield Cigarettes, Liggett & Myers
Chili, Wolfe Brand
Cleaner, Lan-O-Sheen
Clothing, Deering-Miliken
Cooks Paint & Varnish, Cook
Coco Wheats, Little Crow Milling
Corn, Hybrid Seed Corn
Crown Zippers, Coates & Clark
Drugs, Pfizer
Energine, Sterling Drug
Folger Coffee, J. A. Folger
Ford Cars & Trucks, Ford
Frencheite Dressing, Frencheite
Fresh Deodorant, Pharmacrast
Gasoline & Oil, Sinclair Refining
Gasoline & Oil, Socony-Mobil
Grape Nut Flakes, Post Cereals
Hill Brothers Coffee, Hill Bros.
Hoisery, Tru Craft
Holiday Magazine, Curtis
Hutchinson Wax, Hutchinson
Hypower Chili, Rutherford Foods
Instant Folger Coffee, J. A. Folger
Kasco Dog Food, Corn Products

Lager Beer, Pabst Brewing
Malt-O-Meal, Malt-O-Meal
Mounds & Almond Joy Candy Bars, Peter Paul
Nestle Instant Coffee, McCann-Erickson
Northern Tissue, Northern
Nottrena Dog Food, Cargill
Oil Products, D-X Sunray
Omar Baked Goods, Omar Bakeries
Ovaltine, Wonder
Oxydol, Procter & Gamble
Pabst Blue Ribbon Beer, Pabst
Peak Norway Antifreeze, Commercial Solvents
Peanut Butter Crackers, Lance
Pfizer Products, Pfizer
Poll Parrot Shoes, International Shoe
Post Breakfast Foods, Post
Raleigh Cigarettes, Brown & Williams
Reader's Digest, Reader's Digest
Salad Mixer, Grant
Sawyer's View Master, Pharmacrast
Sheaffer Pens, Sheaffer
Secret, Procter & Gamble
Shortening, Mrs. Tucker's
Simmons Mattresses, Simmons
Sky Bar, Necco
Spud Cigarettes, Philip Morris
Tenna Rotor, Alliance
Toni-Pamper Shampoo, Pamper
Whitman Chocolates, Whitman
Wine, Italian Swiss Colony
Viceroy Cigarettes, Brown & Williams

Southwestern

Beer, Pearl Brewing
Corn Chips, Fritos
Crown Zippers, Coates & Clark
Electrical Products, Westinghouse
Folger Coffee, J. A. Folger
Hassenfield Toys, Hassenfield
Hoisery, Tru Craft
Mirro, Aluminum
Reader's Digest, Reader's Digest
Safeco Auto Insurance, General Insurance

Salad Mixer, Grant
Sawyer's View Master, Pharmacrast
Sealy Mattresses, Sealy
Sheaffer Pens, Sheaffer
Shortening, Mrs. Tucker
Slim Magic, Charles Antell
Snuff & Tobacco, American Tobacco
Telephone Extensions, Mt. States Tel. & Telegraph
Tenna Rotor, Alliance
Viceroy Cigarettes, Brown & Williams

Rocky Mountain & West Coast

Ad, Colgate-Palmolive
Armstrong Rubber Tires, Armstrong
Avon Products, Avon
Bissell Carpet Sweepers, Bissell
Cheerios, General Mills
Cleaner, Bruce
Florida Valencia Oranges, Florida Citrus
Folger Coffee, J. A. Folger
Frozen Desserts, Foster Freeze
Gas & Oil Heaters, Singler
Grape Nut Flakes, Post Cereals
Gun, Wrigley
Hesal Bleach, Hesal
Hill Brother Coffee, Hill Brothers
L & M Cigarettes, Liggett & Myers
Life Magazine, Time
Lilt Home Permanent, Procter & Gamble

Lunch Meat, Armour
Nottrena Dog Food, Cargill
Pamper, Toni
Peak Norway Antifreeze, Commercial Solvents
Reader's Digest, Reader's Digest
Schwinn Bikes, Schwinn
Simmons Mattresses, Simmons
Tenna Rotor, Alliance
Tree Top Apple Juice, Charbonneau Packing
Viceroy Cigarettes, Brown & Williams
Western Airlines, Western
Whitman Chocolates, Whitman
Wine, E. J. Gallo
Wine, Italian Swiss Colony
Wine, Wine Advisory Board
Wonder Bread, (International) Wonder
Zerose & Zeros, Du Pont

FOR THOSE WHO CAN AFFORD

THE FINEST

Quality...

in the East it's...

MOVIELAB

- ROUND-THROUGH 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

Rainbow Lab, Inc.

MOVIELAB FILM LABORATORIES, INC.

THREE BIG SOAP FIRMS EYE TOP FEATURE CROP

NEW YORK—All three of the big soap companies are understood to be extremely interested in the new crop of top feature films for their proven appeal to the housewife audience. Almost simultaneously with Colgate's deal to sponsor M-G-M pictures in Los Angeles, it was reported that Lever Brothers is about to launch a mammoth campaign in which it will sponsor a piece of a top feature program once a week in over 60 markets. In the case of the Colgate deal with KTTV, Lever is understood to be planning to use features to pro-

mote a wide diversity of its food and soap products.

Procter & Gamble is also understood to have been studying this type of deal. P&G has always been one of the heaviest buyers of participations on feature film programming for a great number of its products. About a year ago P&G bought full sponsorship of a movie show on WOW-TV, Omaha, running Tuesday, 10:30-12 p.m. It used pictures out of Associated Artists Production's "Movieland" package and drew very good ratings and cost per thousand. P&G, of course, is the largest spot spender in TV.

Colgate's Feature Buy Over KTTV Sets New Trend in Film Purchases

750G Charge Is 20% of Total Pic Cost; Points Up Prestige of M-G-M Flickers

By BOB SPIELMAN

HOLLYWOOD — A revolution in the entire pattern of feature film purchases on stations appears to be shaping up as a result of the Colgate buy of M-G-M features on Los Angeles' KTTV.

The channel will program the pic from 8-10 p.m., Friday night beginning October 12. The deal with Colgate is for 52 weeks straight, without reruns, the price paid reportedly being approximately \$750,000.

This amount, paid by a sponsor to a single station for one program or package, is unprecedented in the history of television. It means, in effect, that without taking time charges into consideration KTTV is recouping almost a fifth of its purchase price thru the single sale.

For Colgate to stake so much in one market is an indication of the prestige the M-G-M pic command. Almost equally astounding is the

rapidity with which the negotiations were concluded.

KTTV first placed the package on the market on Tuesday (28). Colgate bought it Thursday (30), leaving three other prospective sponsors clamoring at the door.

To Colgate it gives two continuous hours in which to plug its product in what apparently will be a "smash" attack on the consumer. It appears that all of the various items will be represented (agencies are Ted Bates, Lennen & Newell.) Negotiations are understood to have been with the company directly.

Industry Effect

The purchase will, undoubtedly, have a profound effect on the industry. The most important question seems to be whether it will now lead to other national advertisers buying feature film programming along similar lines, or more or less as syndicated telefilm series

have been sponsored in the past.

To date, stations with feature films have had to depend almost wholly on spots to recoup their investment. Furthermore, most of these have come from local or regional advertisers, with slim pickings to be had from the national scene.

One of the prime reasons has been that a large sponsor in the past has never been able to buy a uniformly first-class feature package on a long-range basis. In the average 52-pic block the usual practice has been to put in about a dozen top pictures, then pad it out with lesser product.

This served to bring the average-price per pic down to within range of weaker stations while giving the distributor the opportunity to get rid of mediocre product. Ap-

(Continued on page 14)

JUST 3 YEARS OLD

ABC Film Looks to Triple Road Ahead

NEW YORK—ABC Film Syndication, Inc., marks its third anniversary this week with three predictions for the TV film industry: More direct sales to networks, more reliance upon foreign markets and more regional sponsorship.

Distributors will enter more directly into sales to networks, instead of to and thru stations, advertisers and agencies, according to George T. Shupert, president of ABC Film. Within five years, Shupert thinks, foreign market sales will account for 30 per cent of its total revenue, with co-production deals increasing in frequency.

Shupert predicts a heavier accent on spot sponsorship as a supplement to network advertising.

The picture of optimism is marred only by the fact that syndication prices have not been allowed to keep step with rising production costs. In fact, they are the same as they were in 1953.

Shupert Guides

A subsidiary of American Broadcasting-Paramount Theaters, ABC Film opened its doors in September, 1953, under the guidance of Shupert, whose personal reputation has been a big factor in the company's growth.

His staff then consisted of Don Kearney, vice-president in charge of sales; Joe Greene, at that time film booker, and Lee Francis, advertising and promotion manager. Each of the four was located in a different office scattered thruout Manhattan. Their first properties were two reruns, "Racket Squad" and "The Playhouse," originally "Schlitz Playhouse of Stars."

From this beginning, ABC Film has acquired a dozen shows, 45 employees and three floors of offices, all in one building. The early quartet of executives is still very much present. The company proudly claims many industry firsts, including the first major company to go into business with reruns (with over \$1,000,000 in commitments), the first to prepare institutional studies for the indus-

(Continued on page 14)

Syndication to Tally \$50 Mil—Sillerman

NEW YORK—TV film syndication will probably reach a gross volume of \$50,000,000 in 1956, it was predicted last week by Mickey Sillerman, executive vice-president of Television Programs of America. Reviewing the three years that

TPA has been in business, Sillerman observed that the industry has grown pretty much along the lines they anticipated when TPA first opened its doors. The first story on the formation of TPA appeared in the issue of The Billboard dated September 12, 1953.

When it started TPA had "Ramar of the Jungle" and the Edward Small package of features. In January, 1954, it put "Your Star Showcase" on sale, and in April it launched "Ellery Queen."

Altogether in the three years TPA has sold four shows for network sponsorship. It has put nine series into syndication, four of which were sold to their network sponsors by TPA itself.

Prices Steady

Sillerman noted that syndication prices have remained steady over these three years. The proportion of sponsor vs. station sales in first-run syndication still remains about 80-20, as it was three years ago, Sillerman pointed out.

The size sales force needed by the major distributors has grown with the increase in TV markets and volume of business. TPA itself has just hired 12 new men in one swoop and will have them in for an orientation clinic on September 17. This gives TPA a total force of 45 men, Sillerman said.

Bolger Gets 3 Prime Slots

NEW YORK — Three of the package of 20 Ray Bolger hour shows are to be slotted in prime nighttime periods this fall on NBC-TV. The time periods have not been selected. The other 17 Bolger stanzas are to go into a Sunday afternoon slot which will be shared with "Wide, Wide World."

Helene Curtis will sponsor half of the hour package, and the network is looking for a co-sponsor. The Bolger program will cost about \$100,000 for time and talent. "Wide, Wide World" runs about 200G. They are two of the most expensive shows of their type, but are considered good buys because of the large audiences available on Sunday afternoons and the relative absence of big name programs on at that time on ABC-TV.

NBC Sets 'Medic' In Standby Role

HOLLYWOOD — "Medic," kicked off the air by NBC-TV this fall, is being readied by the web as a standby replacement for a program or programs that may wilt in January.

The net has approved a budget for 13 more scripts, and these will be purchased by Producer Frank Latourette "just in case."

'Doctor' to Air In 60-70 Marts

HOLLYWOOD — "Frontier Doctor," Hollywood TV Service syndicated series, sold in approximately 60 to 70 markets, will go on the air in most of them, except the far West, between the middle of September and October.

The Rex Allen starrer has wrapped up a number of regional sponsors. Wiedemann Brewing Company, thru Tatham-Laifred, bought the show in Ohio and Indiana. Genesee Brewing Company purchased the series in New England, with National Bonemian taking it in Washington, plus having option on it for 20 other markets on a co-sponsorship basis. In the South the western is being sponsored by White Provision Company, with Kroger Groceries buying it for three others. Thiele Sausage Company is the sponsor in Milwaukee.

In Los Angeles, KTTV purchased the program for the entire Western States area, but has not secured an advertiser as yet. Series has also been sold in New York to an undisclosed sponsor.

COAST EXIT

MCA-TV Shifts Headquarters To New York

HOLLYWOOD—MCA-TV this week is shifting the headquarters of its syndication branch from Hollywood back to New York, cueing a stronger emphasis on regional selling than in the past. At the same time the move is resulting in a mild realignment of executive positions.

Veepee Wynn Nathan, moving to New York, will head the operation, with Dave Shutton continuing in his present capacity. Ray Wild, former Southwest sales manager, is being appointed to the new post of field manager under Nathan.

Dale Sheets, second in command to Nathan on the West Coast, moves into the national TV sales department. Bob Greenberg continues as Western sales manager.

MCA-TV, since its purchase of UTP, has been the only major syndication company with headquarters in the West. Nathan said the move was necessary because of the fact most accounts come out of New York.

MCA has definitely set one new program, "State Trooper," for release in January, but, according to Nathan, plans to come out with another about the same time or shortly thereafter.

SMALL COUNTRY ESTATE FOR SALE

65 Mi. from N. Y. and Phila.
16 acres land includes 32 acres woodland, 3 acres pasture, 1 acre lawn. Located south side of mountain with magnificent view of Washington, N. J., and surrounding hills. 1 mile to center of town.
3-year-old ranch home, 2 bed rooms, large living room with fireplace, kitchen, ceramic tile bath, front porch, rear screened-in patio, two-car heated garage in house.
Small horse barn in pasture, hunters' cabin with fireplace in woodland.
Property has its own road, power line and SOFT water well.
Owner must sell, going west. Sacrifice.

NOW \$36,000

Illustrated brochure on request

ALVIN SLOAN

First National Bank Building
Washington, New Jersey
Phone: Murray 9-1134

Wanted TRAVEL COLOR FILMS IN 16MM

Contact Box 71
Billboard, 1564 Broadway, N.Y.C.

CISCO KID 23.4 BALTIMORE



Duncan Renaldo as "CISCO"

In this selective market, Ziv's CISCO KID not only outrates competing, preceding and following shows by as much as 16 points, but also tops many national favorites like Phil Silvers Show, Circle Theatre, U. S. Steel Hour, Sid Caesar and others. * (ARB, Feb. '56)

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



CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD



Leo Carrillo as "PANCHO"

1955-'56 BILLINGS

Brewers Rank 2d as Clients of TPA Shows

NEW YORK—Breweries have moved up in rank as a class of syndicated TV film sponsors as far as Television Programs of America can tell. In an analysis of its syndication billings for the year ending July 31, TPA found that breweries constituted the second largest category. In its 1954-'55 fiscal year, breweries had ranked fourth as sponsors of TPA's syndicated shows. In both years food products were by far the largest class of sponsors.

The TPA show that has the largest proportion of beer sponsors is "Susie." This is symptomatic of the trend of breweries to sponsor programs that have a large female appeal, according to Mickey Sillerman, TPA executive vice-president. "Susie" is sponsored by Drewrys Beer in a large regional

spread, by Blitz and Narragansett. It has recently been sold in several markets (including Kansas City, Mo.) to Schlitz Beer, which is contemplating taking it for several more. Schlitz has traditionally sought a balanced adult audience from its TV sponsorship, witness its long running dramatic show, "Schlitz Playhouse of Stars" on CBS-TV.

Most beer purchases, according to research, are now made by the housewives, and most beer is consumed right in the home, usually in front of the TV set, Sillerman pointed out.

Food products represented 22 per cent of TPA's syndication sales to sponsors, beer represented 15 per cent, automotive 12 per cent, dairies 10 per cent, bakeries 9 per cent, retailers and super markets also 9 per cent, and banks 5 per cent.

WJAR Calls Sun. Movies 'First Night'

PROVIDENCE — WJAR-TV is putting its best feature films into a new Sunday night show that it will anchor at 11 p.m., 20 minutes earlier than it has ever been able to start its late night movie before. The new Sunday night show, which starts October 7 with "Intermezzo," will be titled "First Night." It will be programmed mainly with the David O. Selznick and 20th Century-Fox pictures WJAR bought from National Telefilm Associates.

The station is negotiating a possible full-sponsorship deal, but if that does not go thru it will sell participations in "First Night" at premium rates.

WJAR's "Million Dollar Movie," Tuesday-Saturday, starts at 11:20 p.m. at its earliest and not until 11:45 p.m. on Saturday.

COMMERCIAL CUES

GIANT IN DETROIT

A new industrial film studio, Photography Place, has been opened in Detroit in the former Majestic Theater. Altho not yet formally opened, the studio is in active use and booked solid for about two months. The studio is being used chiefly for TV film shooting including the commercials for the Ed Sullivan show. Facilities are built around a building 100 feet square with a 35-foot ceiling and 168-foot continuous background. Large size industrial truck may be rolled right onstage, permitting shooting of cars made direct factory control here, instead of shipping to distant studios. Marshall T. Groton is vice-president and general manager, photo staff is headed by Robert F. McKenzie.

BLURBS FOR WARNERS

Warner Bros. TV commercial and industrial film department began work in this field with a series of film commercials for Eastman Kodak. Next on its docket are some blurbs for Lever Bros. They are the first to utilize the full facilities of the Warner Bros. studios and cartoon division. They are under the supervision of Jack M. Warner and Walter Bien.

ID's

Television commercials on film now dominate the TV advertising field and account for 75 per cent of all commercial messages, according to William Miesegaes, president of Transfilm, Inc. The production cost of these film commercials is estimated at \$30,000,000 or 3 per cent of the annual \$1,000,000,000 spent by advertisers on television. . . . The name of Earl Klein's firm is Animation, Inc. and not Automation nor Ammunition, Inc., as some correspondents would have it. Nor (the blow that killed father) is it Imitation, Inc! . . . Frank Sinatra, Kevin McCarthy and Rod Steiger are being featured in a series of six TV commercials being done by Fion Films for the Arthritis and Rheumatism Foundation in New York. . . . Carroll O'Meara has been appointed director of commercials for C. J. La Roche & Company. . . . Warwick & Legler Advertising has hired Guild Film's Commercial division to produce two commercials for its Ex-Lax drug account. . . . George Seitz Jr. has signed a producer-director pact with Cascade Pictures.

TV Commercials in Production

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)

Table with columns: Sponsor, Product & Agency (Show, if any) No. (Seconds) Type (C-Color) Commercial Producer. Rows include BUILDING AND PAINTS SUPPLIES, CANNED GOODS, CLOTHING AND ACCESSORIES, COFFEE, TEA, COCOA, CONFECTIONS, DAIRY PRODUCTS, DENTIFRICES, SHAVING CREAMS, DRUGS AND DRUGSTORES.

(Continued next week)

Sterling Dittos 'Bowling' Buys

NEW YORK—Sterling Television has put another 13 segments of its hour-long "Bowling Time" on the market and in less than a month's selling put them into virtually every market that had the first 13. "Bowling Time" has now been sold in a total of 97 markets, almost entirely in direct-to-station deals.

Up until a month ago the first 13 segments, which went on the

market last November, had been sold in 72 markets. Among the stations which have bought all 13 films are WABD, here; KTVB, Denver; WMAL, Washington; WKOW, Madison, Wis.; and KPTV, Portland, Ore.

Sportscaster Bud Palmer has taken over as emcee in the second 13. Sam Levine continues to do the commentary on the bowling matches themselves. Among the sports celebrities guesting on the new cycle are Jim Braddock, Ken Strong, Pauline Betz, Florence Chadwick, Maxie Rosenbloom and Joyce Brothers.

The main type of participating sponsor that stations have sold of the bowling show is beer.

FORT WORTH INDIE

KFJZ Dubs Webs' Affils on ARB Scores

NEW YORK — KFJZ-TV, the fourth outlet in the Dallas-Fort Worth area, gave the network stations here a healthy drubbing in the July American Research Bureau ratings, showing that an independent can do mighty well against network affiliates.

"Million Dollar Movie," nightly (7:30-9 p.m.) KFJZ strip airing Warner Bros. and David O. Selznick features, racked up an average 12.6, beating such high-powered live offerings as "Robert Montgomery Presents" (11.0), "Vic Damone" (8.4), "Ford Theater," "Four Star Playhouse," Arthur Murray and so on down the line.

On Mondays and Thursdays, nights, when the "MDM" premieres its films, KFJZ failed to top only one network show, "Lux Video Theater."

"Texas Wrasslin'," filmed wrestling series, racked up a 14.1 against Burns and Allen's 13.9 average and a 10.6 against Ernie Kovacs' 7.8 in its 9-10 p.m. slot.

Except for news, weather and sports round-ups and a weekly church program, KFJZ carries an all-film line-up, including six hours of daily feature film programming. Tho the station opened its doors less than a year ago, its operation is already in the black.

With profits accruing early and prime time ratings running higher than rivals WFAA (NBC), KRLD (CBS) and WBAP (ABC), Dale Drake, national sales manager for KFJZ, reports his job is getting simpler all the time. A new batch of first-run features, soon to be announced, will give them a sold-out season for 1956-'57, according to Drake.

The news from Fort Worth, Drake thinks, ought to provide needed encouragement to new independent stations.

USSR'S TV

Official Takes Zobel's Russo Road Show

NEW YORK—"Camera Inside Russia," the film produced by author-lecturer Myron Zobel and put on a few stations last spring as a road show, will be put into full TV distribution by Official Films.

Zobel was one of the first Americans to get a Russian visa after the Geneva conference last year. He shot thousands of feet of film on many aspects of life in the Soviet Union. While in Russia, he ran into Norman Chandler, owner of KTTV, Los Angeles, with whom he subsequently made a deal for telecasting the film.

When the film was shown on KTVT and then on WPIN, here, Zobel appeared on camera live to comment on his visit. Zobel's commentary has now been put on film, so that the whole thing makes an integrated 90-minute program.

Zobel and KTTV placed the show on 10 stations altogether. Playing in prime time, it got a 16.1 rating in Los Angeles, an 8.0 in New York and a 17.2 in Los Angeles.

Official acquired the distribution rights from KTTV. Herman Rush, sales vice-president of Official, said they would sell it on a premium basis.

Van Bergen To Marathon

NEW YORK — Charles Van Bergen, assignment and foreign editor of Warner Pathe News, joined Marathon TV Newsreel last week as director of news and special events. The appointment is part of the firm's move for increased services.

Marathon, for example, has arranged for priority delivery early in 1957 of Ampex Videotape equipment to furnish taped picture news releases across the nation. The company produces and distributes complete short information films in addition to servicing spot news.

Tom Storey Named WLW-T Film Boss

CINCINNATI—Tom Storey has been appointed film director for WLW-T here, replacing Grace Payne, who has retired.

Storey has been with the WLW-T film department four years.

Joe Fiorini has been named assistant to Storey.



A new and different kind of sports program

39 action-filled quarter hours covering all sports. From football to ice hockey . . . basketball to figure skating. Features Bud Wilkinson, America's leading football coach and a fine television personality. Specially filmed slow motion sequences on all sports . . . guest appearances by leading personalities like Wes Santee, Barbara Ann Scott, Allie Reynolds, Doak Walker, and a host of others. Helps spectators get more fun out of watching and participants perform more. Entertains the whole family. Priced realistically, ready for immediate release. Get in touch with Sport Lite, Inc., 20 N. Wacker Drive, Chicago, Illinois.

Preferred by Theatrical World CONVENIENT

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District. . . . Preferred, always by experienced travelers because of its outstanding advantages. Every room with combination tub and shower . . . full consulting fee rate. Delicious food . . . beautiful service. AIR-CONDITIONED ROOMS

Special Theatrical HOTEL Rates

LARIDGE Free Parking ST. LOUIS MEMBER THE DINERS' CLUB

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States



An open letter to TV station owners and managers:

1956 will go down in TV history as the year in which Hollywood's great libraries became available to TV.

The first entire major studio library to be acquired for your use was the RKO library of 742 features in December of 1955 by C & C Television Corporation.

Since then Columbia, Warners, 20th Century-Fox and the Metro-Goldwyn-Mayer Company also made available to you part or all of their great film libraries.

The combined original cost of production of the feature motion pictures being offered to you by all these companies is well in excess of \$2,000,000,000.00. It would probably cost double this amount to produce these outstanding attractions today if money alone could accomplish the end result.

Such creative talents as Louis B. Mayer, Darryl F. Zanuck, Jack L. Warner, David Selznick, Harry Cohn, directed the production of these successful pictures.

Every important male and female star throughout the world plays in them. The outstanding directors and writers of the motion picture industry directed and wrote the scripts, many of them based on successful novels and plays.

All of this is now available to the TV viewing public through your stations.

I heartily recommend that you acquire these pictures for your stations by contacting Ralph Cohn of Screen Gems for Columbia features, Bud Barry of MGM for their fabulous library of features, Eliot Hyman of Associated for the wonderful Warner library, Ely Landau of NTA for 52 Fox Pictures, and Erwin Ezzes of C&C Television Corp., for the RKO library.

You would be fortunate indeed if you could acquire *all* of these features for your station. We realize this would be very costly and difficult to absorb in addition to your other program commitments.

You can, however, acquire at least *two* of the companies' entire libraries available if one of them is RKO because C&C TV Corp. has made available the most unique purchase plan in the short history of television.

YOU ARE ABLE TO MAKE MOST OF YOUR PAYMENT WITH ONLY A PART OF YOUR UNSOLD INVENTORY OF SPOTS, AS NONE OF THE SPOTS IN YOUR EVENING "A" TIME IS REQUIRED. YOU WILL ALSO BE PERMITTED TO OWN THIS LIBRARY FOR YOUR MARKET FOR 10 YEARS, EVEN THOUGH

WE ARE ASKING FOR SPOTS FOR ONLY 5 YEARS.

Ask some of the theater managers in your town how they would like to pay their theater's film rental by giving the distributors passes for a fraction of *yesterday's* empty seats instead of with hard dollars.

Yes, Mr. TV Station Owner, most of these theaters made big profits and many still are making money but I doubt if any of them would turn down such an opportunity.

Many of the most highly respected and successful TV station operators have not been too proud nor permitted themselves to be dissuaded by our beloved competitors when they took the time to properly analyze what unique value our method of merchandising has to offer.

Some of them such as Westinghouse, Crosley, Triangle, Storer, were at first affected by what they had heard about that naughty word called "Barter" of their unsold-unprofitable-unused spots for our *great RKO library*; however, after thorough analysis, they have signed contracts.

You don't have to commit for the entire library, as we'll make available a smaller number of pictures for a reduced number of spots.

Our plan contemplates providing you with a new set of prints directly from the lab to remain permanently in your station.

Every TV market in the country will be playing some of the features from the companies mentioned above—they will either be on *your* station or *your Competitor's* stations. You cannot afford to ignore *their* existence or they may affect your station's existence.

From a purely objective standpoint, just reflect on the reason why you are not using a *greater* number of features today. Perhaps it's because *only now* have the *highest quality* feature pictures ever produced been made available to TV.

We don't believe you can *afford* to pass up investigating what we consider to be the single most profitable deal you've ever been offered to date.

We believe that the American public, who have paid billions of dollars to see feature pictures in the movie houses throughout the country, is the same audience watching TV and we would like to point out that well over 90% of them have not seen even the best of the top pictures from all the libraries."

Matthew Fox

PRESIDENT, C & C TELEVISION CORP.



*Approved
by the
Leaders*

**CROSLEY,
KOA,
KTRK-TV,
STORER,
TRIANGLE,
WESTINGHOUSE,
ARE BUT A FEW
OF THE MOST
ILLUSTRIOUS NAMES
IN TELEVISION
WHO HAVE BOUGHT**

**MOVIE
USA
TIME**

C & C TELEVISION CORP.



General Manager, Triangle Stations

"First of all, it's a tremendous buy, realistically priced for local use. Beyond that, my personal opinion is that the package is the greatest programming source ever made available to TV stations. 'Movietime USA' will automatically provide a competitive advantage for every station running it.

"As an organization, we are in the habit of relishing our many 'firsts.' We're proud to have scored another by being first to wrap up 'Movietime USA.' The fact that the contract is the largest ever negotiated by a film distributor and a regional station group is evidence of our confidence in the salability of every feature of the package."

Roger W. Clipp

ROGER W. CLIPP



General Manager, KTRK-TV

"I have been buying film for television for about ten years now and have never seen such enthusiasm on the part of our audience and advertisers as we have had since the announcement of our MOVIE TIME USA package. We have had an amazing number of calls and letters from people in and out of the industry about it.

"It goes to prove that RKO's star-studded package is the kind of television fare that will sell our station, because it is the kind of programming that the people have been waiting to see."

Willard E. Walbridge

WILLARD E. WALBRIDGE



**Vice President in charge of TV,
Crosley Broadcasting Corporation**

"The Crosley Broadcasting Corporation is very pleased with the arrangements completed with Mr. Matthew Fox for the showing of the RKO feature film package over our television stations in Atlanta, Dayton, Cincinnati, and Columbus, because we can now augment our fine schedules with star-studded names of filmland in such excellent features as 'Abe Lincoln in Illinois,' 'Citizen Kane,' 'Having a Wonderful Time,' 'Hitler's Children,' 'Quality Street,' 'Stage Door,' just to mention a few of the many tremendous box office smashes which assure our audiences that the best in movies will also be seen on WLW-Television. Yes, we are delighted... and the reason for this feeling is bound to become more and more apparent to our audience and clients as we program these great RKO features."

John T. Murphy

JOHN T. MURPHY



**Vice President in charge of Programming,
Westinghouse Broadcasting Company, Inc.**

"Westinghouse Broadcasting Company believes that good feature films are an important ingredient for effective local TV programming, today and tomorrow. We bought the C & C library, the first of the major feature film libraries available for television, because a library of this caliber offers a plentiful and well-balanced source of feature films to fit many programming needs. These features are rich in both story value and star value, and they are eminently promotable and salable. We are sure that these films will have great appeal for the viewers who tune to KDKA-TV, Pittsburgh; KPIX, San Francisco and KYW-TV, Cleveland."

Richard M. Pack

RICHARD M. PACK



President and General Manager, KOA-TV

"The addition of Movietime, U.S.A. feature films to KOA-TV's movie library is an exciting one for all of us. We believe these feature films to encompass all the facets of entertainment that bring about high ratings and audience acceptance."

"Among the great number of Hollywood's best feature films that KOA-TV has already shown or plans to show, the Movietime, U.S.A. package promises new highs in audience applause and commercial success."

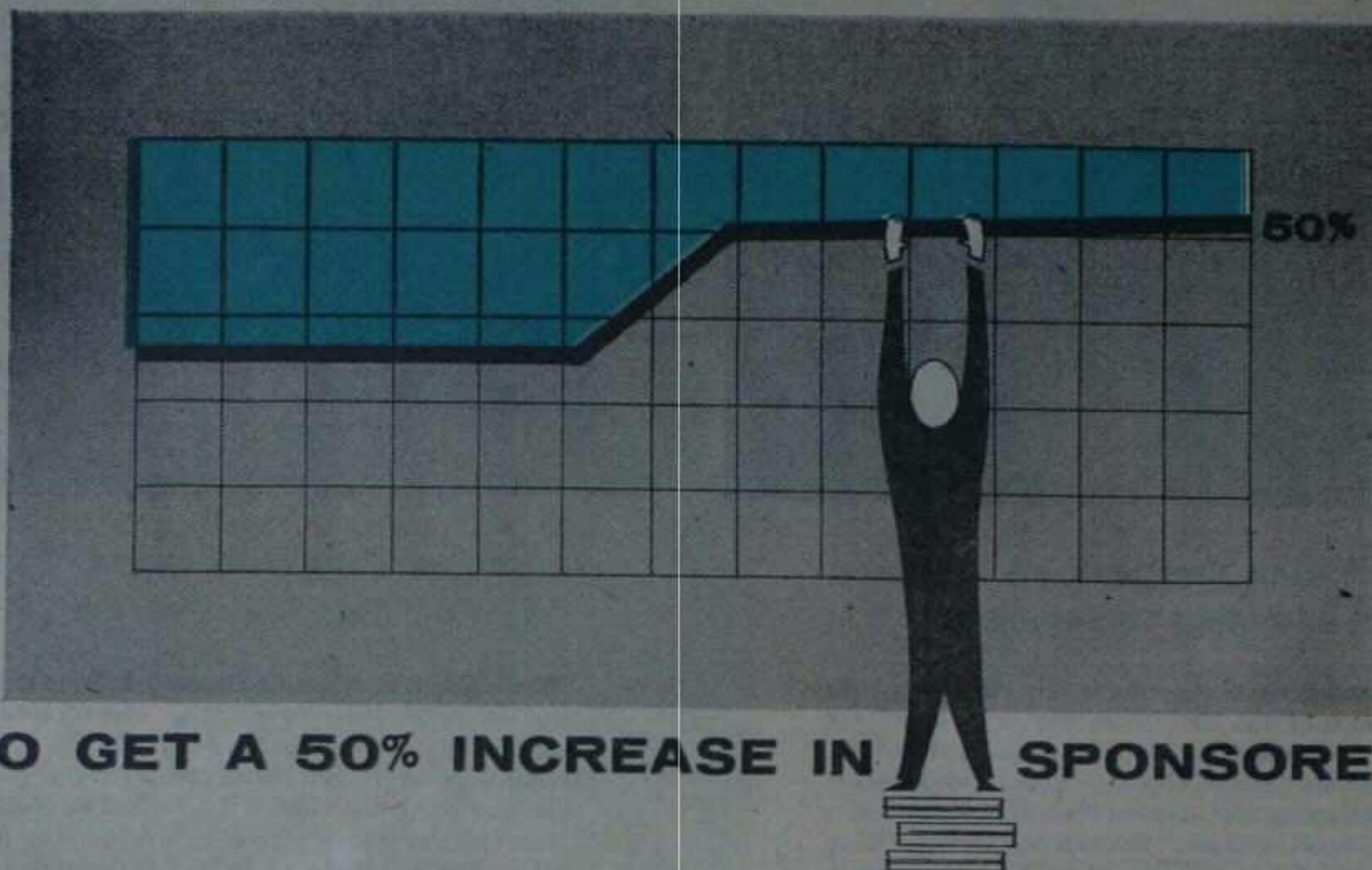
William Grant

WILLIAM GRANT

**These are but a few of the many
unsolicited testimonials in our
files. Copies on request.**



PLEASE TURN THE PAGE



HOW TO GET A 50% INCREASE IN SPONSORED TIME

- Authoritative Statistics show that most television stations increase paid commercial time by 50%, when good movies are programmed.
- You can make present non-productive time pay off by trading part of it for our outstanding package of Hollywood's greatest motion pictures.
- By bartering this unsold time, you can acquire a proven-successful programming pattern which will increase your sales and soar your ratings to new heights.
- The Company which will use the bartered spots is the International Latex Company. Since this organization has never been a television advertiser, you are not losing a customer.
- As you know, the trend today is towards feature films. With our outstanding motion pictures, your programming can be planned to successfully capture a loyal audience.
- As business men, we don't have to spell out for you what this means in terms of increased ratings, increased sponsorships and increased profits!
- *Every dollar you gross on our library, whether sold for total sponsorship or on a participating spot basis, is adding to your profit. Where else can you get such an opportunity?*



Write - Wire - Call



C & C TELEVISION CORP.

270 PARK AVENUE • NEW YORK 17, N. Y. • PLAZA 3-5600.
E. H. Ezzes, Vice President and General Sales Mgr.

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

JULY RATINGS

Rank	Show, Sponsor & Web	Rtg.
1.	564,000 Question Revlon (CBS)	48.6
2.	564,000 Challenge Revlon, P. Lorillard (CBS)	38.7
3.	What's My Line? J. Montaner, Rem. Rand (CBS)	35.1
4.	I've Got a Secret R. J. Reynolds (CBS)	32.9
5.	Best of Groucho DeSoto-Plymouth (NBC)	31.3
6.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	31.0
7.	Truth or Consequences P. Lorillard (NBC)	23.9
8.	People Are Funny Tom, Gillette (NBC)	20.9
9.	Masquerade Party Leutheric, Emerson (ABC)	19.4
10.	Two for the Money Bulova, Sheaffer, P. Lorillard (CBS)	18.2

AMONG WOMEN

Rank	Show, Sponsor & Web	Women Per Set
1.	Two for the Money Bulova, Sheaffer, P. Lorillard (CBS)	1.26
2.	Masquerade Party Leutheric, Emerson (ABC)	1.24
3.	564,000 Challenge Revlon, P. Lorillard (CBS)	1.22
4.	564,000 Question Revlon (CBS)	1.21
5.	What's My Line? J. Montaner, Rem. Rand (CBS)	1.20
6.	I've Got a Secret R. J. Reynolds (CBS)	1.19
7.	Name That Tune Whitehall (CBS)	1.18
8.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	1.18
9.	Best of Groucho DeSoto, Plymouth (NBC)	1.16
10.	High Finance Mennen (CBS)	1.13

AMONG MEN

Rank	Show, Sponsor & Web	Men Per Set
1.	564,000 Challenge Revlon, P. Lorillard (CBS)	.95
2.	What's My Line? J. Montaner, Rem. Rand (CBS)	.94
3.	Two for the Money Bulova, Sheaffer, P. Lorillard (CBS)	.88
4.	Best of Groucho DeSoto, Plymouth (NBC)	.86
5.	564,000 Question Revlon (CBS)	.84
6.	High Finance Mennen (CBS)	.84
7.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	.84
8.	Truth or Consequences P. Lorillard (NBC)	.83
9.	People Are Funny Tom, Gillette (NBC)	.81
10.	Dollar a Second Mogren-David (ABC)	.80
11.	I've Got a Secret R. J. Reynolds (CBS)	.80

AMONG CHILDREN

Rank	Show, Sponsor & Web	Children Per Set
1.	Dollar a Second Mogren-David (ABC)	.80
2.	Beat the Clock Pharma-Craft (CBS)	.78
3.	People Are Funny Tom, Gillette (NBC)	.66
4.	Down You Go Pures, Spelde (NBC)	.60
5.	I've Got a Secret R. J. Reynolds (CBS)	.60
6.	Truth or Consequences P. Lorillard (NBC)	.57
7.	Pantomime Quiz Time-Life, Hamit, Amoco (CBS)	.49
8.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	.44
9.	564,000 Question Revlon (CBS)	.43
10.	Two for the Money Bulova, Sheaffer, P. Lorillard (CBS)	.41

Films to Watch

ROSEMARY GLOONEY SHOW -MCA-TV

The latest Videodex survey of 284 markets finds the Rosemary Clooney show the No. 1 syndicated film in its first national rating. The songstress drew a 17.3 in the August report. After one month's exposure, the musical stanza garnered a 14.4 Pulse rating, which placed it sixth among non-network films, the only music show in the top 25. Big factor in the show's steadily climbing ratings is the high-powered guest policy. Such stars as Tony Curtis, Jose Ferrer, Gene Nelson, Tennessee Ernie and Charles Coburn do not stop at brief walk-on appearances but also perform.

Web Winners

CHARLIE FARRELL SHOW - CBS-TV

Racking up a 20.3 in the August ratings of American Research Bureau, the Charlie Farrell Show has proved to be a real sleeper. The comedy series has come out No. 1 among 1956 summer replacement shows and seems a natural for film syndication. This is the second year in which CBS-TV has programmed a first-run film in the "I Love Lucy" time slot (Mondays, 9-9:30 p.m.), and this summer it has paid off. A nimble cast, including Farrell, Charles Winninger and Noreen Nash, has been a major factor in the show's success.

ARB Top Shows Among Kids

How Network Shows Rated Among Children in July

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.

Rank	Show, Sponsor & Web	Children Per Set	Avg. July Rating
1.	*Mighty Mouse, Sust. (CBS)	1.94	12.3
2.	Captain Kangaroo, Partic. (CBS)	1.93	5.6
3.	Howdy Doody, Sust. (NBC)	1.86	6.4
4.	*Mickey Mouse Club, Partic. (ABC)	1.81	11.4
5.	Uncle Johnny Coons, Swift, Sust. (NBC)	1.70	5.1
6.	Captain Kangaroo (Sat.), Sust. (CBS)	1.67	7.6
7.	Ding Dong School, Sust. (NBC)	1.60	4.3
8.	*Fury, Gen'l Foods (NBC)	1.58	13.4
9.	Winky Disk & You (CBS)	1.52	5.1
10.	*Disneyland, Partic. (ABC)	1.44	21.9
11.	*Rin Tin Tin, Nat'l Biscuit (ABC)	1.38	16.1
12.	*Tales of the Texas Rangers, Curtiss, Gen'l Mills (CBS)	1.30	14.5
13.	Watch Mr. Wizard, Sust. (NBC)	1.29	5.0
14.	*Captain Gallant, Heinz (NBC)	1.28	9.4
15.	*Roy Rogers, Gen'l Foods (NBC)	1.26	14.0
16.	*Wild Bill Hickok, Kellogg (CBS)	1.25	10.8
17.	*My Friend Flicka, Colgate (CBS)	1.22	15.0
18.	*Lone Ranger, Gen'l Mills (CBS)	1.20	11.0
19.	*Lassie, Kellogg (CBS)	1.14	19.2
20.	*Robin Hood, J&J, Wildroot (CBS)	1.03	19.6
21.	*Sgt. Preston of the Yukon, Quaker Oats (CBS)	1.02	13.7
22.	*W. B. Presents "Cheyenne," Gen'l Electric, Monsanto, L&M (ABC)	.97	9.3
23.	*Lone Ranger, Amer. Dairy, Gen'l Mills (ABC)	.97	9.3
24.	Big Top, Nat'l Dairy (CBS)	.97	11.0
25.	*Combat Sergeant, Co-op. (ABC)	.95	9.8

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Mystery Shows

JUNE RATINGS

Rank	Show & Distrib.	Avg. June Rtg.
1.	Highway Patrol (Ziv)	18.1
2.	Mr. District Attorney (Ziv)	16.2
3.	Badge 714 (NBC)	13.5
4.	Code Three (ABC)	13.2
5.	Man Behind the Badge (MCA)	11.4
6.	San Francisco Beat (CBS)	11.1
7.	Follow That Man (MCA)	11.0
8.	Inspector Mark Saber (Thompson)	9.5
9.	City Detective (MCA)	9.5
10.	Public Defender (Interstate)	9.0
11.	Racket Squad (ABC)	9.0

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	86
2.	Racket Squad (ABC)	86
3.	Ellery Queen (TPA)	85
4.	Mr. District Attorney (Ziv)	85
5.	The Whistler (CBS)	85
6.	Inspector Mark Saber (Thompson)	84
7.	Lone Wolf (MCA)	83
8.	Mr. & Mrs. North (Schubert)	83
9.	Public Defender (Interstate)	83
10.	Boston Blackie (Ziv)	82
11.	Man Behind the Badge (MCA)	82

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Badge 714 (NBC)	25
2.	Sherlock Holmes (NTA)	25
3.	City Detective (MCA)	24
4.	Inspector Mark Saber (Thompson)	24
5.	Man Behind the Badge (MCA)	24
6.	Highway Patrol (Ziv)	22
7.	Inner Sanctum (NBC)	22
8.	Mr. & Mrs. North (Schubert)	22
9.	Racket Squad (ABC)	22
10.	The Whistler (CBS)	22

AMONG VIEWERS

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Badge 714 (NBC)	237
2.	Highway Patrol (Ziv)	232
3.	Boston Blackie (Ziv)	218
4.	Lone Wolf (MCA)	217
5.	Mr. & Mrs. North (Schubert)	216
6.	Man Behind the Badge (MA)	215
7.	The Whistler (CBS)	215
8.	Sherlock Holmes (NTA)	212
9.	San Francisco Beat (CBS)	211
10.	City Detective (MCA)	208
11.	Follow That Man (MCA)	208
12.	Inspector Mark Saber (Thompson)	208

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Public Defender (Interstate)	93
2.	The Whistler (CBS)	91
3.	Ellery Queen (TPA)	88
4.	Mr. and Mrs. North (Schubert)	88
5.	Follow That Man (MCA)	88
6.	City Detective (MCA)	87
7.	Gangbusters (General-Teleradio)	87
8.	Mr. District Attorney (Ziv)	87
9.	San Francisco Beat (CBS)	86
10.	Boston Blackie (Ziv)	85
11.	Lone Wolf (MCA)	85

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	62
2.	Captured (NBC)	45
3.	Highway Patrol (Ziv)	43
4.	The Pendulum (Thompson)	36
5.	Lone Wolf (MCA)	31
6.	Man Behind the Badge (MCA)	29
7.	Sherlock Holmes (NTA)	29
8.	Follow That Man (MCA)	25
9.	Mr. & Mrs. North (Schubert)	23
10.	San Francisco Beat (CBS)	23

Pulse Top Pix Among Children

How Non-Net Films Rated Among Children in June

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	Kids Per 100 Homes	Avg. June Rating
1.	Little Rascals (Interstate)	107	9.8
2.	Abbott & Costello (MCA)	101	5.3
3.	Superman (Flamingo)	98	11.2
4.	Looney Tunes (Guild)	97	8.5
5.	Ramar of the Jungle (TPA)	95	7.3
6.	Annie Oakley (CBS)	95	14.0
7.	Laurel & Hardy (Governor)	94	9.8
8.	Range Rider (CBS)	93	8.3
9.	Long John Silver (CBS)	92	5.3
10.	Sky King (Nabisco)	91	10.2
11.	Cisco Kid (Ziv)	89	10.1
12.	The Ruggles (Corradine)	88	2.2
13.	Steve Donovan, Western Marshal (NBC)	88	8.4
14.	Wild Bill Hickok (Flamingo)	88	11.1
15.	Cowboy G-Men (Flamingo)	88	7.3
16.	Hopalong Cassidy-1 Hr. (NBC)	88	5.7
17.	Hopalong Cassidy (NBC)	85	7.0
18.	Kit Carson (MCA)	85	8.7
19.	Gene Autry (CBS)	83	5.9
20.	Gene Autry-1 Hr. (CBS)	83	8.3
21.	Jungle Jim (Screen Gems)	83	10.6
22.	Judge Roy Bean (Screencraft)	77	7.5
23.	Sheena, Queen of the Jungle (ABC)	69	5.6
24.	Badge 714 (NBC)	62	13.5
25.	Crunch & Des (NBC)	49	8.9

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.

Colgate Feature Buy Over KTTV Sets New Trend

Continued from page 7

parently, however, it also prevented features from attracting national advertisers.

The Colgate deal is likely to change all this. With the company known to have been seeking product for sponsorship in a number of markets, it appears logical that negotiations for the M-G-M block will follow elsewhere. With other sponsors already interested this could start a bandwagon rolling.

Hypo M-G-M Pix Sale

Conversely, this is bound to spur sale of the M-G-M pix, and lead to a re-examination of sales policies by distributors such as Associated Artists, Screen Gems, NTA, et al. If stations, who have always grumbled about taking the "dogs" with the "gems," can see their way clear to making a profit by paying higher prices for better product, pix may have to be divided into "A" and "B" packages. The no other station is likely to command the price, i.e. \$14,000 to \$15,000 per week, of KTTV which has already built itself into the leading independent in the country, the incentive is obviously a powerful one.

According to Richard Moore, president of the station, there are enough "blockbuster" features in the package to run for two years without repeating. The competition they will face is, on NBC: 8 p.m.—Local program; 8:30—Walter Winchell; 9—"On Trial"; 9:30—"Big Story." CBS: 8—"West Point"; 8:30—"Zane Grey Theater"; 9—"Crusader"; 9:30—"Schlitz Playhouse." ABC: 8—"Jim Bowie"; 8:30—"Crossroads"; 9—"Treasure Hunt"; 9:30—"The Vise."

The KTTV execs planned at first to run only one of the M-G-M features per week in Class A time, the ease with which the sale was accomplished has apparently caused them to reconsider somewhat, and Moore said Friday (31) that no definite decision has yet been reached.

It's likely that "series" will be made out of the "Maisie," "Andy Hardy" and "Dr. Kildare" pix. Lesser product will be used up in marginal time periods.

Levers Hold Blurbs Study

NEW YORK — Lever Bros., in emphasizing the need for continual striving to improve the photographic quality of TV commercial films, called a symposium last week on the subject. Six advertising agencies and interested observers attended the sessions last Thursday (30).

Points for discussion and study ranged from lighting, set backgrounds, transmission standards, laboratory and development control and others. Sample one-minute commercial films were submitted by 22 co-operating film production firms.

The first session featured a special closed-circuit telecast at an NBC viewing room: George J. Zachary and Richard E. Dube ran the sessions.

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

PULSE LOCAL RATINGS FOR JULY

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

OMAHA	SAN ANTONIO	BALTIMORE	BANGOR, ME.
<p>2 TV STATIONS—170,600 TV HOMES Population—401,600 (53d in U. S.) Buying Income—\$697,153,000 (53d) Retail Sales—\$502,402,000 (55th) Food Sales—\$97,182,000 (59th) Drug Sales—\$16,744,000 (52d) Automotive—\$107,142,000 (49th) Above figures include following counties: Pottawattomie, Ia.; Douglas, Sarpy, Nebr.</p>	<p>3 TV STATIONS—136,400 TV HOMES Population—580,500 (136th in U. S.) Buying Income—\$764,766,000 (50th) Retail Sales—\$631,713,000 (41st) Food Sales—\$138,155,000 (45th) Drug Sales—\$17,422,000 (50th) Automotive—\$126,944,000 (43d) Above figures include following counties: Bexar</p>	<p>3 TV STATIONS—406,800 TV HOMES Population—1,481,600 (112th in U. S.) Buying Income—\$2,360,849,000 (113th) 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</p>	<p>2 TV STATIONS—102,300 TV HOMES Population—109,200 (180th in U. S.) Buying Income—\$145,957,000 (159th) Retail Sales—\$134,550,000 (167th) Food Sales—\$31,356,000 (164th) Drug Sales—\$2,704,000 (218th) Automotive—\$29,974,000 (157th) Above figures include following counties: Penobscot</p>
<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 564,000 Question, WOW, T. 45.3 Ed Sullivan, WOW, Su. 39.9 What's My Line? WOW, Su. 39.0 564,000 Challenge, WOW, Th. 38.5 Best of Groucho, KMTV, Th. 33.3 Alfred Hitchcock, WOW, Su. 31.8 G. E. Theater, WOW, Su. 30.5 I've Got a Secret, WOW, W. 30.3 Dragnet, KMTV, Th. 30.0 Godfrey's Talent Scouts, WOW, M. 30.0 Jackie Gleason, WOW, S. 30.0 Phil Silvers, WOW, T. 30.0 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> Ed Sullivan, KENS, Su. 40.9 564,000 Question, KENS, T. 40.4 Phil Silvers, KENS, T. 39.0 What's My Line? KENS, Su. 34.7 564,000 Challenge, KENS, Su. 34.0 Gunsmoke, KENS, S. 32.4 Our Miss Brooks, KENS, F. 32.0 I've Got a Secret, KENS, W. 30.7 Navy Log, KENS, T. 30.4 Big Story, WOAI, F. 30.0 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 564,000 Question, WMAR, T. 39.5 Godfrey's Talent Scouts, WMAR, M. 29.5 564,000 Challenge, WMAR, Su. 27.9 Alfred Hitchcock, WMAR, Su. 27.3 Ed Sullivan, WMAR, Su. 27.3 Climax, WMAR, Th. 25.3 G. E. Theater, WMAR, Su. 25.2 Undercurrent, WMAR, F. 25.0 Four Star Playhouse, WMAR, Th. 24.5 Lux Video Theater, WBAL, Th. 24.3 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> Down You Go, WABI, S. 37.3 Lawrence Welk, WABI, M. 35.4 Break the Bank, WABI, S. 35.3 Ford Theater, WABI, Th. 35.3 Life of Riley, WABI, F. 35.3 Truth or Consequences, WABI, F. 34.3 Dunninger, WABI, S. 34.0 Best of Groucho, WABI, Th. 31.3 Patti Page, WABI, S. 31.0 Lux Video Theater, WABI, Th. 30.5
<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> Weather, News (10 p.m.), WOW, M-F. 25.2 Sports, Misc. (10:15 p.m.), WOW, M-F. 23.0 Weather, News (10 p.m.), KMTV, M-F. 21.6 Camera on Sports, Misc. (10:15 p.m.), KMTV, M-F. 19.0 Mickey Mouse Club, WOW, M-F. 16.4 Academy Theater, WOW, T. W. 12.2 Hawk, KMTV, M-F. 10.7 Art Linkletter, WOW, M-F. 10.7 News, Sports (5:15 p.m.), KMTV, M-F. 9.9 News Caravan, KMTV, M-F. 9.9 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> Mickey Mouse Club, KENS, M-F. 21.1 CBS News, KENS, M-F. 17.7 News Roundup (10:30 p.m.), KENS, M-F. 17.5 6 o'Clock News, Weather, KENS, M-F. 15.9 Backyard Theater, KENS, M-F. 15.4 Search for Tomorrow, KENS, M-F. 14.2 Guiding Light, KENS, M-F. 13.9 Queen for a Day, WOAI, M-F. 13.9 Love of Life, KENS, M-F. 13.6 Strike It Rich, KENS, M-F. 13.2 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> Mickey Mouse Club, WAAM, M-F. 16.4 Search for Tomorrow, WMAR, M-F. 13.0 Guiding Light, WMAR, M-F. 12.8 Love of Life, WMAR, M-F. 12.7 Arthur Godfrey, WMAR, M-Th. 12.4 Valiant Lady, WMAR, M-F. 12.4 Little Rascals, WBAL, M-F. 11.0 Strike It Rich, WMAR, M-F. 10.4 Bob Crosby, WMAR, M-F. 9.4 Curious Camera, Misc. (6:45 p.m.), WMAR, T. Th. 9.2 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> News, Weather, Misc. (6:15 p.m.), WABI, M-F. 22.2 Autry Theater, WABI, M. Th. 21.7 Rogers Theater, WABI, T. W. F. 20.6 News, Weather (11 p.m.), WABI, M-F. 19.6 Cartoon Carnival, WABI, M-F. 18.4 Queen for a Day, WABI, M-F. 17.7 Norm Lambert, WABI, M-F. 17.0 Maitinee Theater, WABI, M-F. 11.9 Harvard Theater, WABI, M-F. 11.2 Guiding Light, WTWO, M-F. 9.1
<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> I Led Three Lives (Ziv), WOW, T-8:30 32.3 Dr. Hudson's Secret Journal (MCA), KMTV, W-8:30 23.5 Highway Patrol (Ziv), WOW, Th-9:30 23.3 Celebrity Playhouse (Screen Gems), KMTV, M-8:30 22.3 Science Fiction Theater (Ziv), WOW, T-7:00 21.0 Waterfront (MCA), KMTV, S-9:30 20.8 Annie Oakley (CBS), KMTV, T-6:30 19.0 Inner Sanctum (NBC), WOW, M-10:30 17.8 Cisco Kid (Ziv), WOW, W-6:30 17.5 Turning Point (Gen'l Electric), KMTV, Th-7:00 16.8 Death Valley Days (Pacific Borax), KMTV, F-10:30 16.8 Texas Rascals (Tex. Rascals, Inc.), KMTV, W-10:30 16.5 Cross Current (Official), KMTV, T-10:30 16.3 Jungle Jim (Screen Gems), WOW, W-6:00 16.3 Man Called X (Ziv), KMTV, S-9:00 15.5 Superman (Flamingo), KMTV, F-6:30 14.5 Wild Bill Hickok (Flamingo), WOW, S-5:00 14.3 Jungle Jim (Screen Gems), WOW, S-4:30 13.8 Boston Blackie (Ziv), KMTV, M-6:30 13.3 Championship Bowling (Schwimmer), WOW, S-6:00 13.0 Ramar of the Jungle (TPA), WOW, Su-5:30 12.8 Overseas Adventure (Official), KMTV, F-6:00 12.5 Frankie Laine Show (Guild), KMTV, Th-6:30 11.0 City Assignment (MCA), KMTV, M-11:00 10.5 Overseas Adventure (Official), KMTV, W-11:30 10.5 The Unexpected (Ziv), WOW, M-11:00 10.0 My Little Margie (Official), KMTV, S-3:30 10.0 My Little Margie (Official), KMTV, M-F-3:30 8.5 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> Badge 714 (NBC), WOAI, F-7:30 30.4 Highway Patrol (Ziv), WOAI, Th-8:00 28.9 Stories of the Century (Hollywood), KENS, T-10:00 26.0 Waterfront (MCA), WOAI, W-9:30 25.9 Dr. Hudson's Secret Journal (MCA), WOAI, Th-8:30 25.7 Federal Men (MCA), WOAI, W-8:00 24.2 Science Fiction Theater (Ziv), KENS, F-8:30 23.5 I Led Three Lives (Ziv), KENS, W-10:00 22.7 Turning Point (Gen'l Electric), KENS, F-10:00 22.7 Passport to Danger (ABC), KENS, S-10:00 22.5 Man Called X (Ziv), WOAI, M-8:30 21.7 D. Fairbanks Presents (ABC), KENS, Th-4:30 20.7 Judge Roy Bean (Screencraft), WOAI, Su-8:30 20.7 Confidential File (Guild), WOAI, Th-9:30 20.2 Rosemary Clooney (MCA), WOAI, F-9:30 19.0 Tales of Tomorrow (Sterling), WOAI, S-9:30 18.7 Annie Oakley (CBS), KENS, Th-6:30 17.9 Cross Current (Official), KENS, Th-7:00 17.8 My Little Margie (Official), KENS, W-6:30 17.4 Rin Tin Tin (Screen Gems), KENS, T-4:30 17.3 Wild Bill Hickok (Flamingo), KENS, Th-4:30 16.5 Superman (Flamingo), KENS, T-6:30 16.5 Count of Monte Cristo (TPA), WOAI, S-10:15 12.4 My Little Margie (Official), KENS, M-F-3:00 11.2 Championship Bowling (Schwimmer), WOAI, M-6:30 6.7 Cisco Kid (Ziv), KCOR, Th-8:00 2.9 The Unexpected (Ziv), KCOR, Th-8:30 2.7 Boston Blackie (Ziv), KCOR, T-8:30 2.2 Favorite Story (Ziv), KCOR, F-9:00 1.5 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> Annie Oakley (CBS), WBAL, S-5:30 16.2 Hopalong Cassidy (NBC), WBAL, S-4:00 13.3 Waterfront (MCA), WMAR, Th-10:30 11.9 Wild Bill Hickok (Flamingo), WBAL, F-7:00 11.7 Little Rascals (Interstate), WBAL, M-F-6:00 11.0 Cisco Kid (Ziv), WBAL, T-7:00 10.5 Hopalong Cassidy (NBC), WBAL, S-9:00 a.m. 10.2 Gene Autry (CBS), WMAR, M-6:00 9.9 Ramar of the Jungle (TPA), WBAL, S-6:30 9.5 Turning Point (Gen'l Electric), WMAR, S-7:00 9.5 Crunch and Des (NBC), WBAL, W-10:30 9.4 I Led Three Lives (Ziv), WBAL, M-7:00 9.2 Man Called X (Ziv), WBAL, S-10:30 9.2 Range Rider (CBS), WMAR, T-6:00 9.1 Little Rascals (Interstate), WBAL, S-1:00 8.8 Man Behind the Badge (MCA), WBAL, M-10:30 8.7 Celebrity Playhouse (Screen Gems), WBAL, T-10:30 8.5 Superman (Flamingo), WBAL, W-7:00 8.0 Death Valley Days (Pacific Borax), WAAM, S-7:00 7.5 Confidential File (Guild), WMAR, Su-11:00 7.0 Great Gildersleeve (NBC), WBAL, Su-7:00 6.9 Science Fiction Theater (Ziv), WBAL, Su-10:30 6.5 Gene Autry (CBS), WAAM, S-3:30 6.4 Studio 57 (MCA), WAAM, T-10:30 6.0 Laurel and Hardy (Governor), WBAL, S-3:00 5.9 Kit Carson (MCA), WAAM, M-F-6:00 5.5 Sonic (TPA), WBAL, M-F-2:00 5.4 Championship Bowling (Schwimmer), WBAL, S-7:00 4.9 Florian Za Bach (Guild), WAAM, Th-10:30 4.5 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> Badge 714 (NBC), WABI, S-7:00 40.0 Steve Donovan, Western Marshal (NBC), WABI, M-7:00 34.8 Highway Patrol (Ziv), WABI, Th-9:00 34.0 Racket Squad (ABC), WABI, W-7:00 30.0 Willy (Official), WABI, M-7:30 29.8 Waterfront (MCA), WABI, T-7:30 29.5 Guy Lombardo (MCA), WABI, M-6:30 29.3 Confidential File (Guild), WABI, M-9:00 28.3 Annie Oakley (CBS), WABI, T-7:00 28.0 City Detective (MCA), WABI, W-6:30 26.3 My Hero (Official), WABI, T-6:30 25.5 Greatest Drama (Gen'l Tele-radio), WABI, W-7:30 25.0 Rin Tin Tin (Screen Gems), WABI, Th-7:00 24.0 Col. March of Scotland Yard (Official), WABI, Su-6:30 22.8 Gene Autry (CBS), WABI, M, Th-5:15 21.7 Victory at Sea (NBC), WTWO, S-9:00 20.5 Dateline Europe (Official), WABI, Su-7:30 20.3 I Led Three Lives (Ziv), WTWO, M-8:30 15.3 Mr. and Mrs. North (Schubert), WTWO, T-9:30 16.0 Mr. District Attorney (Ziv), WTWO, T-7:00 15.5 Stu Erwin Show (Official), WABI, F-6:30 15.3 Science Fiction Theater (Ziv), WTWO, Th-9:30 12.3 Great Gildersleeve (NBC), WTWO, W-2:30 10.3 Superman (Flamingo), WTWO, Th-5:00 7.8 San Francisco Beat (CBS), WTWO, M-7:00 7.3 Crunch and Des (NBC), WTWO, F-7:00 7.3 Wild Bill Hickok (Flamingo), WTWO, F-5:00 7.0 Man Called X (Ziv), WTWO, Th-7:30 6.8 Uncovered (Thompson), WTWO, M-10:00 6.5 Looney Tunes (Guild), WTWO, S-11:30 a.m. 6.3

ABC Triple Road

Continued from page 7

try as a whole, the first to nurture a group of advertisers who now come to its office whenever they want a new show, and the first to adhere to a rate card.

New Shows

With its latest series, "Code 3," safely sold, ABC Film is now considering four new programs, two adventure, one mystery, one Western. Three of them will be offered for network sale. Operating on a "first come first served" basis, it gives no preference to its brother divisions, ABC-TV and WABC-TV. The latter, incidentally, provided the company with its first sale.

ABC Film is also on the lookout for feature films of the caliber of its current J. Arthur Rank group,

CBS-TV Signs Paul Gregory

HOLLYWOOD — CBS-TV last week signed producer Paul Gregory to a three-year contract calling for him to produce three 90-minute programs each season. The shows can be used in any one of the web series now on the air, or slotted as "specials."

Gregory last year turned out two specs for the web, one of which, "The Caine Court Martial," won an Emmy.

"Anniversary Package." Shupert and his staff consider 50 or more shows and feature packages each year, choosing five or six for serious thought.

TOP SHOW PLUGGERS

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

WCBS-TV, New York: "Miracle on 34th Street"

Uniqueness can best describe one of the promotions by WCBS-TV, New York, the first-place winner in the four-station market division of The Billboard's 18th Annual Promotion competition. The promotion was actually an expansion of a Christmas publicity idea developed by Young & Rubicam for one of its client's shows, the General Electric "20th Century-Fox Hour." It tied in one of the dramas offered by the show, "Miracle on 34th Street," which so tellingly portrays the holiday theme, with the two department stores, Macy's and Gimbels.

One of the major plugs for the show was derived from banners hung on each store which pointed the way to the other and saluted it—a tangible display of the Christmas spirit. The holiday "hands across the table" attitude did not go unnoticed by the city's newspapers and resulted in a large number of stories. Both stores also contributed large double truck ads in several newspapers which tied in both General Electric and the station. WBC-TV also threw the weight of its on-the-air promotion behind the show. (Next week: KLZ-TV, Denver.)

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

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

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

FRESNO, CALIF.

4 TV STATIONS—77,500 TV HOMES
Population—317,300 (67th in U. S.)
Buying Income—\$499,235,000 (74th)
Retail Sales—\$399,234,000 (66th)
Food Sales—\$101,482,000 (57th)
Drug Sales—\$13,284,000 (61st)
Automotive—\$57,821,000 (85th)
Above figures include following counties: Fresno

TOP NETWORK SHOWS

- 1. \$64,000 Question, KFRE, T. 35.4
2. Best of Graccho, KMJ, Th. 32.0
3. Boxing, KMJ, F. 31.9
4. Wyatt Earp, KJEO, T. 31.0
5. Dragnet, KMJ, Th. 27.7
6. Ed Sullivan, KFRE, Su. 27.1
7. Truth or Consequences, KMJ, F. 25.5
8. Lux Video Theater, KMJ 24.5
9. Lawrence Welk, KJEO, S. 24.3
10. Boxing, KJEO, W. 24.1

TOP MULTI-WEEKLY SHOWS

- 1. News Caravan, KMJ, M-F. 18.9
2. Mickey Mouse Club, KJEO, M-F. 16.9
3. Queen for a Day, KMJ, M-F. 15.2
4. Dinah Shore, KMJ, T, Th. 13.2
5. Newstime (6:15 p.m.), KMJ, M-F. 11.9
6. Today in Agriculture, KMJ, M-F. 11.6
7. Gene Autry, KMJ, T, Th. 10.6
8. Rusty's Rangers, KMJ, M, W, F. 10.1
9. Kit Carson, KMJ, M-F. 9.8
10. Ray Milland, KMJ, M, W, F. 9.6

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), KJEO, T-8:00 u22.7
1. I Led Three Lives (Ziv), KJEO, Su-9:00 u22.7
3. Confidential File (Guild), KMJ, W-10:30 u21.0
4. Rosemary Clooney (MCA), KFRE, T-7:30 20.7
4. Highway Patrol (Ziv), KMJ, Th-6:30 u20.7
6. Steve Donovan, Western Marshal (NBC), KMJ, M-7:00 u20.4
7. Dr. Hudson's Secret Journal (MCA), KMJ, Su-7:00 u20.0
8. Superman (Flamingo), KMJ, Th-7:00 u19.5
9. Annie Oakley (CBS), KMJ, Su-5:30 u19.2
10. Stage 7 (TPA), KMJ, F-8:30 u18.7
10. Badge 714 (NBC), KMJ, F-10:00 u18.7
12. *Turning Point (Gen'l Electric), KJEO, F-9:30 u17.2
13. My Little Margie (Official), KMJ, S-6:30 u17.0
14. Hopalong Cassidy (NBC), KMJ, M-6:30 u16.5
15. Mr. District Attorney (Ziv), KJEO, F-8:30 u16.2
16. I Search for Adventure (Bag-nall), KJEO, T-7:30 u16.0
17. *Death Valley Days (Pacific Borax), KMJ, Su-6:00 u15.9
18. Crunch and Des (NBC), KJEO, W-9:00 u15.7
19. Range Rider (CBS), KMJ, Su-5:00 u15.4
20. Life of Riley (NBC), KJEO, Th-7:00 u15.2
21. Waterfront (MCA), KJEO, T-6:30 u14.2
22. Ethel Barrymore Theater (Inter-state), KFRE, T-8:30 13.7
23. Your All Star Theater (Screen Gems), KJEO, T-9:30 u13.0
23. *Sky King (Nabisco), KJEO, Th-6:00 u13.0
23. Liberate (Guild), KFRE, S-7:00 13.0
26. Mayor of the Town (MCA), KMJ, Su-6:30 u12.9
27. The Three Musketeers (ABC), KJEO, T-6:00 u12.4
28. My Little Margie (Official), KMJ, T-6:30 u12.2
29. Judge Roy Bean (Screencraft), F-6:00 u12.0
30. Headline (MCA), KMJ, W-6:30 u11.4

JACKSONVILLE, FLA.

2 TV STATIONS—97,800 TV HOMES
Population—398,000 (54th in U. S.)
Buying Income—\$573,269,000 (61st)
Retail Sales—\$496,520,000 (56th)
Food Sales—\$116,818,000 (51st)
Drug Sales—\$16,499,000 (54th)
Automotive—\$128,091,000 (42d)
Above figures include following counties: Duval

TOP NETWORK SHOWS

- 1. \$64,000 Question, WMBR, T. 50.3
2. I've Got a Secret, WMBR, W. 42.8
3. Climax, WMBR, Th. 42.3
4. Ed Sullivan, WMBR, Su. 41.5
5. Disneyland, WMBR, T. 40.5
6. Gunsmoke, WMBR, S. 39.8
6. \$64,000 Challenge, WMBR, Su. 39.8
8. Playhouse of Stars, WMBR, F. 39.5
8. What's My Line? WMBR, Su. 39.5
10. Godfrey and His Friends, WMBR, W. 39.4

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WMBR, M-F. 28.6
2. 6 o'Clock Report, WMBR, M-F. 27.5
3. 11 o'Clock Report, WMBR, M-F. 19.4
3. Mickey Mouse Club, WMBR, M-F. 19.4
5. Search for Tomorrow, WMBR, M-F. 17.6
6. Guiding Light, WMBR, M-F. 17.2
7. Love of Life, WMBR, M-F. 17.0
8. Valiant Lady, WMBR, M-F. 16.2
9. Arthur Godfrey, WMBR, M-F. 12.8
10. Late Show, WMBR, M-F. 12.2

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), WMBR, Th-8:30 39.5
2. Man Called X (Ziv), WMBR, W-8:00 36.3
3. Cisco Kid (Ziv), WMBR, T-6:30 34.8
4. Waterfront (MCA), WMBR, Th-9:00 34.5
5. Capt. Gallant (TPA), WMBR, F-6:30 33.3
6. Badge 714 (NBC), WMBR, M-7:00 33.0
7. Superman (Flamingo), WMBR, M-6:30 31.8
8. Wild Bill Hickok (Flamingo), WMBR, W-6:30 31.5
9. Studio 57 (MCA), WMBR, S-10:00 30.5
10. I Led Three Lives (Ziv), WMBR, T-10:30 30.3
10. Annie Oakley (CBS), WMBR, W-10:00 30.3
12. *Turning Point (Gen'l Electric), WMBR, S-10:30 27.8
13. Stars of the Grand Ole Opry (Flamingo), WMBR, S-5:30 24.8
14. Rosemary Clooney (MCA), WMBR, Th-10:00 23.8
15. Rin Tin Tin (Screen Gems), WMBR, S-5:00 23.5
16. Long John Silvers (CBS), WMBR, Su-4:30 23.0
17. *Sky King (Nabisco), WMBR, S-10:00 a.m. 22.8
18. Dr. Hudson's Secret Journal (MCA), WMBR, Su-3:30 17.5
19. Sportsman's Club (Syndicated Films, Inc.), WJHP, W-7:00 u 7.5

KANSAS CITY, MO.

3 TV STATIONS—271,900 TV HOMES
Population—955,500 (18th in U. S.)
Buying Income—\$1,849,781,000 (17th)
Retail Sales—\$1,360,225,000 (15th)
Food Sales—\$247,120,000 (18th)
Drug Sales—\$55,650,000 (13th)
Automotive—\$253,049,000 (17th)
Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

TOP NETWORK SHOWS

- 1. \$64,000 Question, KCMO, T. 39.7
2. Ed Sullivan, KCMO, Su. 39.1
3. Phil Silvers, KCMC, T. 34.4
4. Navy Log, KCMO, T. 32.0
4. What's My Line? KCMO, Su. 32.0
6. \$64,000 Challenge, KCMO, Su. 31.0
7. Lux Video Theater, WDAF, Th. 25.8
8. Alfred Hitchcock, KCMO, Su. 25.0
9. Disneyland, KMBC, W. 24.0
10. Godfrey and His Friends, KCMO, W. 23.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KMBC, M-F. 14.1
2. CBS News, KCMO, M-F. 11.3
3. 10 o'Clock News, Sports, KMBC, M-F. 11.0
4. 3 Star News, Weather (6 p.m.), KCMO, M-F. 10.7
5. Search for Tomorrow, KCMO, M-F. 9.0
6. Early Show, Misc., KCMO, M-F. 8.8
7. Love of Life, KCMO, M-F. 8.7
8. Guiding Light, KCMO, M-F. 8.6
8. Movie, Misc., KMBC, T-F. 8.6
10. My Little Margie, KMBC, M-F. 8.5

TOP SYNDICATED FILMS

- 1. Studio 57 (MCA), KCMO, T-8:30 25.7
2. Mr. District Attorney (Ziv), KCMO, T-10:00 21.4
3. Steve Donovan, Western Marshal (NBC), KMBC, F-7:00 20.9
4. Waterfront (MCA), WDAF, W-8:30 20.4
5. Badge 714 (NBC), KCMO, F-10:00 19.4
6. Highway Patrol (Ziv), KMBC, Th-7:30 18.0
6. The Falcon (NBC), KCMO, Su-10:00 18.0
8. City Detective (MCA), KCMO, Th-8:30 16.9
9. Annie Oakley (CBS), KMBC, F-6:00 16.5
10. *Death Valley Days (Pacific Borax), KCMO, F-10:30 16.4
11. Life of Riley (NBC), KMBC, Su-8:00 15.7
12. Wild Bill Hickok (Flamingo), KMBC, Th-6:00 15.5
13. San Francisco Beat (CBS), KMBC, Th-9:00 15.4
13. Life With Elizabeth (Guild), WDAF, F-9:30 15.4
15. *Sky King (Nabisco), KMBC, W-6:00 15.0
16. Superman (Flamingo), KMBC, T-6:00 14.7
17. Celebrity Playhouse (Screen Gems), KCMO, W-10:00 14.5
18. Flamingo Theater (Flamingo), KMBC, F-9:30 14.4
19. Favorite Story (Ziv), KMBC, Th-6:30 14.2
19. Dr. Hudson's Secret Journal (MCA), WDAF, S-9:00 14.2
19. Boston Blackie (Ziv), KMBC, Th-8:00 14.2
22. Rosemary Clooney (MCA), WDAF, W-9:30 13.2
23. Crunch and Des (NBC), KMBC, Th-9:30 13.0
23. My Little Margie (Official), KMBC, Su-10:00 13.0
25. Cisco Kid (Ziv), WDAF, Su-4:30 12.9
25. Passport to Danger (ABC), WDAF, Su-8:30 12.9
27. D. Fairbanks Presents (ABC), WDAF, T-8:30 12.7
27. *Turning Point (Gen'l Electric), WDAF, S-9:30 12.7

NORFOLK (Tidewater Area)

3 TV STATIONS—174,300 TV HOMES
Population—535,300 (141st in U. S.)
Buying Income—\$868,543,000 (42d)
Retail Sales—\$548,136,000 (49th)
Food Sales—\$124,727,000 (49th)
Drug Sales—\$17,349,000 (51st)
Automotive—\$105,892,000 (51st)
Above Market Statistics are for Norfolk-Portsmouth only and include following counties: Norfolk, Princess Anne; Norfolk, S. Norfolk, Portsmouth, Virginia Beach, Independent Cities, Va.

TOP NETWORK SHOWS

- 1. \$64,000 Question, WTAR, T. 44.5
2. Phil Silvers, WTAR, T. 42.7
3. I've Got a Secret, WTAR, W. 40.5
4. Godfrey's Talent Scouts, WTAR, M. 39.9
4. Vic Damone, WTAR, M. 39.9
6. Climax, WTAR, Th. 39.7
7. Do You Trust Your Wife? WTAR, T. 38.7
8. Studio One Theater, WTAR, M. 38.4
9. Jackie Gleason, WTAR, S. 38.2
9. Spotlight Theater, WTAR, T. 38.2

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WTAR, M-F. 24.1
2. Viewpoint, Weather (6 p.m.), WTAR, M-F. 23.0
3. Mickey Mouse Club, WTAR, M-F. 19.7
4. Guiding Light, WTAR, M-F. 18.4
5. Love of Life, WTAR, M-F. 18.3
6. Search for Tomorrow, WTAR, M-F. 18.1
7. Valiant Lady, WTAR, M-F. 17.6
8. Esso News, Weather (11 p.m.), WTAR, M-F. 17.3
9. Secret Storm, WTAR, M-F. 15.0
10. Brighter Day, WTAR, M-F. 14.7

TOP SYNDICATED FILMS

- 1. Man Called X (Ziv), WTAR, Th-8:30 37.2
2. Count of Monte Cristo (TPA), WTAR, M-7:00 34.9
3. I Led Three Lives (Ziv), WTAR, F-8:00 34.5
4. Sherlock Holmes (NTA), WTAR, T-7:30 34.2
5. *Turning Point (Gen'l Electric), WTAR, Su-9:30 32.4
5. Great Gildersleeve (NBC), WTAR, Su-9:30 32.4
7. Highway Patrol (Ziv), WTAR, T-10:00 31.7
8. *Death Valley Days (Pacific Borax), WTAR, M-10:00 31.0
9. Science Fiction Theater (Ziv), WTAR, W-8:00 30.5
10. Superman (Flamingo), WTAR, T-6:30 30.4
11. Cisco Kid (Ziv), WTAR, M-6:30 27.9
12. Wild Bill Hickok (Flamingo), WTAR, Th-6:30 26.7
13. Annie Oakley (CBS), WTAR, F-6:30 25.7
14. Stage 7 (TPA), WTAR, Th-10:30 21.4
15. Little Rascals (Interstate), WTAR, S-4:30 13.4
16. Little Rascals (Interstate), WTAR, S-12:30 12.7
17. Little Rascals (Interstate), WTAR, Su-12:00 11.8
18. Range Rider (CBS), WTAR, Su-1:30 11.5
19. Showtime (Studio Films), WVEC, Th-8:00 10.4
20. Crunch and Des (NBC), WVEC, M-9:30 10.2
20. The Unexpected (Ziv), WVEC, F-7:30 10.2
22. Big Playback (Screen Gems), WTAR, Su-1:15 10.0
23. Mr. and Mrs. North (Schubert), WVEC, Th-7:30 8.5
24. This Week in Sports (INS), WVEC, Th-7:00 4.3
25. Susie (TPA), WTOV, M-F-9:30 1.8
26. Ellery Queen (TPA), WTOV, M-F-9:00 1.6
27. The Ruggles (Corradine), WTOV, W-10:30 1.5
27. Susie (TPA), WTOV, Su-9:30 1.5

STUDIO DEAL

McGowan Gets Backing From M.-E. Agency

HOLLYWOOD — McCann-Erickson is becoming the first advertising agency with a financial interest in a telefilm operation by backing the construction of the new McGowan Studios here. The three-stage lot is expected to be completed about the end of October.

McGowan, while at Kling Studios, has been producing two tele-series for the agency, "Death Valley Days" (Borax) and "Sky King" (Nabisco.) Despite the close association with McCann, the studio will function as an independent unit.

A spokesman at the agency said that the financial backing in no ways means that McCann will now funnel all, or most, of its commercial production to the studio, but that it will be farmed out as in the past. However, it does appear that there may be some co-production deals pending.

WABD Offers Guarantee of Warner Rating

NEW YORK—WABD here is taking a gamble on the ratings that will be pulled by two of its new film programming ventures for the fall.

On its "Warner Bros. Movie Premiere," in which it will give two plays to one of its 60 Warner Bros. features every Sunday, it is offering participating sponsors a guaranteed combined Nielsen of 10.0.

Working it another way, on one of its half-hour film purchases, the station has agreed to pay the distributor a bonus if the rating goes over a certain point after a six-month run. This deal was made on National Telefilm Associates "Sheriff of Chochise," which WABD plans to start Monday (1), 7:30-8 p.m.

The basic price the station is paying for "Sheriff" is said to be about \$3,500 a week, but it was not revealed what the surcharge would be nor at what rating it would be paid.

First Direct

This was the first direct-to-station deal on "Sheriff." It had pre- (Continued on page 16)

TV FILM SALES

CBS-TV FILM SALES

- AMOS 'N' ANDY
WBBO, Orlando, Fla.: William Bros.
KVAL, Eugene, Ore.: Adv. TBA
KFSA, Fort Smith, Ark.: White Dairy Ice Cream
ANNIE OAKLEY
WCHS, Charleston, W. Va.: Adv. TBA
KOPO, Tucson, Ariz.: Wheeler TV alternating with Carnation
SAN FRANCISCO BEAT
KPLC, Lake Charles, La.: Regal Beer
JTW, Cleveland: Nescafe
WKTV, Utica; WGRB, Schenectady, N. Y.: Bristol-Myers and Genesee Brewing
WNBK, Binghamton, N. Y.: Genesee Brewing
WGBI, Scranton, Pa.: Adv. TBA
RANGE RIDER
WKBN, Youngstown, O.: Adv. TBA
UNDER THE SUN
KVTU, Reno, Nev.: 1st National Bank of Nevada
LONG JOHN SILVER
WBBC, Birmingham: Adv. TBA

TERRYTOONS
WWTU, Cadillac, Mich.: WTVP, Decatur, Ill.: Adv. TBA

GUILD FILMS

I SPY
WABI, Bangor, Me.: WBAP, Fort Worth; WJAR, Providence; KTS, Springfield, Mo.; KPAR, Sweetwater, Tex.; KSWB, Roswell, N. M.; KTVW, Tacoma, Wash.; WSAU, Wausau, Wis.; KOOK, Billings, Mont.: Adv. TBA
JOE PALOOKA
KSWB, Roswell, N. M.: Nu Grape and Consolidated Bottlers

NATIONAL TELEFILM ASSOCIATES

SHERIFF COCHISE
KSD, St. Louis; Mobilgas
WNBQ, Chicago; Mobilgas

STERLING TELEVISION

KING'S CROSSROADS
WKTV, Utica, N. Y.; WCYB, Bristol, Va.: Adv. TBA
MOVIE MUSEUM
WCAX, Burlington, Vt.; KTSM, El Paso, Tex.: Adv. TBA

HOLLYWOOD — Paramount Sunset Studios will begin its first TV operation this week when Jack Wrather checks onto the lot to begin shooting a new series of "Lone Ranger" vidpix. The studios, helmed by Stan Osgood, were purchased and renovated by Paramount to house telefilm and independent production.

Another program which may move onto the lot is "Lassie," which Wrather is negotiating to buy from Robert Maxwell Associates for a reported \$4,000,000. Deal is believed to be in the finalizing stages.

AMERICAN WIT AND HUMOR

KABC, Los Angeles; Adv. TBA
BALLET DE FRANCE
KRMA, Denver; Adv. TBA
THIS IS CHARLES LAUGHTON

STAR PERFORMANCE
"Right, Old Boy, list of sponsors long as my arm agree!"
"Don't know man or woman who doesn't love her. Unforgettable in so many films, eh, Pip!"
JOAN FONTAINE
OFFICIAL FILMS, INC.
25 West 45th St., New York 36
Plaza 7-0100

The Billboard Scoreboard

NETWORK REVIEW

Entertainment Value Off On Sullivan Navy TV

By CHARLOTTE SUMMERS

Ed Sullivan Show (Net)
CBS-TV, Sunday (26), 8-9 p.m., EDT
(Caught again).

Ed Sullivan is undoubtedly doing the Navy a great service in presenting its annual talent show. It is questionable, however, whether the TV audience is as appreciative. Everyone loves a serviceman, but to sit thru an hour of truly amateur talent, one would have to be related to a performing tar. Kirk Douglas, an ex-Navy man, handled the emcee chores for the ailing Sullivan, and aside from his overly-enthusiastic approval of

the talent, he was pleasant and relaxed.

The one high spot of the hour was tenor Mitchell Morris' rendition of "Martha." Morris displayed the only potential and enjoyable talent seen on the show. The distaff side was represented by soprano Patricia Ryall, a typical American girl with a well-scrubbed and handsome look, who sang pleasantly. A few more girls would have given the show a better balance.

Sullivan would do well to weigh the entertainment value of both the Army and Navy shows for future bookings. Perhaps it would be wiser, from a show business point of view, to spotlight only the very top service talent within one of his variety shows next season instead of devoting the entire hour to them. And he could still derive the same personal satisfaction from co-operation with the services without sacrificing the entertainment value of his top spot.

Jane Wyman Show (Net)

Cast for "Ten Per Cent": Jane Wyman, star; George Montgomery, William Hopper, Edna Skinner, others. Producer, William P. Rousseau. Director, Sidney Landfeld. Sponsored by Procter & Gamble thru Compton Advertising, Inc. (NBC-TV, 9-9:30 p.m., EDT, August 28.)

In the initial show of the fall season, "Ten Per Cent," Jane Wyman, charming hostess, turned top Broadway play agent. Except for the play itself, it was a nice beginning. Miss Wyman played well, dressed well and was surrounded with some lovely sets. George Montgomery, who portrayed an Academy Award motion picture writer, and William Hopper, as a producer-heel, supported her nicely.

However, with all those scripts lying around on her desk, it's inconceivable that Miss Broadway Play Agent couldn't have picked a better one. This time thru the old story, Miss Agent stood in the way of young Mr. Writer's career, because she once was spurned by the Heel and couldn't stand to have it happen again with someone she loved. Naturally, all matters came to a vomitous conclusion.

Procter & Gamble's commercials were well done, but there was a strong suspicion that the sponsor had had his heavy "soap opera" hands on the script. For best viewer results, he should keep out. This show is nighttime fare.

Dennis McDonald.

Coke Time (Net)

Star, Eddie Fisher. Host, Fred Robbins. Director, Paul Harrison. Music, Axel Stordahl. Producer, Tad Danielewski. Sponsored by Coca-Cola thru McCann-Erickson. (NBC-TV, 7:30-7:45 p.m., EDT, August 31.)

Starting its fourth season, "Coke Time" is still a smartly produced, extremely likable show. Eddie Fisher has long acted as if he felt perfectly at home in front of a camera, but, tho relaxed, he has never seemed bored and hence is never boring. This might be because the production around each of his numbers is always original, always ingenious.

The second stanza of the season originated at the vacant Hollywood Bowl, where Fisher was due to make a personal appearance the next day. He opened the TV show back in the bleachers in shirt sleeves and open collar singing "It's a Lovely Day." After running on stage and dressing up he worked a charming intro to "Mr. Paganini" in which little humorous tableaux showed some of the great composers whose music has been heard at the Bowl. The great composers were Mozart, Beethoven and Hugo Winterhalter.

Gene Plotnik.

GE Summer Originals (Net)

ABC-TV, Tuesday (28), 9-9:30 p.m., EDT
(Caught again).

This show must have sneaked into this summer series which ostensibly is dedicated to the theory of presenting pilot films. "Blizzard Bound" is another half-hour anthology show, and one calculated to send viewers into the streets no matter how bad the weather.

The characters were a rich playboy, a right-thinking trapper, a female half-breed and an airplane pilot in distress. Plot elements were: Bad young man against good trapper, young boy likes young girl, trapper he no-like pilot rescued from the blizzard turns out to be fur poacher and finally good trapper is in cahoots with pilot, but bad young man is really good, protecting father's property.

Forrest Tucker played the trapper and gave it the standard treatment. Donna Martell looking like a sweater model taking a Hollywood fling was the Indian half breed. Bill Phipps played the bad young man uninterestingly.

Half hours such as this are guaranteed to keep viewing low. All concerned have no respect for their audiences.

Leon Morse.

Peter Lind Hayes (Net)

CBS-TV, Tuesday (28), 10:30-11:30 a.m., EDT (Caught again).

It is most unusual when a substitute is as good or better than the original, but such is the case on "Arthur Godfrey Time" with Peter Lind Hayes, assisted beautifully by Mary Healy and—excuse the nauseating term—"all the little Godfreys."

Hayes is continuing to feature his "Hatrack" bits, with all kinds of hats sent in by loving viewers and doting sponsors. He keeps the laughs rolling with his crazy hats and comic chatter and songs. Likewise he and Miss Healy make the commercials actually pleasant to listen to.

The "Little Godfreys," too, seem to like working with Hayes, just as much in fact as the viewers and the studio audiences seem to enjoy watching him. There is no question but what the Hayes light comic touch should be seen more often on this program for the benefit of all.

Dennis McDonald.

NETWORK REVIEW

Zoo Kid Spec Makes Monkeys of People

By BOB BERNSTEIN

Red Goose Kiddie Spectacular (Net)
Host, Johnny Olsen. Producer, John Weber. Director, Matt Harlib. Script, John Evans. Sponsor, International Shoe Company, for Red Goose Shoes, thru D'Arcy Advertising Company. (ABC-TV, 11-12:30 p.m., EDT, August 25.)

Morning extravaganzas received a setback last week as the monkeys made monkeys out of the people in TV's first kiddie spectacular. The whole thing was definitely old zoo.

Topping a cast of thousands, mostly non-sapiens, were the agile primates of the St. Louis Zoo. They made Ed Sullivan's guests look like amateurs as they ran thru neat bareback tricks, acrobatics, an orchestral concert and a Liberate impersonation. Biggest reaction from the audience at the zoo came when a chimp pushed his trainer into the moat.

Dependable Johnny Olsen, aided by two "oh, so happy and grateful" youngsters and some nervous zoo personnel, plodded thru a traditional script which called for "Boy, this will be exciting!" before each event and "Boy, that was exciting!" after it.

The suspense gimmick for 89 minutes was a promised visit with Phil, the world's largest gorilla. Unfortunately, the cameras made Phil look so small that he seemed to fit nicely into a Red Goose shoe, which occupied the screen immediately following.

Why the network and sponsor chose a zoo tour for its excursion

Pantomime Quiz (Net)

CBS-TV, Friday (31), 10:30-11 p.m., EDT (Caught again).

This hardy perennial still provides a delightful half-hour of charades by celebrities. After nine years on four networks, Mike Stokely, emcee-producer, hasn't lost his contagious enthusiasm.

Team regulars include pixie Robert Clary, handsome Robert Alda and Rocky Graziano, who is treated as a national institution. But it's bright and luscious Dorothy Hart who sparks the team to triumph over such puns as "The Underwear Song, or, to Itch His Own." Ben Bernstein.

into creative programming is a mystery, there having been unipotent menagerie type of shows before this. The next kiddie spec, announced by ABC-TV for October 6, will ramble thru Storyland, which sounds more promising.

The "tigers to elephants to chimps" format was punctuated by some spritely Red Goose commercials, and those monkeys were really talented. Maybe that's all one can ask for so early in the morning.

CHILL OFF

Brit. Movie Firms Seek TV's Usage

LONDON — British Broadcasting Corporation TV has been huddled for weeks with motion picture execs over a plan to release a limited number of old British movies for the smaller screen. Up till now studio bosses here have shown TV the cold shoulder. But now the film industry is in a panic at the prospect of the backlog of old Hollywood movies recently sold to American television subsequently being offered over here.

If that happened the already dwindling motion picture receipts would more than likely hit a really savage low, putting most of the smaller theaters out of business.

To block any such move, representatives of the British film industry have drafted an as yet unpublished agreement with the BBC which reports say limits the feature films they can show in any one year to about 20. These may be bought from any source, but the picture industry vaults have been flung open to BBC execs who can pick any films stored there which were made more than a period thought to be five years ago.

As a semi-government organization, this arrangement satisfies the BBC. A fair percentage of feature films will ease the pressure on TV studios and staff thru 'live' transmission. So far Independent Television has not been approached by the motion picture studios.

Wesson Picks Caesar Show

NEW YORK — Wesson Oil, weighing two network properties, has decided in favor of part sponsorship of the Sid Caesar show Saturdays on NBC-TV. It has bought 15 winter weeks and five summer weeks for a purchase of one-third of the series.

The loser is "Playhouse 90," the CBS-TV dramatic stanza. Wesson was also slated for half sponsorship of "Blondie," but the deal fell thru.

WABD Guarantees

Continued from page 15

viously been sold in five regional sponsorship deals, to Socony-Mobil, White King Soap, Star-Kist Tuna, A-1 Beer and Carnation Milk, which among them have the new series in about 100 markets.

NTA was last week reported to be close to two more regional deals on the East Coast, one for New England and the other for the South.

DAILY NEWS and The Billboard

FEATURE FILM FILES

Capsule critiques of motion pictures entering TV, based upon reviews originally published in The Daily News

BLACK PARACHUTE

★★ DAILY NEWS
Cast: John Carradine, Larry Parks. Screenplay by Clarence Upson Young from a story by Paul Gangelin. Director, Lew Landers. Released by Columbia. TV distributor, Screen Gems. Running time: 68 minutes. How selling, Hollywood Movie Parade. Date reviewed, May 20, 1944.

An American correspondent foregoes his leave for an underground task of rescuing a Balkan king from his Nazi captors. He does it in a fashion that too closely resembles a Wild West melodrama. The Nazis have an impersonator on the radio telling his country to submit to the Nazis, but Parks, the correspondent, realizes the trick. He eventually frees the king, and while he is about it, manages to keep one jump ahead of the firing squad. Carradine plays a despicable German general. Osa Massen is a counter spy who hobnobs with the general while serving her country.

LUCKY LEGS

★★ DAILY NEWS
Cast: Jinx Falkenburg. Screenplay by Stanley Rubin and Jack Hartfield. Director, Charles Barton. Released by Columbia. TV distributor, Screen Gems. Running time: 64 minutes. How selling, Hollywood Movie Parade. Date reviewed, March 12, 1943.

It takes more than Jinx Falkenburg's ravishing smile and shapely gams to give "Lucky Legs" strength to stand alone. With songs, dances and pretty girls, this is a musical spotty in humor and music. An old bookkeeper dies and leaves \$1,000,000 to a chorus girl. He had been entrusted with keeping accounts for a gangster. The gangster's lawyer takes a shine to Miss Falkenburg and helps her keep the dough from the thug until she can turn it over to the government. It's a good idea which with more skill and less entertainment could have made a better film.

OX-BOX INCIDENT

★★★ DAILY NEWS
Cast: Henry Fonda, Dana Andrews. Screenplay by Lamar Trotter from a story by Walter Van Tilburg Clark. Director, William A. Wellman. Released by 20th Century-Fox. TV distributor, National Telefilm Associates. Running time: 75 minutes. How selling, Fox package. Date reviewed, May 9, 1943.

The incident here is a stark drama of pioneer days in the Old West and is destined to bring shudders for its horrendous exhibition of sadism as expressed by a lawless group bent on lynching a trio suspected of murder. Suspense is engendered thru realistic direction and fine acting of the cast. A group of men form a posse to hunt the killer of Larry Kinkaid. They come upon three innocent cattlemen, and, finding their answers unsatisfactory, lynch them. They later discover Kinkaid is alive. It's propaganda against taking the law into one's own hands.

Decca Charts Promotions in Sales Set-Up

NEW YORK—A string of promotions take place this week in the Decca Records sales organization. Louis Sebok Jr., becomes Special Services Sales Manager for the Decca Distributing Corporation, under Sidney N. Goldberg, veepee in charge of sales. Sebok, son of a pioneer Decca exec, and himself a veteran of 18 years with the diskery, formerly was assistant manager for the Eastern Division.

Moving up in line with Sebok's promotion is Edward Hurley, New York branch manager, who now becomes Eastern Division assistant sales manager. New local branch manager is Frank Cama, former manager of the Hartford, Conn., branch. Hartford is taken over by Dick Fitzsimmons, who had been with the Philadelphia branch. Hugh Thompson, who has been Boston promotion director, becomes Albany, N. Y., branch manager, succeeding Lou Verzola, who assumes management of the Philadelphia branch.

This week also, Veepee Goldberg announced the winners of Decca's July V.I.P. Silver Record Sales Contest, a competition conducted among Decca distributors and branches. Top-rated firms were J. E. Redmond Supply Company of Phoenix, Ariz., and the Birmingham branch.

Col. Pushing 'Sound' Book As Dealer Aid

NEW YORK—Columbia Records' booklet, "Your Future is Sound," is being made available to all State Chambers of Commerce and to the United States government by Art Schwartz, Columbia's advertising and sales promotion manager. The book tells potential disk dealers how they may enter the record business and shows present dealers how various problems may be resolved.

Reaction to the booklet has been such that Columbia will probably issue it each year, with suitable revisions, as a service to all dealers.

Supermarket Disk Take To Hit \$25 Mil in 1957

NEW YORK—Record racks in supermarkets will chalk up an annual gross of \$25,000,000 in 1957, according to Elliott Wexler, veepee of the Mershaw Company, largest record rack jobber on the East Coast.

Wexler bases his prediction on the fact that Mershaw now has record racks in 800 supermarkets and expects to increase that figure to 1,000 by the end of the year, with an estimated annual volume of between \$3,000,000 and \$4,000,000 as compared to a volume of \$150,000 from 300 stores last year.

Mershaw, which has been conducting record rack tests in 12 A&P grocery stores in Washington and Baltimore for the past few weeks, will be servicing 250 A&P outlets alone by the end of the year, now that the grocery chain has officially decided to install record racks in most of its stores on a regular basis. Mershaw will also

HI-FERTILITY REAL HUMMER

HAMILTON, Ont.—Chris Lovett, owner of Bert Rymal's Record Center here, who recently had a request for "I'm Inclined to Knock Music" from a customer who was seeking Mozart's "Eine Kleine Nachtmusik," experienced another diller one day last week.

His latest customer complained about a hum in a record, and was of the opinion that it was caused by the "high fertility" in it. And to top it off, he figured he was right because he bought the last one in the bin.

"Yes, it really happened," Lovett swears.

Steam on for Epic to Okay Fall Step-Up

NEW YORK—Epic Records and its affiliate label, Okay, are stepping up activity. August was Epic's biggest month in sales—with the label's outstanding packages being "Theater Organ on Hi-Fi" and "Somethin' Smith Comes to Broadway." The latter package in two weeks surpassed Smith's first Epic album.

Okay, whose reactivation was anticipated earlier in the summer, is now getting under way. A.&R. Director Arnold Maxin will release one disk a week, and while initial emphasis will be on rhythm and blues and rock and roll, the label will also enter the pop market.

Maxin is currently signing artists. In Philadelphia he contracted Nicky Lee and the Keystones, vocal group; in Pittsburgh, Lloyd (Fat Man) Smith, and in Chicago, Screaming Jay Hawkins.

Dot Into Packaged Disk Arena With Both Feet

HOLLYWOOD—Dot Records last week launched a full-scale invasion into the package records field, kicking it off with a September release of 13 new albums and announcing that henceforth it will issue albums on a regular monthly schedule.

The label is no newcomer in the package field, but its album releases in the past have been on a sporadic basis. It already has 18 albums in its catalog, two of which were recently issued as the vanguard of its new package program. The two include Billy Vaughn's golden instrumentals package and Pot Boone's new "Howdy" LP. Initial orders for both total 50,000 copies, according to Randy Wood, Dot president.

To what dealer enthusiasm for (Continued on page 22)

add 100 more Acme chain outlets here in the East. Meanwhile, the firm has opened a Florida branch as the result of successful record record rack tests in five Food Fair Stores in Miami. Mershaw will service 40 more Food Fair outlets in that city within the next few months. The A&P deal was set up by Mershaw sales exec Tiny Fairbanks. Mershaw also services the Peon Fruit and Grand Union chains, and is opening a fifth branch September 6 in Scranton, Pa. Mershaw carries every best-seller in every category, LP's, EP's, and 45 singles—with 78's only in the kiddie lines. In line with this, Wexler stresses the need for manufacturers to dress up their single releases in attractive, eye-catching sleeves. He estimates that the special sleeves RCA Victor made up for its most recent Perry Como and Elvis Presley disks increased supermarket sales on those platters 25 per cent.

Fall Brings Real 'Showcase' Bargains to Disk Counters

Majors and Indies All in Picture With Sampling Specials of Top Wares

NEW YORK—They won't all be called "Samplers" (see separate story), but under a variety of tags, retailers will have a wide assortment of bargain disks to offer this month and next. Altho the trade is heading into the "season," the sampling platters and demonstration disks continue to come out, and show no sign of letting up before December. Within the next few weeks about 20 such platters will be available, most of them retailing at \$1.49 or \$1.98.

Columbia, which has issued several such disks in the past year, will have one current in the forth-

coming Bruno Walter "Sound of Genius" disk at \$1.98. Both Riverside and Westminster have launched no less than three specials. Riverside, which several weeks ago put out Folk Music and Traditional Jazz demos (both called "samplers"), next week will add a Modern Jazz demo, also at \$1.98. It will be called "New Sounds in Hi-Fi" and will feature Thelonious Monk, Mundell Lowe, Randy Weston, Don Elliott and others.

Westminster has pop and classical specials at \$1.98, and its "Lab" sampler at \$2.98 (see separate

story). In the Spanish-American category, a \$1.98 disk is available from Montilla. London has a \$1.98 special demonstrating its roster of popular English dance bands. Seeco has excerpts from its "A Night In . . ." series at \$1.49.

RCA Victor's September album releases are plugged in two \$1.49 "Showcase" disks, one for pop and one for Red Seal excerpts. Today's Items has one pop demo disk and one "family" demo, each at \$1.49. Vanguard has the latest in its series of hi-fi demo disks, listing the ever-popular "Scheherazade" at \$1.98. Urania's new demo contains excerpts from eight different regular-line disks, both classical and semi-classical. This also is at \$1.98.

Biggest bargain, price-wise, is Mercury's current disk at \$1.29. This groups material from the pop, classical and jazz LP lines on a single disk. Dave Miller's Media line has a mood music special, and apparently more such disks are en route from labels taking their first fling at the gimmick.

While the specials originally were welcomed by all dealers as big traffic builders, in recent weeks some complaints have been heard regarding the low mark-up. Only RCA Victor so far has extended the full 38 per cent profit margin. But apparently the beefs haven't slowed up dealer purchases, because all of the sample (Continued on page 22)

PITCH TO ADULTS, TOO?

'Teen Buyers Grow Up,' Warns Miller

NEW YORK—Mitch Miller, Columbia Records' pop a.&r. chief, who is currently riding high on the national best selling chart, this week cautioned diskers not to lose sight of the adult buyer in the singles record field.

"It's true we need the youngsters," Miller stated, "but we also want them to remain with the label and to continue to be record buyers when they grow up," he added.

Often misquoted as to his views

regarding rock and roll, Miller pointed out that rock and roll has definitely contributed to the pop music scene. "Certainly it has reminded us of the necessity of stressing the element of rhythm in our pop recordings." As examples of his point of view Miller pointed to Don Cherry's "Ghost Town" and Tony Bennett's "Can You Find It In Your Heart" and "Happiness Street."

"But while rock and roll has undoubtedly had some salutary effects on the music business, it can also be stated that—in its pop manifestations—it has given many people a false idea of the legitimate article, rhythm and blues." Much rhythm and blues, Miller said, ranks as classic for art—notably some of the material released by Atlantic, Chess and other indie labels.

The Columbia a.&r. chief is currently on the national best-selling chart with four disks and by next week will likely have five. Doris Day's "Whatever Will Be, Will Be" is in third position; Miller's own "Song for a Summer Night" is (Continued on page 22)

Ad-Sales Pitch Set at \$8 Mil

NEW YORK—Emerson Radio and Phonograph, Inc., has budgeted \$8,000,000 for its 1957 advertising and sales promotion campaign, highlighted by an "entirely factory paid" co-op advertising program, which Emerson claims is the "most liberal ever developed in the radio-TV industry."

Emerson's new Port-O-Rama, the world's first five-way portable TV-radio-phonograph, will be a focal point of the campaign. Extensive sales promotion material (which Emerson will provide dealers) include streamers, banners, displays, broadsides, Silent Salesmen permanent fixtures, illuminated outdoor-indoor signs, and a special six-way promotion on the Port-O-Rama.

Carmichael to Cut Album for Pacific Jazz

HOLLYWOOD—Pacific Jazz Records will record Hoagy Carmichael in an album singing 12 of his own songs. Altho Carmichael has waxed well on records in the past, this release will mark his first album warbling his own tunes.

The Carmichael album is in line with the label's policy to expand its recording activities beyond its heretofore strict jazz limitations. An 11-piece orchestra will be used to back Carmichael with Johnny Mandel signed as arranger. Recording is scheduled for September 10.

Time Shift for 'Ozark' on ABC

SPRINGFIELD, Mo.—"Ozark Jubilee" is giving up its Saturday network spot on ABC-TV to switch to Thursday nights on the same net, effective October 4. Final arrangements for the move were made at a huddle in New York last week, with Crossroads TV Productions, owner-packager of "Jubilee," represented by E. E. (Si) Siman Jr. and Leslie L. Kennon.

According to Crossroads execs, the "Jubilee" Saturday night time was not sold from under them, as has been rumored, but that the switch in days was made at the insistence of the American Chicle Company, sponsor of a half-hour segment of "Jubilee," which felt that the Red Foley starrer would attract a greater audience if slotted away from the heavily bank-rolled Perry Como and Jackie Gleason shows.

In the shift to Thursdays, Foley (Continued on page 22)

Heifetz, 3 Suns Victor's S-O-R Fall Specials

NEW YORK—RCA Victor's Save-on-Records coupon special for September, in the classical category, will be Jascha Heifetz's new dinking of the Beethoven Violin Concerto, with the Boston Symphony, Charles Munch conducting.

In the pop category, it will be the Three Suns' "Easy Listening." The albums, available to coupon book holders at \$2.98 this month, will not be made available for general store sale until several months later.

Heifetz's original cutting of this concerto, made in the early 1940's with Toscanini, was a top seller for many years, and is still listed in the LP catalogs.

\$4.98 Price Tag on Top Albums No Bar to Sales

Best Selling Pop Pkg. Charts Spot Sales Potential at Higher Prices

By JOEL FRIEDMAN

HOLLYWOOD — Despite the fact that the bulk of the pop album business is geared to the \$3.98 retail list price, a very sizeable number of pop packages priced at \$4.98 is doing amazingly well.

A comprehensive study of The Billboard's Best Selling Popular Album Charts spotlights the fact that more albums selling at prices of \$4.98 and up have appeared on the charts, than have albums selling at \$3.98. Unquestionably, the album content has something to do with it, for Broadway and movie sound track packages are currently enjoying widespread success. The latter only serves to further crystallize a theory held by many dealers across the country, to wit: "If

it's in the groove, they'll buy it."

A glance at the current best selling pop package charts pinpoints the high degree of popularity of \$4.98 albums. "My Fair Lady" and "Happy Fella" (Columbia); "The King & I," "Carousel," "Songs for Swingin' Lovers," and "Oklahoma!" latter at \$5.95 (Capitol); and Decca's "Eddy Duchin Story" and "Picnic" packages all enjoy the higher price. In the case of Capitol Records, the situation is further dramatized, with only three of the firm's top 10 selling albums, according to its own list, in the \$3.98 category. Six Capitol

albums sell at \$4.98 and another ("Oklahoma!") at \$5.95.

"Ella Fitzgerald Sings the Cole Porter Song Book," which has made the pop chart as well as coming in consistently on the jazz chart, is a two-record \$9.96 seller. Higher price of this one is explained partially by the fact that it carries 16 tunes per disk rather than the conventional 12.

The additional price tag in most cases does not necessarily mean that the record companies are receiving a larger share of profits. In the case of sound track and (Continued on page 22)

JOHANNESBERG CATS

All's Veldt, With U. S. Pop Disks in S. A.

By BILL SIMON

NEW YORK — An American visitor to the Union of South Africa these days might hear some familiar sounds floating in from the veldt . . . the sound, that is, of American pop hit records.

South Africa, it appears, is now second only to our own country in its disk sales, in proportion to population. Its preferences are modeled after those of our country—a fact which holds true of all show business there, and many hit recordings have been able to sell more than 100,000 copies. An "average" hit will sell between 60,000 and 70,000 disks.

However, the surface of the market has barely been scratched, according to Arnold Golemba, head of CBS Records, Columbia Records licensee in Johannesburg. Golemba, a veteran disk exec, formerly with Capitol in South Africa, has handled Columbia since January 1, (Philips, the international combine that handles Columbia in most countries, has an independent operation there, issu-

ing an Epic label.) Golemba returned to Johannesburg recently after his first American visit, during which he attended the Columbia distributors convention and studied domestic facilities in New York, Bridgeport, Conn., and Hollywood.

According to Golemba, CBS Records has established relations with Columbia to the point where it can now release American pops simultaneously with release in the States. Responsible for this, he stated, are Arnold Berry, Columbia International director, and Nat Shapiro, in charge of foreign artists and repertoire liaison. South African traders follow The Billboard charts religiously, and their own best selling lists are almost identical. Pop-wise, the U. S. orientation far outweighs the British. However, there now is some influx of material from South Africa.

South Africa's younger generation of buyers, like our own, is (Continued on page 22)

WLW Preps 'New Listen'; 4 Deeja's Added to Staff

CINCINNATI—Al Bland, vice-president in charge of programming at WLW here, announces that the station is bolstering its programming with a new set of shows slated to bow September 10. New program format, to be designated as WLW's New Listen, will include four new platter shows, with four prominent deeja's being imported to man the disk segs. WLW has never placed too much emphasis on disk shows in the past. WLW plans to announce the names of the new deeja's next week.

All of the deeja shows will be built around pop tunes, with the possibility that a c.&w. platter show may be worked in later. One of the disk shows, to be heard for three hours each Saturday afternoon, has been sold to Frisch's Big Boy, with eatery outlets scattered throught the WLW territory.

Another new show has been set for Kroger's, national grocery chain, featuring Paul Dixon, popular radio and TV name in these parts. Dixon will do a daily taped show from a different Kroger store in the area five days a week, with the tape hitting the airplanes several days later.

Under the new programming arrangement, Dave Lane will emcee

OPERA AIRINGS A LA SOAPERS

WASHINGTON — A new technique in opera presentation will be used by the U. S. Information Agency's Voice of America when it airs "The Ballad of Baby Doe" in Europe this month.

The opera will be given in 10 daily installments, similar to soap opera serials, and each broadcast will begin with a resume of the preceding day's stanza. U. S. I. A. says that "altho this technique is a common practice in presenting dramatized stories, it is new for the broadcast of an actual opera."

Tape recordings of the opera will be distributed to the agency's 200 overseas posts for distribution to foreign radio stations and for use in U.S.I.A.'s cultural program.

"Ballad of Baby Doe" is scheduled for its Broadway debut this fall. It was written by Douglas Moore and the late John La Touche.

'56, '57 Big Year for Mills

NEW YORK — The year 1956-'57 promises to be one of the most active in the 37-year-old history of Mills Music, according to a statement issued by the firm, outlining a number of extensive plans for music publications. One of the chief reasons for the anticipated heightened activity is the fact that Jack Mills, firm's president, recently consummated a number of deals with foreign publishers for the reprinting and exploitation of their material in the United States.

One of these deals is a renewal of the pact with Joseph Williams, Ltd., which provides access by Mills to the works of such British composers as Gordon Jacob, Edmund Rubbra, John Addison and many others.

On this side of the Atlantic, Mills, with its recent acquisition of (Continued on page 22)

Haydn Society Renaissance

NEW YORK — Haydn Society, now operating under its new owners, will take steps this week to restore the aura of prestige that attended the longhair label's younger days. First step will be the cancellation of all agreements with mail-order disk firms.

The new owners, Portchester Properties, Inc., actually are a group of real estate operators represented by Howard A. Rikoon, a Bronx attorney. Rikoon has put the firm back in active operation and has sent notices to Music Treasures of the World and to Concert Hall Society, both of whom have licensed material from Haydn Society. He also made an agreement with Columbia Records, a leading creditor, to liquidate a large quantity of HS pressings that have been on Columbia's factory floor for many months, and which have been eyed eagerly by several well-known cut-raters.

Haydn Society last year merged its offices and services with those of Urania, but that arrangement was short-lived, the two firms have absolutely no connection, according to Rikoon.

The Portchester group also plans to arrange for release of about 25 previously unreleased disks owned by HS, and to promote the career of at least one of its contracted concert artists. In November, the outfit will sponsor a Japanese tour of its young pianist, Walter Hautzig.

Cap Declares '56 Dividends

HOLLYWOOD — A regular quarterly dividend of 25 cents per share on common stock was declared last week by Capitol Records, Inc.'s board of directors. The dividend is payable on September 30 to stockholders of record, September 15, 1956. It shows a 10 cents per share increase over the 15 cents regular quarterly dividend paid last June 30.

In addition to the common stock dividend, the directors declared a 65 cents per share regular quarterly dividend to preferred stock holders to be paid October 1 to preferred stockholders of record September 15.

EMI, Capitol Execs Hit Road For Biz Meets

HOLLYWOOD — Executives of Electrical and Musical Industries (EMI) and Capitol Records are hitting the road for a series of various business confabs. W. S. Barrell, EMI's technical liaison officer-group recording, arrives here this week from London for conferences with Capitol President Glenn Wallichs, manufacturing-engineering veepee Jim Bayless, chief engineer Ed Uecke and international product manager Ernest Krebs. Barrell will demonstrate EMI engineered stereosonic equipment during his visit here and will unveil that equipment at the New York Audio Fair later this month.

Capitol's administrative veepee, Dan Bonbright, and international division director, Sandor Porges, leave for Europe to discuss contractual matters with associates in England, France, Germany and Italy.

Walt Heebner, Capitol's New York administrator, is due to arrive here this week for conferences. John Coveny, the label's classical national sales promotion director, will also arrive here this week from New York.

Hansen Sets New Music Sales Pattern

NEW YORK — Hansen Publications, Inc., has opened sales depots in Dallas and Miami and has initiated a mobile unit operation in order to bring inventory into the dealer markets. Hansen in a statement last week, pointed out that altho the general music business has boomed, the sale of sheet music has sagged because of the lack of new, alert selling techniques.

Pointing to the record industry as an example of aggressive and successful selling, Hansen stated the music publisher must also use such techniques. He has therefore opened fully stocked distribution points in Dallas and Miami and will saturate the educational field in this area with promotion material. The firm will act only as a wholesaler, diverting all business to the various dealers and giving dealers immediate service.

Wilfred Bulzing, previously with Carl Fischer and Walker Kane & Son, Inc., has been named manager of the Florida depot, and John Houdek heads the Dallas operation.

Also being put into operation is a completely equipped Volkswagen truck mobile unit, with music racks, browsing desk and (Continued on page 22)

Big Fall Start By Westminster

NEW YORK — Westminster Records is launching its fall campaign this month with a major-size release of packages, including no less than three "sampler" disks.

In addition to a regular release of 28 LP's, Westminster has two samplers, one pop and one classical, at \$1.98 list. The third is a sampling of material in the line's de luxe "Lab" series, which ordinarily lists at \$7.50 per disk. The "Lab" sampler will list at \$2.98. All of the selections in the samplers will be complete renditions. The classical disk, for example, includes Liszt's "Hungarian Rhapsody No. 2," "William Tell Overture," etc. The "Lab" sampler includes "Light Cavalry Overture," Chabrier's "Es pavana," Wagner's "Ride of the Valkyries," etc.

There are three regular releases in the "Lab" series. In the regular \$3.98 Westminster line, there are 17 classical orchestral disks, one complete opera — Mussorgsky's "The Marriage," one religious, one dual-disk folk volume ("Music of Bali"), one guitar set and four (Continued on page 22)

Kapp Sharpens LP Program Plus Stepped Up Singles Push

NEW YORK — Kapp Records has announced some special merchandising concepts in its new package release and has also notified distributors of plans to intensify its activity in the singles field.

In its September album release, the label is putting out a Roger Williams package at the special list price of \$2.98. After September, which the diskery has designated Roger Williams Month, the retail price returns to the regular \$3.98. Reminiscent of the Columbia Buy-of-the-Month; this is the first time Kapp Records, or any indie label, has used this merchandising technique.

Titled "Roger Williams Plays the Wonderful Music of the Masters," package will include "Clair de Lune," "Malaguena," "Flight of the Bumble Bee," several Chopin selections, etc.

Another package in the release is "Music to Knit By," with music evoking the joys of parenthood. Cover, in four colors, depicts an expectant mother. Tunes include "Brahms' Lullaby," "Daddy's Little Girl," "Daddy's Little Boy," "Toyland," etc. This package, together with previously-released "Love and Marriage," are the nucleus of what Kapp expects to (Continued on page 51)

America's Fastest Selling Records



DECCA
RECORDS

SIX-ATIONAL!

RUSS MORGAN AND HIS ORCHESTRA

plays

LAY DOWN YOUR ARMS

b/w

MY BEST TO YOU

Decca 30070 and (9-) 30070



SUNNY GALE

sings

**TWO
HEARTS**

and

**ONE KISS LED TO
ANOTHER**

Decca 30063 and (9-) 30063

EDDIE FONTAINE

sings

**COOL IT,
BABY**

b/w

INTO EACH LIFE SOME RAIN MUST FALL

Decca 30042 and (9-) 30042



JACK PLEIS

plays

GIANT

(featuring Ralph Young)

b/w

LONESOME WITHOUT YOU

Decca 30055 and (9-) 30055

GLORIA MANN

sings

**IT HAPPENED
AGAIN**

and

LOVE SWEET LOVE

Decca 30069 and (9-) 30069



BURL IVES *sings*

THAT'S MY HEART STRINGS

b/w

THE BUS STOP SONG

Decca 30046 and (9-) 30046



A New World of Sound

DECCA records

ROCK-A-BYE JOIE

Saga of Tunesmith Faith Has Him Literally Treed

• Continued from page 1

The telephone company has installed a phone and Bruno is well on his way to becoming a local celebrity. Via telephone interview, he is on three stations weekly—WHJB, Greensburgh, Pa.; WEDO, McKeesport, Pa., and WKPA, New Kensington, Pa. He's also been televised in his airy

perch, via KDKA-TV, and local newspapers follow his progress hourly. It's been whispered that maybe Joie Bruno will come out of this in great shape—with a deejay contract, perhaps, for his dedication to what he calls good music has created tremendous local interest.

Joie, reached by phone this week, stated: "The idea is to call attention to the need for good music."

"I've written a poem to express my feelings," he added. One stanza, relayed to this reporter directly from the tree top via Bell Telephone, is as follows:

"I've heard so many jungle songs with apes that shriek and shout

I can't make out the words, or what the music's all about! I've heard 'em played so many times, it's made a change in me!

I feel just like our ancestors who ived up in a tree!"

Joie Bruno was asked whether his song has received more action since his dramatic decision to climb a tree.

"Definitely," he answered. "I wouldn't be up here if I didn't believe in my song."

"By the way," he added, "the kids are gonna hold a corn roast under the tree tonight. They're gonna play rock and roll music to kid me. They're gonna carry pickets reading 'Bruno Is Unfair to Rock and Roll'. But I'll stay right up here."

Howie Richmond and Al Brackman, publishing execs of Essex Music, are grateful to Bruno for the big drive he's given the song. But they don't want him to suffer unduly for his high-flown principles.

"Maybe elm tree blight will get him down," they averred.

7 NBC Spec Tunes Waxed

NEW YORK — Seven tunes from the NBC Spectacular, "The Lord Don't Play Favorites," have already received heavy action by record labels. Tunes were all written by Hal Stanley and published by Starstan Music (BMI). Diskings are as follows: "The Good Book," "Things I Never Had"; "Rain, Rain"; "For Better or Worse," all cut by Kay Starr on Victor. Louis Armstrong has done "Never Saw a Better Day" and "Rain, Rain," and Mario Lanza on Victor and Dean Jones on M-G-M have cut "This Land."

SHEPHERD IS BACK IN FOLD

NEW YORK—Local radio station WOR's wandering deejay Jean Shepherd has officially signed a one-year contract with veepee-manager Bob Leder, and starts a Sunday night show (9 p.m.-1 a.m.) for Sweetheart Soap this week.

The station has also sold the jock to the Linguaphone Institute, and is looking for other advertisers with egg-head audience products. However, a cautious note was sounded Friday by WOR publicity chief Dick Jackson when he warned: "Listeners are urged not to miss a single minute of his (Shepherd's) program. Who knows when he will be fired again?"

Mooney Still on Pic Theme Kick

NEW YORK — Movie-minded Art Mooney has a flock of film theme releases on the market, including four sides from pictures starring the late actor James Dean.

Mooney's current M-G-M release features the title song from Dean's last movie "Giant," while his previous release was a double-Dean entry spotlighting themes from "Rebel Without a Cause" and "East of Eden," and packaged in a special promotional sleeve. M-G-M has packaged the latter two sides with "Giant" and the love theme from "Giant" in a special James Dean EP. Flip on the "Giant" single is also a movie theme — "The Opposite Sex," in which Mooney plays a role.

Decca Adds 5 New Acts To Roster

NEW YORK — Decca added several new acts to its talent roster last week. Romain Brown, warbler and leader of a vocal quartet, was signed after being introduced to Decca brass by Harry Mills of the Mills Brothers. Paul Cohen, artists and repertoire exec, signed four individual singing members of the Coker family—the father, Al; mother, Geraldine; son, Sandy, and daughter, Alvadean. Two other members of the clan are instrumentalists.

Signings follow the recent pacting to the label of Eddie Fontaine and Sonny Gale, two former RCA properties.

MUSIC AS WRITTEN

LAWRENCE WELK HEADS FOR SELLOUT IN CINCY . . .

The Lawrence Welk band is virtually assured of a sellout when it stops off for a one-nighter at Cincinnati Garden, Cincinnati, Tuesday (4). With ducats scaled from \$2 to \$5, advance sales as of Thursday afternoon (30) hit \$42,000. Cincinnati Garden, on concert performances, has accommodations for around 12,000 people. Welk's advance is by far the largest ever given a similar attraction in Cincinnati.

DOT'S WOOD TO RECORD THE FONTAINNES IN CHI . . .

For the first time since Randy Wood moved his Dot Records here from Gallatin, Tenn., he has found it necessary to take to the road for a recording session. He will leave next week for Chicago to record the Fontaines. Prior to his head-quartering in Hollywood, Wood spent considerable time away from Gallatin recording artists in various cities.

MILLER NAMED SALES MGR. FOR EAST COAST DISTRIBS

Nick Lomakin, head of East Coast Distributors of Pittsburgh, has appointed Glen Miller as sales manager. Miller, who until recently was with Portal Distributors, is one of the oldest wholesale men in Pittsburgh in point of experience. At one time he was a deejay. East Coast, which specializes in the distribution of jazz lines, expects to branch out into the pop and r.&b. fields.

JAZZ THRUSH CUTS FOR VIK LABEL . . .

Lurlean Hunter, Chicago jazz thrush, was in New York last week to record 14 sides, an LP and a single for Vik Records. Miss Hunter, whose first LP release was on the parent Victor label, thus moves over to the subsidiary where she will be subject of a build-up campaign. Ben Rosner,

Appointed to New Col. Post

NEW YORK — Norman A. Adler, Columbia Records vice-president in charge of the Columbia LP Record Club, has appointed Marvin E. Weck to the newly created post of Director of Operations.

Weck has had extensive experience in mail-order operations and general management procedures. He was formerly vice-president of Management Systems, Inc., and prior to this was retained as head industrial engineer of Montgomery Ward & Company.

Weck reports directly to Adler.

now Vik sales chief, was originally responsible for signing the thrush with Victor.

MYERS AND PALE TEAM ON NEW LABEL . . .

James E. Myers and Vince Pale have formed a new label, Richloy Records, with home offices in Philadelphia. Nick Busillo and Phil Feloa are currently on the road to establish distribution. Myers heads a.&c., with Pale heading sales.

ZENITH ASSOCIATES NEW DISTRIBS FOR COLOSSEUM . . .

Colosseum Records last week assigned national distribution to a new outfit, Zenith Associates, Inc. Latter firm is affiliated with Paramount Enterprises, itself a new diskery, producer of GMS records. Bruno Ronty heads Colosseum, and Ben Loewy heads the Paramount firm.

Decca Bids for DeeJay LP Aid

NEW YORK—Decca Records, in a bid for deejay exploitation of its new album line, has put together a special "sampling" package for the spinners. Set consists of four 12-inch LP's including 47 selections taken from 32 of the 52 LP's issued this month.

LP's have been programmed as follows: Vocal, jazz, souvenir and instrumental. They are being shipped, along with script material, to the "A" jockey list and also to all parties on the station subscription list.

Am-Par Names Newton to New Sales Post

NEW YORK — Larry Newton joins ABC-Paramount Records September 10 in the newly created post of Eastern sales supervisor. He will concentrate on pushing the label's singles releases. His first assignment will take him on a swing around the company's distributors here in the East.

At the same time ABC-Paramount national sales manager, Frank Hobbs, will start calling on rack operators in a move to establish the label in the constantly expanding drug and supermarket record field. Hobbs will also direct the expansion of ABC-Paramount's sales-aid program and merchandising service for its LP line, both pop and jazz.

Veteran record exec Newton previously owned Derby Records (in partnership with Eddie Heller) and gave Jaye P. Morgan and Sunny Gale their initial wax starts. He also has been associated with Rainbow Records, and more recently with Remington and Plymouth.

Capital Album Plan Clicks

HOLLYWOOD—Capitol Records' popular-album programming service drew 872 station orders during the first 10 days following its unveiling.

Capitol offered to furnish stations with a minimum of 70 new albums during a year's period for a cost of \$60 per year, payable in quarterly installments.

In addition, Capitol offered to furnish broadcasters with "Basic" library (i.e., catalog) albums for an additional \$60.

'Sampler' Is Out of Bounds As Disk Tag

PHILADELPHIA — Record companies have been asked politely to find themselves another name for their bargain demonstration disk and to desist from using the tag "Sampler." According to the Whitman Chocolate Company, which has registered the term everywhere possible, "All of the record companies contacted have been most understanding and most co-operative."

Mrs. Evelyn C. Eckert, assistant secretary-treasurer of the chocolate firm, told The Billboard that the term "Sampler," used for years for the best selling chocolate assortment, is registered in every State in the Union and with the U. S. Patent Office. "We have spent millions advertising the name, and certainly have no desire to see it become generic thru such uncontrolled use," Mrs. Eckert pointed out that the terms "aspirin" and "deep-freeze" originally were registered trade terms, the latter by General Motors. However, thru lack of proper control, they passed into the public domain.

So far, the Whitman people have obtained promises of co-operation from RCA Victor, London, Columbia, Mercury, Kapp, Record Corporation of America and Media. Some of the labels, as Columbia, never used the term "Sampler."

In the past, attempts to use "Sampler" were made by General Foods, Ballantine's and Schenley's, among others. All desisted in deference to Whitman's claim.

According to Webster, a "sampler" is "a piece of needlework, showing embroidered letters or verses." If that's what you're selling, Whitman's won't bother you.

Muzak Sues Tel-A-Tune

NEW YORK—Muzak Corporation last week filed an action against Tel-A-Tune Music Systems of Elizabeth, N. J., another background music service, charging unfair competition. Action was filed in U.S. District Court for the District of New Jersey.

Action alleges that Tel-A-Tune sells special radio receivers which, by electronically eliminating unwanted commercials and vocal material, in effect provides Tel-A-Tune customers with the Muzak service. This service is provided, it is charged, "without consent, license or authorization."

Complaint also named Quality Market, of Westfield, N. J., which, it is charged, gave public performances for profit of tunes copyrighted by Muzak. Suit asks that Quality be enjoined from using the material, and pay damages of \$250 per tune plus costs.

Coming October 6 . . . BILLBOARD'S BIG

FALL MERCHANDISING SPECIAL

. . . how to make more profits with manufacturer's sales aids!

- Timed to help you plan your biggest sales season for records, phonos radios and accessories
- . . . this issue wraps up
- . . . new releases and equipment
- . . . promotion plans
- . . . merchandise plans
- . . . display materials available to you
- company-by-company alphabetically listed!

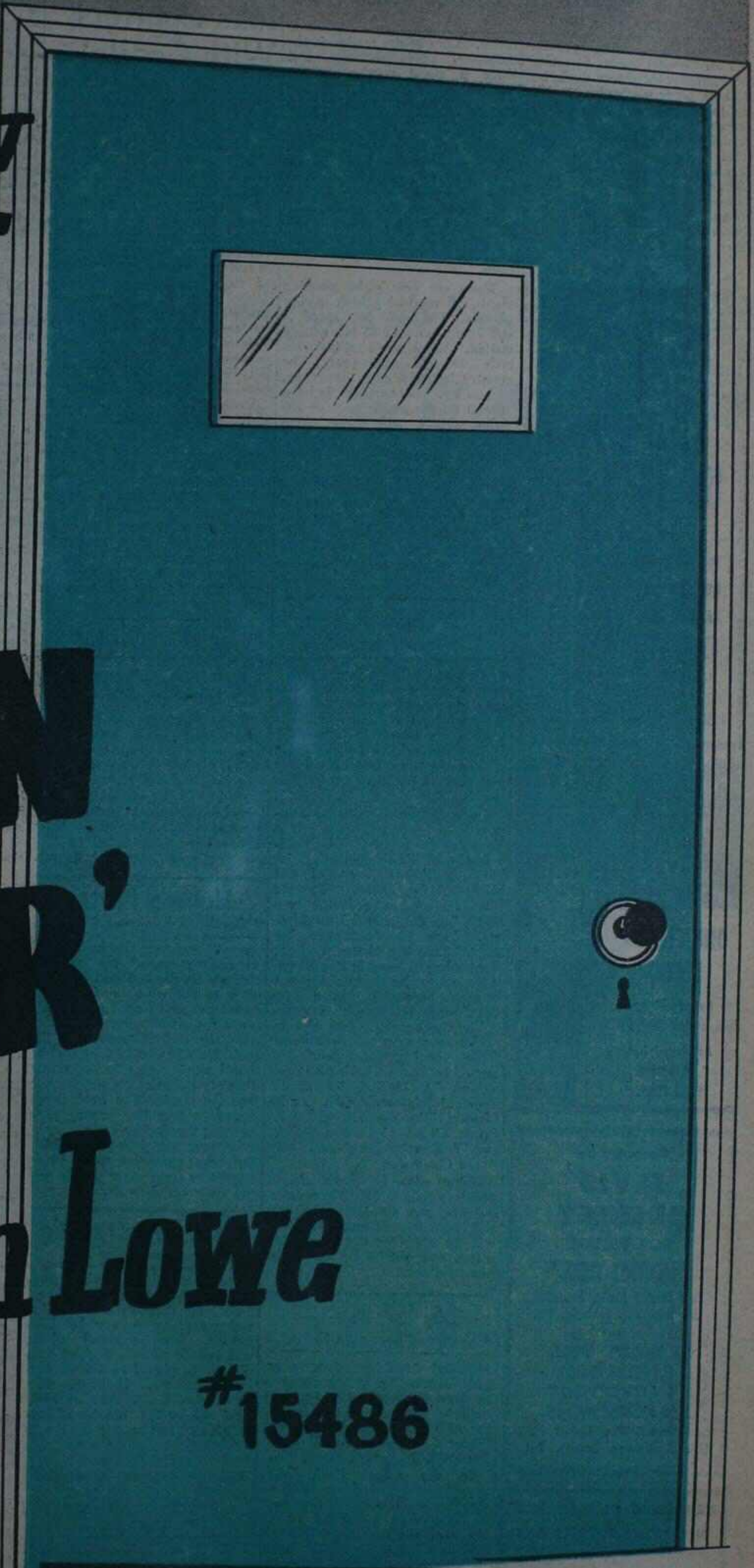
BIG SALES MEDICINE. GET SET FOR YOUR BIGGEST FALL SEASON EVER!

OCTOBER 6th . . . BILLBOARD'S FALL MERCHANDISING SPECIAL

Dot's HOT
with the FASTEST
BREAKING HIT
of 1956!

'THE GREEN DOOR'

by
Jim Lowe



#15486

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

All's Veldt in South America

• Continued from page 18

showing a fast-growing appreciation for classical music. Stan Kenton has never caught on there, but Brubeck is very popular, according to Golembos. . . also, Louis Armstrong and Erroll Garner. Frankie Laine is the top CBS pop artist, followed closely by Vic Damone, Doris Day and Rosemary Clooney. In fact, Miss Day's "Whatever Will Be" is one of the biggest hits CBS has had. The thrush is a very big film favorite there.

Vast Territory

In the vast territory, Golembos' salesmen must travel hundreds of miles over primitive roads between shops. Therefore, altho there are about 2,000 dealers in South Africa, distributing costs run high. Mortality rate of cars is a real

factor. Core of the market is the 2,500,000 white residents, and there is about another million "occasional" buyers among the Negro population. The latter market sustains several local labels, specializing in various dialects, and also there is some native jazz. CBS' competition, and competition is "fierce," said Golembos, is from HMV, the Decca combine (British and American), the newer RCA label, Vox, Trutone (Mercury affiliate) and Epic. Many American indies are represented thru lease deals.

There are four major pressing plants, all producing high quality platters. The basic pop speed is still 78 r.p.m., with 45 just getting started. About seven million records are sold each year. The country has few other diversions, and no TV. There are disk jockeys, several on the government owned radio station, and others from Portuguese East Africa, which beams U. S. pops to South Africa. Payola is unknown.

Golembos told The Billboard that "Sam Goody" is a familiar name in South Africa. The fact that Goody serves a large clientele there has spurred African diskers to step up their own importation of American tapes.

Dot Into Pkges.

• Continued from page 17

its first major album program, the label will give a 10 per cent discount on all orders submitted during September and October on its total album output to date of 31 LP's. This includes its 16 catalog albums, the two recent LP releases and the 13 packages issued this month.

Dot's 13-album salvo is comprised of the following: "The Towering Hi Topper," "The Banjo Wizardry of Eddie Peabody," "A Flash of Strings" arranged and conducted by Dorian; "Squeeze Play" featuring accordionist John Serry; "An Organ and Mort Lindsey," "Are You Lonesome Tonight?" featuring Danny Welton's Harmonica; "Vienna Is Her Name" (Viennese waltzes) with Emerich Bremen's orchestra; "In a Dim Cafe," with the Kritchmar violin.

The September release also includes four mood music albums: "When the Lights Are Low" performed by Priam Kieth's piano and strings; "A Musical Setting for Two Midnighters" with Andre Chante; "Do Not Disturb" with Priam Kieth's piano and strings, and "Passport to Dreamland" with Andre Chante.

Future monthly album releases will be chiefly in LP form embracing jazz, pop, classical and kidisks and original movie soundtracks. EP's will be used for the label's top names and will be limited to the pop field only.

'56, '57 Big

• Continued from page 18

Affiliated Musicians, Inc., plans wide distribution of compositions by Ernst Toch, who has signed an exclusive Mills contract. Others in the AMI group include composers Carlos Chaavez, Erich Wolfgang Korngold, Richard Elsasser, etc.

In the school field, Mills recently acquired the catalog of the Handy Folio Music Company of Milwaukee, consisting of 50 books of vocal and choral music and teaching aids. This is being republished with attractive new covers.

Other publishing fields in which Mills plans extensive activity include the accordion market, band music, piano and organ literature, etc.

L. Stokowski Inks Contract With Capitol

HOLLYWOOD—Leopold Stokowski last week signed a non-exclusive recording contract with Capitol Records. Stokowski's agreement calls for four album releases with future recordings to be considered after the completion of the initial four.

Capitol did not identify the orchestra Stokowski would use in his recordings. Indications are he will baton a studio orchestra as he had done in his recent releases for RCA Victor. Richard Jones, Capitol's New York artist-repertoire producer, who has handled most of the label's classical recordings, arrived here last week to set up and produce Stokowski's first session. His first release for Capitol is scheduled for early 1957 release.

Stokowski became a corner-stone of RCA Victor's Red Seal catalog while occupying the podium of the Philadelphia Symphony Orchestra (1912-1934). He founded the All-American Youth Orchestra in 1940 and left the Victor fold to join Columbia Records, bringing his newly formed orchestra with him. After a comparatively short term with Columbia, he returned to Victor, for whom in recent years he has been releasing recordings made with studio aggregations.

Dot Records' Vol. Up 100%

HOLLYWOOD — Dot Records' volume shows a 100 per cent increase for the first four months of its fiscal year over that of a year ago. Dot sold 1,140,000 units (including singles and albums) during the four-month period. During one month alone, June, Dot's unit volume skyrocketed to 250 per cent over June of last year.

Hansen Pattern

• Continued from page 18

promotion pieces, which will call on dealers around the country. Manned by Frank Hackinson, this pitch to sell more music is now cruising around New York but will range far afield later. Hackinson will take and fill orders on the spot. He will also park at various school music rooms in order that directors and students may browse thru the music. The truck is expected to tour the country after covering the Eastern areas.

Hansen, who is both publisher and sales agent for many firms, expects to open other depots and add more mobile units.

Westminster Big

• Continued from page 18

of popular or light music, including the highly publicized "Sound Proof" by Ferrante and Teicher, and an organ volume by Dick Leibert. The orchestral release will include all four Brahms symphonies as played by the Philharmonic Promenade Orchestra under Sir Adrian Boult. Another highlight will be the coupling of Prokofiev's Piano Concerto No. 3 with Gilels and his Violin Concerto No. 1 with David Oistrakh.

'Ozark' Shifts

• Continued from page 17

and company will be pitted against two dramatic shows, NBC's "Lux Video Theater" and CBS' new hour-and-a-half, "Playhouse 90." Under the new arrangement, "Jubilee" will also be seen live for the first time from coast to coast. Time is 10-11 p.m. in the East; 9-10 in

\$4.98 Albums No Bar to Sales

• Continued from page 18

original cast albums, high royalties are often stipulated and therefore the necessity for the \$4.98 price in the first place. But despite this, the consumer apparently hasn't shown any hesitancy in buying higher priced packages. A number of major diskeries have embellished their package product in its design, and in specific instances have asked for and received a higher price.

Capitol continues to be the only major firm that has been successful in marketing its line of Frank Sinatra and Jackie Gleason albums at \$4.98. The other majors have held to a similar price in the case of special package projects such as Broadway and movie sound track albums, tho none have any pop artists segregated to the higher price category.

Miller Warns

• Continued from page 17

ninth; Jerry Vale's "You Don't Know Me" is 16th; Johnny Ray has made the chart this week with "Just Walking in the Rain," and just short of the list and expected to be on firmly next week is the Four Lads' recording of "Bus Stop Song" and "House With Love in It." Columbia has another strong contender with Eileen Rodgers' disk of "Miracle of Love" and the label has also revived Vic Damone, who recently had a strong chart record with "On the Street Where You Live."

Miller pointed out that the Four Lads, who have already had such smashes as "Moments to Remember," "No, Not Much," "Standing On the Corner" and their current "Bus Stop," have not depended upon rock and roll. "Yet the kids love them," Miller said. "What is necessary is a balanced viewpoint and a long range view," he added. As youngsters desert extreme musical forms, we do not want them to desert the artist. At the same time, we want the youngsters, as they grow older, to find an intellectual interest in music."

More disk jockeys, Miller said, are taking this long range view and even those who emphasize rock and roll are programming more disks which do not fall into the rock and roll category. An outstanding example of this is the Hugo Winterhalter-Eddie Heywood pop hit, "Canadian Sunset," which is edging its way toward the rhythm and blues best selling chart.

Queried about the output of songs, Miller said the amount of "junk" has increased, but added that the number of good songs is "not less" than in other years.

Fall 'Showcase'

• Continued from page 17

selections reportedly are selling. In only a couple of instances have there been claims that the specials actually hurt business, these being where entire bargain disks were devoted to a single pop-type artist. Here, slowdowns in the sale of the artists' \$3.98 disks were clearly noted.

In the cases of several indies, the specials undoubtedly have served their purpose by drawing attention to the line and to its quality standards, thereby benefiting catalog sales.

the Midwest, and 7-8 in the Pacific area.

With American Chicle sponsoring the first half hour of the show, the second half will be on a co-op basis, with stations selling local and national spots within the framework of "Jubilee." Guest on the October 4 switch date will be Tex Ritter.

The lack of antipathy to \$4.98 albums bodes well for the dealer, for it seems probable that the major companies are not only aware of the situation, but most likely will take advantage of it and continue to release as many higher-price sets as is feasible.

A cute novelty with a tilting beat!

WAIT
LITTLE
DARLING

Recorded by
KAY CEE JONES
on Decca

MILLS MUSIC, INC.

Theme Melody of the M.G.M. Picture
SOMEBODY UP THERE LIKES ME

SOMEBODY
UP THERE
LIKES
ME

LEO FEIST, INC.

The Four Voices
THE LIES
THAT BIND

Columbia
AMERICAN MUSIC, INC.
4101 SUNSET BLVD. HOLLYWOOD, CALIF.

5 BIG RECORDS
"WHEN THE WHITE
LILACS
BLOOM AGAIN"

HELMUT ZACHARIAS—Decca
FLORIAN ZABACH—Mercury
LEROY HOLMES—MGM
LAWRENCE WELK—Coral
BILLY VAUGHN—Dot

HARMS, INC.

LOVE IS A GREAT
BIG NOTHIN'

DICK HAYMES

First Single Release on Capitol

Bourne, Inc.
136 W. 52d St. N. Y. C., N. Y.

KING OF
NOTHING

words and music by
PAT BALLARD

Roulette Record #102

BERNIE KNEE
with Orch.

ESSEX MUSIC

"YOU DON'T KNOW ME"

Recorded by

EDDY ARNOLD—RCA-Victor
KYLE KIMBRO—Camden
CARMEN McRAE—Decca
JERRY VALE—Columbia

(Artist shown alphabetically by name)

Hill and Range Songs, Inc.

ANOTHER BMI "PIN-UP" HIT

ONE FINGER PIANO

Recorded by
DICK HYMAN TRIO, MGM

Published by
E. B. MARKS
MUSIC CORP.

Recorded by

ELVIS PRESLEY

RCA VICTOR

"HOUND DOG"

Elvis Presley Music, Inc., and
Lion Publishing Company, Inc.

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

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:
Hill & Range Songs, Inc.

Billboard "Spotlights"

for
DISK JOCKEY PROGRAMMING
THE FABULOUS NEW SOUND

of
BILLY WILLIAMS'
CORAL RECORDING

"THIS PLANET EARTH"

NEW YORK MUSIC
550 Fifth Ave. N. Y. C.

From the Forthcoming Broadway Production



2 GREAT NEW HITS BY JOHNNY MERCER AND GENE de PAUL

"NAMEDLY YOU"

RECORDED BY

DON CHERRY Columbia 4-40746 • JULIUS LA ROSA RCA Victor 20/47-6648

"IF I HAD MY DRUTHERS"

RECORDED BY

THE JONES BOYS Kapp K-159 & 159X • THE VOICES OF WALTER SCHUMANN RCA Victor 20/47-6618
DON CHERRY Columbia 4-40746

Opening September 17, National Theatre, Washington, D. C.

COMMANDER PUBLICATIONS

Marshall Robbins, Gen. Mgr.
1610 No. Argyle Ave.
Hollywood 28, Calif.

Bert Haber, N. Y. Prof. Mgr.
Suite 407
1650 Broadway, New York, N. Y.

Dick La Palm
35 East Wacker Drive
Chicago, Ill.

Jerry Johnson
6223 Selma Ave.
Hollywood 28, Calif.

Fall Phono Promotions Stress Accent on Youth

• Continued from page 1

in a detachable lid, along with 15 feet of extension cord. Philco believes this is the first time a two-speaker portable phono has been offered in this price bracket.

The model will be pitched at the student market, with emphasis

on its suitability for teen-age parties. The portable two-speaker system enables buyers to achieve a binaural sound effect and allows music to be heard in more than one room at a time.

The portable is the same size as previous one-speaker Philco models, six and one-half inches high, 12 inches wide and nine inches deep. An interesting new feature of the phono is the elimination of the usual felt covering on the turntable. Instead, the Philco player utilizes a brightly colored rubber mat, which the company claims is better for disks and doesn't "load up" wax grooves with fuzz.

RCA Offer

RCA Victor, a leader in the teen-age phono customer field according to a recent survey of the market by Scholastic Magazine's Institute of Student Opinion (The Billboard, August 25), kicks off its special phono and disks package offer this month. With the purchase of any 45 Victor player-priced at \$29.95 and up—buyers may purchase a \$25 "Glenn Miller Vol. 1" album for \$5.

Also among phono manufacturers with teen-age promotional plans in the works for fall is Motorola, which is mapping out a national "Back to School" ad campaign on a new portable three-speed phono.

Map Air Push On Store Disk Rack Sales

LOS ANGELES—In a move to help build more record rack business for Southern California supermarkets, Record Rack Service here is mapping out an extensive radio promotional campaign with special emphasis on deejay spots.

A key feature of Record Rack's "buy records when you shop for groceries" campaign will be an arrangement whereby new market openings will be publicized, via remote broadcasts from the stores, by KABC deejays here. All radio copy will stress the fact that "quality major brand records" are available at supermarkets.

Record Rack is making a new display rack available to its 300 supermarket clients. The new rack features a neon Record Rack identification sign and is designed to eye level height of five feet. The firm is also offering the Camden label to stores for the first time. However, the line will not appear on the regular racks, but will be

THE PRODUCT MUST BE GOOD

DETROIT—Local "Goodwill Station" WJR really lives up to its name, according to the V-M Corporation. V-M, which manufactures phonos and tape recorders, recently sponsored a 13-week series "Dinner Date" on the station and at the end of the run 10 per cent of the WJR staff had purchased V-M units.

The star of the show, Jimmy Clark, bought a V-M phono as did WJR's auditor, two engineers, two secretaries, a salesman and the music librarian; while singer Jan Wynn (featured on the show), the band's drummer and another singer bought V-M tape recorders. What, no discount?

At Least One Of 'Em Could Be Smythe

NEW YORK — If the name Smith is a common denominator, then local radio station WOR should have a pipe line to the listening public from now on. Bob Smith, creator of Howdy Doody, joins the station September 17, thereby giving the outlet three Bob Smiths—and one unhappy switchboard operator.

The new Smith was hired by WOR program director Bob Smith, while sponsors for his daily two hour (3 to 5 p.m.) show will be handled by WOR salesman Bob Smith. Just to complete the switchboard operator's nightmare, Bob Schmid, veepee of WOR's parent company Mutual, also receives calls at the same number.

Smith (the new one) has signed a \$600,000 three-year contract with WOR, and will do his daily show from his New Rochelle home. Altho his greatest fame was achieved in the kiddie TV field, he had an adult show for many years over WRCA here and on the NBC radio network. He will play a mixture of pop and standard platters on his WOR show, which will also feature live music segs, since Smith plays a variety of instruments. After suffering a severe heart attack two years ago, he retired and finally sold out his interest in "Howdy Doody."

displayed in factory self-service display in other parts of the markets.

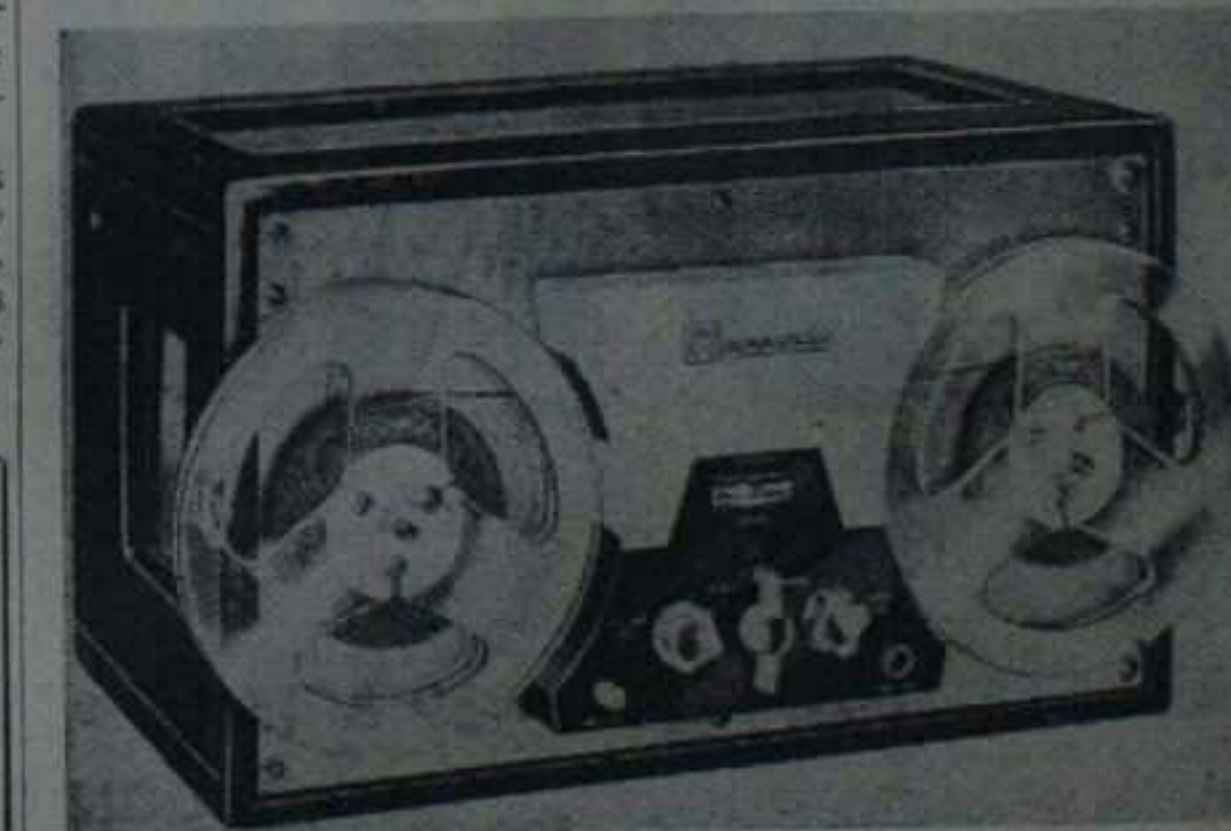
On the basis of Record Rack's current rate of expansion, Larry Shushan, sales manager and partner in the firm, predicts a sales volume of \$750,000 for the company this year.



Price leader in Philco's new 1957 high fidelity radio-phonos line is this portable phono (Model 136) which retails at \$109.95. It features an electrostatic speaker and a four-speed inter-mix player.



Philco's new de luxe high fidelity phono, the Phonorama III, retails at \$299.95 in mahogany and \$315.95 in fruitwood, and features a four-speed, inter-mix record player and electrostatic speaker.



Magnecord is pricing its Citation F-35-B tape recorder at \$249.50—against the previous list of \$379—during a special fall promotion drive. The single-unit model can be connected to a home high fidelity system.

Miller to Pick Shelton Rep

LONDON — Anne Shelton, British chirp under contract to Philips here, and currently represented on American Columbia by her first disk on the label, "Lay Down Your Arms," will, henceforth, operate on repertoire assign-

ments from the States.

To be built up as a regular Columbia artist, Miss Shelton's material will be selected by Columbia's Mitch Miller and relayed here thru Nat Shapiro, the Stateside company's international artists and repertoire co-ordinator.

Miss Shelton, who hasn't had an American release in over two years, formerly cut for British Decca, released in the U. S. on London.

ATTENTION — DEALERS

Manufacturers Offer More Color TV Models at Lowest Price Tag Ever

... to open up more new opportunities for alert dealers everywhere. Details of the new sets available, complete with prices, illustrations and descriptions will be found in...

The Billboard's TELEVISION DEPARTMENT

SEPTEMBER 22 ISSUE

Published coincidental with NATIONAL TV WEEK

DECCA PHONOGRAPHS— HOTTEST SELLING LINE TODAY!

all sales records smashed in July and August

HI-FONIC MODELS...

Model DP-232 . . . High Fidelity, 4-speed automatic phonograph. Two speakers. Comes in black with dappled white, or coral tweed with coral. Self-storing wrought iron legs. UL. **\$79.95***

Hi-Fonic Model DP-222 . . . High Fidelity 4-speed automatic phonograph. Three speakers. 18" brass legs available. Available in Mahogany, Blonde Mahogany or Walnut. UL. **\$139.95***



Hi-Fonic Model DP-204 . . . Hi-Fonic High Fidelity automatic console phonograph. Rumble-free 4-speed automatic changer, four speakers, AM/FM tuner optional. Hand-rubbed finishes available in Mahogany, Blonde Mahogany or Walnut. UL. **\$199.95* (without Tuner)**



Hi-Fonic Model DP-700 . . . Hi-Fonic High Fidelity phonograph with controls, record-changer, amplifier, two speakers in console on right. Separate speaker cabinet on left contains four speakers. Complete system with Decca AM/FM radio tuner. Matched cabinets come in Mahogany, Blonde Mahogany or Walnut. UL. **\$499.50***



FAST-SELLING PORTABLES...

Model DP-532 . . . Portable, three tube automatic 4-speed. Turnover cartridge. Self-storing wrought iron legs. Two-tone brown or two-tone blue. UL. **\$59.95***



Model DP-540 . . . 3-speed automatic portable. Turnover cartridge. Two-tone brown. UL. **\$44.95***



Model DP-581 . . . 4-speed manual. Turnover cartridge, front mounted speaker. Separate Volume and Tone controls. Black with pink, or brown with white. UL. **\$29.95***



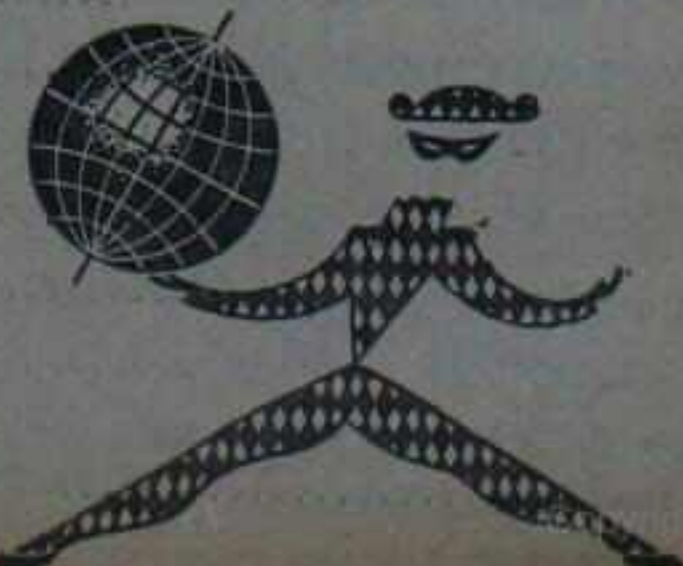
Model DP-550 . . . Portable, manual 3-speed radio-phonograph. Volume control, separate radio-phono switch. Handsome tapered case in two-tone brown. UL. **\$31.95***

*Suggested List Price
Prices slightly higher South, Southwest and West

DECCA[®] *hi-fonic*[®] PHONOGRAPHS

a *New World of Sound*[®]

"you can hear the difference!"



THE BILLBOARD'S WEEKLY

Package 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. CALYPSO-Harry Belafonte... RCA Victor LPM 1248
2. THE KING AND I-Sound Track... Capitol W 740
3. MY FAIR LADY-Original Cast... Columbia OL 5090
4. ELVIS PRESLEY... RCA Victor LPM 1254
5. THE EDDY DUCHIN STORY-Sound Track... Decca DL 8289
6. SONGS FOR SWINGIN' LOVERS-Frank Sinatra... Capitol W 653
7. BELAFONTE-Harry Belafonte... RCA Victor LPM 1150
8. THE PLATTERS... Mercury MG 20146
9. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
10. CAROUSEL-Sound Track... Capitol W 694
11. OKLAHOMA!-Sound Track... Capitol SAO 595
12. HIGH SOCIETY-Sound Track... Capitol W 750
13. STAN KENTON IN HI-FI... Capitol W 724
14. SAY IT WITH MUSIC-Lawrence Welk... Coral CRL 57041
15. BUBBLES IN THE WINE-Lawrence Welk... Coral CRL 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. Lonely Girl... Julie London Liberty LRP 3012
2. Dream Dancing... Ray Anthony Ork Capitol T 723
3. In London, in Love... Norrie Paramor Ork Capitol T 10025
4. Pat Boone... Pat Boone Dot DLP 3012
5. Daydreams... Roger Williams Kapp 1031

Most Played by Jockeys

Albums 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.

- 1. HIGH SOCIETY-Sound Track... Capitol W 750
2. SONGS FOR SWINGIN' LOVERS-Frank Sinatra... Capitol W 653
3. MY FAIR LADY-Percy Faith... Columbia CL 895
4. MY FAIR LADY-Original Cast... Columbus OL 5090
5. EDDY DUCHIN STORY-Sound Track... Decca DL 8289
6. SOLO MOOD-P. Weston... Columbia CL 879
7. ELVIS PRESLEY... RCA Victor LPM 1254
8. CALYPSO-Harry Belafonte... RCA Victor LPM 1248
9. COLE PORTER SONG BOOK-Ella Fitzgerald... Verve MG-V-4001-2
10. KING AND I-Sound Track... Capitol W 740

Review Spotlight on...

Popular Albums

THE BEST THINGS IN LIFE ARE FREE; GORDON MacRAE (1-12")-Capitol T 765

Gordon MacRae sings a group of great oldies featured in the forthcoming movie bio of composers DeSylva, Brown and Henderson, "The Best Things in Life Are Free." Altho it's not a sound track version, the LP has all the trappings-e.g., overture, big chorus production, etc. The film promises to be big box office, and the album should benefit accordingly. Selections-sung with considerable charm and vocal power by MacRae (who plays DeSylva in the movie)-include the title tune, "Sonny Boy," and "It All Depends on You."

PARIS (1-12") - Melachrino Ork. RCA Victor LPM 1261

The tourist boom abroad reached record proportions this summer, and dealers should reap sales on this album to returning travelers. The LP is packaged elaborately with a special 18-page text and photo booklet by Esquire magazine's travel editor, describing "the sounds and sights of Paris"-depicted musically by Melachrino's lush string orchestra. Rich nostalgia is evoked by such selections as "Autumn Leaves" and "Under the Paris Skies," while the French theater is represented by the work of Offenbach, Debussy, Ravel, and Massenet and Gounod.

SOUNDPROOF (1-12") - Ferrante and Teicher, Duo-pianists, Westminster WP 6014

All stops are pulled out to make this the most gimmicky hi-fi piano disk on the market. The highly accomplished team uses multi-tracking, altered tape speeds, gimmicked pianos, 17 microphones of various types, etc. There are many sounds here that have never been heard on a disk before, and most of the 12 selections are naturals for disk jockey variety. Try "Mississippi Boogie" for a sample. Among the selections are "What Is This Thing Called Love," "Cumbanchero," etc.

Sacred Albums

BEYOND THE SUNSET (1-12") - Red Foley, Decca DL 8296

One of three new Foley albums, this one is strictly a sacred entry. A striking color photo of a sunset sets the mood for the title song, plus such entries as "Peace in the Valley," "Steal Away," "The Rosary," "The Place Where I Worship," etc. Foley's fervent singing and recitations are backed by various groups, including the Anita Kerr Singers, the Jordanaires and the Sunshine Boys Quartet. A powerful package for both dealers and jockeys.

Album Cover of the Week



CORDIALEMENT PARIS-Epic LN 3253. A sharp, distinctive photograph of Parisians riding the metro adorns the winner this week. It depicts the heart, warmth and sincerity of Paris and its people better than any cover since the Michel Legrand LP, "I Love Paris." This, plus the usual Paris trimmings, gives any store an eye-catching

Reviews and Ratings of New Albums

Popular

JULIUS LA ROSA (1-12")... 85
George Feyer, Piano (1-12")
Victor LPM 1299
La Rosa's first Victor LP (Cadence released an album by the singer earlier this year) spotlights the warbler's warm sincerity and vastly improved vocal showmanship on a group of standards, some familiar, others obscure. The artist scores highest on "How About You?" "Wait 'Til You See Her," and "No Love, No Nothing." La Rosa's extensive TV exposure this summer should spark sales.

ECHOES OF PARIS... 85
George Feyer, Piano (1-12")
Vox VS 25200

ECHOES OF CHILDHOOD... 85
George Feyer, Piano (1-12")
Vox VX 25410

ECHOES OF BROADWAY... 85
George Feyer, Piano (1-12")
Vox VX 25350

ECHOES OF HOLLYWOOD... 83
George Feyer, Piano (1-12")
Vox VX 25400

ECHOES OF VIENNA... 80
George Feyer, Piano (1-12")
Vox VX 25020

ECHOES OF ITALY... 80
George Feyer, Piano (1-12")
Vox VX 25320

ECHOES OF LATIN AMERICA... 78
George Feyer, Piano (1-12")
Vox VX 25370

ECHOES OF BUDAPEST... 75
George Feyer, Piano (1-12")
Vox VX 25450

Fianlist's "Echoes" series, augmented with additional material to fill out 12-inch LP's from the original 10-inchers. Excellent grooved recordings should well sustain the artist's popularity. Followers will go for amplified versions, and dealers should stock accordingly.

HERE'S LOOKIN' AT YOU... 82
Sammy Davis Jr. (1-12")
Decca DL 8351

Album stands up to pace set by singer's previous recordings. Its dozen selections are finely pace-changed in

(Continued on page 28)

Classical

DUKAS: LA PERLE; THE SORCERER'S APPRENTICE; SAINT-SAENS: OMPHALE'S SPINNING WHEEL (1-12") -Orchestra of the Paris Opera; Robert Benedetti, Cond. Capitol P 18068... 78

"The Sorcerer's Apprentice" and "Omphale's Spinning Wheel" are unflinching audience applause winners-and among the more heavily represented repertoire items in the LP catalog. Benedetti meets his better-known competitors with a product that has enough sparkle and style to compensate for his lack of "name" appeal in this country. The spanking clean sound is an important factor to hit in the sales pitch here.

DVORAK: CELLO CONCERTO TCHAIKOVSKY: VARIATIONS ON A ROCOCO THEME FOR CELLO AND ORCHESTRA (1-12")-Mstislav Rostropovich; Cello; Sviatoslav Knushevitsky, Cello; Czech Philharmonic Orchestra; Vaclav Talich, Cond; National Philharmonic Orchestra; Alexander Gank, Cond. Colosseum CRP 131... 75

Thru the aural fog and interference that mars so many Iron Curtain recordings, the listener dimly perceives that Rostropovich and Talich teamed here to give one of the most inspired and deeply felt Dvorak concertos extant. Knushevitsky is another leading cellist of the U. S. S. R. and until better engineered records come along, recordings like this must suffice to apprise us of his work.

IBERT: SUITE SYMPHONIQUE ("IMPRESSIONS OF PARIS"); VITTORIO RIETI: MADRIGALE (1-12")-M-G-M Chamber Orchestra; Arthur Winograd, Cond. M-G-M E 3414... 74

Ibert's "Impressions of Paris" is a vivid, fast-moving montage of Parisian sights: "The Metro," the "Restaurant au Bois de Boulogne," "The Faubourgs" are some of the movements. Rieti's "Madrigale" is an imaginative and not altogether severent view of an archaic musical form by a contemporary. Winograd does a splendid job capturing the spirit of both works. No comparison available.

(Continued on page 30)

Jazz

LIONEL HAMPTON AND HIS GIANTS (1-12")... 83
Noirgram MG N-1080

The "Giants" on this date consisted principally of Art Tatum, Harry Edison, Buddy Rich and Barney Kessel. They come up with a product here, a little dated in concept and maybe not always integrated stylistically, but crackling with excitement and dazzling in its technical display. Sample the up-tempo, "Somebody Loves Me" for a knock-down, drag-out stomper. Good, clean fun of this blowing contest will stimulate jazz traffic.

MILES DAVIS ALL STAR SEXTET; QUINTET (1-12")... 83
Prestige LP 7034

Davis - and his featured soloists, Jackie McLean and Milt Jackson-work over quite a variety of material here to produce an exceptionally interesting and musically distinguished program. There is Thad Jones' piquant "Bitty Ditty," a romantic ballad, "Changes," a blues, "Dr. Jackie," and a vigorous up-tempo "Minor March." Davis sets a tough course, but here, for a change, he has a team that can make it. A "must" buy for all customers of the modern persuasion.

THE EMINENT JAY JAY JOHNSON, VOL. 2 (1-12")... 81
Blue Note BLP 1506

Re-issue of Blue Note LP 5670, Volume 3 of an older 10-inch LP series called by the same title as the above-plus additional material. BLP 5670 featured Hank Mobley and Horace Silver. The added selections are "It Could Happen to You" and alternate masters of "Tonopika" and "Capri" (with Clifford Brown) and "Time After Time" (with Wynton Kelly and Charlie Mingus). These date from 1953-1955 and are among the most important sides of the period. Basic for modern collectors.

(Continued on page 30)

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Reviews and Ratings of New Popular Albums

Continued from page 26

wood and tempo, from the satirical easy-going "Just One of Those Things" to a dramatic pitch like "The Clown." "Mr. Wonderful" fans will want this one and it should rate hefty inventory billing as prime Davisana.

WINTER WONDERLAND \$2
Ray Charles Singers (1-12")
M-G-M E 3387

Charles and his group project some more fine sound in this third album dedicated to the four seasons. Mixed octet harmonizes on a dozen standards, all pitched to low temperature weather. Release seems a bit premature, but the disk could come in handy for deejay cold weather

spinning. Christmas sales should be heavy.

SOMETHIN' SMITH AND THE REDHEADS COME TO BROADWAY 80
(1-12")
Epic LN 3251

All the tunes here are about Manhattan or applicable thereto. Boys' earlier efforts sold well and this package, with recent singles included, will appeal to the varied market of this group. A fine programming piece, in full or in part, for jocks. Attractive, eye-catching cover will also help.

MUSIC FOR BACHELORS 80
Henri Rene Ork (1-12")

Victor LPM 1046

Here's a subtle evocation of mood—music for the bachelor; music to sooth him when he's singled in the heat of the chase; music for his day-dreams—such as "I'll See You in My Dreams," "Dinner for One Please, James," "Time on My Hands," etc. Great standards all—beautifully recorded by Henri Rene with lush, tasteful arrangements and an obvious understanding of the subject—both melodic and social. Cover features an absorbing photo of Jayne Mansfield.

BLUEJEAN BOP: GENE VINCENT 79
(1-12")

Vincent's first Capitol waxing, "Be-Bop-a-Lula," is still on the best-seller charts and his first LP for the label could prove potent across the counters. Certainly, jocks are bound to give it plenty of spins. The Presley-styled warbler and his group perform with exuberance and verve on a mixture of ballads and rhythm tunes — "Who Slapped John?" the title song, "Jumps, Giggles, and

Shouts," etc., scoring best in the latter category.

RESIDE A SHADY NOOK 79

Dick Hyman Trio (1-12")
M-G-M E 3379
Trio presents an interesting program idea based on "nature" titles. Sides include: "It's So Peaceful in the Country," "Daybreak," "To a Wild Rose," "Mountain Greenery," and the title tune. The relaxed style, and the interesting arrangement should make this a natural for Hyman's big following.

WHAT MAKES SAMMY SWING 78

Sammy Kaye Ork (1-12")
Columbia CL 891
Shades of the swing era—and echoes of Miller, Shaw, James and the great swingers—are in this package. The album presents, of course, a relatively unfamiliar Kaye, performing such great swing classics as "Strings of Pearls," "One o'Clock Jump," "Tuxedo Junction," etc. The instrumentation includes Tony Mottola on guitar and Sam (the Man) Taylor on

sax, and an ensemble of 15 violins and violas. Interesting to say the least, and plenty danceable. Good inventory for most stores.

HEART AND SOUL 78

The Four Aces (1-12")
Decca DL 8228
Boys belt out 12 tunes, most of the former singles hits, for a package that will prove enticing to their fans. Jocks can use as fillers and the name should help sell. Includes title song, "Amour," etc.

THEATER ORGAN IN HI-FI 78

Leonard MacClain, Organ (1-12")
Epic LN 3273
Label's "Hit of the Month" LP is aimed at hi-fi fans. Using a theater organ, MacClain plays a surprise collection of all-time favorites, including "Tenderly," "My Romance," "Serenade" (Student Prince), "Warsaw Concerto," "Charmain," "Intermezzo" and "Laura." Special dealer bonus deal makes this a good one to push.

SELECTIONS FROM "THE KING AND I" AND OTHER RODGERS AND HAMMERSTEIN II SONGS 76

Carmen Cavallaro, Piano (1-12")
Decca DL 8305
This is good Cavallaro at the keyboard, backed by played-down rhythm. Sides include eight numbers from "King and I," previously issued, and as many more R. and H. top-pers, and vet pop maestro gives them proper treatment. Pianist's fans will like this and catchy cover will help sales.

MUSIC FROM MOTION PICTURES 75

David Rose Ork (1-12")
M-G-M E 3397
Here's a lush mood music package for film fans and romantic jockey segs. David Rose wraps up 12 melodic movie themes in his usual smooth string-arrangements. Selections include several new picture songs—"Friendly Persuasion," "Julie's Theme," and the love theme from "Giant."

DISNEYLAND BAND CONCERT 75

(1-12")
Disneyland WDL 3002
Old-fashioned band concert rep by the Disneyland Park aggregation. Sound is solidly nostalgic of its period. Bright, eye-catching cover and title can make for sales via hook-up to other Disneyland waxings. Selections include Disney pic melodies and "Davy Crockett" ballad, but the platter is not necessarily dedicated to moppets.

SELECTIONS FROM "THE MOST HAPPY FELLA" 74

(1-12")
Golden Music Society LPG 3004
Collection of eight top numbers from current hit musical, sung by most competent (unbilled) artists under the direction of Maury Laws. Disk is released by Paramount Ent., Inc., under GMS label, and content-wise compares favorably to original cast album. Retail price, pegged at \$2.98, could make it a sharp counter bargain.

THE ANDREWS SISTERS BY POPULAR DEMAND 73

(1-12")
Decca DL 8360
The Andrews Sisters (now recording for Capitol) are a trio again and Decca can cash in on the new promotion. The sisters' most famous hits, waxed from about 1938 on thru the war period, are here. With tunes like "Bei Mir Bist Du Schoen," "Beer Barrel Polka," "Hold Tight," "In Apple Blossom Time," "Pennsylvania Polka" and "Rom and Coca Cola," the package may still appeal to those who were the juveniles of that period.

THE SOMERSET STRINGS 72

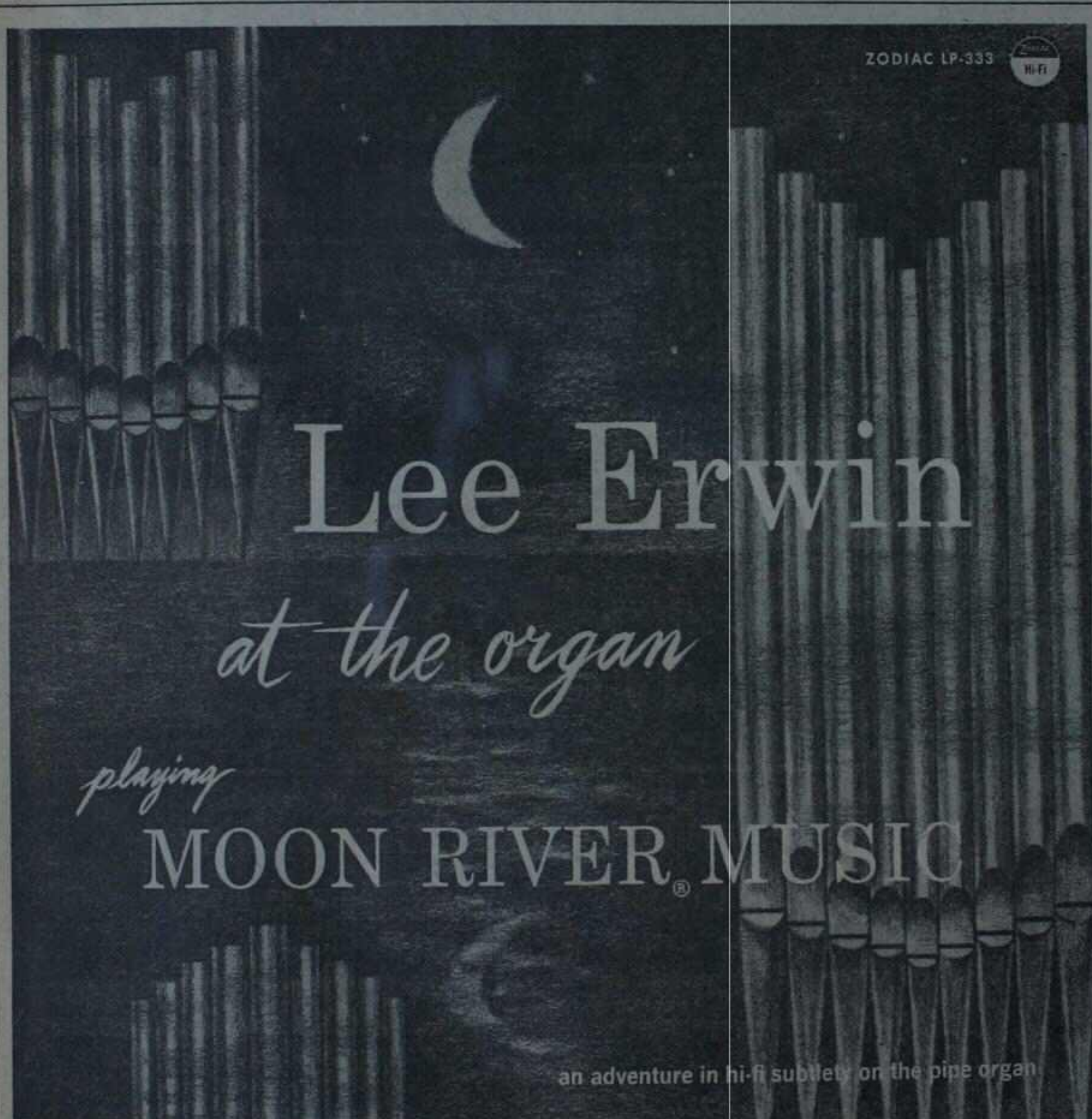
(3-12")
Epic SN 6014
This handsomely packaged set of three LP's (retailing at \$9.98) spotlights the slow, sweet string-instrumental interpretations of 36 memorable love songs—"All Alone," "Sylvia," "Beautiful Dreamer," "Kiss Me Again," etc. Dreamy, unobtrusive programming material for jocks, sure-fire nostalgia for sentimental oldsters, and excellent mood music for young lovers.

MOON RIVER MUSIC 71

Lee Erwin, Organ (1-12")
Zodiac LP 333
"Moon River" was a famed midnight radio program of the 1930's and 1940's, originating from station WLW, Cincinnati. Until 1943 Erwin was the featured organist, and he created a special kind of mood music aptly called a "lazy stream of dreams." Here Erwin spins some rather beautiful improvisation on standards like "Laura," "Stardust," "Blue Moon," "Villie," etc. Excellent commercial possibilities in the background-mood-listening category.

THE LAMP IS LOW 69

Robert Maxwell Ork (1-12")
M-G-M E 3308
Maxwell and his harp are in mellower mood than usual with the collection of love ballads, practically all standards. Sound-mood is fine for relaxed listening, but continued slow tempo thru a dozen selections make for a certain monotony. Sales appear limited to devotees of artists and his instrument.



ORGAN MAGICKI

Lee Erwin recreates a style of organ music originated by him during his long association with a midnight radio program from WLW in Cincinnati: **MOON RIVER**, that "lazy stream of dreams..."

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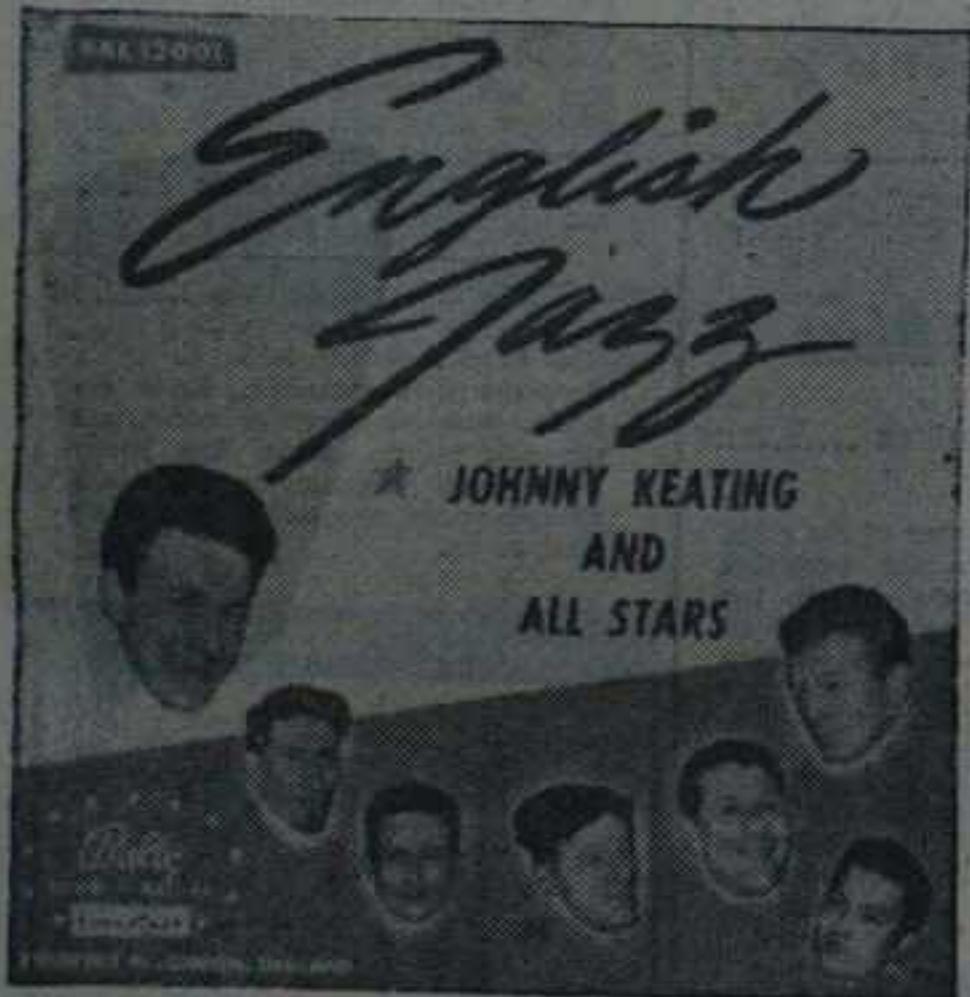
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Reviews and Ratings of New Classical Albums

Continued from page 26

POULENC: LES BICHES ("THE HOUSE GUESTS"); AUBADE (1-12")

SCHUBERT: OVERTURE TO "ALFONSO UND ESTRELLA"; OVERTURE TO "DIE ZAUBERHARFE"; ITALIAN OVERTURE IN C MAJOR; ITALIAN OVERTURE IN D MAJOR (1-12")

BENEDETTO MARCELLO: SIX SONATAS FOR VIOLA DA GAMBA AND HARPSICHORD (1-12")

ARTHUR BERGER: SERENADE CONCERTANTE; ERNEST BLOCH: FOUR EPISODES; BENJAMIN BRITTEN: SINFONETTA, OP. 1; DANIEL PINKHAM: CONCERTANT (1-12")

PROKOFIEV: THE LOVE FOR THREE ORANGES (2-12")

hardly song-opera in the Italian tradition, but it should enjoy a healthy enough sale with dealers who have the clientele for complete operas.

MOZART: REQUIEM, K. 626 (2-12")

Recording was made at the memorial service in St. Stephen's Cathedral, Vienna, December 2, 1955, on the anniversary of Mozart's death and was issued a short time ago on Decca DL 8335, a single, 12-inch LP.

HAYDN: SYMPHONY NO. 100 IN G MAJOR (MILITARY); SCHUBERT: SYMPHONY NO. 5 IN B FLAT MAJOR (1-12")

Zecchi brings this combination stylishly, drawing fine support from both the Concertgebouw group and the Vienna Symphony.

ROBERT CRAFT CONDUCTING SCHONBERG (1-12")

Of these little-known Schonberg compositions, the most important are the Serenade, Op. 29 and the cantata, "The New Classicism," both of which are handled with force and penetration.

Semi-Classical

LOVE DREAMS (1-12")

A delightful chunk of mood-melody comprising contributions from Liszt, Debussy, Beethoven, Chopin and Kreisler.

CONCERTO FOR LOVERS (1-12")

Mood music in a symphonic, concerto idiom, Ork and piano recording it top-drawer, and Ashley has devised some arresting effects.

Country & Western

THE WONDERING BOY (1-12")

Pierce for some years has been just about the most consistent seller in the country market. Here are a dozen of his hits (virtually all his singles in the last several years were hits).

KITTY WELLS' COUNTRY HIT PARADE (1-12")

The queen of the country thrushes unveils her own select "hit parade" and the package is bound to be a favorite.

MOANIN' THE BLUES (1-12")

Country music fans are still buying Hank Williams disks, and to many the Hillbilly King never really died.

Reviews and Ratings of New Jazz Albums

Continued from page 26

SATCHMO ON STAGE (1-12")

A reconversion of material previously available on singles or 10-inch LP's. A generous sample of Armstrong's trumpet and gravel-voiced chanting, and also has at least one selection spotlighting each member of the band.

IVY LEAGUE JAZZ (1-12")

Material from some earlier Condon shellac singles and albums is grouped in this varied all-star show. Quality is uneven, but the Ivy League pitch is a safe one.

Jones Named Col's Catalog Editor

NEW YORK—Albert B. Earl, administrative vice-president of Columbia Records, has announced the appointment of David H. Jones as Columbia Records' catalog editor.

Jones, who will headquarter in New York, will report to Joseph Marhofer.

You'll Call My Name," "I'm So Lonesome I Could Cry," "Honky Blues," etc.

Rhythm & Blues

ROCK 'N ROLL WITH RHYTHM & BLUES (1-12")

This is one of the better of the r.&b. packages—which are now beginning to appear more regularly in the packaging market. There's plenty of artist power here — Amos Milburn with "One Scotch, One Bourbon, One Beer."

Children's

HODGERS AND HAMMERSTEIN'S SATURDAY MATINEE FOR CHILDREN (1-12")

Seven R.H.H. show tunes, most of which are familiar and the most suitable for children. Each is introduced in pleasant, informal fashion, then sung or acted with tasteful simplicity.

Latin American

HAYANA, 3 A.M. (1-12")

A seductive cover should account for additional sales in the pop market for this LP, while its simmering, hip-swinging instrumental contents make it a hot item for the Latin-American field.

Miscellaneous

MOONDOG (1-12")

Moondog is one of Manhattan's more startling "sights." He writes a kind of music that is as unconventional as he is himself in appearance.

standards that would have been better as instrumentals.

SWING SOFTLY SWEET SAMPSON (1-12")

Edgar Sampson, whose arrangements and compositions contributed so much to the popularity of the Chick Webb and Benny Goodman bands in their heyday, has a belated opportunity here to present a program of his own compositions under his own leadership.

JAZZ-LAB-1 (1-12")

The West Coast modern workshop idea has its definite market appeal, especially among musicians who like clean, articulate and sophisticated rather than "funky" or visceral jazz.

TRUMPETER'S HOLIDAY (1-12")

Collectors' issue revises some very rare jazz sides from the 1930's. No sales powerhouse here, but a set that will be welcomed by old-line collectors and by students of jazz evolution.

THE DUKES OF DIXIELAND (1-12")

Excellent hi-fi recording, finely detailed, plus an attractive cover, are the sole selling points. The young Dixie outfit simply doesn't make enough music to qualify as a \$5.95 disk entity.

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Colosseum Records advertisement. DAVID OISTRAKH BOLSHOI THEATRE SCARLATTI ORCHESTRA & NAPOLI. August 30th, 1956. AN OPEN LETTER. It gives us great pleasure to announce that, simultaneous with the release of the exciting new COLOSSEUM GOLD LABEL AND (Authentic High Fidelity Records), ZENITH ASSOCIATES, INC. becomes the exclusive sales agency for the United States and possessions for COLOSSEUM RECORDS, INC.

Country & Western THE WONDERING BOY Webb Pierce (1-12") Decca DL 8295. KITTY WELLS' COUNTRY HIT PARADE (1-12") Decca DL 8293. MOANIN' THE BLUES Hank Williams (1-12") M-G-M E 330.

Latin American HAYANA, 3 A.M. (1-12") Victor LPM 1257. MOONDOG (1-12") Prestige LP 7042.

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a Torrid Trio of
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 sings
TWO INNOCENT HEARTS
 and
MIRACLE OF LOVE
 with DON COSTA-His Orchestra and Chorus
 9739

THE ROVER BOYS
 sing
FROM A SCHOOL RING TO A WEDDING RING
 and
YOUNG LOVE
 with DON COSTA-His Orchestra and Chorus
 9732

EYDIE GORMÉ
 sings
MAMA, TEACH ME TO DANCE*
 and
YOU BRING OUT THE LOVER IN ME
 with SID FELLER-His Orchestra and Chorus
 9722



* And don't overlook
BOBBY MADERA'S
 Cha Cha instrumental arrangement of
MAMA, TEACH ME TO DANCE
 and
WATCH YOUR STEP
 9731



Nominated for Quick Sales on



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NOW YOU SAY YOU CARE
(SHUFFLE)

NOW YOU SAY YOU CARE
(BALLAD)

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COOL IT, BABY

from the MGM Picture TEEN AGE REBEL

Joe Valino

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GARDEN OF EDEN
CARAVAN

Helene Dixon

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NOW! BABY, NOW!

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Girard**

X/4X-0223



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A CROSS-COUNTRY SMASH!

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending August 29

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.	1	9	6. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.	5	8
2. Whatever Will Be Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	2	10	7. Wayward Wind By Stan Lehouck-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.	7	19
3. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORD AVAILABLE: F. Bell-Bellboys, Mercury 70919.	3	6	8. I Almost Lost My Mind By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Beont, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.	8	14
4. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shamir (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	6	5	9. Flying Saucer By Buchanan & Godman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.	9	5
5. Allegheny Moon By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Reagis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	4	11	10. Song for a Summer Night By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	11	5

Second Ten

11. Tonight You Belong to Me By Billy Rose & Lee David—Published by Mills (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters-L. Welk, Coral 61710.	15	3	15. Sweet Old-Fashioned Girl By Bob Merrill—Published by Valer (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.	12	12
12. I Want You, I Need You, I Love You By Maurice Mysel & Ira Kostoff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.	10	14	17. Be-Bop-a-Lula By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.	15	11
13. Soft Summer Breeze By Eddie Heywood—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70934. RECORD AVAILABLE: Diamonds, Mercury 70934.	21	5	18. More By Tom Glazer & Alex Astone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6354.	14	12
14. On the Street Where You Live By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fielder, Vic 20-6569; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.	13	18	19. It Only Hurts for a Little While By Mack David & Red Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.	19	15
15. Fool By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.	18	4	20. Born to Be With You By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.	17	13

Third Ten

21. You Don't Know Me By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; J. Vale, Col 40710; C. McRae, Dec 29949.	23	7	26. Walk Hand in Hand By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.	28	17
22. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) RECORD AVAILABLE: B. Doggett, King 4950.	24	2	27. Picnic By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral 61627; R. Marterle, Mercury 70836.	28	18
23. Moonglow and Theme From Picnic By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures, Music Corp. (ASCAP) RECORDS AVAILABLE: G. Cates, Coral 61618; M. Stoloff, Dec 29888.	19	22	27. When the White Lilies Bloom Again By Doel-Putter—Published by Harms, Inc. (ASCAP) RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15481; L. Welk, Coral 61701; F. ZaBach, Mercury 70936; H. Zacharias, Dec 30078.	-	1
24. Rip It Up By Blackwell & Marascalco—Published by Venice (BMI) RECORDS AVAILABLE: Little Richard, Specialty 579; B. Haley, Dec 30028.	27	3	29. After the Lights Go Down Low By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.	30	2
24. That's All There Is to That By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.	25	6	29. Happiness Street By Wolson & White—Published by Planetary (ASCAP) RECORDS AVAILABLE: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.	25	2

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Buyboard

<p><small>(From George Stevens' "Giant" for Warner Bros.)</small></p> <p>GIANT</p> <p>THERE'S NEVER BEEN ANYONE ELSE BUT YOU</p> <p>Record No. 3526</p>	<p>LES BAXTER</p>	<p>TEX RITTER</p>	<p>THE LAST WAGON</p> <p><small>(From the 20th Century-Fox Picture "The Last Wagon")</small></p> <p>c/w PAUL BUNYAN LOVE</p> <p>Record No. 3538</p>
<p>FRIENDLY PERSUASION</p> <p>(THEE I LOVE)</p> <p><small>(From the Allied Artists Picture "Friendly Persuasion")</small></p> <p>c/w PORTOFINO</p> <p>Record No. 3520</p>	<p>LOU BUSCH</p>	<p>JOHNNY STANDLEY</p>	<p>GET OUT AND VOTE!</p> <p>PART 1 & 2</p> <p>Record No. 3544</p>

DON ROBERTSON

YOU EVERY DAY THAT I LIVE




WITH LOU DINNING

Record No. 3527

DICK HAYMES

LOVE IS A GREAT BIG NOTHIN'



I NEVER GET ENOUGH OF YOU

Record No. 3531

THE NILSSON TWINS

HOT DOG! TING-A-LING



FOR THIS MY HEART SINGS

Record No. 3528

GORDON MAC RAE

OBEY WITHOUT LOVE



(As featured in the 20th Century-Fox Picture "The Best Things in Life Are Free")

Record No. 3519

PHILIP GREEN

SADIE'S SHAWL



THE MARCH HARE

(From the British Film "The March Hare")

Record No. 3529

MARTHA LOU HARP

COME HERE, DEAR



WHEN YOUR GUY IS GONE

Record No. 3518

SKEETS McDONALD

YOU GOTTA BE MY BABY



SOMEBODY

Record No. 3525

BEST SELLING POPULAR SINGLES

JOE "FINGERS" CARR
 PORTUGUESE WASHERWOMEN
 c/w Lucky Pierre
 No. 3418

NAT "KING" COLE
 THAT'S ALL THERE IS TO THAT
 c/w My Dream Sonata
 No. 3458

BING CROSBY & FRANK SINATRA
 WELL DID YOU EVAH?
BING CROSBY & GRACE KELLY
 TRUE LOVE
 No. 3507

BING CROSBY & LOUIS ARMSTRONG
 NOW YOU HAS JAZZ
LOUIS ARMSTRONG
 HIGH SOCIETY CALYPSO
 No. 3506

JOHNNY DANKWORTH
 EXPERIMENTS WITH MICE
 c/w Applecake
 No. 3499

THE FIVE KEYS
 OUT OF SIGHT, OUT OF MIND
 c/w That's Right
 No. 3502

DEAN MARTIN
 MISSISSIPPI DREAMBOAT
 c/w The Test of Time
 No. 3521

NELSON RIDDLE
 THEME FROM "THE PROUD ONES"
 c/w The Love of Genevieve
 No. 3472

DON ROBERTSON
 THE HAPPY WHISTLER
 c/w You're Free to Go
 No. 3391

GENE VINCENT
 BE-BOP-A-LULA
 c/w Woman Love
 No. 3450

SOCK SALES APPEAL!



From the George Stevens epic for Warner Bros.

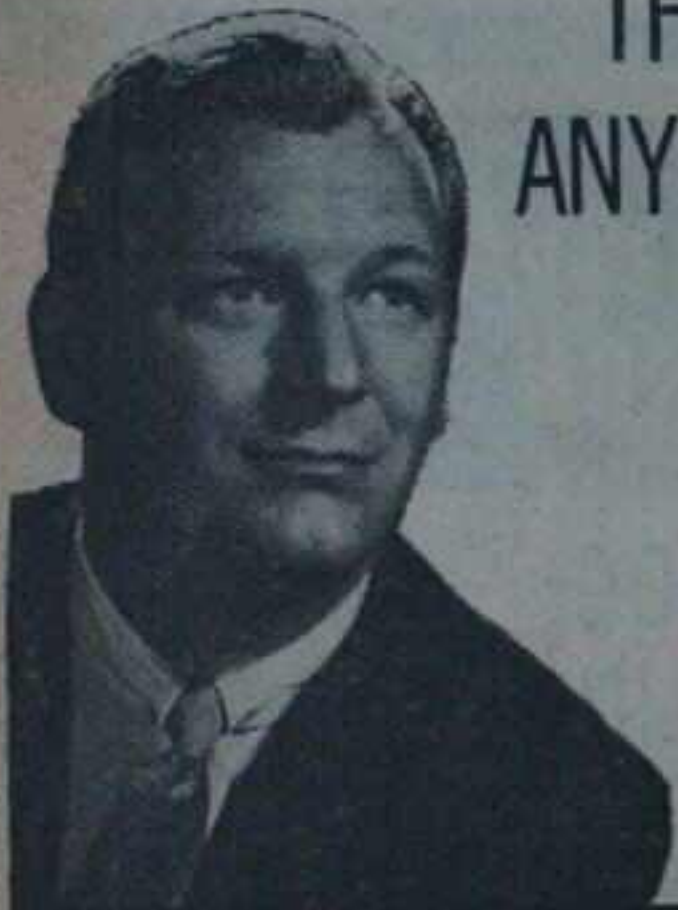
GIANT

and

THERE'S NEVER BEEN
ANYONE ELSE BUT YOU

LES
BAXTER

Record No. 3526



new - sensational - timely - humorous

GET OUT AND VOTE!

PART 1 and 2

Record No. 3544



JOHNNY STANDLEY

THE LAST WAGON

From the 20th Century-Fox Picture "The Last Wagon"

with Orchestra and Chorus Conducted by GORDON JENKINS

TEX RITTER

c/w PAUL BUNYAN LOVE

Record No. 3538



a smash instrumental version

FRIENDLY PERSUASION

(THEE I LOVE)

From the Allied Artists Picture "Friendly Persuasion"

LOU BUSCH

c/w PORTOFINO

Record No. 3520



Dot's HOT

WITH THE GREATEST LIST OF
BEST SELLERS IN ITS HISTORY!

- 15481—THE FOOL—SANFORD CLARK
- 15490—FRIENDLY PERSUASION—PAT BOONE
CHAINS OF LOVE
- 15486—THE GREEN DOOR—JIM LOWE
- 15491—WHEN THE WHITE LILACS BLOOM AGAIN—BILLY VAUGHN
SPANISH DIARY
- 15492—NOW IS THE HOUR—GALE STORM
A HEART WITHOUT A SWEETHEART
- 15489—KA-DING-DONG—THE HILLTOPPERS
INTO EACH LIFE SOME RAIN MUST FALL
- 15488—HEART AND SOUL—JOHNNY MADDOX
- 15472—I ALMOST LOST MY MIND—PAT BOONE
- 15493—CASUAL LOOK—LORRY RAINE
COTTON PICKIN' KISSES
- 15494—HONKY TONK #2—RUSTY BRYANT
LONELY CRYIN' HEART

THREE BEST SELLING ALBUMS
DLP-3016 GOLDEN INSTRUMENTALS—Billy Vaughn
DLP-3012—Pat Boone
DLP-3030 HOWDY—Pat Boone

STILL GOING STRONG
DEP-1053 Pat on Mike—PAT BOONE

Dot

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181

THE NATION'S BEST SELLING RECORDS

• Best Sellers in Stores

For survey week ending August 29

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

This Week	Last Week	Weeks on Chart
1. HOUND DOG (BMI)—E. Presley	1	6
DON'T BE CRUEL (BMI)—Vic 20-6604		
2. MY PRAYER (ASCAP)—Platters	2	9
Heaven on Earth (ASCAP)—Mercury 70893		
3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	3	10
I Gotta Sing Away These Blues (BMI)—Col 40704		
4. FLYING SAUCER—Buchanan & Goodman	4	5
Luniverse 101		
5. CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood	5	7
This Is Real (ASCAP)—Vic 20-6537		
6. ALLEGHENY MOON (ASCAP)—P. Page	6	10
Strangest Romance (ASCAP)—Mercury 70878		
7. TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	10	3
A Smile and a Ribbon (ASCAP)—Liberty 55022		
8. BE-BOP-A-LULA (BMI)—G. Vincent	8	12
Woman Love (BMI)—Cap 3450		
9. SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller	13	5
Col 40730—ASCAP		
10. HONKY TONK (PARTS I & II)—B. Doggett	11	3
King 4950—BMI		
11. FOOL (BMI)—S. Clark	14	5
Lonesome for a Letter (BMI)—Dot 15481		
12. I ALMOST LOST MY MIND (BMI)—P. Boone	9	13
I'm in Love With You (BMI)—Dot 15472		
13. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	7	15
My Baby Left Me (BMI)—Vic 20-6540		
14. CANADIAN SUNSET (BMI)—A. Williams	21	2
High Up on a Mountain (ASCAP)—Cadence 1297		
15. WAYWARD WIND (BMI)—G. Grant	12	19
No More Than Forever (ASCAP)—Era 1013		
16. YOU DON'T KNOW ME (BMI)—J. Vale	20	6
Enchanted (ASCAP)—Col 40710		
17. SOFT SUMMER BREEZE (BMI)—E. Heywood	22	8
Heywood's Bounce (BMI)—Mercury 70863		
18. MORE (ASCAP)—P. Como	16	13
GLENDORA (BMI)—Vic 20-6554		
19. BORN TO BE WITH YOU (ASCAP)—Chordettes	19	12
Love Never Changes (ASCAP)—Cadence 1291		
20. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer	15	12
Goodbye, John (BMI)—Coral 61636		
21. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers	18	15
If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481		
22. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole	17	8
My Dream Sonata (ASCAP)—Cap 3456		
23. WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino	23	6
So-Long (BMI)—Imperial 5396		
24. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff	—	20
Theme From "Picnic" (ASCAP)—Dec 29888		
25. JUST WALKING IN THE RAIN (BMI)—J. Ray	—	1
In the Candlelight (ASCAP)—Col 40729		

• Most Played in Juke Boxes

For survey week ending August 29

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

This Week	Last Week	Weeks on Chart
1. HOUND DOG (BMI)—E. Presley	1	5
DON'T BE CRUEL (BMI)—Vic 20-6604		
2. MY PRAYER (ASCAP)—Platters	2	8
Heaven on Earth (ASCAP)—Mercury 70893		
3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	3	7
I Gotta Sing Away These Blues (BMI)—Col 40704		
4. ALLEGHENY MOON (ASCAP)—P. Page	4	10
Strangest Romance (ASCAP)—Mercury 70878		
5. I ALMOST LOST MY MIND (BMI)—P. Boone	5	13
I'm in Love With You (BMI)—Dot 15472		
6. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	7	14
My Baby Left Me (BMI)—Vic 20-6540		
7. WAYWARD WIND (BMI)—G. Grant	6	15
No More Than Forever (ASCAP)—Era 1013		
8. CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood	10	4
This Is Real (ASCAP)—Vic 20-6537		
9. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer	9	9
Goodbye, John (BMI)—Coral 61636		
10. FLYING SAUCER (PARTS I & II)—Buchanan & Goodman	12	3
Luniverse 101		
11. MORE (ASCAP)—P. Como	8	10
GLENDORA (BMI)—Vic 20-6554		
12. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers	12	12
If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481		
13. BE-BOP-A-LULA (BMI)—G. Vincent	14	9
Woman Love (BMI)—Cap 3450		
14. WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino	16	2
SO-LONG (BMI)—Imperial 5316		
15. BORN TO BE WITH YOU (ASCAP)—Chordettes	11	11
Love Never Changes (ASCAP)—Cadence 1291		
16. SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller	15	3
Columbia 40730		
17. FOOL (BMI)—S. Clark	18	3
Lonesome for a Letter (BMI)—Dot 15481		
18. YOU DON'T KNOW ME (BMI)—J. Vale	—	1
Enchanted (ASCAP)—Col 40710		
19. TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	—	1
A Smile and a Ribbon (ASCAP)—Liberty 55022		
20. CANADIAN SUNSET (BMI)—A. Williams	—	1
High Up on a Mountain (ASCAP)—Cadence 1297		

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Whatever Will Be, Will Be (Que Sera, Sera Art.)	1	9
2. Allegheny Moon (Oxford)	1	11
3. Canadian Sunset (Meridian)	4	8
4. My Prayer (Shapiro-Bernstein)	3	8
5. Wayward Wind (Watzman)	5	15
6. Song for a Summer Night (April)	7	3
7. Soft, Summer Breeze (Regard)	11	2
8. On the Street Where You Live (Chappell)	6	8
9. Hound Dog (E. Presley)	8	3
10. Tonight You Belong to Me (Mills)	—	1
11. I Want You, I Need You, I Love You (Presley)	9	7
12. Walk Hand in Hand (Republic)	18	17
13. I Almost Lost My Mind (Hill & Range)	18	11
14. Picnic (Shapiro-Bernstein)	13	17
15. It Only Hurts for a Little While (Advanced)	—	8

• Most Played by Jockeys

For survey week ending August 29

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley	2	5
Hound Dog (BMI)—Vic 20-6604		
2. MY PRAYER (ASCAP)—Platters	1	9
Heaven on Earth (ASCAP)—Mercury 70893		
3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	3	10
I Gotta Sing Away These Blues (BMI)—Col 40704		
4. HOUND DOG (BMI)—E. Presley	4	6
Don't Be Cruel (BMI)—Vic 20-6604		
5. CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood	7	7
This Is Real (ASCAP)—Vic 20-6537		
6. ALLEGHENY MOON (ASCAP)—P. Page	5	11
Strangest Romance (ASCAP)—Mercury 70878		
7. TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	20	3
A Smile and a Ribbon (ASCAP)—Liberty 55022		
8. WAYWARD WIND (BMI)—G. Grant	8	18
No More Than Forever (ASCAP)—Era 1013		
9. FLYING SAUCER (PARTS I & II)—Buchanan & Goodman	9	5
Luniverse 101		
10. SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)	15	5
Col 40730—ASCAP		
11. I ALMOST LOST MY MIND (BMI)—P. Boone	6	13
I'm in Love With You (BMI)—Dot 15472		
12. CANADIAN SUNSET (BMI)—A. Williams	10	4
High Up on a Mountain (ASCAP)—Cadence 1297		
13. BORN TO BE WITH YOU (ASCAP)—Chordettes	14	14
Love Never Changes (ASCAP)—Cadence 1291		
14. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	18	13
My Baby Left Me (BMI)—Vic 20-6540		
15. SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer	11	10
Goodbye, John (BMI)—Coral 61636		
16. SOFT SUMMER BREEZE—E. Heywood	25	4
Heywood's Bounce (BMI)—Mercury 70863		
17. FOOL (BMI)—S. Clark	17	2
Lonesome for a Letter (BMI)—Dot 15481		
18. MORE (ASCAP)—P. Como	13	11
Glendora (BMI)—Vic 20-6554		
19. YOU DON'T KNOW ME (BMI)—J. Vale	—	4
Enchanted (ASCAP)—Col 40710		
20. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole	—	5
My Dream Sonata (ASCAP)—Cap 3456		

21. AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler
 23 | 2 || I Was Telling Her About You (ASCAP)—Decca 29982 | | |

22. ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone
 15 | 21 || We All Need Love (ASCAP)—Col 40654 | | |

23. HAPPINESS STREET (ASCAP)—G. Gibbs
 21 | 2 || Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920 | | |

24. BE-BOP-A-LULA (BMI)—G. Vincent
 — | 9 || Woman Love (BMI)—Cap 3450 | | |

25. WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zacharias
 — | 1 || Blue Blues (BMI)—Decca 30039 | | |

as timely as the season

THE BEAUTIFUL INSTRUMENTAL ...
NOW WITH LYRICS

"Autumn Concerto"

AND

THE LILTING WALTZ BALLAD

"Mom Oh Mom"

WITH

Nick Noble

MERCURY 70959



a magnificent pairing presented by

David Carroll

AND HIS ORCHESTRA

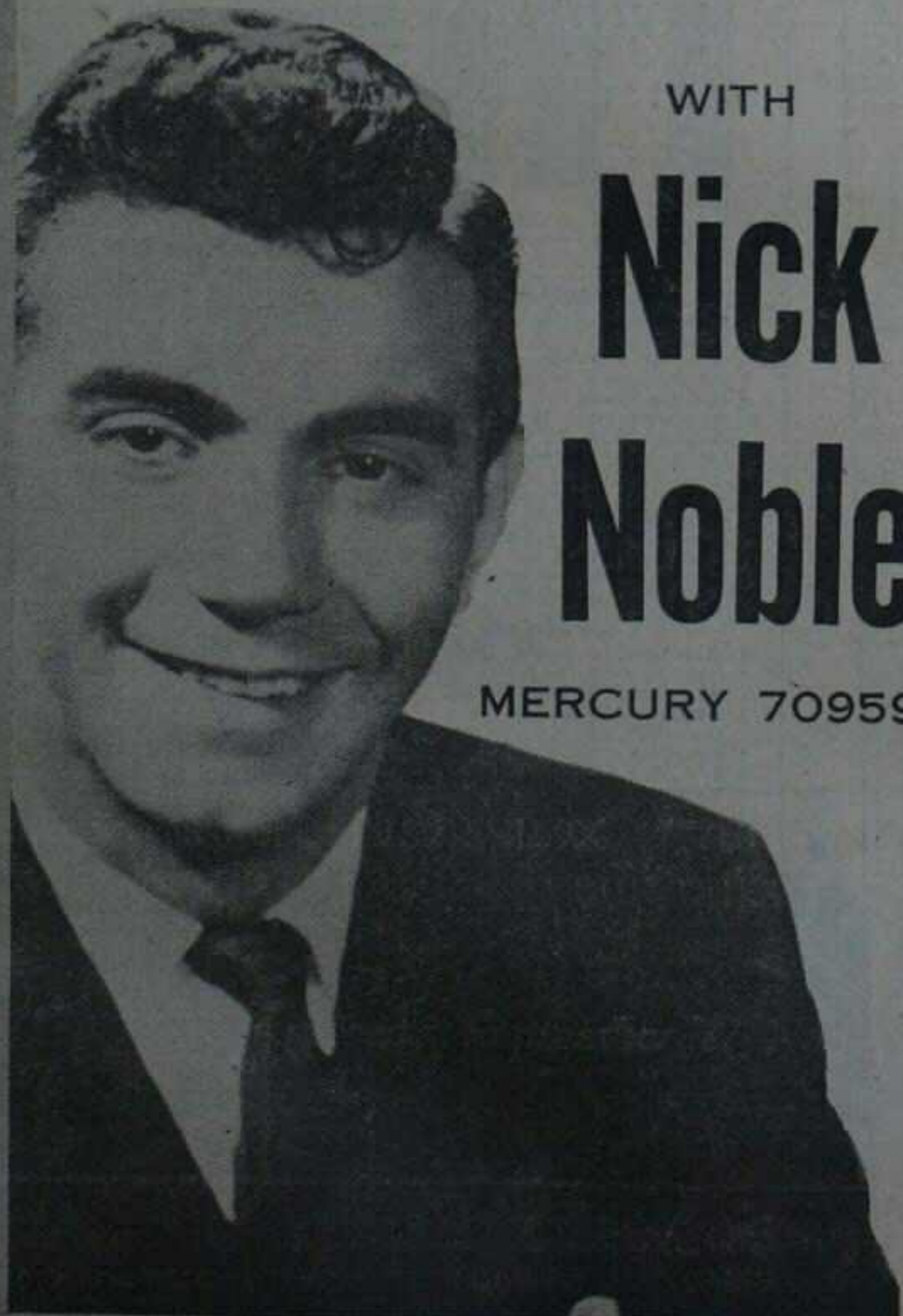
"Fountains Of Rome"

AND

Love Theme From

"Giant"

MERCURY 70952



CHICAGO 1, ILLINOIS

MGM Records

FALL FESTIVAL OF HITS!

JONI JAMES
GIVE US THIS DAY

and
HOW LUCKY YOU ARE
MGM 12288 • K12288

TRIBUTE TO
JAMES DEAN

BILLBOARD
PICK

Packaged in
attractive
sleeve.
Featuring
photo of
James Dean
and scenes
from his
films.



Theme From "East of Eden"
Theme From "Rebel Without a Cause"

featuring

ART MOONEY

and His Orchestra
MGM 12312 • K12312

The Best! **LEROY HOLMES** and His Orchestra

**WHEN THE WHITE LILACS
BLOOM AGAIN**

and
THE LAST WAGON
MGM 12317 • K12317

DAVID ROSE & His Orch.
LOVE THEME FROM LA STRADA

(Calzomina)
and
LOVE IS A MANY-SPLENDORED THING
MGM 30883 • K30883

DICK HYMAN
ONE FINGER PIANO

and
THE BLUE WHISTLER
MGM 12296 • K12296

JOHNNY OLIVER
I NEED YOU SO | **THE THINGS I MIGHT HAVE BEEN**

MGM 12319 • K12319

AUDREY WILLIAMS
LET ME SIT ALONE
(and Think)

and
PARAKEET POLKA
MGM 12314 • K12314

MARVIN RAINWATER
WHY DID YOU HAVE TO GO AND LEAVE ME
(Lonesome Blues)

and
WHAT AM I SUPPOSED TO DO?
MGM 12313 • K12313

BETTY MADIGAN
WHERE IN THE WORLD

and
THE TEST OF TIME
MGM 12318 • K12318

SAM "The Man" TAYLOR
and **DICK HYMAN**

I'm Left With the
BLUES IN MY HEART

CHLO-E
MGM 12325 • K12325

DEAN JONES

THIS LAND | **YOU CAN'T RUN AWAY FROM IT**

MGM 12323 • K12323

INTRODUCING

TONI CARROLL

THINK TWICE | **GOODNIGHT, MY LOVE, GOODNIGHT**

MGM 12322 • K12322

OCIE SMITH

JUST KISS ME | **AT LAST MY BABY'S COMIN' HOME**

MGM 12321 • K12321

THE FOUR JOES

BLUES IN THE NIGHT

and
MY HEART SAYS "THANKS" TO YOU
MGM 12316 • K12316

SHEB WOOLEY

FIRST DAY OF SCHOOL | **THE LONELY MAN**

MGM 12328 • K12328

• Territorial Best Sellers

For survey week ending August 29

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

Atlanta

1. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
2. My Prayer, Platters, Mer.
3. Don't Be Cruel, E. Presley, Vic.
4. Whatever Will Be, Will Be
Doris Day, Col.
5. Flying Saucer
Buchanan & Goodman, Lun.
6. Song for a Summer Night
M. Miller, Col.
7. I Want You, I Need You, I Love You
E. Presley, Vic.
8. Just Walking in the Rain
J. Ray, Col.

Baltimore

1. Don't Be Cruel, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Tonight You Belong to Me
Patience & Prudence, Lbt.
4. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
5. Honky Tonk, B. Doggett, King.
6. Soft Summer Breeze, E. Heywood, Mer.
7. Whatever Will Be, Will Be
Doris Day, Col.
8. St. Therese of the Roses
B. Ward, Dec.
9. Hound Dog, E. Presley, Vic.
10. After the Lights Go Down Low
A. Hibbler, Dec.

Boston

1. Hound Dog, E. Presley, Vic.
2. Whatever Will Be, Will Be
Doris Day, Col.
3. My Prayer, Platters, Mer.
4. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
5. You Don't Know Me, J. Vale, Col.
6. After the Lights Go Down Low
A. Hibbler, Dec.
7. Allegheny Moon, P. Page, Mer.
8. Tonight You Belong to Me
Patience & Prudence, Lbt.
9. Flying Saucer
Buchanan & Goodman, Lun.
10. Don't Be Cruel, E. Presley, Vic.

Buffalo

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be
Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Honky Tonk, B. Doggett, King.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. I Want You, I Need You, I Love You
E. Presley, Vic.
8. That's All There Is to That
N. (King) Cole, Cap.
9. Tonight You Belong to Me
Patience & Prudence, Lbt.
10. Allegheny Moon, P. Page, Mer.

Chicago

1. Hound Dog, E. Presley, Vic.
2. Flying Saucer
Buchanan & Goodman, Lun.
3. Tonight You Belong to Me
Patience & Prudence, Lbt.
4. My Prayer, Platters, Mer.
5. Canadian Sunset, A. Williams, Cdc.
6. Song for a Summer Night
M. Miller, Col.
7. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
8. Whatever Will Be, Will Be
Doris Day, Col.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. I Want You, I Need You, I Love You
E. Presley, Vic.

Cincinnati

1. Hound Dog, E. Presley, Vic.
2. Flying Saucer
Buchanan & Goodman, Lun.
3. My Prayer, Platters, Mer.
4. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Whatever Will Be, Will Be
Doris Day, Col.
7. Honky Tonk, B. Doggett, King.
8. Allegheny Moon, P. Page, Mer.
9. I Only Hurt for a Little While
Ames Brothers, Vic.
10. Tonight You Belong to Me
Patience & Prudence, Lbt.

Cleveland

1. True Love, J. Powell, Vev.
2. Don't Be Cruel, E. Presley, Vic.
3. Honky Tonk, B. Doggett, King.
4. Whatever Will Be, Will Be
Doris Day, Col.
5. Rip It Up, Little Richard, Spe.
6. You Don't Know Me, J. Vale, Col.
7. See-Saw, Monnglows, Chs.
8. My Prayer, Platters, Mer.
9. Hound Dog, E. Presley, Vic.
10. Tonight You Belong to Me
Patience & Prudence, Lbt.

Dallas-Fort Worth

1. Whatever Will Be, Will Be
Doris Day, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. My Prayer, Platters, Mer.
5. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
6. Tonight You Belong to Me
Patience & Prudence, Lbt.
7. Born to Be With You
Chordettes, Cdc.
8. Flying Saucer
Buchanan & Goodman, Lun.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. That's All There Is to That
N. (King) Cole, Cap.

Denver

1. Flying Saucer
Buchanan & Goodman, Lun.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.

6. Whatever Will Be, Will Be

1. Doris Day, Col.
2. Song for a Summer Night
M. Miller, Col.
3. My Prayer, Platters, Mer.

Detroit

1. Honky Tonk, B. Doggett, King.
2. Don't Be Cruel, E. Presley, Vic.
3. Whatever Will Be, Will Be
Doris Day, Col.
4. My Prayer, Platters, Mer.
5. Soft Summer Breeze, E. Heywood, Mer.
6. Tonight You Belong to Me
Patience & Prudence, Lbt.
7. Hound Dog, E. Presley, Vic.
8. Canadian Sunset
A. Williams, Cdc.
9. When the White Lilacs Bloom Again
H. Zacharias, Dec.
10. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.

Kansas City

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Don't Be Cruel, E. Presley, Vic.
4. Song for a Summer Night
M. Miller, Col.
5. Whatever Will Be, Will Be
Doris Day, Col.
6. Fool, S. Clark, Dot.
7. When the White Lilacs Bloom Again
H. Zacharias, Dec.
8. Fool, Galahads, Job.
9. Honky Tonk, B. Doggett, King.
10. Tonight You Belong to Me
Patience & Prudence, Lbt.

Los Angeles

1. Whatever Will Be, Will Be
Doris Day, Col.
2. Hound Dog, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
5. I Want You, I Need You, I Love You
E. Presley, Vic.
6. Allegheny Moon, P. Page, Mer.
7. Mure, P. Como, Vic.
8. Flying Saucer
Buchanan & Goodman, Lun.
9. On the Street Where You Live
V. Damone, Col.
10. Wayward Wind, G. Grant, Era.

Milwaukee

1. Hound Dog, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Flying Saucer
Buchanan & Goodman, Lun.
4. Tonight You Belong to Me
Patience & Prudence, Lbt.
5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be
Doris Day, Col.
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. Fabulous Character, S. Vaughan, Mer.
9. Song for a Summer Night
M. Miller, Col.
10. Canadian Sunset, A. Williams, Cdc.

Minneapolis-St. Paul

1. Hound Dog, E. Presley, Vic.
2. Fool, S. Clark, Dot.
3. Casual Look, Six Teens, Fip.
4. Don't Be Cruel, E. Presley, Vic.
5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be
Doris Day, Col.
7. Tonight You Belong to Me
Patience & Prudence, Lbt.
8. House With Love in It, Four Lads, Col.
9. Flying Saucer
Buchanan & Goodman, Lun.
10. Rip It Up, B. Haley, Dec.

New Orleans

1. Hound Dog, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Whatever Will Be, Will Be
Doris Day, Col.
5. Fool, S. Clark, Dot.
6. Allegheny Moon, P. Page, Mer.
7. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
8. Honky Tonk, B. Doggett, King.
9. I Almost Lost My Mind, P. Boone, Dot.
10. Let the Good Times Roll
Shirley & Lee, Ala.

New York

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be
Doris Day, Col.
3. Allegheny Moon, P. Page, Mer.
4. Hound Dog, E. Presley, Vic.
5. Tonight You Belong to Me
Patience & Prudence, Lbt.
6. I Want You, I Need You, I Love You
E. Presley, Vic.
7. I Almost Lost My Mind, P. Boone, Dot.
8. Soft Summer Breeze, E. Heywood, Mer.
9. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
10. Don't Be Cruel, E. Presley, Vic.

Philadelphia

1. Tonight You Belong to Me
Patience & Prudence, Lbt.
2. Whatever Will Be, Will Be
Doris Day, Col.
3. Canadian Sunset
H. Winterhalter-E. Heywood, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. My Prayer, Platters, Mer.
6. Hound Dog, E. Presley, Vic.
7. Allegheny Moon, P. Page, Mer.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Canadian Sunset, A. Williams, Cdc.

Pittsburgh

1. Hound Dog, E. Presley, Vic.
2. Honky Tonk, B. Doggett, King.
3. Don't Be Cruel, E. Presley, Vic.
4. Tonight You Belong to Me
Patience & Prudence, Lbt.

(Continued on page 41)

ART MOONEY HITS AGAIN!

EXCITING!

PULSE STIRRING!

THROBBING

THE BEST

GIANT

ROCK and ROLL TUMBLEWEED

RED HOT SINGLE
 MGM 12320
 78 rpm
 K12320
 45 rpm

From Warner Bros.' Film "GIANT"

From MGM Film
"THE OPPOSITE SEX"
 featuring
ART MOONEY
 as guest star



EP EXTRA!



SPECIAL SINGLE POCKET EXTENDED PLAY SET OF ...

MUSIC FROM

"GIANT"

X1342

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

Mercury Records takes great pleasure in announcing the fabulous new release by Sarah Vaughan. Never before have we been able to secure for Sarah such perfect material as we have with this coupling. We suggest you give your immediate attention to the beautiful "It Happened Again" and the clever "I Wanna play House" Mercury No. 70947



• 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. A House With Love in It *The Four Lads*
The Bus Stop Song
(ASCAP); (ASCAP) Columbia 40736
2. After the Lights Go Down Low . . . *Al Hibbler*
(BMI) Decca 29982
3. Ka Ding Dong *The G-Clefs*
(BMI) Pilgrim 24971
4. Rip It Up *Bill Haley*
(BMI) Decca 30028
5. Let the Good Times Roll . . . *Shirley and Lee*
(BMI) Aladdin 3325
6. In the Middle of the House . . *Vaughn Monroe*
(ASCAP) RCA Victor 6619
7. When the White Lilies Bloom Again
. *Helmut Zacharias*
(ASCAP) Decca 30039
8. 49 Shades of Green *The Ames Brothers*
Summer Sweetheart
(ASCAP); (BMI) RCA Victor 6608
9. The Italian Theme *Cyril Stapleton*
(ASCAP) London 1672
10. In the Middle of the House . . . *Rusty Draper*
(ASCAP) Mercury 70921

• THIS WEEK'S BEST BUYS

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

- JUST WALKING IN THE RAIN** (Golden West, BMI)—*Johnnie Ray*—Columbia 40729—"It seems like old times," Ray fans have been saying lately. His latest issue has been moving at a pace reminiscent of some of his big hits of the past. "Just Walking in the Rain" eased into the No. 25 slot of the national retail list this week and seems to have enough steam to go much higher than that. Flip is "In the Candlelight" (E. H. Morris, ASCAP).
- FRIENDLY PERSUASION** (Feist, ASCAP)—*Pat Boone*—Dot 15490
- FRIENDLY PERSUASION** (Feist, ASCAP)—*Four Aces*—Decca 30041
With nearly a dozen different versions competing on this tune, it is perhaps only natural that initial exposure of the tune has been unusually great. Pat Boone's has been the outstanding starter, helped naturally by the fact that he does the original sound track. The Aces are in second place and are showing a lot of strength in key markets. Both the Dot and the Decca releases have the marks of "hit" written over them. They were previous "Spotlight" picks.
- THE ITALIAN THEME** (Maurice, ASCAP)—*Cyril Stapleton* Ork—London 1672—This is another of this summer's crop of instrumental hits. For several weeks it has been one of the best records in St. Louis, Milwaukee, Minneapolis, Pittsburgh, Cleveland, Detroit, New York and several New England cities. It is still coming up and is moving at a determined pace for the charts. Flip is "Tiger Tango."
- ST. THERESE OF THE ROSES** (Dennis, BMI)—*Billy Ward and the Dominoes*—Decca 29933—For over a month this disk has been making a continuous advance, scoring in territory after territory. Now it is very well established in the East (it appears now on the Baltimore chart) and is hitting Middle Western areas with greater impact. From all indications, there is still considerable potential here not yet exploited. Flip is "Home Is Where You Hang Your Heart" (Ward, BMI). A previous Billboard "Spotlight" pick.
- 49 SHADES OF GREEN** (Faxon, ASCAP)
- SUMMER SWEETHEART** (E. B. Marks, BMI)—*The Ames Brothers*—RCA Victor 6608—A lively two-sided seller that is now racking up good volume from Coast to Coast. Los Angeles, Milwaukee, Baltimore, Pittsburgh, Providence, Boston, Philadelphia, St. Louis and Buffalo are some of the cities sampled that returned highly favorable sales reports. Which side will be the eventual favorite is still not clearly determined.

Announcing

The Cadets

SENSATIONAL NEW RELEASE

'DANCIN' DAN'

mod. 1000

Available
September 1st
WIRE ORDERS
IMMEDIATELY

Our Fabulous New Releases...

THE
Teen Queens
'LOVE SWEET LOVE'
B/W
'RED TOP'
rpm 470

Etta James
**'TOUGH
LOVER'**
mod. 998

SEPTEMBER 1st RELEASES

- I CONFESS PAUL ANKA RPM 472
- HEY, RUBE . . . The ROCKETEERS Mod. 999
- JUST GOT RID OF A HEARTACHE . . . SHIRLEY GUNTER Mod. 1001
- HIT, GIT and SPLIT . . . Young Jessie Mod. 1002

Modern **RECORDS** *RPM*

9317 w. washington blvd.
culver city, california

BIGGER! BIGGER! BIGGER!

HONKY TONK

BILL DOGGETT KING 4950

LITTLE WILLIE JOHN

STILL GOING STRONG

FEVER

KING 4935

JUST OUT!!!

DO SOMETHING FOR ME

MY NERVES

KING 4960

NEW RELEASES

OTIS WILLIAMS and the CHARMS

WHIRLWIND

I'D LIKE TO THANK

YOU MR. D.J.

DE LUXE 6097

EARL (CONNELLY) KING

THEY TELL ME

I CALL ON YOU

KING 4959

BOBBIE AND RONALD YOU'RE MINE, OH MINE

WHEN, OH WHEN

KING 4961

DON RENO - RED SMILEY HEN SCRATCHIN' STOMP

CRUEL LOVE

KING 4962

OTHER HOT RELEASES

JAMES BROWN and the FAMOUS FLAMES

HOLD MY BABY'S HAND

FEDERAL 12277

PLEASE, PLEASE, PLEASE

FEDERAL 12258

EARL BOSTIC and BILL DOGGETT

BUBBINS ROCK

KING 4954

ROSES OF PICARDY

KING 4943

THE "5" ROYALES COME ON AND SAVE ME

GET SOMETHING OUT OF IT

KING 4952

MAC CURTIS HALF HEARTED LOVE

GRANDDADDY'S ROCKIN'

KING 4949

RUDY MOORE STEP IT UP AND GO

LET ME COME HOME

FEDERAL 12276

THE MIDNIGHTERS TORE UP OVER YOU

FEDERAL 12277

JERRY DORN WISHING WELL

KING 4932

KING RECORDS

THE TOP 100

For survey week ending August 29

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 NEVER records just beginning to show action in the field.

Table with 3 columns: Pos., Song, Artist, Label, Last Week. Lists top 100 records including 'MY PRAYER', 'HOUND DOG', 'DON'T BE CRUEL', etc.

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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



*The
inimitable
Miss
Morgan
with
two
solid
sides*

JAYE P. MORGAN

**JUST
LOVE ME**

**THE CALL
OF THE WILD**

with Hugo Winterhalter's Chorus and Orchestra

20/47-6653

A "New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



sh-h-h-h
it's Ella!



"The Silent Treatment"

B/W

The Sun Forgot

"To Shine This Morning"

ORCHESTRAL ACCOMPANIMENT BY **BUDDY BREGMAN**

V 2021-2021X45



451 NORTH CANON DRIVE,
BEVERLY HILLS, CALIF.

• Territorial Best Sellers

• Continued from page 40

5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be, Doris Day, Col.
7. Song for a Summer Night, M. Miller, Col.
8. I Want You, I Need You, I Love You, E. Presley, Vic.
9. Let the Good Times Roll, Shirley & Lee, Ala.

St. Louis

1. Hound Dog, E. Presley, Vic.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Flying Saucer, Buchanan & Goodman, Lun.
5. Fool, S. Clark, Dot
6. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
7. Italian Theme, C. Stapleton, Lon.
8. My Prayer, Platters, Mer.
9. Song for a Summer Night, M. Miller, Col.

San Francisco

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Wayward Wind, G. Grant, Era

6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. Flying Saucer, Buchanan & Goodman, Lun.
8. I Almost Lost My Mind, P. Page, Mer.
9. Allegheny Moon, P. Page, Mer.

Seattle

1. Don't Be Cruel, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
4. My Prayer, Platters, Mer.
5. Allegheny Moon, P. Page, Mer.
6. Whatever Will Be, Will Be, Doris Day, Col.
7. Flying Saucer, Buchanan & Goodman, Lun.
8. Song for a Summer Night, M. Miller, Col.
9. Fool, S. Clark, Dot

Toronto

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. I Want You, I Need You, I Love You, E. Presley, Vic.
4. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. Fool, S. Clark, Dot

• 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

- Allegheny Moon (R)—Oxford—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Don't Get Caught (R)—Porgie—BMI
- English Muffins and Irish Stew (R)—Shapiro-Bernstein—ASCAP
- Experiments With Mice (R)—Mills—ASCAP
- Friendly Persuasion (R)—Feist—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- How Little We Know (R)—E. H. Morris—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
- Marie Elena (R)—Peer—BMI
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- One Finger Piano (R)—E. B. Marks—BMI
- Portuguese Washerwoman (R)—Remick—ASCAP
- Sadie's Shawl (R)—Roncom—ASCAP
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- Song for a Summer Night (R)—Cromwell—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Summer Sweetheart (R)—E. B. Marks—BMI
- That's All There Is to That (R)—Meridian—BMI
- Tonight You Belong to Me (R)—Bregman, Vocca & Conn—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- Where in the World (R)—Broadcast—BMI
- You Don't Know Me (R)—Hill & Range—BMI
- You're Sensational (R) (F)—Buxton Hill—ASCAP

Television

- A Sweet, Old-Fashioned Girl (R)—Valyr—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- English Muffins and Irish Stew (R)—Shapiro-Bernstein—ASCAP
- Ghost Town (R)—Cromwell—ASCAP
- Graduation Day (R)—Sheldon—BMI
- Happiness Street (R)—Planetary—ASCAP
- Heaven on Earth (R)—New World—ASCAP
- Hound Dog (R)—Presley and Lion—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Only Know I Love You (R)—Leeds—ASCAP
- I'm in Love Again (R)—Reeve—BMI
- I'm the Guy (R)—Stevens—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Love Is a Great Big Nothing (R)—Bourne—ASCAP
- Mama, Teach Me to Dance (R)—Roncom—ASCAP
- More (R)—Shapiro-Bernstein—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
- Poor People of Paris (R)—Connelly—ASCAP
- Speak My Love (R)—Harvard—BMI
- That's All I Need (R)—Raleigh—BMI
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Wayward Wind (R)—Warman—BMI
- What Should a Teen Heart Do? (R)—Joy—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- You're Sensational (R) (F)—Buxton Hill—ASCAP

• Best Selling Sheet Music in Britain

(For Week Ending August 25)

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

- Walk Hand in Hand—Duchess (Republic)
- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- Who Are We?—Buene (Thunderbird)
- Mountain Greenery—New World (Harms)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- The Birds and the Bees—Maddox (Famous)
- Hot Diggity—Peter Maurice (Roncom)
- The Wayward Wind—Lafleur (Warman)
- A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)
- Serenade—Blossom (Harms)
- My September Love—Bron
- By the Fountains of Rome—Sterling (Chappell)
- Out of Town—Kassner (Kassner)
- Ivory Tower—E. H. Morris (E. H. Morris)
- No Other Love—Chappell (Williams)
- It's Almost Tomorrow—Macmelodies (Northern)
- I'll Be Home—Box & Cox (Arc)
- You Are My First Love—Grosvenor (Kassner)
- Believe in Me—Macmelodies (France)
- The Dumbsters March—Chappell (Chappell)

• Best Selling Pop Records in Britain

(For Week Ending August 25)

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

This Week	Last Week
1. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	1
2. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	2
3. WALK HAND IN HAND—Tony Martin (HMV)	4
4. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	3
5. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	5
6. ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	6
7. HEARTBREAK HOTEL—Elvis Presley (HMV)	7
8. SERENADE—Slim Whitman (London)	8
9. I'LL BE HOME—Pat Boone (London)	12
10. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	9
11. WAYWARD WIND—Tex Ritter (Capitol)	15
12. I'M IN LOVE AGAIN—Fats Domino (London)	19
13. BORN TO BE WITH YOU—Chordettes (London)	—
14. LAY DOWN YOUR ARMS—Anne Shelton (Philips)	14
15. I ALMOST LOST MY MIND—Pat Boone (London)	11
16. WHO ARE WE?—Ronnie Hilton (HMV)	13
17. WALK HAND IN HAND—Ronnie Carroll (Philips)	17
18. I WANT YOU, I NEED YOU, I LOVE YOU—Elvis Presley (HMV)	16
19. BE-BOP-A-LULA—Gene Vincent (Capitol)	—
19. YOU ARE MY FIRST LOVE—Ruby Murray (Columbia)	—

IT'S
VERY
SIMPLE

IT'S
A
HIT,
MAN!

IN MINNEAPOLIS, ST. LOUIS, OMAHA,
OKLAHOMA CITY, KANSAS CITY,
NEW ORLEANS AND DETROIT

"ONLY TIME WILL TELL"

by

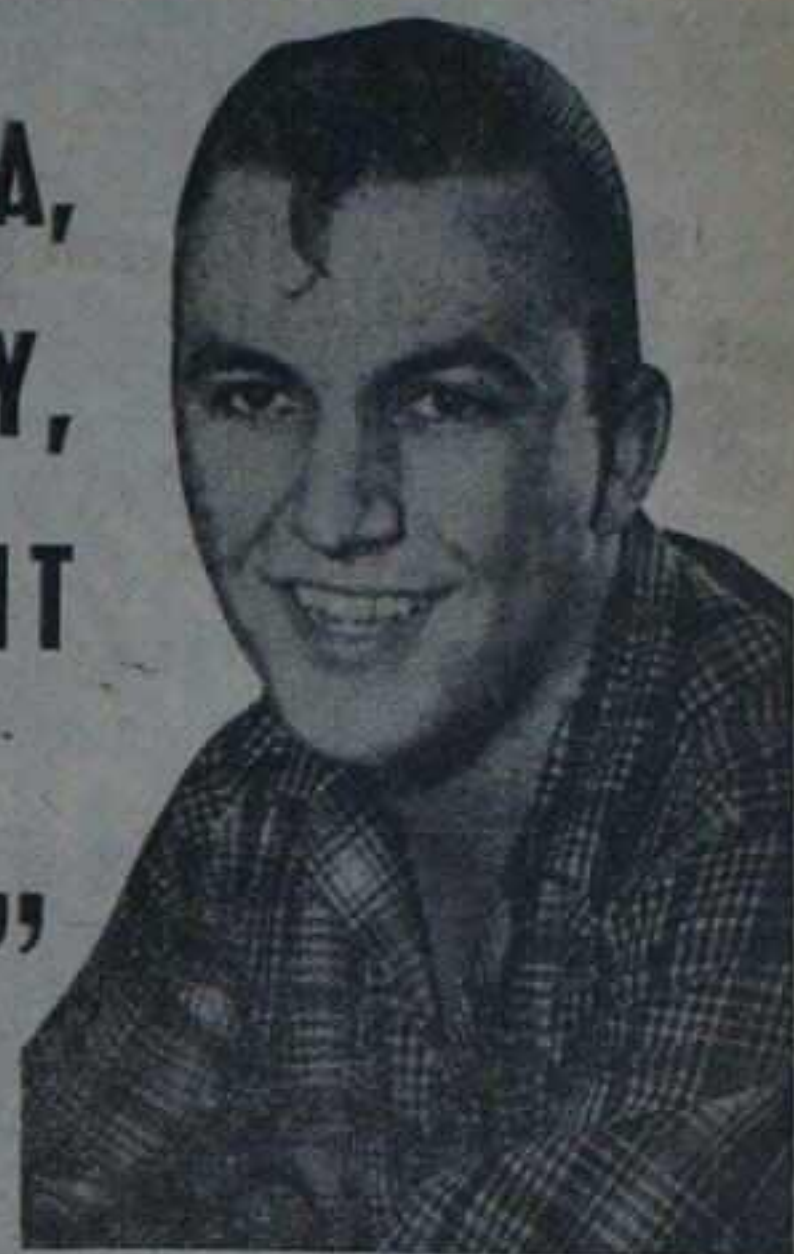
BOBBY CHARLES

Chess #1628

MUIRFIELD MUSIC, Inc.

(Sole Selling Agents)

E. H. MORRIS



CHESS BUILDS MORE SALES

with more top record hits



Chess #1635

"TOO MUCH MONKEY BUSINESS"

b/w

"BROWN EYED HANDSOME MAN"

by

CHUCK BERRY

Chess #1625

"BILLY'S BLUES" (Part #1)

Chess #1629

"SEE-SAW"

by

THE MOONGLOWS



CHESS RECORDS, Inc.

"WHERE BIG HITS ARE CREATED MORE OFTEN FOR YOU"

2750 South Cottage Grove Ave., Chicago 16, Ill.
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*Imperials Hits are
Breaking Wide Open!*

FATS DOMINO
'SO LONG'

and

'When My Dreamboat Comes Home'
=5396

A Solid Smash!

The HONEY BEES
'ENDLESS'

and

'Let's See What's Happening'
=5400

Breaking Big!

ERNIE FREEMAN
'SPRING FEVER'

and

'WALKIN' THE BEAT'
=5403

The Billboard Picks!

SMILEY LEWIS
'DOWN YONDER, WE GO BALLIN'

and

'SOMEDAY YOU'LL WANT ME'
=5404

Imperial Records
4223 Hollywood Blvd. Hollywood 38, Calif.

• Review Spotlight on . . .

POP RECORDS

ELVIS PRESLEY . . . RCA Victor 6636 . . . **TUTTI FRUTTI**
(Venice, BMI)
BLUE SUEDE SHOES . . . (Hi-Lo, BMI)
RCA Victor 6637 . . . **I GOT A WOMAN** . . . (Progressive, BMI)
I'M COUNTING ON YOU . . . (Ross-Jungnickel, BMI)
RCA Victor 6638 . . . **I'M GONNA SIT RIGHT DOWN AND**
CRY . . . (Royal, BMI)
I'LL NEVER LET YOU GO . . . (Sunshine, BMI)
RCA Victor 6639 . . . **I LOVE YOU BECAUSE** . . .
(Acuff-Rose, ASCAP)
TRYIN' TO GET YOU . . . (Motion, BMI)
RCA Victor 6640 . . . **BLUE MOON** . . . (Robbins, ASCAP)
JUST BECAUSE . . . (Leeds, ASCAP)
RCA Victor 6641 . . . **ONE-SIDED LOVE AFFAIR** . . .
(Sheldon, BMI)
MONEY HONEY . . . (Walden, ASCAP)
RCA Victor 6642 . . . **SHAKE, RATTLE AND ROLL** . . .
(Progressive, BMI)
LAWDY, MISS CLAWDY . . . (Venice, BMI)
Fourteen tunes, formerly available on Presley's LP's or EP's, now
available on seven singles, within reach of any kid with 89 cents.

SUNNY GALE . . . Decca 30063 . . . **ONE KISS LKD TO ANOTHER**
(Tiger, BMI)
TWO HEARTS (WITH AN ARROW BETWEEN) . . .
(E. B. Marks, BMI)
In topside current r.&b. hit tune, thrush has a strong vehicle for
her first Decca disk. On flip she does a sentimental ballad with
modified r.&b. backing.

ANNE SHELTON . . . Columbia 1299 . . . **LAY DOWN YOUR ARMS**
(Ludlow, BMI)

RUSS MORGAN . . . Decca 30070 . . . **LAY DOWN YOUR ARMS**
(Ludlow, BMI)
Hit tune from England could catch on big here. Miss Shelton (with
the original) and Miss Suzy Goday, who vocalizes the Morgan ver-
sion, both put zest into their efforts and with strong backing
produce two disks which will vie for top coin. On the flips, Miss
Shelton does "The Madonna in Blue" (Montauk, BMI) and Russ
Morgan has "My Best to You" (Forster, ASCAP). Latter tune
will make a good closer for jocks.

SARAH VAUGHAN . . . Mercury 70947 . . . **IT HAPPENED AGAIN**
(Princess, ASCAP)

Miss Vaughan, with her smooth, sophisticated style, leisurely
warbles the strongest version of this promising tune. Melody is a
pretty waltz-type which will go over big with her deejay fans.
Flip is "I Wanna Play House" (E. H. Morris, ASCAP).

CARL PERKINS . . . Sun 249 . . . **I'M SORRY I'M NOT SORRY**
(Hi-Lo, BMI)

DIXIE FRIED . . . (Hi Lo, BMI)
(SEE COUNTRY & WESTERN SPOTLIGHT)

POP DISK JOCKEY PROGRAMMING

DICK HYMAN & SAM (THE MAN) TAYLOR . . . M-G-M 12325 . . . **CHLO-E**
(Robbins, ASCAP)

I'M LEFT WITH THE BLUES IN MY HEART. (Gotham, ASCAP)
Standout solo work by Taylor on sax and organist Dick Hyman on
both sides. For pop and rock and roll spinners anywhere.

DAVID ROSE . . . M-G-M 12336 . . . **FRIENDLY PERSUASION**
(Feist, ASCAP)

THERE'S NEVER BEEN ANYONE ELSE BUT YOU . . .
(Witmark, ASCAP)
Rose, a jockey favorite, exhibits his instrumental version of the
flick theme, and it rates with the best. Flip is another refined
piece of orking.

• 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 fol-
lowing 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
- 70-79. Excellent
- 60-79. Good
- 50-59. Satisfactory
- 40-49. Limited
- 3-49. Poor

THE McGUIRE SISTERS
Ev'ry Day of My Life . . . 88
CORAL 61703—Smooth blending by the
thrushes on an appealing ballad with a
lilting tempo. (Miller, ASCAP)
Endless . . . 85

The girls sing with their usual style and
taste on a catchy rock and roll item
with an infectious beat. (Tee-Kaye,
ASCAP)

THE CHORDETTES
Lay Down Your Arms . . . 87
CADENCE 1299—Heavy competition in
store for this version of the British hit
from the original Anne Shelton and the
Russ Morgan versions, both "Spot-
lighted" above. However, the girls are
still riding the charts and their harmony

rendition should snare some coin. (Lud-
low, BMI)
Teen-Age Goodnight . . . 80
Another good side by the girls, with an
appealing teen theme. Should do okay
with the rock and roll set. (American,
BMI)

JAYE P. MORGAN
Just Love Me . . . 85
VICTOR 6653—Strong coupling is the
thrush's best in several tries. This is an
appealing ballad in her more familiar
tempo. One to watch. (Trinity, BMI)
The Call of the Wild . . . 80
Excitingly orked version of the Michel
Legrand opus, with clever lyrics, is cer-
tain to get attention. Thrush sells it
powerfully. (E. H. Morris, ASCAP)

(Continued on page 50)

A NEW STAR ON COLUMBIA

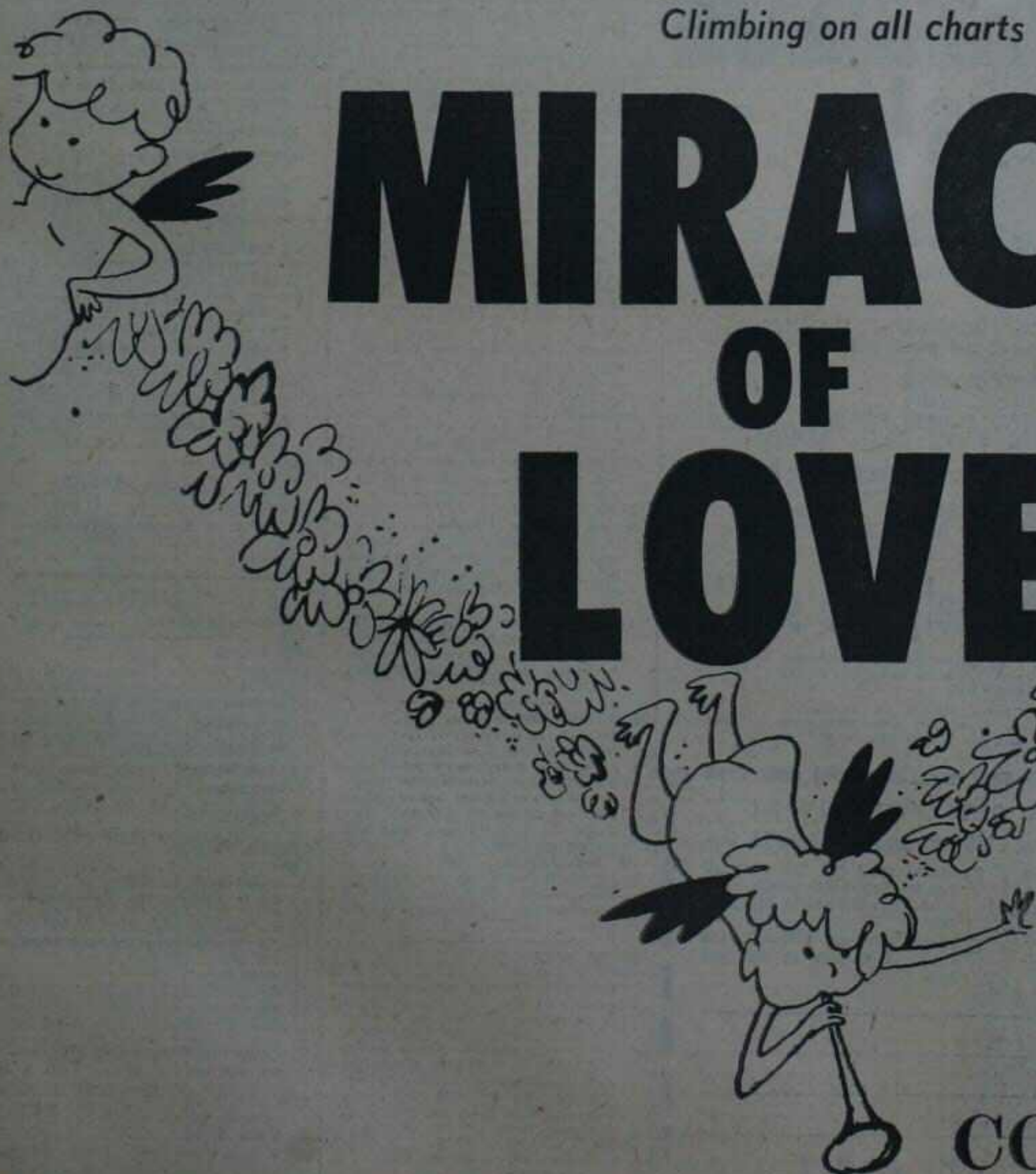


EILEEN RODGERS

Climbing on all charts

MIRACLE OF LOVE

4-40708 • 40708



COLUMBIA RECORDS



© Columbia, Inc.

sell more singles . . . more albums

• Reviews of New Pop Records

• Continued from page 48



with The Billboard's big sales booster display posters!

Hundreds of top dealers are now regular subscribers to The Billboard's tremendous new year-round merchandising service.

Twice a month, the SALES BOOSTER KIT brings you these up-to-the-minute window, wall and counter posters for your self-selling displays . . . plus give-away folders for listening booths and counters:

- HONOR ROLL OF HITS POSTER . . . 17" x 22", lists the Top 10 Tunes of the week, plus the up-and-coming favorites.
- BIG PLAY POP ALBUM POSTER . . . 17" x 22", with the week's Top 10 best sellers.
- BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER, 17" x 22".
- POINT-OF-SALE POSTERS OF NEW TITLES AND EQUIPMENT.
- TODAY'S TOP TUNES FOLDERS . . . Listing tops in pops, classical, jazz, R&B, C&W.

"These posters and folders help the customers make their selections."

"The special artist and record ad reprint-posters make real selling displays!"

"These posters are invaluable. . . I use them in my main store and my two branch stores."

SPECIAL INTRODUCTORY OFFER SAVES YOU 50%!

Merchandising Division, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

- 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.

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 STORE NAME _____
 ADDRESS _____
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Mail this coupon before September 15, 1956!

DICK JACOBS
A Boy Named Dean . . . 82
 CORAL 61705—A hard driving modern folk ballad, a la "Black Denim Trousers," warbled impressively by a mixed chorus. Excellent backing by Jacobs. The disk, (both sides from Coral's forthcoming Jimmy Deans album) should reap plenty of plays as a result of current fan cult mourning fad, and release of actor's last picture, "Giant." (Vernon, ASCAP)

The Ballad of James Dean . . . 80
 A sincere and touching rendition of another folksy Dean tribute, originally waxed by Dylan Todd on Victor. It should get plays, but in view of competitive wax, flip may get more exposure. (Goday, BMI)

ROY HAMILTON
I Took My Grief to Him . . . 81
 EPIC 9180—A sacred tune sung by Hamilton with deep sincerity and effective choral backing. Could be a big one for him. (Bess, BMI)

Chained . . . 75
 Artist belts out a tune, penned by himself, which is somewhat reminiscent. Another sincere warbling which impresses. (Blackwood, BMI)

GLORIA MANN
It Happened Again . . . 80
 DECCA 30069—Ballad offering, competently sung, is likely to take second money after the Sarah Vaughan version, "Spotlighted" above. Good coupling will boost sales, however. (Princess, ASCAP)

Love, Sweet Love . . . 79
 The Teen Queens original is beginning to break, and will probably garner much of the pop coin. This good coupling insures a profitable run for Miss Mann, nevertheless. (Roosevelt, BMI)

JIMMY CAVELLO
That's the Groovy Thing . . . 80
 CORAL 61689—The old Earl Bostic hit gets a standout performance by Cavello and the ork. Side rocks along at a fast pace, generating high excitement. Watch it. (Andrea, SESAC)

Soda Shoppe Rock . . . 77
 Another rousing rock and roll side—this one with a lyric keyed to the teen-agers. Cavello is backed by an ork which really moves. (Bonita, BMI)

ART MOONEY ORK
Giant . . . 79
 M-G-M 12320—There's plenty of competition on this folksy theme from the late Jimmy Dean's last movie, but Mooney's version should grab off considerable play. It's smartly, arranged with standout work by a chorus. (Witmark, ASCAP)

Rock and Roll Tumbleweed . . . 76
 An amusing rhythm-novelty is handed a pleasing group vocal treatment and a good beat. (Robbins, ASCAP)

THE FOUR LOVERS
Be Loves Dovey . . . 79
 VICTOR 6646—A well-made side by the rock and roll vocal group. Like the boys' previous efforts, the heavy use of lyric and style cliches borders on satire, but insures a good teen audience. (Roosevelt, BMI)

Jambalaya . . . 75
 A rousing rendition of the Hank Williams opus. In this arrangement, it could register moderately with the rock and rollers. (Acoff-Rose, BMI)

DAVID CARROLL
By the Fountains of Rome . . . 78
 MERCURY 70952—A lush, melodic treatment of a lovely theme, with haunting choral work. Good jockey wax for romantic segs. (Chappell, ASCAP)

Love Theme From "The Giant" . . . 75
 The beautiful love theme from Jimmy Dean's last movie is handed a poignant interpretation by Carroll. (MPHC, ASCAP)

RUSTY DRAPER
Giant . . . 78
 MERCURY 70938—Draper sells with his usual sock impact on the appealing folk theme from Jimmy Dean's last film. The warbler has two other disks out right now, tho, which may divide the play. Mooney also has version of theme.

OP Buttermilk Sky . . . 74
 Personable vocalizing on the great oldie. Good jockey wax, but flip will probably corner most of the spins.

TOMMY RETTIG
What Is a Dad? . . . 77
 CORAL 61704—The kid star of the popular TV film series "Lassie" turns in a moving narration on a small fry counterpart of the "What is a Boy?" etc. platters. Good jockey wax for family audiences. Unabashed sentiment which might catch on big. However, it's an adult wish, since kids may think it on the corny side. (Colliseum, BMI)

What Is a Mom? . . . 77
 Same comment. (Colliseum, BMI)

LU ANN SIMMS
Golden Roses and Silver Bells . . . 77
 COLUMBIA 40748—Thrush, in her cute style, sings a catchy tune that could grab a good share of spins and sales.

HI-LO, HI-LO . . . 75
 Chick gives the flick tune a very pleasant reading with effective backing, utilizing a whistler. Standard should pull coin and help flip.

BOB CREWE
Can't Get Away From It . . . 74
 CORAL 61688—Crewe and chorus sell solidly on a swingy rhythm ditty with infectious scat-lyrics and strong teen-age appeal. (Regent, BMI)

Melody for Lovers . . . 72
 The warbler sings pleasantly on a rock and roll-styled ballad with an insistent beat. (Shalimar, BMI)

RENEE MARTZ
The Song That God Sings . . . 74
 LONDON 1685—Among the recent religiouso-inspirational tones, this rates high material-wise—and difficult as it is. Miss Martz puts it over beautifully. Tune could be a "sleeper." (Rush, BMI)

The Large, Large House . . . 70
 This is an up-tempo spiritual tune that is not without its merits, but the flip overshadows it. (Shapiro-Bernstein, ASCAP)

MARTHA LOU HARP
Come Hwe, Dear . . . 75
 CAPITOL 3518—Thrush debuts on Cap label with a well-delivered tune, with blues overtones, for considerable warmth. Cap intros former Columbia singer with solid ork and choral backing for a fine send-off. (Colliseum, BMI)

When Your Guy Is Gone . . . 73
 Similar in rhythm to flip, but not as good in all-round projection. Obviously careful grooving, however, gives it listening body. (Goldmine, ASCAP)

DE MILO SISTERS
Never Too Old to Rock 'n' Roll . . . 75
 CORAL 61690—Girls sing a rhythmic tune where Mama gets Papa to rock 'n' roll. Cute lyrics and catchy tune, with a good performance, should make this one latch onto sales and spins. (Bonita, BMI)

Faded Photographs . . . 72
 Tune has smart lyrics and De Milo chicks give it a sincere reading with strong backing. Should pull its share of the loot. (Pincus, ASCAP)

BOB SHARPLES
Sadie's Shawl . . . 75
 LONDON 1661—Several versions of this instrumental have preceded this dinking, but the hi-fi sound and colorful ocking insure play. (Roncom, ASCAP)

Hurricane Boogie . . . 72
 Wind effects are woven into the piano texture to create some excitement on this side. May find a place on jock segs. (Artists, ASCAP)

ANN GILBERT
There Will Never Be Another You . . . 75
 GROOVE 0165—New jazz-styled thrush shows great potential in this up-tempo swinger. Her sound is distinctive and jocks should dig it. Sides are from a forthcoming album. (Mayfair, ASCAP)

Tall Boy . . . 70
 Gal is miscast in this off-beat ballad, and the arrangement adds further to the misconception. (Saunders, ASCAP)

MARTY
Marty on Planet Mars . . . 74
 (Parts 1 and 2)
 NOVELTY 101—A well-known deejay's voice handles continuity in the latest of the "Flying Saucer" entries. Several fairly long excerpts from hit disks are used here. The surprise element is gone now, and sales are unlikely to hold up.

OCIE SMITH
Just Kiss Me . . . 74
 M-G-M 12321—A very attractive side. Smith does the vocal with full voice and relaxed manner, backed by a fetching r&b-styled figure in the bass. (Roosevelt, BMI)

At Last My Baby's Comin' Home . . . 74
 Another nice one. A blues, done by Smith with a lot of feeling. (Meridian, BMI)

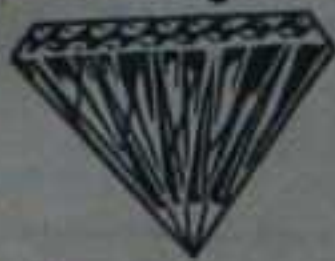
GORDON MACRAE
Obey . . . 74
 CAPITOL 3519—Well projected ballad in waltz tempo, with fine ork sound and choral backing. Singer's pic and TV following should give this some sales impetus. (Song Smiths, ASCAP)

Without Love . . . 73
 Slow-tempo ballad standard projected with a pleasant, listenable beat. Not quite up to flip, but good sound and with evident thought put into its waxing. (DeSylva, Brown & Henderson, ASCAP)

JOE REISMAN
21 Rue Pigalle . . . 74
 VICTOR 6647—Pleasant orchestration by Reisman and his ork on a Parisian kick. Arrangement features soloing. Nothing specially outstanding here, but slick competency evident nonetheless. Moderate interest. (Continued on page 52)

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VOX JOX

By JUNE BUNDY

GIMMIX: Gene Klavan and Dee Finch, zany early morning jocks at WNEW, New York, are wooing hay fever sufferers with a special news report gimmick. Each morning the team reports the daily pollen count, in addition to their regular news, traffic conditions, time and weather bulletins. . . . Al Meltzer, WHEN, Syracuse, N. Y., has enjoyed considerable success with his outdoor record hops in city parks this summer, and is now lining up fall hops at local schools.

Ed Stokes, WMGM, New York, emceed the huge benefit show at the Roosevelt Raceway last week and drew a record crowd. . . . Dave Pringle, WPAG, Ann Arbor, Mich., has a "sharp" new Elvis Presley gimmick. He's issuing membership cards in an "I Hate Elvis Presley!" club. Card also carries the legend "He makes me feel surgical-like cutting my throat." A razor blade is attached to the card.

THIS 'N' THAT: Dick Drury, WHHH, Warren, O., is taking the month of September off to have an operation. . . . Ned Lukens, WAOK, Atlanta, Ga., enters a plea for record companies to list the time of each side on their labels as a "standard procedure." . . . Judy Homan, KLBM, La Grande, Ore., pens: "We wish they would put titles and artist names on the label with a pronunciation guide. We have no idea how to pronounce names such as Eydie Gorme, Gogi Grant and a dozen other artists. Records with titles we are timid about pronouncing on the air go into our dead record pile and we don't play them until we find out."

Teen-ager Dennis Bruton, KCUL, Fort Worth, Tex., has been emceeing a "Teen-Trot" dance from a local hotel for the past 17 weeks. He does his two-hour evening show from the dance floor. . . . A pretty fem disk promotion gal is Gloria Haas, of the George Jay publicity office in Hollywood, according to John Magnus, KGFJ, Hollywood.

CHANGE OF THEME: One of TV's first ladies—Maggi McNellis—is turning deejay this month with a new hour-long morning show

MONITOR MUSICAL SURVEY

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

Providence

"On the Street Where You Live," Vic Damone, Columbia.

Knoxville

"Canadian Sunset," Hugo Winterhalter, Victor.

Yuma, Ariz.

"Allegheny Moon," Patti Page, Mercury.

Wilkes-Barre, Pa.

"Summer Sweetheart," Ames Brothers, Victor.

Sioux Falls, S. D.

"A House With Love in It," Four Lads, Columbia.

Terre Haute, Ind.

"Be-Bop-A-Lula," Gene Vincent, Capitol.

San Antonio

"Earthbound," Sammy Davis Jr., Decca.

San Francisco

"My Prayer," The Platters, Mercury.

Paducah, Ky.

"Wayward Wind," Gogi Grant, Era.

Toledo

"Whatever Will Be, Will Be," Doris Day, Columbia.

YESTERYEAR'S TOPS—

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

SEPTEMBER 7, 1946:

1. To Each His Own
2. Five Minutes More
3. Surrender
4. The Gypsy
5. South America, Take It Away
6. Doin' What Comes Natur'lly
7. They Say It's Wonderful
8. I Don't Know Enough About You
9. If You Were the Only Girl
10. I Got the Sun in the Morning
11. One More Tomorrow
12. Prisoner of Love
13. In Love in Vain
14. All Thru the Day
15. I Don't Know Why (I Just Do)

SEPTEMBER 8, 1951:

1. Because of You
2. Come On-A My House
3. Too Young
4. Sweet Violets
5. Loveliest Night of the Year
6. My Truly, Truly Fair
7. Shanghai
8. I Get Ideas
9. Cold, Cold Heart
10. The World Is Waiting for the Sunrise

over WINS, New York. . . . Joe Saccone has been appointed record librarian of WMGM, New York, and Michael Becece has been upped to assistant disk librarian. . . . Joe Boyle and Bob Allen report that station WRDB, Reedsburg, Wis., has switched to a pop music format and the boys are in need of pop and r.&b. platters. . . . Bob Duck, is moving from WSAF, Montgomery, Ala., to WCTA, Andalusia, Ala. . . . Mike Woloson leaves WNOR, Norfolk, Va., this week to do radio and TV work in Manhattan. His temporary address is P. O. Box 23, Radio City Station, New York City.

Leo McElroy, formerly with WIBV, Belleville, Ill., has replaced Pete Lombardo as program director-deejay at KVAR, Apple Valley, Calif. . . . Ted Harding, has joined WAYZ, Waynesboro, Pa., and is doing a four-hour daily pop and rock and roll show. Harding needs more r.&b. platters. . . . Jim O. Smith, program director of WHLL, Wheeling, W. Va., is doing a new five-hour Saturday afternoon show, which features gimmick whereby listeners are allowed to air their own requests via a "beep" phone interview set-up.

Kapp Sharpens

• Continued from page 18

build into a group of family albums. Others in the release are "Listen to Music of Jerry Wald," "Dave Pell Plays Irving Berlin" and "Listen to the Quartets," with the Crackerjacks and others, and "Roll Out the Barrel" by Milton DeLugg.

In the singles field, Kapp has indicated to distributors that the label's activities will be stepped up. Label has had outstanding single hits — notably Roger Williams' "Autumn Leaves," but has been developed thus far chiefly on package lines. Now distribs have been alerted that a release of four singles are on the way. These include sides by Hal Kanner, the Jones Boys, Ronnie Gaylord and Jerry Tyford. Gaylord has been signed to an artist pact as has Buddy Greco. Negotiations with other artists are known to be in the works.

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Now! A bigger hit in America!

**C/W Teen Age
Goodnight**

Cadence #1299

**cadence
RECORDS**



Reviews of New Pop Records

Continued from page 50

Indicated. (Shapiro-Bernstein, ASCAP) Italian Theme...73

DEAN JONES This Land...74 M-G-M 12323—An attractive reading by Jones on the moving patriotic theme from Kay Starr's forthcoming NBC-TV spectacular, "The Lord Don't Play Favorites." Should get spins, but Mario Lanza's version is still one to watch. (Starston, BMI)

PEGGY KING Tall Boy...74 COLUMBIA 46744—Thrush gives the ballad pleasant vocal treatment. Nothing outstanding here, but tune has been given an arrangement to suit her talents admirably. Meris deejay spins. (Saunders, ASCAP)

RAY ADAMS I'm Gone...73 RAINBOW 348—An energetic rock and roll shout. Nothing too distinctive here, but the effort is competent. (Myers, ASCAP)

HELENE DIXON The Opposite Sex...73 VIK 6228—Title tune from M-G-M flick. Is belted out by the chick in good style, but heavy competition from other recordings should hold this one back. (Robbins, ASCAP)

DANNY ANDREW Georgia on My Mind...73 CORAL 61682—The husky-voiced, sexy song stylist wraps up the oldie with a relaxed beat, and some appealing vocal tricks. (Peer, BMI)

GEORGE GIRARD Liebestraum...73 VIK 6223—An instrumental, Dixie-style, with very impressive muted horn solo. Classic is handled well with a distinctive arrangement.

THE STYLERS Gonna Tell 'Em (I Love You)...73 JUBILEE 5253—A blues. Material just adequate but the Stylers belt it out with enthusiasm and a beat which gives it excitement. (Tec-Pee, BMI)

THE MACK TRIPLETS Sleep It Off...73 HUDSON 1012—Poisonable thrashing by the trio on an attractive ballad with a swingy tempo and effective lyrics. (Skylark, ASCAP)

JOANNE GILBERT Past the Age of Innocence...73 DECCA 29996—The singer quietly asserts her grown-up status, and demands that her love be taken seriously. Teen-agers will feel an empathy for Miss Gilbert's message. Two good deejay programming items

on this disk. (Meridian, BMI) The Sweetheart's Lullaby...69 A tasteful adaptation of MacDowell's "To a Wild Rose." Mill Gilbert reads the tender lyrics simply and expressively. (Leeds, ASCAP)

PONY SHERRELL Hey Angelina...70 DIAMOND 3008—Mandolin sounds, a Neapolitan flavor, Italian dialect and a rollicking beat make this an attractive novelty for deejays. (Viking, ASCAP)

GOOGIE RENE Sad Pool...70 CLASS 201—Disk features vocal group on this side and an instrumental group on the flip. Rollettes sing a torch tune with r.&b. backing for a side that deejays could use.

BETTY ANN GROVE (You Gave Me) Your High School Key...70 JUBILEE 5254—Thrush projects a teen-age ballad with a distinctive beat. Milton DeLuga batoons ork and chorus arrangement for helpful backgrounding. Can get some sales play via obvious adolescent appeal. (Wemar, BMI)

LONNIE DONEGAN Bring a Little Water Sylvie...70 MERCURY 70949—Singer will not duplicate his success with "Rock Island Line" via this somewhat mediocre offering. Little imagination has gone into either lyric or tune. Strictly a vocal exercise. (Essex, ASCAP)

DICK HAYMES I Never Get Enough of You...69 CAPITOL 3531—After a considerable absence from waxing, singer doesn't make a particularly auspicious return, with this one. Tune, lyric and delivery are run-of-mill stuff. Unlikely to spark sales interest. (Cragmore)

THE NEONS Angel Face...69 TETRA 4444—The ingredients of this rhythm-ballad are familiar r.&b. elements, but a good job by the lead and the bouncy beat compensate for the lack of originality. Teen-agers will have no trouble responding. (Tetra, BMI)

DON RONDO Two Different Worlds...69 JUBILEE 5256—Singer comes thru with a good projection of pleasant ballad. Side is good for occasional jock spins. (Spler, ASCAP)

THE EMANONS Wish I Had My Baby...68 JOSIE 801—An up-tempo piece of material. Arrangement backing the group has a good rhythm pattern. (Bennell, BMI)

JEFF DANIELS Love of My Life...65 CARAVAN 15608—The baritone intones this ballad with warmth and gives it genuine appeal. The tango beat sets off the vocal handsomely. (Shale, ASCAP)

THE GONDOLIERS The Family's Always Around...67 REQUEST 2004—The title reveals the barrier to this swain's courtship. A cute novelty in waltz time that will to disk jockeys. (Pleasant, ASCAP)

THE REGALAIRES If You Love...67 REGAL 101—An excellent mixed vocal group renders a gentle philosophical ballad with charm. Backing is very thin for a commercial entry, but group merits attention. (Regal, BMI)

Reviews of New Polka Records

JOHNNIE BOMBA Echo Polka...80 DANA 2218—Excellent instrumental polka has something of every popular style, plus the echo gimmick. Good, punchy brass style, and organ for the trio. A good box bet.

WALTER SOLEK ORK Who Stole the Keesha Polka...80 DANA 2112—Novelty polka is based on a Slavic theme. Solek handles the vocal, which is a good-natured bit. Great orking and fresh material should find a wide audience.

SIX FAT DUTCHMEN Schmitzbank, Polka...79 VICTOR 6593—The German question-answer novelty gets a snappy reading from this polka combo. The German vocal is rendered (with thick American accent) by Bernie Nentl. A solid commercial bet in the polka country.

FRANK YANKOVIC Polka Pal Polka...78 COLUMBIA 30740—Nice polka rhythm with Yankovic and his boys swinging it out with verve. Good bet for occasional deejay spins, where this tempo is good for change of pace. (Mills, ASCAP)

LIL WALLY Jolly Polly Polka...73 JAY JAY 160—Another entrant in the new polka sweepstakes. Steppable rhythm gets good send-off. This is another possible deejay change-of-pace item. (BMI)

GIDDY SMITTY Dixie Doll...70 CHIC 1001—Homegrown variety of Crazy Otto, with the aid of drums and banjo, bangs out two piano polkas that could do box business in country regions. (Smash, BMI)

LEN FABIAN Darling, Je Vous Aime Beaucoup...66 JOSIE 799—Ballad is hyped with a Southwest twang and rhythm pace for novelty satire of fractured French. Results are only fair and hardly apt to stir much interest sales-wise.

JEFF DANIELS Love of My Life...65 CARAVAN 15608—The baritone intones this ballad with warmth and gives it genuine appeal. The tango beat sets off the vocal handsomely. (Shale, ASCAP)

THE GONDOLIERS The Family's Always Around...67 REQUEST 2004—The title reveals the barrier to this swain's courtship. A cute novelty in waltz time that will to disk jockeys. (Pleasant, ASCAP)

THE REGALAIRES If You Love...67 REGAL 101—An excellent mixed vocal group renders a gentle philosophical ballad with charm. Backing is very thin for a commercial entry, but group merits attention. (Regal, BMI)

BECKY BARFIELD Blue Guy in Town...62 PILGRIM 1131—Chick sings on this side and, altho her effort is promising, the going will be rough.

WAYNE FORREST Maybe You Know...58 Only a fair side with uninspired vocal by Forrest. Tune is "rim-of-the-mill" material and fails to impress.

Reviews of New Jazz Records

SIDNEY BECHET The Count of Monte Bechet...78 M-G-M 12329—Esuberant interpretation of a lively instrumental theme with a deft, happy beat. Interesting programming for jazz jocks. (Ludlow, BMI)

Reviews of New Sacred Records

THE MASTERS FAMILY Heaven...78 COLUMBIA 21549—The Masters Family does a happy harmony job on this tune, a lively rhythmic description of the joys well experience in heaven. (Cedarwood, BMI)

TRACE FAMILY TRIO I've Started Out to Find a Better Home...73 KING 4957—Whereas the flip is mostly recitative, the Trace Family harmonize throat on this sacred side. Side has a strong religious feeling. (Lois, BMI)

WALLY FOWLER The 4th R (Religion)...71 DECCA 30033—Religion is added to the three R's in a tune reminiscent of "Gimme That Old Time Religion." Another good presentation by Fowler with choral backing. (Shapiro-Bernstein, ASCAP)

WALLY FOWLER Hear Them Bells...70 Happy song by Fowler and chorus with bells calling all to church on Sunday morn for prayer. Nice listening. (Herbert, ASCAP)

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C&W Best Sellers in Stores

For survey week ending August 29

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	Weeks on Chart	Last Week
1. CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	1	14
2. HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	2	6
3. I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	3	14
4. SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	10
5. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley MY BABY LEFT ME (BMI)—Vic 20-6540	5	15
6. BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	6	10
7. SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	7	12
8. YOU ARE THE ONE (BMI)—C. Smith Doonestep to Heaven (BMI)—Col 21522	8	7
9. I TAKE THE CHANCE (BMI)—J. E. & M. Brown Geo Goo Dada (BMI)—Vic 20-6480	9	14
10. MY LIPS ARE SEALED (BMI)—J. Reeves Pickin' a Chicken (BMI)—Vic 20-6517	11	5
11. ANY OLD TIME (BMI)—W. Pierce WE'LL FIND A WAY (BMI)—Dec 29974	10	6
12. CONSCIENCE, I'M GUILTY (BMI)—H. Snow Hula Rock (BMI)—Vic 20-6578	13	6
13. YOU DON'T KNOW ME (BMI)—E. Arnold Rockin' Mockin' Bird (BMI)—Vic 20-6502	14	2
14. BLACKBOARD OF MY HEART (BMI)—H. Thompson I'M NOT MAD, JUST HURT (BMI)—Cap 3347	—	21
15. I'M A ONE-WOMAN MAN (BMI)—J. Horton I Don't Like I Did (BMI)—Col 21538	—	1

Most Played C&W by Jockeys

For survey week ending August 29

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
1. CRAZY ARMS—R. Price Col 21510—BMI	1	16
2. I WALK THE LINE—J. Cash Sun 241—BMI	2	14
3. DON'T BE CRUEL—E. Presley Vic 20-6604—BMI	4	4
4. SWEET DREAMS—F. Young Cap 3443—BMI	3	11
5. SEARCHING—K. Wells Dec 29956—BMI	5	9
6. YOU ARE THE ONE—C. Smith Col 21522—BMI	5	10
7. HOUND DOG—E. Presley Vic 20-6604—BMI	8	4
8. ANY OLD TIME—W. Pierce Dec 29974—BMI	11	5
9. MY LIPS ARE SEALED—J. Reeves Vic 20-6517—BMI	9	9
10. CONSCIENCE, I'M GUILTY—H. Snow Vic 20-6578—BMI	12	2
11. I TAKE THE CHANCE—J. E. & M. Brown Vic 20-6480—BMI	7	20
12. I'M A ONE-WOMAN MAN—J. Horton Col 21538—BMI	—	1
13. I'M SO IN LOVE WITH YOU—Wilburn Brothers Dec 29887—BMI	14	5
14. YOU GOTTA BE MY BABY—G. Jones Starday 247—BMI	10	2
15. WITHOUT YOUR LOVE—B. Lord Col 21539—BMI	—	1

Most Played C&W in Juke Boxes

For survey week ending August 29

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	Weeks on Chart	Last Week
1. I WALK THE LINE—J. Cash GET RYTHM (BMI)—Sun 241	1	11
2. CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	2	11
3. DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	4	4
4. SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	5	9
5. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	3	15
6. BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	6	6
7. SWEET DREAMS (BMI)—F. Young UNTIL I MET YOU (BMI)—Cap 3443	8	7
8. ANY OLD TIME (BMI)—W. Pierce WE'LL FIND A WAY (BMI)—Dec 29974	8	6
9. YOU ARE THE ONE (BMI)—C. Smith Doonestep to Heaven (BMI)—Col 21522	—	1
10. I'VE GOT FIVE DOLLARS—F. Young You're Still Mine (BMI)—Cap 3369	7	13
10. SO DOGGONE LONESOME (BMI)—J. Cash Folsom Prison Blues (BMI)—Sun 232	10	16
10. I'M A ONE-WOMAN MAN (BMI)—J. Horton I Don't Like I Did (BMI)—Col 21538	—	1

Reviews of New C&W Records

FERLIN HUSKEY

Nothing Looks as Good as You . . . 83
CAPITOL 3522—An unusually strong ballad, with Huskey singing his girl's praises in his usual tremulous, sincere way. Not only does Huskey's vocal have power, he is helped by well-conceived production. Should be his strongest in recent entries. (Central Songs, BMI)

Waiting . . . 76
As if in a letter, Huskey talks to an absent sweetheart and assures her of his faithfulness. A lively tune with a catchy melody and beat. (Central Songs, BMI)

CHARLIE MONROE

That's What I Like About You . . . 79
DECCA 30048—Fine country flavor to this side. Tune is a good one, with well-turned phrasing, and Monroe does the vocal with a lot of style. (Cedarwood, BMI)

Why Did You Say Good-Bye? . . . 76
A sad theme, but the delivery is up-tempo. Charlie Monroe belts out the tune in fine fashion, to bright string accompaniment. (Old Charter, BMI)

RED GARRETT

I May You Never Be Alone . . . 78
2. A Bed of Roses . . . 78
DECCA 30047—Garrett offers a tribute to Hank Williams, first by singing Williams' weeper "May You Never Be Alone" very much in Hank's own style, and then by a heartfelt recitation. Hank's many fans will appreciate Garrett's effort. (Acuff-Rose, Old Charter, BMI)

Clear Sailing . . . 74
Garrett is happy and in love, and in smooth, easy-going fashion he describes his emotions. A fine vocal in the traditional country style. (Copar, BMI)

HOMER AND JETHRO

Just Be Here . . . 77
VICTOR 6651—Comic team departs from its usual parody routine to tackle an original tune. The arrangement is a killer in its light-hearted, wailing way. Mostly for the fans. (Tannen, BMI)

Where Is That Doggone Gal of Mine? . . . 73
Bucolic humor is a little forced here. Tune is based on "Where, Oh Where, Has My Little Dog Gone?" (Trinity, BMI)

THE CARLISLES

Rainbow at Midnight . . . 76
MERCURY 70951—There's a bayou rhythm in back of this piece of lyric imagery. Group's typical hill-country harmony is warmly appealing. (Shapiro-Bernstein, ASCAP)

Poor Man's Riches . . . 71
He'd be the richest if he had her love. That's the message of this appealingly sung opus. (Starrite, BMI)

FREDDIE HART

The Human Thing to Do . . . 75
COLUMBIA 21550—A familiar c.w. theme—illicit love—presented in a well-turned song. Freddie Hart's vocal is assured and effective. Merits good deejay exposure. (Vidor, BMI)

Snatch It and Grab It . . . 74
Hart delivers a rollicking vocal here. Tune is a cute novelty, done with rock and roll type backing. (Central Songs, BMI)

REDD STEWART

I'm Getting Tired . . . 74
VICTOR 6632—Stewart tells of his troubles, but every other line an unidentified female voice breaks in to tell the other side of the picture. An interesting gimmick that will add to

(Continued on page 55)

This Week's C&W Best Buys

JUST AS LONG AS YOU LOVE ME (Acuff-Rose, BMI)

DON'T TELL ME YOUR TROUBLES (Central, BMI)—Jim Edwards, Maxine and Bonnie Brown—RCA Victor 6631—The Browns are following up their "I Take the Chance" with another big seller. Traditional country markets like Nashville, Charlotte, Durham, Richmond, Atlanta and Birmingham indicate that it is taking off with unusual speed. "Just as Long as You Love Me" is the favorite side at this time, altho both are doing well. A previous Billboard "Spotlight" pick.

THANK YOU JUST THE SAME (Valley, BMI)

JUST GIVE MY LOVE (Central, BMI)—Jean Shepard—Capitol 3514—Miss Shepard is proving again to be a dependable seller. Her fans are dividing their attention between both sides almost equally, with no firm favorite yet. Sales are excellent in key Northern markets as well as in Southern strongholds. A previous "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

CARL PERKINS

Dixie Fried (Hi-Lo, BMI)

I'm Sorry I'm Not Sorry (Hi-Lo, BMI)—Sun 249—Artist, with his first release since his all-market smash "Blue Suede Shoes," comes up with two strong sides. "Dixie" is a solid country rockin' tune, while flip is a more traditional entry, but with equal appeal.

WEBB PIERCE

I'm Really Glad You Hurt Me (Cedarwood, BMI)—Decca 30045—Pierce, glad that she hurt him because now he can find another, packs his usual wallop into this side. Strong lyrics coupled with artists' sincerity puts it over. Flip is "Teen-Age Boogie" (Cedarwood, BMI).

C&W Territorial Best Sellers

For survey week ending August 29

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

Birmingham

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. My Lips Are Sealed, J. Reeves, Vic.
4. Hound Dog, E. Presley, Vic.
5. Without Your Love, B. Lord, Col.
6. I Walk the Line, J. Cash, Sun

Charlotte

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Searching, K. Wells, Dec.
4. Don't Be Cruel, E. Presley, Vic.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. My Lips Are Sealed, J. Reeves, Vic.
7. Sweet Dreams, F. Young, Cap.
8. I Take the Chance J. E. & M. Brown, Vic.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Sweet Dreams, F. Young, Cap.
4. Hound Dog, E. Presley, Vic.
5. I'm a One-Woman Man, J. Horton, Col.
6. Don't Be Cruel, E. Presley, Vic.
7. Walks of the Angels, L. Frizzell, Col.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Honky Tonk Man, J. Horton, Col.
10. My Lips Are Sealed, J. Reeves, Vic.

Houston

1. I'm a One-Woman Man, J. Horton, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.

Memphis

1. Crazy Arms, R. Price, Col.
2. I Gotta Know, W. Jackson, Cap.
3. Don't Be Cruel, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Tryin' to Forget the Blues P. Wagoner, Vic.
6. I Take the Chance J. E. & M. Brown, Vic.
7. Searching, K. Wells, Dec.

Nashville

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Sweet Dreams, F. Young, Cap.
6. I'm So in Love With You Wilburn Brothers, Dec.
7. Conscience, I'm Guilty, H. Snow, Vic.

New Orleans

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Searching, K. Wells, Dec.
4. Sweet Dreams, F. Young, Cap.
5. Any Old Time, W. Pierce, Dec.

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Searching, K. Wells, Dec.
6. Sweet Dreams, F. Young, Cap.
7. Be-Bop-a-Lula, G. Vincent, Cap.

St. Louis

1. Hound Dog, E. Presley, Vic.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. I Walk the Line, J. Cash, Sun
4. Searching, K. Wells, Dec.
5. Crazy Arms, R. Price, Col.
6. Sweet Dreams, F. Young, Cap.
7. I Want You, I Need You, I Love You E. Presley, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Carl Smith and the Tunesmiths played the Prince Albert portion of "Grand Ole Opry" Saturday night, September 1. On August 16 Smith and the Tunesmiths played to some 12,000 people at Live Oak, Fla., football stadium, sponsored by the local Chamber of Commerce. It was one of the largest crowds ever to witness a show in Live Oak. Carl has just completed work for Al Gannaway Productions on its "Country Shows" series in Nashville and is currently busy on his deejay-type radio programs for the ABC network produced by Gannaway. The show is heard over 323 radio stations.

Buddy Starcher (Columbia), station manager of KCUL, Fort

Worth, which airs "Cowtown Hoedown" each Saturday night from the Majestic Theater there, has taken the personal management reins on Bob (Spoons) Hallam, one of the "Cowtown" features. . . . Jackie (C a t m a n) Cochran, another "Cowtown Hoedown" feature, was in California last week to cut a session for Simms Records. . . . The roster of Al Humphrey's Country Drifters, staff band with "Cowtown Hoedown," includes Kip Holt, Chuck Campbell, Hardy Moore, J. D. Keel, Clay Harvey, Gayle Nelson, Chuck Dickson and Al Humphrey. . . . Windy Lindy Wade, artist bureau topper and weekend deejay at WCMS, Norfolk, Va., did a guest shot recently with "Old Dominion Barn Dance," Richmond, Va., and rumors are that he may get a full-time spot on the show.

(Continued on page 55)

A GREAT COUNTRY DUET
Wilma Lee & Stoney Cooper
"CHEATED TOO"
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SENSATIONAL NEW STAR
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HOORACE HEIDT SHOW
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 ("Til the End of Time)
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• This Week's R&B Best Buys

I CAN'T LOVE YOU ENOUGH (Progressive, BMI)
STILL (Progressive, BMI)—Lavern Baker—Atlantic 1104—Not many of the summer releases can match the quick take-off that his disk has seen. Many cities have had the record only 10 days, but report that it is establishing itself with no delay. Eastern cities like Boston, New York, Philadelphia and Baltimore account for much of the disk's success to its unusual pop acceptance. A previous Billboard "Spotlight" pick.

LOVE, SWEET LOVE (Roosevelt, BMI)
RED TOP (Cherio, BMI)—The Teen Queens—RPM 470—Another recent release that is making high marks. Los Angeles, Durham, Nashville, St. Louis, Buffalo, Baltimore, and Philadelphia are among the cities reporting brisk sales. Both sides are seeing action, with a preponderance of favor for "Love, Sweet Love" indicated at the present. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .
R&B RECORDS

CHUCK BERRY
Brown-Eyed Handsome Man (Arc, BMI)
Too Much Monkey Business (Arc, BMI)—Chess 1635—A two-sided disk that should go places. "Browned Eyed" is a novelty blues with a solid beat and a touch of Calypso in the backing. "Monkey Business" is more of a pure blues but with novelty appeal in the lyrics. Smart material on both sides written and sung by Berry.

VARETTA DILLARD
I Miss You, Jimmy (Eden, BMI)—Groove 167—Chick takes what could be the Jimmy Dean fan cult theme and gives it a mellow reading that recalls her smash "Johnny's Gone." It's likely to make the transition to the pop field, too. Flip is "If You Want to Be My Baby" (Overtone, BMI).

R&B DISK JOCKEY PROGRAMMING

THE SOPHOMORES
Linda (Warock, ASCAP)
I Get a Thrill (Cherio, BMI)—Dawn 218—Two sides with high potency. Group gives the oldie, "Linda," a delightful swingy, smart rendition that jocks will wear white. Should go a long way to establish them in both pop and r.&b. markets. The flip has a more marked r.&b. flavor. Fine, fervent shouting here at a slow, relaxed and heavily rhythmic pace.

• R&B Territorial Best Sellers

For survey week ending August 29
 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.

- | | |
|---|---|
| <p>Atlanta</p> <ol style="list-style-type: none"> 1. Let the Good Times Roll Shirley & Lee, Ala. 2. I'm Tossin' Up Over You Midnighters, Fed. 3. My Prayer, Platters, Mer. 4. Honky Tonk, B. Doggett, King. 5. Rip It Up, Little Richard, Spe. 6. Bad Luck, B. B. King, RPM 7. Don't Go No Further, M. Waters, Ch. 8. I Gotta Get Myself a Woman Drifters, Atl. 9. It's Too Late, C. Willis, Atl. 10. Stranded in the Jungle, Cadets, Mod. <p>Charlotte</p> <ol style="list-style-type: none"> 1. Let the Good Times Roll Shirley & Lee, Ala. 2. My Prayer, Platters, Mer. 3. Don't Be Cruel, E. Presley, Vic. 4. Flying Saucer Buchanan & Goodman, Lun. 5. In the Still of the Night, Satins, Emb. 6. Hound Dog, E. Presley, Vic. 7. Honky Tonk, B. Doggett, King. 8. Lipstick, Powder and Paint J. Turner, Atl. 9. It's Too Late, C. Willis, Atl. 10. Casual Look, Six Teens, Flip. <p>Chicago</p> <ol style="list-style-type: none"> 1. My Prayer, Platters, Mer. 2. Honky Tonk, B. Doggett, King. 3. Hound Dog, E. Presley, Vic. 4. Don't Go No Further, M. Waters, Ch. 5. Rip It Up, Little Richard, Spe. 6. Soft Winds, D. Washington, Mer. <p>Cincinnati</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. Canadian Sunset E. Heywood-H. Winterhalter, Vic. 3. My Prayer, Platters, Mer. 4. Let the Good Times Roll Shirley & Lee, Ala. 5. Fever, L. W. John, King. 6. Rip It Up, Little Richard, Spe. 7. Oh, What a Night, Delta, VJ <p>Detroit</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. Picadilly Joe Love, L. Birdsong, Exc. 3. Don't Go No Further, M. Waters, Ch. 4. I Gotta Get Myself a Woman Drifters, Atl. 5. Soft Winds, D. Washington, Mer. 6. Don't Let It End This Way E. Morris, Pea. 7. Rock Awhile, J. Turner, Atl. 8. Bad Luck, B. B. King, RPM 9. Sweet Little Angel, B. B. King, RPM <p>Los Angeles</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. My Prayer, Platters, Mer. 3. Flying Saucer Buchanan & Goodman, Lun. 4. I'm in Love Again, F. Domino, Imp. | <ol style="list-style-type: none"> 5. Hound Dog, E. Presley, Vic. 6. Stranded in the Jungle, Cadets, Mod. 7. Billy's Blues, B. Stewart, Ch. 8. Blue Mood, J. Stevens-Premiere, Dig. 9. I Want You, I Need You, I Love You E. Presley, Vic. 10. Canadian Sunset E. Heywood-H. Winterhalter, Vic. <p>New Orleans</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. Let the Good Times Roll Shirley & Lee, Ala. 3. So-Long, F. Domino, Imp. 4. When My Dreamboat Comes Home F. Domino, Imp. 5. Flying Saucer Buchanan & Goodman, Lun. 6. It's Too Late, C. Willis, Atl. 7. My Prayer, Platters, Mer. 8. Fever, L. W. John, King. 9. Rip It Up, Little Richard, Spe. 10. Don't Feel Sorry for Me J. Bradley, Mod. <p>New York</p> <ol style="list-style-type: none"> 1. Fever, L. W. John, King. 2. In the Still of the Night, Satins, Emb. 3. Casual Look, Six Teens, Flip. 4. I Want You, I Need You, I Love You E. Presley, Vic. 5. Please, Please, Please, J. Brown, Fed. <p>Philadelphia</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. Fever, L. W. John, King. 3. It's Too Late, C. Willis, Atl. 4. Canadian Sunset E. Heywood-H. Winterhalter, Vic. 5. My Prayer, Platters, Mer. 6. Let the Good Times Roll Shirley & Lee, Ala. 7. Bad Luck, B. B. King, RPM <p>St. Louis</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. Don't Go No Further, M. Waters, Ch. 3. Fever, L. W. John, King. 4. Bad Luck, B. B. King, RPM 5. Picadilly Joe Love, L. Birdsong, Exc. 6. Flying Saucer Buchanan & Goodman, Lun. 7. When My Dreamboat Comes Home F. Domino, Imp. <p>Washington, D. C.</p> <ol style="list-style-type: none"> 1. Honky Tonk, B. Doggett, King. 2. My Prayer, Platters, Mer. 3. Hound Dog, E. Presley, Vic. 4. Fever, L. W. John, King. 5. Let the Good Times Roll Shirley & Lee, Ala. 6. In the Still of the Night, Satins, Emb. 7. Soldier of Fortune, Drifters, Atl. 8. Don't Be Cruel, E. Presley, Vic. 9. One Kiss Leads to Another Coasters, Ana. 10. So-Long, F. Domino, Imp. |
|---|---|

• R&B Best Sellers in Stores

For survey week ending August 29
 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 last.

This Week	Weeks on Chart	Week	Chart
1. HONKY TONK (PARTS 1 & 2)—B. Doggett King 4950—BMI	1	4	
2. MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	2	9	
3. FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	3	17	
4. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee Do You Mean to Hurt Me So? (BMI)—Aladdin 3325	4	6	
5. HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	7	4	
6. RIP IT UP (BMI)—Little Richard Ready Teddy (BMI)—Specialty 579	5	11	
7. FLYING SAUCER (PARTS 1 & II) Buchanan & Goodman Universe 101	6	5	
7. WHEN MY DREAMBOAT COMES HOME—F. Domino SO-LONG (BMI)—Imperial 5396	8	8	
9. IT'S TOO LATE (BMI)—C. Willis Kansas City Woman (BMI)—Atlantic 1094	9	10	
10. BAD LUCK (BMI)—B. B. King SWEET LITTLE ANGEL (BMI)—RPM 468	—	7	
11. IN THE STILL OF THE NIGHT (BMI)—Satins Jovyn Girl (BMI)—Ember 10005	10	2	
12. DON'T GO NO FURTHER (BMI)—M. Waters Diamonds at Your Feet (BMI)—Chess 1628	—	1	
13. I GOTTA GET MYSELF A WOMAN (BMI)—Drifters SOLDIER OF FORTUNE (BMI)—Atlantic 1101	—	1	
14. STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	10	8	
15. I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386	12	21	

• Most Played R&B by Jockeys

for survey week ending August 29
 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. MY PRAYER—Platters Mercury 70893—ASCAP	5	9	
2. LET THE GOOD TIMES ROLL—Shirley & Lee Aladdin 3325—BMI	1	7	
3. DON'T BE CRUEL—E. Presley Vic 20-6604—BMI	2	3	
4. IT'S TOO LATE—C. Willis Atlantic 1094—BMI	3	9	
5. FEVER—Little Willie John King 4935—BMI	4	17	
6. SO-LONG—F. Domino Imperial 5386—BMI	9	5	
7. HOUND DOG—E. Presley Vic 20-6604—BMI	6	5	
8. WHEN MY DREAMBOAT COMES HOME—F. Domino Imperial 5386—ASCAP	10	5	
9. HONKY TONK (BMI)—B. Doggett King 4950—BMI	10	2	
10. PLEASE, PLEASE, PLEASE—J. Brown Federal 12558—BMI	—	17	
11. ONE KISS LEADS TO ANOTHER—Coasters Atco 6075—BMI	—	1	
12. LETTER FROM MY DARLING—Little Willie John King 4935—BMI	—	4	
13. FLYING SAUCER—Buchanan & Goodman Universe 101	7	4	
14. RIP IT UP—Little Richard Specialty 579—BMI	7	10	
15. LOVE, LOVE, LOVE—Clovers Atlantic 1094—BMI	12	11	

• Most Played R&B in Juke Boxes

For survey week ending August 29
 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. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee Do You Mean to Hurt Me So? (BMI)—Aladdin 3325	6	3	
2. HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Victor 20-6604	4	2	
3. FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	1	14	
4. MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	2	7	
5. I WANT YOU TO BE MY GIRL (BMI)—Teen Agers I'm Not a Kow-Lo-At (BMI)—Gen 1012	8	13	
5. FOOL (BMI)—S. Clark Lonesome for a Letter (BMI)—Dot 15481	9	2	
7. HONKY TONK (PARTS 1 & II)—B. Doggett King 4950—BMI	—	1	
8. I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386	3	19	
9. SO-LONG (BMI)—F. Domino WHEN MY DREAMBOAT COMES HOME—(ASCAP)—Imperial 5396	5	5	
10. WHO CAN EXPLAIN?—Teen Agers I PROMISE TO REMEMBER (BMI)—Gee 1018	7	4	
10. IN THE STILL OF THE NIGHT (BMI)—5 Satins Jovyn Girl (BMI)—Ember 10005	—	1	
10. CANADIAN SUNSET (BMI)—E. Heywood & H. Winterhalter This Is Real (ASCAP)—Vic 20-4577	—	1	

RHYTHM-BLUES NOTES

By GARY KRAMER

The rhythm and blues scene ordinarily is a happy one, but this week it showed signs of donning black crepe for James Dean along with the rest of the industry. Groove Records came thru with the first tribute to the late actor: Varetta Dillard intoning "I Miss You, Jimmy." Tradesters recalled that one of Miss Dillard's big hits was also a tribute — "Johnny Is Gone"—referring in that case to Johnny Ace. More dirges to Dean are reported under way from other r.&b. manufacturers. Any a.&c.r. men currently seen in a state of acute melancholia can be safely predicted to have a Dean disk under wraps.

Lee Kraft has joined the staff of Shaw Artists. He will be in the Location Department and will handle both jazz and r.&b. dates. Kraft was formerly with Morris Levy, Mercury Artists and Monte Kay. The Shaw Agency, incidentally, has inked James Moody and is getting the saxophonist set now for fall dates. Argo Records in Chicago this week is releasing Moody's "Flute 'n' the Blues" LP.

Buck Ram's "Happy Music Show" has been booked into New York's Coliseum for a 10-day stint, starting September 7, as a part of the "Diamond Jubilee of the Record Industry" Exposition. . . . Fats Domino is to be one of the featured acts on the Steve Allen show on September 2, originating from Washington, D. C.

Charlie Fuqua's Ink Spots are signing an exclusive recording deal with Norman Granz's Verve Records. Their first sessions schedule 16 of the most popular tunes of the original Ink Spots, of which Fuqua was a member. These will be released as an LP.

. . . Atlantic Records signed two new artists last week. Leonard Carbo hails from New Orleans. He is touted as being not only a fine blues singer, but a warbler who also has a way with a ballad a la Al Hibbler or Roy Hamilton. Billy Mure is the other signer. A staff guitarist at Station WNEW, New York, Mure caught the public eye with his recent "Haunted Guitar" on the Cosmic label. Less well known is the fact that his is the wonderful guitar intro to Joe Turner's "Corrine Corrina."

"Rock 'n' roll isn't itself rowdy—it is the rowdies attending that make it rowdy," is the opinion of Police Chief Ray Blackmore of San Jose, Calif. That city was the scene of a widely publicized "rock 'n' roll incident" not long ago. Blackmore did not close San Jose to rock 'n' roll, as other cities have done after similar "incidents." Instead, closer supervision was insisted upon, particularly of consumption of alcoholic beverages by youngsters. No one under 21 was served beer—and even this was in paper cups rather than bottles, which earlier had been used as weapons at the height of the fracas.

The impact of r.&b. on the pop field has been detailed over and over again in the last years. Not so clear is the degree of popularity of many traditional-type pop records in the r.&b. field. One unusually successful disk from both the pop and the r.&b. customers' point of view now is the Hugo Winterhalter-Eddie Heywood disk, "Canadian Sunset." . . . Heywood is booked into the Rouge Lounge, Detroit, beginning September 3.

Reviews of New R&B Records

- AMOS MILBURN**
Chicken Shack 81
ALADDIN 3332—A brisk, crisp jump-boogie talk-shouted by Milburn, tho it's mainly instrumental. A good bet. (Aladdin, BMI)
Juice, Juice, Juice . . . 70
Paran to the joys of "juice" may encounter some blue-nose resistance. At any rate, it's lightweight. (Aladdin, BMI)
- THE HARPTONES**
Three Wishes 77
RAMA 203—A provocative vocal treatment by the lead singer on an appealing ballad with wailing choral background. (Patricia, BMI)
That's the Way It Goes . . . 76
Warmly sincere vocalizing by the group on an attractive ballad. (Kahl, BMI)
- ANDRE WILLIAMS**
Bobby Jean 74
FORTUNE 828—Williams sings a rhythm blues with feeling and a fine beat. Amusing lyrics and effective backing. (Trianon, BMI)
It's All Over 72
Same comment. (Trianon, BMI)
- BIG AL SEARS ORK**
Great Googa Mooga 73
GROOVE 0166—An instrumental, with some unusual arrangement ideas. For jocks. (Sylvia, BMI)
Here's the Beat 72
Instrumental with good sound and interesting rhythm pattern. For deejays. (Sylvia, BMI)
- THE BLUE NOTES**
If You Love Me (Really Love Me) . . . 67
JOSIE 800—Group gives good account of themselves in sultry rhythm groove with hefty sound backing. Some novel harmonizing effects help, but result is just medium grade in its class, unlikely to rekindle the erstwhile pop hit. (Duchess, BMI)
There's Something in Your Eyes, Eloise . . . 66
Same comment as for flip. (Benell, BMI)

Dance," Kitchener, Ont., are skedded for a return engagement there September 15. Lynn and Earl Heywood, of the CKNX "Barn Dance," and RCA Victor Records, recently had their first co-authored tune, "Why Must I Wonder?" etched by Tom Tall on the Favor label. The Canadian release is on the Quality label. Four more of Lynn's tunes are slated for release via the new Kidd Baker Song Folio published by BMI Canada, Ltd.

Bobby Lord (Columbia) makes his first Alaskan tour September 4-15. Bob Burrell, Columbia's c.&w. expert, claims Lord gained considerable stature in the field with his recent appearances as emcee of "Ozark Jubilee." . . . Mac Wiseman and Audrey Williams were "Ozark Jubilee" gueststars last Saturday (1). . . . Fran (Aunt Fanny) Allison, of Don McNeill's "Breakfast Club," and Burr Tillstrom's "Kukla, Fran and Ollie," does her sixth guest shot on "Ozark Jubilee" next Saturday (8). Comedian Rufe Davis makes his second appearance on "Ozark Jubilee" September 22.

The Jubilee Promenaders, "Ozark Jubilee" square dancers, return to Springfield, Mo., headquarters September 15 after a three-week stand at the Canadian National Exhibition, Toronto. . . . A feature-length article, "Red Foley Calls for a New Step in World Diplomacy," advocating an around-the-world good-will tour by American square dancers, is running in numerous papers around the nation. . . . Emerging successfully from Missouri's recent primary election as Democratic candidate for Congress, country music's well-known Charlie Brown, formerly of Brown Radio Productions, Nashville, has resigned as producer-writer of the "Eddy Arnold Show" to devote his full time to campaigning. Assuming his chores for the remainder of the season are producer Bryan Bisney and writer Don Richardson.

Roy Drusky and the Rhythm Kings, who on Labor Day concluded an all-summer run at Ocean Pier Casino, Daytona

Reviews of New C&W Records

Continued from page 53

- the deejay's interest. (Ridgeway, BMI)
Homestead 71
A tricky-beat ballad in Stewart's pop-country style. His smooth delivery gives quite a bit of appeal to the material, which is not very strong in itself. (Barton, BMI)
- SHEB WOOLEY**
The Lonely Man 73
M-G-M 12328—A Western-style saga of the drifting man who can't conquer the urge to be continually "on the go." There is a sentimental and romantic element in the song that Wooley expresses very well. (Cordial, BMI)
First Day of School . . . 69
Here Wooley voices the feeling of a boy who is looking forward to the opening of school, so that he can be with his girl again. Material is only so-so. (Cordial, BMI)
- BOB GALLION**
A Fool in Love 72
M-G-M 12327—The lyric has a melancholy bent, but the beat is fast and solid. Gallion does a slick job on the vocal, adding a few "blue yodel" touches that wrap it up attractively. (Acuff-Rose, BMI)
Trademark On What I've Found . . . 70
Here the singer plays up to a gal, explaining how he plans to stake his claim. Another rollicking up-tempo swinger that makes a good impression. (Acuff-Rose, BMI)
- HELEN CARTER**
(True Love Can't Live In)
A Heart Full of Shame 71
HICKORY 1053—A strong weeper. The lyric is neatly constructed, and Helen Carter delivers it with feeling. Merits strong exposure. (Acuff-Rose, BMI)
Sweet Talkin' Man . . . 71
This side is up-tempo. It has a rollicking beat, plus a good lyric with novelty value. (Acuff-Rose, BMI)
- THE COUNTRY BOYS**
Country Boy Bounce 70
COLUMBIA 21551—A driving, rock and roll type instrumental. Side moves along briskly. Fine program.
- Beach, Fla., have been engaged to return there during the auto-race weeks in February. Roy and the lads play a homecoming celebration in Beria, Ky., September 5 and then hit out on one-nighters that will take them thru New York State, into Canada and back to Atlanta. Roy's latest Columbia release is "I'll Make Amends" b.w. "Three Blind Mice." . . . Johnny Cash has just returned to Memphis from a series of dates in Indiana, Michigan and Ontario. He returns to Toronto September 30. On September 22, Johnny hops to Dallas to appear as special guest on "Big D Jamboree's" 11th anniversary show. Webb Pierce played that date the last two years.
- ming for c.&w. deejays. (Cedarwood, BMI)
Red Wing 69
The standard in an instrumental version. Arrangement just uses strings in traditional combo, but the group gets off some very interesting effects. (Paul Pioneer, ASCAP)
- HECK HARPER**
Hats Off to Texas 69
NORTHWESTERN 2405—Texas has the finest horses, women, etc., is the theme. It's an up-tempo tune, with lively instrumentation. A nice, happy performance. (BMI)
I Like to Sing of Texas . . . 67
Heck Harper has a waltz side here. His vocal is fair, with a Western rather than country backing. (BMI)
- THE HOOPER TWINS**
Some Day You'll Be Sorry 69
AZALEA 109—The Hooper Twins do this weeper well. There's a good full sound to the performance, and the honky tonk piano and strings lend color. (Newton, BMI)
Twin Hearts and Twin Guitar . . . 64
There's a Tex-Mex flavor to the lyric of this tune. But total impression is merely adequate. (Newton, BMI)
- BUSTER TURNER**
That Old Heartbreak Express 68
FORTUNE 187—Country blues. Fair vocal by Turner, plus good instrumentation. (Trianon, BMI)
True Love in My Heart . . . 66
A slow-paced weeper. Routine. (Trianon, BMI)
- SIR CEDRIC FATWALLETT II**
What Is a Waitress? 67
TONE 1119—Disker the past year seem intent on closer examination of the human species. This latest in the series has some satirical value and will get laughs. For deejays. (Acuff-Rose, BMI)
Honest John Crabmore . . . 60
Whereas the flip portrays a Britisher, Sir Cedric on this side does a take-off on a politician. Not as funny a talking record as the flip. (Acuff-Rose, BMI)
- WINK LEWIS**
Zzztt, Zzztt, Zzztt 66
TONE 1121—Rockabilly-type blues. Lyrics have some novelty value. (Queen-ette, BMI)
More Times Than One . . . 65
A routine weeper. (Queen-ette, BMI)
- FERRY IRBY**
It's Time You Started Looking 65
DAFFAN 106—A traditional country blues with a solid vocal by Irby. The piano and banjo riffs in the background add color. (Hill & Range, BMI)
Call for Me, Darling . . . 64
Irby handles the rhythm side very nicely, too. It's taken at a "She'll Be Comin' Around the Mountain" tempo and airs a lot of fun and excitement. (Hill & Range, BMI)
- LARRY BAMBERG**
Cheating 'n Me 63
RAM 26626—This isn't the old Ager-Yellen standard, but a new country ditty. May go with the warbler's local Louisiana following, but it doesn't stack up as a strong national entry. (Allstar, BMI)
Careless Loving 62
As above. (Allstar, BMI)

FOLK TALENT AND TUNES

Continued from page 53

Jimmy Newman (Dot), who recently bowed as a regular with "Grand Ole Opry," makes his first "Opry" tour thru the West and South, beginning September 16 and winding up around mid-October. Jimmy's newest Dot waxing is slated for early release. The Newman family has just taken a house in Nashville. . . . Dave Rich, now under the personal management of Hal Smith's Curtis Artist Productions, is currently working personals in the Southland and taping shows for radio programs in Central City, Ky., and Owensboro,

Ky. Dave's newest release on the RCA Victor label is "Ain't It Fine?" b/w "Your Pretty Blue Eyes."

The Manske Girls report from St. Paul that the Jimmy and Ardis Wells Western Day picnic held there recently attracted more than 400 fans and not "some 100," as mentioned here last week. The affair was a huge success, the girls remind. . . . Hal Smith advises that deejays may obtain sample disks on artists under his wing, namely Carl Smith, George Jones, Jimmy Newman and Dave Rich, by writing to him at 4705 Gallatin Road, Nashville.

"Louisiana Hayride" moves back to Municipal Auditorium, Shreveport, September 8, after putting in several months in the Youth Building on the fairgrounds there while the auditorium was being remodeled and air-conditioned. . . . The Miller Bros. Band, under the management of Sam Gibbs, which last week concluded a 14-week trek thru the Northern States, the Northwest and Canada, opened Saturday (1) at its own club in Wichita, Kan., where the combo is slated to work each Thursday and Saturday night thru next May. While in California the Miller combo did a recording session for 4 Star, with release slated for September 15.

Laura and Lynn, the Pine River Sweethearts, who scored so well on their recent appearance on the CKNK "Saturday Night Barn

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305,000 ONE-DAY GATE RECORD IS SET BY CNE

Rain Takes Cut in First Seven Days; Causes Attendance to Fall Below '55

TORONTO—Rain four of the first seven days of 14-day Canadian National Exhibition held down attendance, and thru Friday (31), the half-way mark, the gate stood at 1,323,000, down 45,000 from the 1,368,000 tally at the same point last year.

On one of the days when weather was with it—Saturday (26)—the exhibition set in a new all-time attendance record for one day, pulling 305,000 persons. This eclipsed the old mark of 303,500 set last year on the second Saturday.

Record One-Day Midway Take

The new one-day attendance record produced another record, a new high single day's ride and show gross. The Conklin midway amassed a gross of \$70,000.30. The old record, set by the Conklin operation on the second Saturday of the 1955 run, was \$66,826.80.

Night grandstand business thru the first seven days lagged behind 1955. The show, again ably produced by Jack Arthur, follows the traditional CNE pattern. It is king-sized, has a huge cast, striking lighting and scenery, is lavishly costumed and waves the Canadian flag.

In one respect the spec departs from all of the CNE's big night shows since World War II. It does not present a top name.

Advance Sale Down

Titled "Canadiana of '56," it features native talent. It also offers the Royal Canadian Mounted Police's famous "musical ride," back in the show after a lapse of three or four years. The featured act is Richard Hearne, English comic.

Fact that the show does not have a top name heading the show took

a substantial slice out of the advance ticket sale. It was down about \$35,000 from last year, with the fall-off coming largely from the U. S., which accounts for a good share of the advance sale.

The first night's turnout for the grandstand show was light compared to former years, but the crowds built nightly thereafter, and patrons and press expressed satisfaction with the production. Audiences accepted the "musical ride," particularly after its absence of re-

cent years from the show, as a substitute for a name star.

Gene Autry, in with Annie Oakley, the Cass County Boys and others of his regular supporting cast, is the afternoon attraction. Thru the first seven days, his crowds were good, tho under those for Roy Rogers last year. Matinee business at the ex is expected to follow the past pattern, dropping off the five days after Labor Day, when youngsters will be back at school.

Columbus Smashes Attendance Mark; Attracts 660,000

New Grandstand, Midway Records Set; Rogers Grosses 122G in Eight Shows

COLUMBUS, O. — The Ohio State Fair, in a sensational eight-day run that closed Friday (31), shattered records galore as it smashed the previous all-time attendance record to finish with a 660,000 gate for an amazing increase of more than 150,000 over the previous peak.

Most outstanding of the many records that tumbled was that for the grandstand business, particularly the \$122,000 gross piled up by Roy Rogers in eight performances in the first five days of the fair. (See adjacent story.)

The turnout given Rogers was so great that it paled into insignificance such patronage as was given previous grandstand attractions.

It, moreover, played a major part in enabling the fair to establish a new and whopping attendance. However, it was only one of the reasons for the vastly greater gate.

Exhibitions Back

Others included the greatly heightened appeal of the fair under the management of Sam Cashman, serving his third year in the No. 1 spot.

The return of all the major farm machinery and farm equipment manufacturers to the fair after a lapse of three years added greatly to the lure of the fair to rural folk.

All of the many exhibits thruout the grounds were up-graded. There was substantially broader participation in the fair, and the advance promotion was more intense and meaningful than ever before.

Boone, Foley Click

From an attraction standpoint, the fair, quite apart from the sensational business pulled by Rogers, was also notable. Pat Boone, in two nights with Art Mooney's orchestra, accounted for a gross of \$9,100 in two appearances in the Coliseum to give the fair a profit. Red Foley and his "Ozark Jubi-

dates were inconvenient for many of the prospective trade show exhibitors.

Officials said the convention would be held in March, in accordance with the wishes of many exhibitors.

ROY ROGERS PULLS DOWN 94G AT COLUMBUS FAIR

COLUMBUS, O.—Roy Rogers pulled down \$94,000 for his end of eight performances in five days at record-breaking Ohio State Fair which closed Friday (31).

Rogers, supported by his regular Dale Evans and Sons of the Pioneers, racked up a whopping \$122,000 gross in three matinee and five night shows.

In on a percentage contract, Rogers gave up the first \$10,000 to the fair, took the next \$40,000 and bagged 75 per cent of all receipts in excess of the first \$50,000. Rogers' end is believed to be the largest sum ever received by a headliner at any fair in the U. S. for five days' work.

The fair, managed by the able Sam Cashman, was more than happy. In contrast with the past, when the fair invariably lost money on the grandstand show, the fair received \$28,000 as its end of the Rogers receipts.

More important, Rogers' appearance was one of the major factors which sent the fair's attendance skyrocketing to record heights. Each of the days on which he appeared the fair set a new gate record, and it finished its eight-day run with a total gate count of about 660,000 for a thumping increase of more than 150,000 over its previous record set last year.

The grandstand, together with the bleachers and track seats, provided seating for about 10,000 persons, but standing room at the general admission price of \$1.50 for adults and 75 cents for children was sold at several of the Rogers' shows. Boxes went for \$2.50 and reserved seats were priced at \$2.50 and \$2.

Biggest gross for a single performance was registered Sunday afternoon (26) when receipts hit \$19,695.

Pat Boone Paces Ind. Fair to Strong Start

INDIANAPOLIS—Paced by a record-breaking turnout to see the Coliseum show featuring Pat Boone, Dot record artist, the Indiana State Fair got away to a strong start Wednesday (29). Attendance figures for the first two days of the 10-day run, totaled 108,000.

Boone, who opened Thursday night as the feature of the Coliseum, set a new all-time opening night record for the building. Official figures showed that 10,889 Hoosiers paid their way to see the youthful singer, who was supported by the McGuire Sisters and Mills Brothers. Boone was also scheduled to give another show Friday evening.

Fair headquarters reported the advance sale for the Tennessee Ernie Ford show, which moves into the building for appearances Saturday night and Sunday afternoon, was exceptionally strong. Ford was brought back after setting new gross records at last year's fair.

Opening day was devoted to tractor pulling and baton twirling in front of the grandstand. "Grand

Ole Opry" took over for two shows on Thursday and drew light turnouts. Swenson Thrillcade moved into the stand Friday afternoon for four matinee and night shows.

The Ernie Young revue will take over the grandstand Sunday night. Cetlin & Wilson Shows reported sizable ride and show grosses the first two days of the run here.

Michigan Gate Skids; Midway Battles Trend

DETROIT—The 107th Michigan State Fair opening day paid attendance Friday (31) was 14,405, down 38 per cent compared to 23,292 last year, but all major amusement attractions dropped much less, indicating increased per capita spending.

Friday was clear and hot, while Saturday had rain until noon and threatening skies all day. Despite this, total attendance Saturday was estimated only 10 per cent off and the midway spending looked good.

W. G. Wade Shows stimulated patronage with a line-up of 45 rides, including 17 kiddie devices, and 26 shows. New here are a Rotojet, two Spinners, German Hotrods and a Twin Dodgem, in addition to last year's top attractions, Sky Wheels and Rotor. Midway gross Friday of \$16,900 was down 14 per cent from \$20,392. Top grossers, in order, are: Sky Wheels down 5 per cent; Rotor, Twin Dodgem, Scrambler and German Hotrods.

Top shows are Joe Sciortino's "Club Holiday," Archie McAskill's "Hell's Belles," Arnold Bayback's Two-Headed Bull, Chuck Renton's Eeka, and Col. Lew Alter's "Can It Be Possible." Musical show in the Coliseum, headlining Jaye P. Morgan, Don Cherry and the Gaylords, grossed \$3,079, down 25 per cent, and the Texas Rodeo at the grandstand grossed \$1,452, down 30 per cent from corresponding 1955 figures.

St. Louis Cele Kicks Off 30-Day Run

ST. LOUIS—Mid-America Jubilee, most ambitious exposition since the 1904 World's Fair here, opened its gates Saturday (1) for a run that will run thru September. Located on a 37-acre riverfront plot, the expo is themed as a tribute to industry, agriculture and science.

Entertainment highlight is a nightly pageant, presented on a huge stage. Other attractions include a fun zone with rides, a special events schedule with daily specialties, agriculture contests, industrial exhibits, fashion shows and a number of contests.

PSA Cancels Convention

FEASTERVILLE, Pa. — The planned September convention of the Participating Sports Association of American, Inc., has been canceled. The announcement by the officers said that the planned

Boyle Woolfolk Dies Suddenly in California

LOS ANGELES—Boyle Woolfolk, 78, veteran outdoor and indoor booker and musician, died suddenly Wednesday night (29) in his home here following a heart attack. He had retired from active operation of the Chicago booking office bearing his name over a year ago and moved to Los Angeles.

Woolfolk had been in the outdoor booking business since 1937, when he became associated with Gus Sun. Two years later he opened his own office in Chicago and provided grandstand attractions for Midwestern fairs until his retirement. During his years in the fair booking business he concentrated on a large volume of smaller annuals.

He was born in Louisville. After graduation from Centre College, Danville, Ky., Woolfolk traveled as a cigarette salesman but soon turned to songwriting and music.

He wrote the lyrics for a number of productions, including "The Sunnyside of Broadway," a successful musical. He later helped blaze the trail for tab shows, framed a number of them and toured them thruout the country. When the tabs died out he became the booker for the Butterfield Circuit, one of the Midwest's most prominent vaude loops, and held this position until sound movies came into the picture. He later became act booker for the New York Hippodrome and in 1937 turned to the outdoor field.

In 1955 the Boyle Woolfolk Agency, became a subsidiary of Associated Booking Corporation.

Thruout the years the veteran booker continued to write music, was a successful investor in the stock market, and a rabid baseball fan.

He is survived by his widow, Marjory, and a stepdaughter, Marjory.

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Mo. State Fair Eyes Record Net Profit

SEDALIA, Mo.—The Missouri State Fair wrapped up its nine-day run here Sunday (26) with a total attendance of 537,066, a mere 5,109 below last year's all-time high figure. Despite this deficit in patronage, both L. C. Carpenter, commissioner of agriculture, and W. H. Ritzenthaler, fair secretary, looked for a net profit that would exceed all previous runs.

"Holiday on Ice," presented in front of the grandstand for the first time, was reported to have doubled the attendance count chalked up last year by a grandstand revue.

The fair also presented another innovation—jalopy races staged by Al Sweeney—which drew a big turnout Saturday night. "Grand Ole Opry" closed the fair Sunday night with an equally strong turnout. The latter show, as well as acts used during the afternoons, were supplied by Jimmy Downey Booking Agency, St. Louis.

Herb Dotten Business People Speak Up

IT WAS 8:35 p.m., Tuesday (28), the fourth night of the Minnesota State Fair at St. Paul. Rain beat a steady tattoo on the grandstand stage overhead. Simultaneously—and without speaking—Doug Baldwin, fair manager and Fred H. Kressmann, in charge of the Barnes-Carruthers No. 1 revue, thrust out their hands to meet in a clasp that was an eloquent testimonial, each to the other, of a job well done.



SWEENEY

getting the show in, not to duck work.

Swing 'n' Sway in Rain

The Sky Kings, the truly sensational aerial act developed by Bill Atterbury, knew it was much too dangerous to try the full routine, a routine which under normal circumstances is fraught with peril, for in it four members swing from one to another of the four sway poles.

But the Sky Kings, like so many of their brother acts in show business, were intent on giving the customers their money's worth. Two of them clambered, hand over hand, up the slippery poles and put on an exhibition that provided a thrilling climax to a rain-shortened show, a climax that sent the customers away happy, as well as thrilled.

Outdoor performers, like fair managers and outdoor bookers, take bad weather as a distinct challenge—the challenge to get the show in regardless . . . to save a grandstand crowd against great odds.

Time and again practically all of the thrill shows have saved such crowds. They have sat out rains, then descended on a deeply mired track to iron it out and somehow stage a show—a show made more dangerous, more thrilling by the slickness of the track.

Auto racing promoters are of the same breed. So, too, are race drivers.

The strain upon an auto race promoter is intense when weather threatens to prevent the start of a race. Hard-working Frank Winkley and his equally hard-working wife, Verna, are something to see when skies threaten while they are making ready to get a race under way.

In the case of auto racing, cars must—or should be—checked carefully by their crews before the start. When weather presses, the unthinking might overlook that. Not Frank and Verna; somehow they speed up the tempo, get the drivers to check their cars thoroly—but speedily—and get the race started in short order.

Auto Races to the Rescue

Quite apart from the money that is in it, a race promoter—and the drivers—delight in outspeeding the rain. They delight, too, in overcoming the elements.

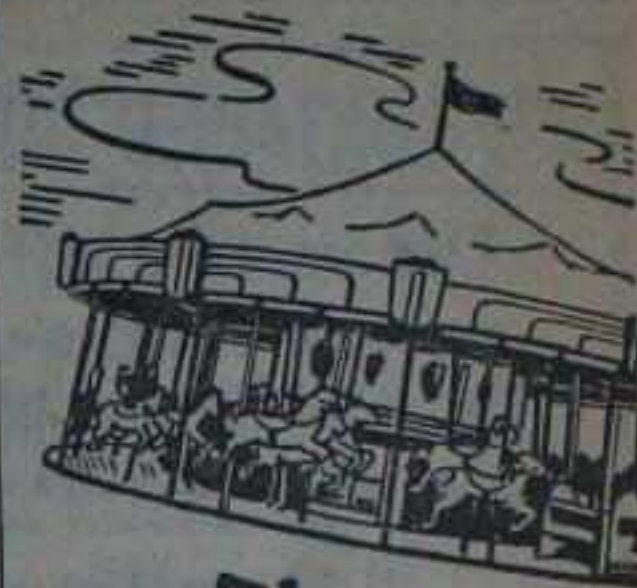
Consider what happened at the Iowa State Fair, Des Moines, Wednesday (29). A hard rain hit the night before, continued thru the night and did not end until about 11 a.m. The scheduled harness races had to be called off, the track was too deeply mired for them.

Lloyd Cunningham, the fair secretary, consulted auto race promoter Al Sweeney.

"Can you round up enough race cars to stage an auto race program. Can you iron the track out in time?" Sweeney was asked. Sweeney said he could. And he did. He came up with 12 big cars and seven stock cars—enough for a combination big car and stock car race program.

Then he directed the make-ready of the track—a morass of mud at the end of the rain at 11 a.m. Trucks headed by the dual-tired trucks of the Olson Shows were enlisted. They lumbered over the track, beating down the mud, and conditioning the track so that at 3 p.m. auto races could and did start. The result: Another grandstand crowd—this time of 3,500—was saved.

We weren't there, but we can well imagine that at the program's end Cunningham and Sweeney silently shook hands in an eloquent testimonial, each to the other, of a job well done.



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Tickets Sold in 64. The Most Done Name of Place. Established price. You and Total. Must be Collectively Numbered from 1 up to 1000 per Last Number.

when answering ads . . .
Say You Saw It in The Billboard

Heat Cuts Gate 3% At Pacific National

VANCOUVER — The Pacific National Exhibition was off three per cent attendance-wise during the first seven days of its 11-day run with extreme heat the prime reason for the slight decline. In

numbers, 15,813 fewer patrons had paid their way thru the big outside gates as compared with the same number of days last year.

Altho attendance was off, revenue from ticket sales was ahead of last year, V. Ben Williams, general manager, announced. This seemingly odd circumstance was due to the fact that in '55 the advance ticket sale, which amounted to \$91,000, had a 15 per cent commission charge against it, while this year there was no advance campaign.

Receipts, Gate, Midway Top '55 At Escanaba

ESCANABA, Mich. — The Upper Peninsula State Fair shrugged off the effects of rain and the steel strike and closed its six-day run here Sunday (26) with a big bulge in attendance, over-all receipts and midway gross figures.

Ray LaPorte, manager of the fair, estimated attendance thru the free gates was close to 150,000, compared with 115,000 last year. Over-all receipts were up 10 per cent, while ride and show grosses on the W. G. Wade midway were almost 35 per cent over last year.

The night grandstand show, booked by Val Campbell, Detroit, with a new headliner each night, was off due to the loss of two performances to rain. The Joie Chitwood thrill show gave two shows and was up 20 per cent compared with '55. Auto races scored some of the best business of the week. Midgets, brought in by Jack Wilson, and stock cars, operated by a local promoter, ran off to standing room on Saturday and Sunday afternoons.

The country and western show—featuring Eddie Dean and Patsy Montana—put on two shows Saturday night and pulled excellent crowds.

Polack Bros.' Circus, under Shrine-PNE auspices in the Forum, was pulling its usual big crowds with attendance on a par with former years. On opening day, Jose Palacio, of the Flying Palacios, dropped 20 feet while performing a 2½ sommersault. Altho he landed in the net, he was injured and hospitalized for two days. It was re-

(Continued on page 63)

Palacio Flyer Hurt in Fall

VANCOUVER, B. C. — Jose Palacio, of the Flying Palacios, was injured in an attempt to accomplish a two-and-a-half somersault on Polack Bros.' Circus here.

He fell 20 feet into a net and received injuries which required two days' hospitalization but which will keep him from performing for a longer period.

The accident occurred on the opening day of the show's run as a feature of the Pacific National Exhibition, Wednesday (22). The circus is appearing in the Forum building under joint auspices of PNE and the Shrine. It is drawing business on a par with last year's.



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1956 WHIRLWIND

New streamlined design with the WHIRLWIND'S well-known top production and dependable, trouble-free operation. Ask any floss operator—they are our best salesmen, satisfaction guaranteed.

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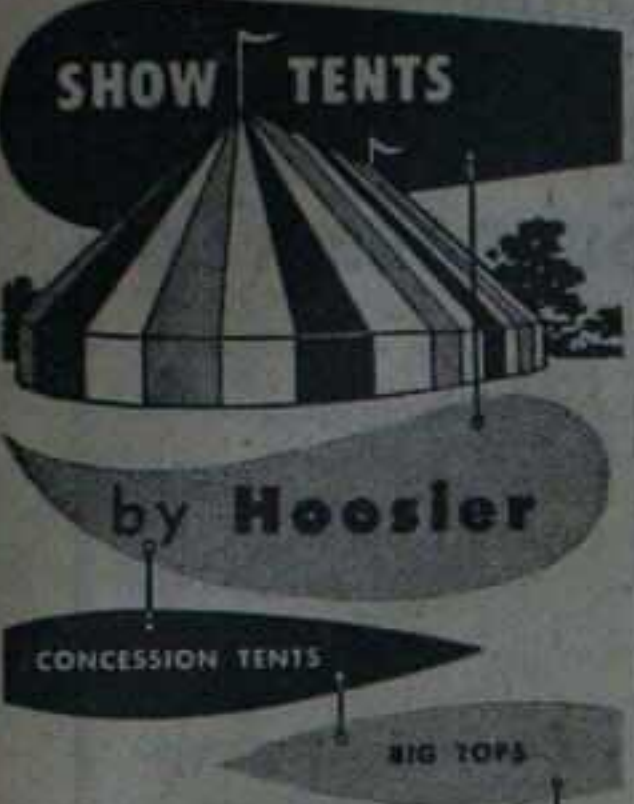
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Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.

The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

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New Blue Nylon Tents! SEND TODAY for Hoosier Free 16-Page Tent Catalog.

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Set Attractions For Brockton

BROCKTON, Mass. — Entries for competitive exhibits for the Brockton Fair, to run Sunday thru Saturday (9-15), are coming in ahead of last year, according to President Dr. George A. Buckley. Cattle, poultry, dairy and crafts classes entries appear headed for the biggest year in the fair's history. The World of Mirth Shows will be on the midway and for grandstand audiences, a number of top names in show business will be featured. There will be a fashion show in co-operation with the leading stores in the city. One event expected to prove a big attraction is the American Horse Show Association's Class A show. The Sunday opening grandstand

(Continued on page 62)

Colo. State Tops '55; Autry Rodeo Packs 'Em

PUEBLO, Colo. — Colorado State Fair closed one of its most successful runs on record here Sunday (26). Attendance was sharply ahead of last year, altho official figures were held up until returns on season tickets could be computed.

Based on the sale of 50-cent gate admissions, however, the fair

The Don Smiths and Fred Pfening caught three shows in one day and nearly made it four. They were on Hagen's lot in the morning in Plymouth, Mich., then caught Mills at Kenton, O., in the afternoon. They saw Kelly-Miller at Delaware, O., that night, and went on to Westville, O., to see R. A. Miller's show but found it had blown the night.

was \$10,261 ahead of last year and the midway gross of Brodbeck & Schrader showed a 6 per cent increase over 1955.

Strongest attraction of the six-day run was the rodeo featuring Gene Autry, which pulled six sell-outs in that many appearances. Gross take on the final day's two shows was better than \$11,000, as compared with \$2,000 on the same day a year ago. This whopping gross was aided by an all-time closing-day attendance mark, with patronage 40 per cent ahead of the same day last year.

Other attractions during the week included a Barnes-Carruthers revue, which did strong business, and three performances of the Canadian Daredevils, which fell below the 1955 Thrill Show business. Featured midway show was Sam

Howard's dive and swim unit, which had Terry Merrill, Donna Lee and Company, Koehler Brothers, Acqua Maniacs, six-gal dancers and a 12-girl bally. Show did four-a-day.

"SNOW MAGIC JR."

A smaller version of the "Snow Magic," incorporating all the features of its big brother.



FULLY,
AUTOMATIC
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GUARANTEED

Only \$150.00 F.O.B. Dallas

SAMUEL BERT MANUFACTURING CO.
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PERFORMANCE REPORT ON AMERICA'S BEST SELLING TRUCKS:



"CHEVROLET TRUCKS GIVE US THE SPEEDY, EFFICIENT AND CONSISTENT SERVICE WE REQUIRE."



... says Mr. R. G. Goodwin, Vice President, General Film Laboratories Corporation, Hollywood, California—a typical user of Chevrolet light-duty trucks.

"Speed, efficiency and consistency are qualities vital to every phase of our operation, from the moment the exposed negative is received until the processed film is in the hands of the client. That's why we and our drivers are enthusiastic about the Chevrolet trucks which are the backbone of our transportation system. They give us the speedy, efficient and consistent service we require.

the Chevrolet trucks on the road suitably reflects the immaculate neatness of our laboratory."

Everywhere in America today, you'll find Chevrolet truck owners echoing Mr. Goodwin's words . . . saying, in effect, "Chevy does more for me on my job!" These great-performing trucks, the sales leaders since '37, now boast the biggest, happiest family of owners to be found anywhere. Why not see your Chevrolet dealer and join 'em soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

"We also feel that the neat appearance of

Modern features make new Chevrolet trucks the Performance Champs of the Lightweight Class!

- New high-powered V8's—with efficient, moneysaving short-stroke design!
- Extra high-compression 6's—modern versions of the world's most popular truck engines!
- Easy Ball-Gear Steering—for fleet, agile maneuvering, less work at the wheel!
- Modern Panoramic Windshield, Concealed Safety Steps . . . and many, many more!



NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!

1956 AUDITORIUM-ARENA REVIEW

DATED SEPTEMBER 22

The big annual Special Issue devoted primarily to the needs and interests of the entire Auditorium-Arena Field and those Acts, Attractions, Sports Shows, Conventions, Promoters, Concessionaires, Equipment Manufacturers, Supplies and others affiliated with it.

Featuring:

- Several stories on Auds and Arenas around the country.
- Acts, Attractions, Package Shows, etc., planning to make an Aud-Arena circuit this year.
- News and developments, plans for new buildings, plants recently opened, etc.
- 1956 Arena-Auditorium Directory with many additions, changes, etc.

The important people of every Package Show, Ice Show, Circus, Rodeo, Home Show, Exposition, Convention and Special Events Committee will certainly keep this Big Special Issue crammed with such important information at their fingertips for many months.

PLUS

BIG REPRINT DISTRIBUTION

All advertising and editorial that appears in the Auditorium-Arena Section of the September 22 issue will be rerun in a Special Reprint and sent to 5,000 key personnel in these groups: Aud-Arena list including AMA and IMMA, Canadian Arena Organizations, Coliseums, Auditoriums, Arenas at Fairs, etc.

All the big, important Promoters thruout the country. Secretaries of Associations that hold Conventions and Trade Shows.

Industrial Recreation Directors responsible for rentals, tickets, etc., for the entertainment of employees.

Booking Offices and Attractions, including Ice Shows, Indoor Circuses, Rodeos, etc.

And 200 copies to Convention Managers of Chambers of Commerce in key cities.

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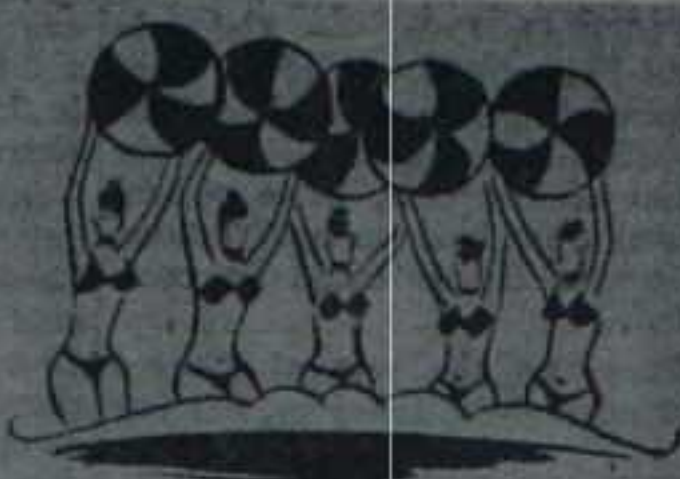
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Central 6-8761

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

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390 Arcade Bldg.
CHadnut 1-0443

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6000 Sunset Blvd.
HOLlywood 9-5931



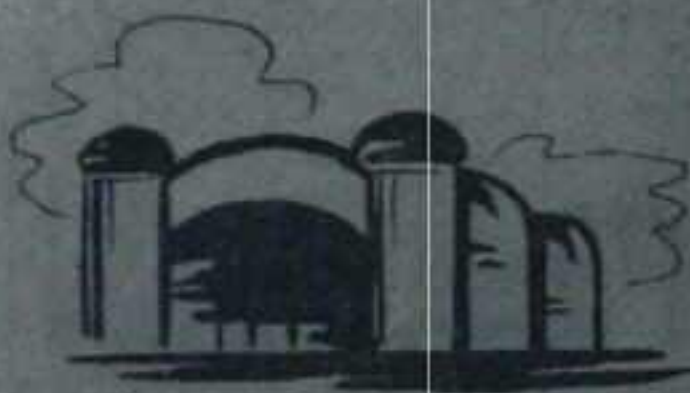
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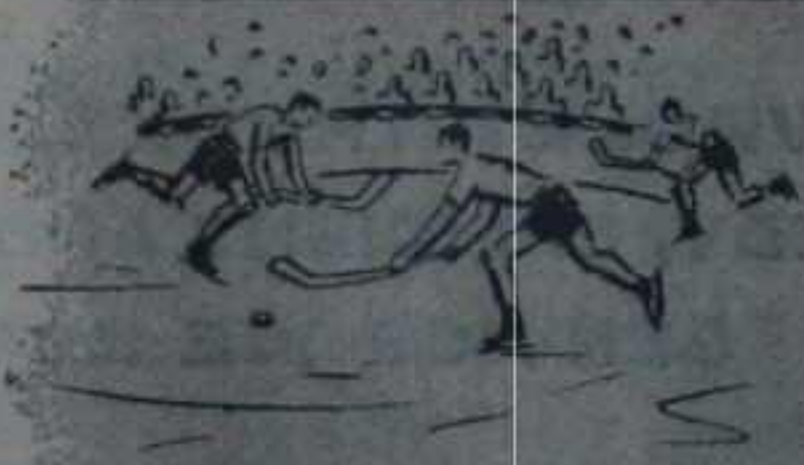
EXHIBITS



ICE SHOWS



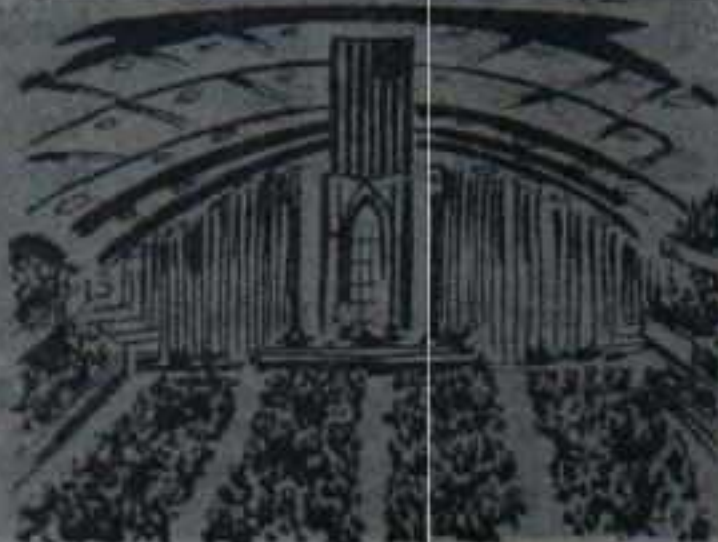
TRADE SHOWS



SPORTS



INDOOR CIRCUSES & RODEOS



CONVENTIONS

ARENAS AND AUDITORIUMS

Arena Finances: Some Win, Some Aren't Supposed To

By TOM PARKINSON

WHETHER an auditorium-arena is self-supporting and makes a profit is readily determined. But whether it should be a moot question, with the answer lying with local philosophy about the purpose of the building and its operation.

A check among members of the International Association of Auditorium Managers by Win Hansen, of the Long Beach, Calif., Municipal Auditorium, brought 55 replies. Twenty-three buildings reported a profit for the past year. Losses were reported by 32. Hansen's queries specified that detailed results would be circulated only among those who took part.

However, figures have been released by several of the front-runners.

Outstanding leader by a terrific margin is the Milwaukee Auditorium and Arena, managed by Elmer Krabu. Revenue for the Milwaukee operation was \$612,000, while expenditures were \$416,000. That leaves a profit of \$196,000.

Second in the survey is The David Owens Auditorium and Charlotte Coliseum, Charlotte, N. C., a relatively new building, with Paul Buck as manager. He showed a \$69,000 profit after paying \$85,000 in expenditures from the \$152,000 income.

Third is the Sam Houston Coliseum, Houston, managed by Francis Deering. The profit there was \$57,000. Income was \$248,000 and expenses totaled \$191,000.

Next was the Allen County Memorial Coliseum, Fort Wayne, Ind., with Don Myers managing. He registered a \$54,000 profit. There was income of \$277,000 and outgo of \$223,000.

After that came 19 other buildings that reported profitable operations. Some were bigger operations than the four most profitable; that is, their income and costs were higher. But the profits they report are progressively nearer the break-even point.

At the opposite end of the tabulation are the buildings which reported operating deficits. The four greatest losses are for larger sums than are the four greatest profits.

The greatest deficit reported was \$142,000. This like most of the others in the same bracket, is in a city where the policy is to grant use of the building on a rent-free basis for certain specified types of events.

In most such cases, it is pointed out that the building is not intended to make a profit, but it is intended to attract convention business to the city. It is argued in those cases that the building's loss, which is made up from taxes, is more than countered by the profit brought to the merchants, hotels, restaurants and others by conventioners.

In this same class were the Eastern city that had a \$125,000 loss, the Western city with a \$77,000 deficit, another city with a \$75,000 amount to make up, and another Midwestern city with a \$70,000 loss.

THE FINAL CURTAIN

DRAKE—James (Pop), 59, veteran outdoor showman, August 29 in Kissimmee, Fla. For many years he worked on Prett's Broadway Shows. Survived by his widow, Martha, and a step-son, Merton Coman. Burial in Rose Hill Cemetery, Kissimmee.

McCANCE—Alexander, 83, known also as Bull McCann, former advance car manager for the Norris & Rowe Circus, in Chicago August 20. In recent years he had been a billposter and stagehand at Chicago theaters. Funeral was conducted by the Elks. Survived by his widow, Susie, of Chicago.

HEWITT—William Judge, 60, widely known magician and mentalist, recently in New Orleans of a heart attack. Known professionally as Ching Ling, he and his wife formed the team of Ching Ling and Soo and worked in various branches of outdoor and indoor show business. At the time of his death, he was branch manager of the New Orleans American Guild of Variety Artists. Survived by his widow, Ruby, of the San Beach Trailer Court, Mississippi City, Miss.; a son, William; a daughter, Harriet, and a sister, Mrs. Annie Goodmany.

SCHAYER—Morey, 68, widely known circus and vaudeville personality, August 8 in Paducah, Ky. At the time of his retirement two years ago, he was manager of the Rialto Theater in Newark, N. J. Survived

by his widow, Ethel; a brother, Harry B., and a sister, Mrs. Allen Dec.

SNYDER—Mrs. Julia, 68, one time circus performer, August 9 in Sheffield Lake, O. Known professionally as Princess Os-Ko-Mon, she was a bareback rider and aerialist and performed with Ringling Bros. and Barnum & Bailey and several other large circuses. At one time, she also appeared in silent movies with Mary Pickford and Lillian Russell. Survived by her husband, Henry.

THORNTON—C. A. (Buddy), 55, concessionaire, recently in Russellville, Ky., where he was with Gladstone Shows. During his long career in the business he was on Royal American, Alamon Exposition and many other shows. Survivors include a brother and three sisters. Services and burial in Tulsa, Okla.

VANDERBILT—Mrs. Edna C. 72, famed bareback rider of the early 1900's, recently in

In Loving Memory

Of My Husband and Our Father

TED LEWIS

who passed away
August 17, 1956.

MRS. TED LEWIS and
MRS. DOROTHY HILL and
MRS. LUCILE OUBRAWSKY,
Daughters

Warren, Pa. Known professionally as Edna Marietta, she was recognized as one of the great bareback riders of her time...

WILLIAMS—Henry (Legs), 63, veteran outdoor showman, August 21 in New Orleans. Survived by his daughter, Mrs. Doris Quakenbush...

WOOLFOLK—Boyle, 78, veteran fair and outdoor attractions booker, August 29 in his Los Angeles home.

BIRTHS

HALL—A daughter, Jasmine, to Mr. and Mrs. Scott Huntington Hall August 21 in Sarasota Memorial Hospital, Sarasota, Fla.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

A-1 Amusements: Paris, Ill. Alamo Expo.: (Fair) Norman, Okla., 4-8; (Fair) Duncan 11-15. All Valley: Bryan, Tex.: Taylor 10-16.

Jack's Gallop: El Paso, Ill., 8-8; (Fair) Piggott, Ark., 19-22. Johnny's United: (Fair) Dyersburg, Tenn.

Wilson Famous: (Fair) Sandwich, Ill.; Canton 12-14. Wells Am. Co.: (Fair) Martinsville, Va.

Circus Routes

Beatty, Clyde: Amarillo, Tex., 4; Plainview 5; Lubbock 6; Sweetwater 7; San Angelo 8.

Miscellaneous

Buck's Wild Cargo: (Fair) Canton, O., 4-7; (Fair) Knoxville, Tenn., 10-15. Hiller's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Canton, O., 4-7.

Spokane Hit By Rain, Cold

SPOKANE—Rainy, cool weather the last two days of the Spokane Interstate Fair, August 22-26, held attendance to 51,231.



with SOFT ICE CREAM Sani-Serv DIRECT DRAW DAIRY FREEZER

FOLLOW THE LEADER! If you want personal service—HOP ON THE LENZ BANDWAGON—join the thousands of Showmen who insure with an Agency that offers only the best.

Advertisement for Charles A. Lenz, 'The Showman's Insurance Man', with a portrait and contact information.

Advertisement for Electric Candy Floss Machine Co., featuring a 'MAKE \$200 A DAY' headline and an image of the machine.

Advertisement for Popcorn, Sno-cones, Cotton Candy, and Candy Apples, listing equipment and supplies.

Advertisement for Phonemen, offering tickets, UPC's, and programs, with contact information for Frank Mathews.

Advertisement for Floss Machine, 'Take It From Those Who Know!', featuring a 'Super 120' model and a price of \$275.

Advertisement for Pronto Pups, 'America's original Hot Dog on a Stick', featuring a cartoon dog and contact information for Pronto Pup Co.

Advertisement for John Bundy, President & General Manager of Young-Bundy Motors, Inc., Chrysler-Plymouth Agency.

TV 'ROMPER' DAY BIG FOR STERLING

Station-Sponsored Appearance
Of Video Personality Draws

MOOSIC, Pa. — Ben Sterling Jr.'s Rocky Glen Park here scored heavily with a promotion based on the personal appearance of Miss Mary, of the children's TV show, "Romper Room." The "Romper Room" Day was sponsored by WGBI-TV.

Sterling said that children brought their parents and other relatives in such numbers that they "over-flowed the park." Miss Mary gave "Romper Room" hats and au-

tographs to kids. Prizes were awarded at 4 and 8 p.m.

More than 100,000 strip tickets were distributed for giveaway. Each strip included 11 coupons plus a prize stub. A coupon plus 4 cents was good for a kiddie ride; coupons plus 12 cents each were good for Dodgem, Coaster and Hot Rod rides; coupons plus 5 cents were good for the Dark Ride and Ferris Wheel; other items went for 10 cents and 3 cents, while one-coupon qualified the holder to a free ride.

Sterling estimated attendance at 20,000. There were 5,000 cars on the parking lot, plus taxis and buses. He said the event was one of the most successful promotions of the year.

Seek Operator For Aussie Beach Units

SYDNEY — All concessions at Bondi, major beach area near Sydney, are being lumped together and propositions for their operation are being accepted thru November by the Town Clerk of Waverly Municipal Council.

Included are pavilion refreshment stands, Turkish and hot water baths, umbrellas, and other elements. Council hopes to attract an operator who would also introduce a variety of vending and arcade equipment. It is the first move by a beach in Australia to let out all concessions to a single operator.

Bondi draws about 50,000 persons on peak summer days, it is reported.

SEEK RIDES, MDSE.

Tivoli a High Spot On Batt-Whitney Tour

By TED WOLFRAM

COPENHAGEN — Harry J. Batt, of New Orleans, and George K. Whitney, of San Francisco, hit town Thursday (23) and departed Saturday (25), but their brief visit was a hectic one and left local park showmen and the country's official tourist bureau staff feeling as tho it had met up with a bunch of high-power purchasing agents. The visitors' well-known operations are Pontchartrain Beach and Playland-at-the-Beach, respectively.

The local tourist office had been tipped off to their arrival but didn't get around to sending their official greeter to contact them until Friday afternoon. Mrs. Batt and Gilman Whitney, grandson of Henry Whitney, were also in the party. Whitney senior took things easy but the Batts and young Whitney asked the greeter to take them to Den Permanent, a sort of non-profit co-operative set-up for the display and sales of Danish products.

When the greeter discovered that his guests were seeking quantity lots of gift shop toys, furniture, ceramics and other costly items he sent for help and was joined by the assistant manager and a secretary. Casual requests for prices and cost of shipping on lots ranging from six to 3,000 each of various items caused a bit of eye-popping and a lot of rapid figuring and telephone calls to firms to find out if they could fill the orders. Several big orders were placed and paid for, while others are awaiting further handling as to quantity and dates of delivery.

Find Spot Absorbing

Despite their brief stay, the party was able to see both Tivoli and Dyrehavsbakken and to meet the ride builders and others it wished to contact. They described Tivoli as unique and beyond their expectations. They were so absorbed in looking over the park that they didn't find time to go to the office until the following afternoon, when Batt and Gilman Whitney briefly visited Tivoli's office manager, Asger Rydsberg, and left greetings for Mrs. Inge-Lise Bock, directress of the park, who was out of town.

On Friday (24) night the entire party went to Dyrehavsbakken and were able to contact Oscar Stefansen, of the Stefansen Bros. firm, who escorted them around. As the Stefansens are the principal ride makers and operators in Scandinavia, the Batt-Whitney party were able to get all technical details and costs of rides and devices which interested them and some ride

deals are reportedly in the making. On Saturday (25) the party left for Oslo, Gothenburg and Stockholm, after which they will visit several cities in Germany and end up in Munich to look over rides at the big October Fest there. Prior to their arrival in Copenhagen they had been the guests of Leonard Thompson in Blackpool, the top shore resort of England.

In a few days another group of U. S. park men will hit town, namely George Whitney Jr., manager of amusements in Disneyland, and Mr. and Mrs. Cotteral. After visiting parks in Scandinavia, they will join up with the Batt-Whitney party and go to Blackpool to see the end-of-the-season illuminations.

Walt Disney and wife will join George K. Whitney Sr. in Munich September 25 and will return with him to the U. S. October 5 from Vienna. Mr. and Mrs. Batt will visit other parts of Europe before sailing for America November 16 on the Queen Elizabeth.

48-IN.-HIGH

Kiddie Size Distortion Mirror Made

NEW YORK—A new distortion mirror scaled down to kiddie size has been perfected by National Amusement Device Company, Bill de L'horbe reported last week.

The unit's pilot model has been in use for a month in the Mirror Maze at H. J. Terrell's Silver Beach operation in St. Joseph, Mich., de L'horbe said. Whereas full-sized distortion mirrors are 70 inches high, this one stands 48 inches.

De L'horbe said the item was perfected upon proving the belief that children do not get the full benefit of full-scale mirrors since their low point of view hinders the distortion effect.

Spotty '56 Ends With Little to Rave About

NEW YORK — Eastern operators this weekend bid so long and good riddance to a season which was full of promise but mighty short on delivery. They did so with the unhappy knowledge that uncertain weather was in the offing for the final big holiday of 1956.

Many operators, particularly those in New England, had looked forward to a good year following a 1955 season handicapped by widespread polio outbreaks, which discouraged thousands of families from going to public places.

Their hopes were answered by late snowfall and weekend rains which put a damper on a goodly number of consecutive weeks in June and July.

Jersey Hard Hit

For New Jersey operations there was more than rainfall to contend with as that State's Supreme Court handed down a decision which resulted in local prosecutors shutting virtually all concession games thruout the State. Timing couldn't have been worse for the park and shore people since the ban came on the eve of the Fourth of July holiday and has lingered on to this week.

It is expected that measures will be taken this fall in the State Legislature to have games legalization

placed on the ballot for the November elections. Coming after the damage was done, but with the intention of seeing that it would never happen again, was the organization of the New Jersey Amusement Men Board of Trade. The group, chartered as Amusements, Inc., immediately pledged \$25,000 as a fund to be devoted to getting the game issue on the ballot.

Jerseyites were the hardest hit in the East. Few games people were off the nut by July and found themselves out of business with little, if any, profit, and the lushest weeks yet to come. Operators of rides, food, novelty and the like had it just fair, since attendance dropped sharply after the games ban but picked up again after a couple of weeks. There was no bucking the weather, however, for while patrons started to return to parks and beaches despite the loss of games, they wouldn't do so in the rain.

The season had its bright moments, however, when many good operating days in August showed the general public to be well-heeled and anxious to indulge in outdoor amusements. Places blessed with good weekend weather in August found it to be a late, limited, but welcome doorway to success.

UNDER THE MARQUEE

• Continued from page 65

of the Three Royal Rockets, writes that at Charlottetown, P.E.I., Canada, a surprise birthday party was given for Consuelo Armstrong. Attending were the Armstrong Acro-Nuts, Jody Gray and mother, Brick Brothers, the Rockets and the Carsons, Jimmy and Lee Smidt, the Adamsons, Karpris Trio, Jerry Godono, Dutch and Dorie Orton, their sister Ingrid and son Ford.

After closing the season with Tom Packs Western, Allen's Performing Bears make the California State Fair; the "Circus" show on KTLA-TV, Los Angeles; the Walt Disney Studios at Disneyland, to appear in a Mickey Mouse film entitled "Circus Day," and then make several weeks with Rudy Bros. Circus. They follow up with the Houston Shrine show in November.

The O'Briens, of Station WMRO, came to the aid of Leonard Bros.

Circus at Aurora, Ill., when the show was short on publicity and advertising there. Station aired numerous spot announcements on show day. . . . Railroad Magazine for October carries a photo of the Art Lewis carnival train of some years ago.

Appearing in winter quarters shows at Sarasota, Fla., are Pancho Morales, dogs; Charles Mrokowski, Liberty horses; Trevor Bale, tigers; Albert Rix, bears; Bisbinis, juggling; elephants, and clowns Charles Bell and Bert Turner. Bob Dover is in charge.

Back in Sarasota, Fla., after making fair dates are clowns Gene Lewis and Albert White. . . . Trevor Bale is building his own home in Sarasota, Fla. . . . The Spanton Family has joined Leonard Bros. Circus, while Hugo Schmitt is reported to have closed.

Fall Bookings Should Ease A. C. Slack

ATLANTIC CITY—One of its biggest fall convention seasons in recent years will give Atlantic City a much-needed shot in the arm for business, following a dull spring and a not-above average summer.

Figures released by the Convention Bureau indicate that a minimum of 71,000 delegates, not including their families, will attend conventions scheduled here commencing September 7 and carrying thru the end of November.

Biggest of the fall schedule will be the Dairy Industry Exposition, October 28-November 3 in the Convention Hall. A total of 12,000 delegates will attend. Highlight of the September schedule will be the American Chemical Society, opening on the 16th with 8,000 delegates, and the American Dental Association, opening on the 30th with 8,000 attendance anticipated. November tapers off a bit with the New Jersey Education Association and the American Public Health Association bringing 4,000 and 3,000 respectively.

PHILADELPHIA—In a news story in the issue dated August 25, The Billboard erroneously identified Philip Small, Harry Jacobs and Morton Michaelson as the owners of Willow Grove Park. Manager J. A. Selprin points out that they are not associated with the park.

National Pool Seeks Capital Via Stock Sale

WASHINGTON — National Pool Equipment Company, manufacturer of swimming pool components, accessories, chemicals and supplies, has filed a statement with the Securities and Exchange Commission seeking registration of 200,000 shares of its \$1 par common stock.

Approximately \$190,000 of the proceeds will be used to purchase machinery and equipment for a new plant being built at Florence, Ala. Other amounts will be used to increase inventories and retire bank loans. The company's Birmingham plant will continue to serve as a branch office after completion of the new building in Florence.

Underwriters for the sale are Mid-South Securities Company and Clark, Landstreet & Kirkpatrick, Inc. Public offering price and underwriting terms are to be supplied later by amendment to the registration.

San Antonio Kid Spot Hit By High Wind

SAN ANTONIO — A tornado-like storm struck Playland Park Monday (27), leveling buildings and sending uprooted trees crashing into amusement equipment.

The windstorm struck at 5:30 a.m., according to Jimmy Johnson, owner, who estimates damages at \$3,000 to \$6,000. None of the damaged property, of semi-permanent-type construction, was insured.

Thirty or more trees were felled, many of which crashed into the amusement rides and games. Several trees fell across the Roller Coaster but they caused little damage. Three ticket boxes were blown over and a fallen tree crushed the roof of another building.

All small buildings on the miniature golf course were blown away.

Brockton Acts

• Continued from page 59

show will bring the "Mariners, backed up by Payton and Baye and their dogs; Elkins Sisters, contortionists; A. Robbins, the Banana Man; Simrus, dance team; Wazan Troupe, and the Roxbys, skaters. The show is booked by CAC-Hamid.

On Monday, Tuesday and Wednesday Pat Boone and Joan Weber will appear, along with Tony Pastor and orchestra. The other acts will remain thruout the week. The "Midwestern Hayride" will appear Thursday night, and Friday and Saturday nights Lillian Briggs and Carl Perkins will top a rock 'n' roll show.

ROLLER RUMBLINGS

'57 RSROA American Awarded to Oakland

RICHMOND, Va.—The 1957 combined American Roller Skating Championships and convention of the Roller Skating Rink Operators' Association of America will be held at Oakland, Calif., it was confirmed by the Board of Control in connection with the annual convention here.

Five 1957 regional champion-

ships were approved by the Board—Great Lakes, Roller Skating, Arena Club, Detroit, with Rollercade, Akron, as alternate; Eastern, London, Ont.; Midwestern, Holiday Rink, Fort Worth, with Warnoco Skating Rink, Greeley, Colo., as alternate; Northeastern, Hillside Roller-drome, Richmond Hill, N.Y., and Southwest Pacific, Skate Ranch, Santa Ana, Calif., with Wonderland, Fresno, Calif., as alternate.

Seven new memberships were approved: Arthur P. Schlager, Art's Skateland, Conshohocken, Pa.; Irene M. Rundles, Chagrin Rink, Chagrin Falls, O.; Elmer Byrnes, Swank Rink, Chicago; Harry A. Abrami Sr., Empire Roller-drome, Brooklyn; Bill Lenox, Exton (Pa.) Rink; Van Walton, Port Park Roller-drome, North Charleston, S. C., and James Steigner and Al W. Kish, two veteran members, for their new Coliseum in Coral Gables, Fla. Dave Bengston was designated a new member at Skateland-at-the-Beach, San Francisco.

Elbert Patten was reinstated as a professional member. Medals won under protest in the 1956 Arkansas-Louisiana championships will be given to Captain and Mrs. Hassen, the board decided, with their memberships to be established in the Rhythm Gliders Club at Koppelman's Skateland, New Orleans.

Many Decisions

Action was taken on a long list of rules changes affecting rink operation, competition and championships, including:

(1) Contestants' names and home cities may be announced in final events only; they will be announced only by number in eliminations. (2) Sanctions must hereafter be formally applied for upon a special application form to be distributed to member rinks. (3) Corporate memberships in RSROA may be accepted in the name of an approved officer or agent, subject to approval in each case by the board. (4) The use of oxygen, sweet air or similar stimulants is prohibited, and any contestant receiving such will be declared unfit for competition. The resolution notes that RSROA, however, "condones and encourages any measures having as their purpose the health and safety of competitors." (5) The controversial question of the use of plastic floors in meets, other than the American championships, will be left up to the member operators in the region of competition. (6) Plans are worked out, thru a meeting between Messrs. Shattuck and Bartik of the Board of Control, to "step up development of skating judges." (7) The diaper division speed skating events will, after September 1, be skated in one and two-lap distances, double present specifications.

Merit Certificates

(8) Three relay teams in the future may qualify to enter the regional and American championships, from the States to the regionals to the Americans. (9) Approval of special certificates of merit for amateurs who set new speed skating records, retroactive and effective at once, was voted.

(10) Regional championships for Canada, beginning in 1958, were

approved, with winners to be eligible for the American championships. At present Canada is included in regions with United States clubs.

(11) The residence rule for all competitors is eliminated as of September 1. However, unattached skaters will be required to participate in competition in the State where they live until they affiliate with a club, and if they separate from the club they must continue to skate in the State where the club is located. (12) The club listings are to be removed from all amateur cards; club applications will be made on a special new form. (13) All regional championships applications will be directed to the chairman of the Championships Committee, Art Russell, in the future, and reported by him to the semi-annual meeting of the Board of Control. (14) A committee is to be appointed by President Boydston to meet with manufacturers of equipment, to integrate plans with manufacturers concerning industry promotion, raise in the price of skates and other matters.

A total of 154 member-operators was registered. The list follows:

Anthony Anselmy, Rolladium, Pontiac, Mich.; Stanley Babler, Lincoln Park, N. Dartmouth, Mass.; Francis E. Baker, Skating Palace, Long Beach, Calif.; Scott P. and Mrs. Esther H. Baker, Merryland, Burlington, N. C.; Mr. and Mrs. Herbert Bale, Rainbow, North Tonawanda, N. Y.; Mr. and Mrs. Fred Barnes, Skateland, Collinsville, Va.; Mr. Edward Beck, Beck's Rink, Ravena, N. Y.; Mr. and Mrs. Joe L. Bell, Bell's Rink, Fort Wayne, Ind.; George P. Bergin, Holiday, Fort Worth; Mrs. Edna Bets, Lexington Palace, Pittsburgh; Mrs. Milton Bieser, Paradise, Highland, Ill.; Mr. and Mrs. Thomas Boydston, Lincoln Rink, Lincoln, Neb.; George Brett, Roller-drome, Dearborn, Mich.; Mr. and Mrs. G. S. Bright, DeLuxe, Auckland, N. Z.; Mr. and Mrs. William T. Brown, Imperial, Portland, Ore.; Victor J. Brown, Newark, N. J.; Robert L. Broyles, Skateland, Salisbury, Md.; Mrs. Idella D. Bush, Vernon's, Catonsville, Md.; Victor and Mrs. Dorothy Oulie, Prints Roller-Way, Wilmington, Del.; John Calagan, Ports Arena, Portsmouth, O.; D. B. Caraway, Skateland, Jacksonville, Fla.; Reba Chalfonte, Gayety, West Palm Beach, Fla.; James J. Cicero, Skating Center, Ebensburg, Pa.; Bunny Collaanni, Rollarena, Framingham, Mass.; Charles Cook, Cook's Rink, Spokane; Velma Cooke, Moonlight Palace, Bradley, Ill.; Jack Dalton, Roller-drome, Cleveland; Frank Dattilo, Roller-drome, Riverside, N. J.; James Di-Philippo, Rollarena, Lancaster, O.; Mr. and Mrs. Earl Dunn, Mt. Clemens (Mich.) Rink; E. L. Dunn, Skateland, Wooster, O.; Frank C. Dutton, White Rock Rink, Dallas; W. R. Dyche, Pla-Mor, Kansas City, Mo. John Fasluka, Broadway, Glassport, Pa.; Andrew E. Foster, Lind Arena, Zanesville, O.; Ralph H. Fox, Crosstown, Omaha, Neb.; Chester Fridinger, Skateland, Reading, Pa.; Thos. G. Gibson, Armory, Cumberland, Md.; Mr. and Mrs. Paul J. Gilbert, Skateland, Fresno, Calif.; Gerald and Merle Gillis, Brockway, Saginaw, Mich.; Robert Y. Gould, Gay Blades, St. Petersburg, Fla.; Mrs. Lester Griffith, Skate-A-Way, Chillicothe, O.; Mary K. Haller, Crystal Palace, Philadelphia; Mrs. Margaret and R. A. Hawkins Jr., Hawkins Rink, Greensboro, N. C.; O. H. Holleman, Arcadia, Detroit; Mr. and Mrs. John Hoffman, Skateland, Albany, N. Y.; George Horvath, Rollerland, Columbus, O.; Reece Hubert, Hubert's Rink, Pasadena, Tex.; Oscar Jellise and Mrs. Myrna Jellise, Fernwood Gardens, Peoria, Ill.; William Junda, Shore Roller-drome, Neptune, N. J.; Chas. Z. Kahn, Roller-drome, Atlanta; Francis Kalasky, Roller-drome, Youngstown, O.; Arthur Kepes, Arena Club, Detroit; Mr. and Mrs. James M. King, Skateland, Cortland, N. Y.; R. C. Kinney, Stroud Rink, Stroudsburg, Pa.; Al W. Kish, Pearson Park, Toledo; Geo. J. Koch, Racine, Wis.; Mr. and Mrs. Ray Koppelman, Skateland, New Orleans; Thomas A. Lane, Senator, North Sacramento; Morris LaRose, LaRose's Garden, Lehighton, Pa.; Henry Mason, Mercury, Norfolk; Edward La-Venture, Whalton Park, Fitchburg, Mass.; Ben Lemschuk, Beres (O.) Rink; William Lenox, Exton (Pa.) Rink; Roland Lewis, Doris Rink, Pontiac, Mich.; Mr. and Mrs. A. P. Linder, Skateland, Medina, O.; Arthur E. Litsberger, Crystal Palace, Philadelphia; C. M. Lowe, Lowe's Rink, Birmingham; Fred A. Martin, Fort Lauderdale, Fla.; Rolly Matson, Berwyn (Pa.) Rink; Anthony F. Mayo, Lorain (O.) Arena; F. G. McGonnell, Mack's Roller Club, Youngstown, O.; J. P. Meagher, Ludend Roller-drome, Shreveport, La.; Loyd Meservey, Rol-Arena, Hannibal, Mo.; Cecil Millam, Arena, Washington, Pa.; Mr. and Mrs. G. B. Moran, Skateland, Fort Worth; Mrs. Florence Morey and Benjamin Morey, Riverview Park, Pennsylvania, N. J.; Leonard M. Morris, Berwyn (Pa.) Rink; Mrs. W. W. Morrison, Dolling Park Rink, Springfield, Mo.

Frank and George Negri, Hillside Roller-drome, Richmond Hill, N. Y.; George Nelson, Greenhut, Succasunna, N. J.; John E. Paxton Jr., Merryland, Glasgow, Del.; Gerald Perkins, Riveryu, Turners Falls, Mass.; Samuel Phillips, East Providence (R. I.) Rink; Andrew Pierscinni, Rainbow, Memphis; John S. Rando, Wal-Lex, Waltham, Mass.; Fred Rendfrey, Olympic Park Rink, Irvington, N. J.; Raymond Rendfrey, Riverside, Riverside, N. J.; Clarence R. Reynolds, Roller-drome, Cleveland; Irving S. Richland, Hartford (Conn.) Skating Palace; Mr. and Mrs. Kenneth D. Robertson, Roll-Land, Seaford, Del.; O. W. Robinson, Robinson's Rink, Fort Worth; Walter L. Ross, Highland, Utica, N. Y.; Jack Rots, Skateland, Melbourne, Fla.; Arthur R. Russell, Southgate, Seattle; Joe Nazzaro, Redwood Rink, Redwood City, Calif.; C. J. Robertson, Skate-A-Drome, Roanoke, Va.; Charles Saunders, Skateland, Redondo Beach, Calif.; J. W. Sawyer, El Torreon, Kansas City, Mo.; Harry C. Schock, Mammoth Casino, Pennell, Pa.; M. A. Scott, Mercury,

Heat Cuts Pacific Nat'l Gate

Continued from page 58

ported he'd be out of the act for some time.

Hobbies Click

The fair's Hobby Show, said to be the largest in North America, featured a ventriloquist who carved dummies and was getting big attention. CBS-TV have a tent on the grounds this year and are also getting big turnouts. Justus Edwards, Polack's press chief, scored big with several acts from the circus making video shots and Edwards himself giving a brief talk in which he defended the circus business.

"Dancing Waters," back for a second year, was reported below '55. Location of the unit, near the Kiddieland, was said to be one of the deterring factors.

The fair's new buildings, Manufacturers, Electrical and British Columbia, this year came into their own as gathering places for fairgoers. The fronts of all three have been landscaped.

The Canadian armed forces, Army, Navy and Air, were pulling big crowds with their demonstrations and band concerts. And the Navy's underwater show, featuring frogmen scored well.

Other free entertainment included movies, outdoor theater, a champion tree climber and the sports show.

The Livestock, Pure Foods, Home Arts, Commercial and other

buildings were jammed with exhibits and patrons. The midway and Kiddieland were bigger than any recent year.

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Clyde Beatty Show Rolls Along Again

Las Cruces Enthuses; First Day Brings Out Capacity Attendance

LAS CRUCES, N. M.—The rejuvenated Clyde Beatty Circus opened here Thursday (30), launching a tour that will take it across the South, including stands in major cities, before its November 20 closing date.

The show, currently the only railroad circus in operation, had a large advance sale by the Junior Chamber of Commerce here. Ticket holders and buyers flocked to the lot and filled the big top, local sources reported.

Feeling in circus business was that the show must succeed because of public attention focused on it since closing of the Ringling show, earlier Beatty edition and others. Feeling also was widespread that the show would have much in its favor for winning, including a nearly clean sweep of territory.

Manager of the show is Frank McClosky, a former Ringling manager. General agent is Floyd King, who this season opened with his own show and then became special agent for Ringling. Super-

intendent is Bob Reynolds, who has held the same post with Beatty and Ringling before. Adjuster is Frank Orman, former manager of the Beatty show. Boss canvasman is George Werner, who came over from Ringling. Other staff and operating departments also are headed by Clyde Beatty, with his lions and tigers, and it includes a number of acts which earlier this season were on the Ringling show, as well as bandsmen, elephant men and others in the show who were with Beatty during its spring tour.

Following its two performances here for capacity crowds, the circus moved out for a two-day stand at Albuquerque.

CINERAMA DEAL SET

Penny Stands Give Hunt Packed Houses

BERWIN, Pa. — Hunt Bros. Circus clicked along at merry packed-house pace here Friday (31) after two solid turnouts the day before at Phoenixville, Pa., and three shows Wednesday (29) at Coatsville, Pa.

All of the dates were reported sellouts by spokesman Harry Hunt. At Coatsville, with ample advance notice of interest, the show scheduled performances at 12 noon, and 4 and 8 p.m. Each of the performances was jammed.

On the homestretch now, the show is bound to head home a solid winner with the spring and summer business already chronicled as among the best in the history of the organization. The remaining dates are in familiar territory and only a continuance of the favorable weather that has accompanied the show thruout the season is needed.

Schedule Filming

The show, which has paid more attention to national and metropolitan publicity this year than at any time in the past, is assured of perhaps the best hit of all—inclusion in the Americana phase of the Cinerama productions. The Lonie de Rochemont Studios have made arrangements for camera crews to join the show within the week. The technicians and directors may remain thru the end of the season, circus officials said.

Harry Hunt, who rated page-one attention in Atlantic City and other towns with his proposal that the American public assume re-

CFA Seeks to Halt Tales of Circus Demise

NEW YORK—A campaign has been undertaken by the Circus Fans' Association of America to counteract what it feels is a mistaken impression of circus business, which developed from the closing of the Ringling show.

Members, W. L. (Bill) Montague, CFA publicist, states, will point to that phrase in John Ringling North's statement on the closing which contains the words, "in my opinion."

While the Ringling management is entitled to an opinion than tented circusdom is a thing of the past, the CFA will remind the press and public of the number of tent shows which now exist.

CRISTIANI GIVES 3 NORFOLK SHOWS

String of Publicity Breaks Helps; Other Stands Bring Good Business

AHOSKIE, N. C.—The Cristiani Bros.' Circus continues to run up a big business score, and paired with it is a continuing stream of strong publicity breaks in newspapers.

Norfolk, Va., gave the show a big day, with an extra show at night required to handle the turn-away from regular performances. The three-show total added up to more than 8,000 attendance, it was reported locally.

Both in Norfolk and in Richmond (20) the show benefited from strong publicity. The Richmond break included a page of feature pictures on show day.

On Friday (24) at Elizabeth City, N. C., the show was late in starting, but it drew 1,100 in the afternoon and 1,500 at night. The sponsor was the Junior Chamber of Commerce.

Ahoskie, N. C., Saturday (25), with Shrine auspices, pulled a

half house in the afternoon and a three-quarter house at night. Show was forced to switch lots at the last minute because the one contracted originally was too muddy.

Gray Stresses Film, Disney Connections

ROSWELL, N. M. — Gil G. Gray Circus played here under auspices Thursday and Friday (30-31). It recently booked Laredo, Tex., for October 3 under Lions' auspices.

Show's billing stresses its links with Disneyland and the movie, "Trapeze." Last winter much of the Mickey Mouse Club Circus at Disneyland was from the Gray show. The "Trapeze" film was made with the Flying Alexanders, now of the Gray circus, doubling for the stars.

Paul Jerome, who left Gray to return to Ringling last spring, came back to Gray after the Ringling show closed. Additional acts include the Cycling Sidney Trio, Aerial Gibsons, Five Asia Boys, Eight Carlyles, Jackson-Dingler bar act, Natal the Monkey Man, Horwath's Lions, Gray's elephants and trained camel and llama act, as well as three spees and other acts.

Benson Wins Despite Fairs

EAST PALESTINE, O.—Benson Bros.' Circus followed a three-day Legion street fair and the county fair at nearby Lisbon, but the circus still played to big business here Saturday (25).

Show had a near-full house in the afternoon and a three-quarter house at night. Rotary Club was the auspices.

Clyde Bros. Schedules 7-Weeks Fall Season

OKLAHOMA CITY — Howard Suez's indoor Clyde Bros.' Circus launches its fall tour September 17.

Show's route was announced at show headquarters here last week.

First stand will be Winnfield, La., followed by Natchitoches, La. (18). Then will come the five-day stand (19-23) at Shreveport, La., where the show will appear in the new State Fair Youth Center building under auspices of the Shrine. Other Louisiana stands are Monroe, Lake Charles and Alexandria.

On October 8-9 the show appears at Municipal Auditorium, Dodge City, Kan. The Salina, Kan., Agriculture Hall is booked for October 10-13. The new Civic Auditorium, Omaha, will be the scene of Clyde Bros.' business October 15-16. Lincoln, Neb., stand, Octo-

ber 17-18, will be played at the fairgrounds.

Municipal Auditorium, Sioux City, Ia.; Coliseum, Sioux Falls, S. D.; Coliseum, Cedar Rapids, Ia.; new Civic Auditorium, Des Moines; fairgrounds arena at Albert Lea, Minn.; Mayo Memorial Auditorium, Rochester, Minn., and the Mary E. Sawyer Auditorium, LaCrosse, Wis., complete the route thru November 4.

Hagen Crowds Continue Okay

GRAND RAPIDS, Mich.—Hagen Bros.' Circus has been getting good business. In Grand Rapids recently it pulled two full houses. In some of the spots the show is following Kelly-Miller by a few days and in others it is ahead of Mills by a few days.

Wilson Circo In Quarters; Season Okay

SAN JUAN, P. R.—Jerome Wilson's Gran Circo Americano has gone into quarters at Ponce, P. R., and is preparing for its new fall season.

The show's tour of Central America was not strong, but in its home territory of Puerto Rico it scored heavily.

The San Juan run was consistently strong, with three shows on Sundays and turnaway business frequent. One of the interior stands was good, altho not quite up to the one here. The stand at Ponce netted nine days of capacity business.

1 Tent Makes Puerto Rico, Nome, Hawaii

CHICAGO—One of the most widely traveled big tops is about to be retired. Several seasons ago, the tent, a 120 with two 40s, was built for the Rev. A. A. Allen's revival meetings.

He trouped it one and a half seasons in Florida, Louisiana, Texas and Arizona, tough territory for tops. Then he traded it in for a larger one.

When the tent it originally planned to use was destroyed, the Ward-Bell Circus acquired the revival top, and it was altered with a center piece that made it a European style.

Ward-Bell took it to spots that very few big tops had been in before—Hawaii and Alaska. After Ward-Bell closed, Jerome Wilson's Circo Americano found it needed replacement canvas and the much-traveled tent was hauled from Nome to New Orleans. There it began a tour that took it to Central American countries and finally Puerto Rico. Now the maker, U. S. Tent, is figuring on a replacement tent for its present owners.

TV's Buffalo Bill Jr. Appears At Tom Packs' St. Louis Rodeo

ST. LOUIS—Attendance totaled 84,000 for the eight performances of the St. Louis Firemen's Championship Rodeo presented by Tom Packs. Jack Leontini, Packs spokesman, termed it one of the most successful the organization has staged here.

Tommy Steiner, Austin, Tex., provided the stock. Location was the Oakland Stadium, which will be razed after October 1 to make way for erection of new warehouses by a brewery company. Site of next year's rodeo will be announced later, the Packs office said.

Featured at the rodeo was Dick Jones, who is Buffalo Bill Jr. in the TV film series of that name. Jones, who also plays the role of Dick West in the older "Range Rider" TV films, was booked thru Harry Kuh, of the Mitchell Hamillburg Agency. The act is owned by Gene Autry Enterprises.

With the young Western name act in the package were Henry (Pappy) Cheshire, who also plays in the TV films, the Ray Wittley Trio, and stuntman Fred Krone.

Dick Jones also is booked for appearances at the Michigan State Fair.

Polack West Draws 19,000 At Eugene

EUGENE, Ore.—Polack Bros.' Circus won attendance of 19,000 people in six performances at McArthur Court here, August 16-18, with Shrine auspices.

McArthur Court seats 9,000 people. Polack had houses of 4,000 and 3,000 on the first day; 3,200 and 2,800 on the second and 2,800 and 4,000 on the final day.

SARASOTA—Acts from here which left to join the new Clyde Beatty Circus in New Mexico included:

Dick Anderson, Billy Ward and Juan Rodry, flying act; Mrs. Rodry, wardrobe; Miss Mara, high trapeze; Tonito, wire act; Seguras, acrobatics; Attilia, wire; Canestrellis, ladders; Count Nicholas, equestrian director; Carmenas, head balancing; Dennis Stevens, clown, and Justino Loyal Family, bareback.

Rudy Bros.' Readies Route Of Fall Dates; Names Acts

SOUTH SAN GABRIEL, Calif.—Rudy Jacobi's Rudy Bros.' Circus starts its fall tour Saturday (15) at Tiger Field, Redding, Calif. The tour comes after a spring trek in the Northwest during which the show picked up a number of Shrine dates that it is contracted to repeat next year.

Owner-agent Jacobi says that the performance this fall will include the Kristensen Troupe, bareback; Allen's Performing Bears; Escalante Troupe, bars and trampoline;

Johnny Clive's Dogs and Ponies; Olveras, perch; Los Platos, high traps; Miss Lucille, cloud-swing; aerial ballet with webs and ladders; producing clown Harry Ross, with Rene Thezan, Eddie Emerson and Joe Henton, and the Tom Packs Circus Elephants.

Show has new equipment for ball park and stadium appearances that includes a 300-foot back wall of yellow, red and blue; a blue canopy for the organ and drums, and 32-foot steel poles for aerial rigging.

UNDER THE MARQUEE

James, Margaret and Jean Cotter, Glens Falls, N. Y., caught Kelly-Miller at two Michigan stands while en route home from the CHS meet at Peru, Ind. . . . Karl L. King, Fort Dodge, Ia., bandmaster, and his band skipped playing the Iowa State Fair this year for the first time in 35 seasons.

Don Rey and Jimmy Goff, organist and drummer, are making three fair dates and then joining Rudy Bros.' Circus for a month, after which they play Kansas City, Mo., a week. They were with Tom Packs Western. . . . Leif Osmundson, superintendent of Ringling's sail loft, tent-making department, is vacationing in Chicago.

Myron (Huey the Clown) Kyle tells that reports of his working in a TV pilot film are in error. . . . Paul Bowers, Akron CFA, visited several days with Mills Bros. and Hagen Bros. and also caught Benson Bros. . . . Dick Montgomery and family caught Hagen at Plymouth, Mich.

Mrs. Edward L. Wood, Park Ridge, Ill., writes that her husband, Edward (Blackie) Wood, is seriously ill at Veterans' Hospital, Hines, Ill., and would enjoy letters from friends.

Ray Bickford, who winds up his season as press agent and clown for Hunt Bros.' Circus soon, is temporary president of the Circus Clown Club and plans to reorganize it.

Art (Doc) Miller is posting bills for Cristiani Bros.' Circus, and his son, James, is in the show's electrical department. . . . Playing the Hookatona (Pa.) fair were Janet's Dogs and Ponies; Lee Garris, hand-balancing; Bert Dearo, slack wire; the Jacksons, juggling; Bernardinos, acrobats, and Corinne Dearo, cloud swing.

Al Porter writes from his Frederick, Md., farm that he is resting after a lung operation. He was ahead of King Bros. earlier. . . . Bob McKinley's Wild West show did big business with a one-day fair stand at Rockville, Ind. . . . Schuyler Van Cleff, New Brunswick, N. J., circus fan, was quoted in a feature newspaper article there

to the effect that circuses will make out okay.

Charlie Campbell recalls trouping on Wallace Bros. and Barnett Bros. with Carrie Akari, who died in New York several days ago. She was part of the once widely known Tan Akari Troupe of Japanese Bisle and ladder performers. Her father had his own rail show, Shower's Circus, and she started there. Later she was with Sun Bros. and Mighty Haag, as well as many others. Campbell reports that the only survivor of the troupe now is Tomo Akari, who now is an attorney in New York.

Agent Floyd Hill has the George W. Cole Circus booked into mid-October. Bill Wilcox's advance brigade there is posting no bills but instead is tacking two, three, four and nine-sheet banners and has been able to get better locations. They visited the Tex Carson Circus and the Jack Moores, Jack Turners, Shorty Lynn, the Luke Andersons and Jimmy Hicks, pitcher. Wilcox hadn't seen them since they were on Schell Bros.

The Jelly Dukes, Bob Stevens and the Johnnie Gutierrez arrived at the Dolly Jacobs quarters in Gainesville, Tex. Stevens went to Dallas on business. Duke, with Beverly and Sandra, and Gutierrez went on to Port Arthur, Tex., for a circus date. . . . Pat and Donna Duke Matthews are parents of a seven-and-a-half-pound boy born August 14.

Domingo (Mingo) Feliz, clown, is working TV, radio and the California State Fair. . . . Shorty Hinkle is clowning a San Diego, Calif., rodeo for Harry Golub. . . . Bill Brickle is producing clown with Clyde Beatty Circus since closing with Tom Packs Eastern.

Vivienne Mars is back at the Hertzberg Collection, San Antonio, after an operation, and reports that 1,866 persons visited the circus collection in July to set a new mark for the year. On one day attendance reached 119.

Life Magazine's letter column recently carried a note from Henry Sholly, Wilmington, Del., saying Life had "demoted" the late Fred Bradna by referring to him as a ringmaster rather than equestrian director.

Chicago CFA Sam Johnson is at St. Francis Hospital, Evanston, Ill., for treatment following a stroke. Humphrey Douless authored a circus feature for The Sunday Herald recently. . . . Denver's Rocky Mountain News is sponsoring appearance of a calliope in many Colorado spots to publicize fairs and rodeos.

Frank Cain has been playing fairs and in late September will go to Todd Henry's Monarch Circus as producing clown. Kenneth Waite, veteran clown and producer of clown heads, visited Cain recently. . . . Kokomo the Clown recently visited clowns on Ring Bros.

Pittsburgh Press carried color photos of Frank Richardson's model circus. . . . Joe A. Guyman, former Ringling butcher, is with the Flying LaForms, who have been playing parks. They were at Norfolk's Ocean View Park recently and opened at Riverview Park, Pennsylvania, N. J., August 27.

Taking part in the Circus Model Builders' Association's Convention at Hershey Park, Hershey, Pa., Sunday and Monday (2-3) were Gaylord Hartman, president; Charlie (Sunburst) Lockier, J. W. (Pop) Barrett, Irwin Nelson, Frank Udegrove, Robert Good, John Mackay, John Briden, John Lower, Victor Tomas, Ray Friesel, Ray Stambaugh; Walter Heist Jr., general

Mills Straws Crowds At Cleveland Suburb

RICHMOND, Ind.—Mills Bros. Circus played to straw house business when it appeared at Rocky River, a suburb of Cleveland, Wednesday (22). The show date was part of the town's homecoming celebration, and officials said circus attendance was near 10,000 for the day.

At Bowling Green, O. (24), attendance was fair. The circus was two weeks after the county fair.

Mills Bros played Richmond on Monday (27) and had a three-quarter afternoon and half house

chairman; Sam Shearer, Dick Kline, Stephen LePage, James Hassen, Jack Martin, Dolly Hassen, Wanda Martin, Mildred Warner, Emily Tally, Kitty Heist, Mae Shearer, Ina LePage, Betty Hartman, Russell Warner, Gerry Barbour, Elwood Tally, Edward Gorsuch, Don Pysker, William Watson, Harry Heath, George Baney and Ralph Miller.

Archie (Yellow) Hendon is again car porter with the Beatty show. Willie Williams is back as steward. Doc Dick and Leon Drury are porters.

From Kitty Ronstrom on Polack Eastern comes word that the Lew Hersheys visited Henry Kyes; the Howard Forristalls, Des Moines, visited their nephew, Pinky Madison; the Forristalls and Madisons visited the Slivers Madisons in Tulsa, Okla., and the Freilanis and Greta Frisk visited Polack Eastern after closing with Packs Western. . . . Prop boys rescued Bob Baudy's rhesus monkey after a four-mile chase. . . . Eva Corona celebrated her birthday with a party given by her parents, the Charley Coronas. . . . Claude Coons, former John Robinson bass player, and W. B. Griffin, Lexington, Ky., gave a life membership in the Shrine to Henry Kyes. . . . Kentucky State Police Lt. Allen Estes, Lexington, hosted several groups of performers at his home. . . . Rose Murphy and her son, Bob Porter Jr., visited their relatives, the Harold Voises, Billy Porter and Arden Kreisch. . . . Johnnie and Wanda Joanides visited. . . . The Shrine's imperial potentate, Gerald D. Cray, Deadwood, S. D., spoke briefly at a Polack Eastern performance at Lexington, Ky. . . . M-G-M's George Emerson visited the Voises. . . . The Leck Owens family visited, and Jack LaPearl visited in clown alley. . . . Arden Kreisch went to Atlanta to visit her husband, Norbert, who is in the Army. . . . Les Parker has a new car. . . . Carl and Inga Simon gave a birthday party for Gerda, of the Symphonettes. . . . Leo Krezner celebrated a birthday. . . . Also visiting Polack Eastern were the Zip Lees, Gordon Hunt, Ethel Goe, Charley Storm, Turner Gregg, Pack Humphrey, Harry Abrahms, Bill Griffin and Cecil Jones.

George Kienzle, manager of WGSa, Ephrata, Pa., reports that he interviewed Jack Mills, Mills Bros.' Circus, there by tape recording and it was broadcast by NBC's "Monitor" August 25. Mills said in the interview that all was well with circus business, as far as he is concerned. Earlier, Kienzle interviewed Lucio Cristiani, the Ortans Cristiani, Freddie Canestrelli and Harry Dann, all of Cristiani Bros.' Circus.

Carl Romig and Blackie Blair visited Al Dean and Joe Orth on Hagen Bros. . . . Hobart Hopper, circus fan, caught Kelly-Miller in Delaware, O. . . . John Carson Sr.,

(Continued on page 62)

at night. A pro wrestling show was adjacent to the circus grounds.

Ahead of Mills Bros. now is a tour of Michigan, where the show will be following Kelly-Miller and Hagen Bros. in a few of the towns.

Kelly-Miller Wins Adequate Ohio Business

PIQUA, O.—Al G. Kelly & Miller Bros.' Circus has been doing well in most Ohio stands. The show wound up its Ohio time Friday and began a quick swing across Indiana and Illinois.

At Uhrichsville, O., on Wednesday (22), Kelly-Miller had a big afternoon and capacity night house.

Delaware, O., the Saturday (25) stop, was okay in the afternoon, with three-quarters of capacity, but sagged at night, when a half house was on the seats. Show changed lots, moving to one outside the city.

Piqua, where the show appeared on Tuesday (28), had a three-quarter afternoon and near-full night house.

Maley Circus Halts Again

PENNS GROVE, N. J.—Maley's Three-Ring Circus has been stalled here since Thursday (23). In Macon, Ga., backers said a new start depends on obtaining fresh money.

The show, made up partly of equipment from the King Bros.' Circus and partly from new equipment that included a new big top, the show opened August 18 at Stroudsburg, Pa., where it enjoyed good business.

However, it wasn't able to move and get ready for shows in any of the four towns that were billed for the period that ended Thursday (23) here. The first day was the only one on which it gave performances. Blame was laid to a shortage of drivers and other help.

The show now is said to be fully organized and with sufficient help, but late word indicates it lacks financial backing.

A definite possibility of backing was reported and an effort is expected to be made to get the show into operation for Labor Day at Charlottesville, Va.

Packs Western Ends Season

TULSA, Okla.—The first-season Western unit of the Tom Packs Circus completed its route with a two-day stand under Grotto auspices here August 25-26.

The show-owned equipment was returned to Collinsville, Ill., quarters and St. Louis offices. The show traveled 16,286 miles.

C. W. Hoeber was manager and Karl Wallenda was in charge of the performance. General agent was Bob Stevens.

Von Plays Jersey

FRANKLINVILLE, N. J.—Von Bros.' Circus played to half and three-quarters houses here Friday (24) under auspices of the fire company.

PHONEMEN

Aleppo Temple—Boston, Mass.
H. & M. SHRINE CIRCUS
CLEAN CUT AND STEADY GRINDERS ONLY
CARL H. SONITZ
4 ADAMS COURT — NUTLEY, N. J., UNTIL SEPT. 15
OFFICE OPENS BOSTON, SEPT. 17
AL CHYMIO SHRINE CIRCUS MEMPHIS, FOLLOWS

PHONEMEN AND PROMOTERS

Steady work. Tickets and Program. Those who know me wire or come on.
Al Kayda
Room 262, Clark Hotel
Stockton, Calif.

PHONEMEN MILLS BROS.' CIRCUS

Deputy sheriff sponsor, starts Monday. Do not call me before Sunday, I won't be there. No collect calls or wires.
GEORGE LAWRENCE
Terre Haute House, Terre Haute, Ind.

PHONEMEN

Needed for Ohio Peace Officers and three veteran deals. Have towns where man and wife team can settle to work four deals year round. Don Venard and Jim Richardson, come in—Jim Stimmel, Kersey, come in.
JIM VOELKL
P. O. Box 5802 Columbus 21, Ohio
HU 8-3025 (no collect)

CLOWN AVAILABLE

SEPTEMBER 4 TO 22
For Fall Celebrations, Fairs.
Free Act for stage. Twenty five Mardi Gras figures for parades.
Write or phone—2-4015.
FRANK CAIN
2301 West Ave. Burlington, Iowa
(Don A. Hutchins, write me at once; have work till Christmas for you.)

WANT PRESS AGENT

For year-round work starting September 21 in Motion Picture Field. Salary \$125 per week. STARR DE BELLE, contact me.
K. GORDON MURRAY PRODUCTIONS
301 Security Bldg. Miami, Florida
Phone: FR 1-5204

10 PHONEMEN WANTED

Clyde Beatty Circus, Atlanta, Ga.—office opens Sept. 6. Fred Myers, contact—call me at Henry Grady Hotel.
ALLEN
No collect calls unless I know you.

PHONEMEN

For Idaho and Nevada.
Pay daily, start immediately. No collect.
MR. S. EDWARDS
5119 N. Market Spokane, Wash.
Phone: HU 7-1184

2 PROMOTERS

Want two good men with crews who can work clean, be sober, steady and reliable for all-year-round work. Plenty of towns, good sponsors. Also one phone open now. Call
A. J. Wiesner
Essex 5-5970, Civil Defense Council, Municipal Bldg., Aliquippa, Pa.

2 PHONEMEN

All-year work, no lay-offs. Pay every night. Boys, this is it.
Call W. G. PHILLIPS
4-2931, Valparaiso, Ind.

WANT

Two Telephone Men who will be satisfied writing \$150 per day for a red hot deal. For details:
Call Manager
CA 4-3712 Columbus, O.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

HELP WANTED

Male for domestic animal act; prefer young man. No drunks.

Write

CHARLES PETERSON

c/o J. Fornaris, Rt. 1, Lebanon Rd.
Collinsville, Illinois

2—PHONEMEN—2

Top sponsor. Railroads. Clyde Beatty Circus date. U.P.C.'s. Banners. Pay daily. Annual Children's Christmas Toy Fund. Harry Ward, contact. Others wire-write. Phone 3-0071. Address: 721 1/2 Fourth St., Alexandria, La. No collect.

BLUE CIRCUS TENT

2 pole, bale ring, 110x150, 9-ft. side walls, in good condition. No poles. Make offer to

JOHNNY CANOLE

Phones 9347 and 3-0003
Altoona, Pa.

SUPER PHONEMEN!

For immediate work in booming Youngstown—Ohio's 3d biggest marketing area. New, powerful sales, double combination "package," with fool-proof backing. Top money at once if you are clean and quality. Phone: Riverside 3-6163. Carry, no collect.

Minnesota State Eyes Million Mark For Second Year

Afternoon Grandstand Zooms 20%; Night Show Take Up, Crowds Down

ST. PAUL—Chances for the Minnesota State Fair to crack the million attendance mark for the second straight year were in the laps of the gods as of Thursday evening (30).

The all-time attendance peak of 1,007,101 was set in 1955 thru a combination of ideal weather and new attractions.

Douglas K. Baldwin, fair secretary, was hoping for the same ingredients to turn the trick this year. Thru Thursday night, the big expo was well on its way towards doing just that with attendance at 590,492, an increase of 20,845 over the same point in '55. All but two days up to that point were better than a year ago. Saturday, drew 94,767 against 88,813 in '55; Sunday, 137,914 against 127,251; Monday, 85,498 against 88,377; Tuesday, 77,853 against 71,626; Wednesday, 91,183 against 81,852, and Thursday 103,277 against 104,470.

Augusta Sets \$10,000 for Improvements

AUGUSTA, Ga.—The Exchange Club Fair of Augusta has a budget of \$10,000 which is being spent to further improve the buildings and grounds. This is in addition to approximately \$125,000 spent during the past three years.

According to Secretary W. T. Ashmore Jr., new entrance gates from the main parking lots are being constructed, plus additional grading and improvements to the grounds along with considerable additions to electric wiring and outlets. New floodlights are being installed in several places.

The grounds are now completely surrounded by paved streets and roads, assuring easy entrance and exit regardless of the weather. Upwards of \$10,000 has been appropriated for prizes in the agriculture, poultry and livestock exhibits. Thomas D. Beckum is president of the annual this year with Elvin Usher as vice-president.

World of Mirth Shows return as the midway attraction for the October 29-November 3 showing.

Florence, Ala., Hikes Prices

FLORENCE, Ala.—The North Alabama State Fair, which opens September 17 for a six-day run, has revised its admissions policy. C. H. Jackson, fair manager, announces. Outside tab for adults will be 75 cents, a 15-cent increase over last year. Children will pay a quarter this year compared with 30 cents in 1955.

Jackson also reports that the fair has substantially increased its advertising budget and is spending

Keeping pace with the stepped-up general admissions were grandstand attendance records estimated by Baldwin as being up close to 10 per cent over all. Day grandstand shows thru Thursday were 20 per cent ahead of a year ago. While the night grandstand show, with the Barnes-Carruthers No. 1 Revue as the draw, was ahead money-wise, it was reported attendance was off. Reason for the

(Continued on page 80)

CONTESTS

New Features Included in Reading Plans

READING, Pa. — Two firsts have been added to the regular program for the Reading Fair which opens Sunday, September 9, for an eight-day and seven-night run.

The fair will honor Berks County's outstanding farm family on Friday (14). The winning family has been selected from a dozen nominees by the Country Grange.

The other new feature is a Farm Maid of 1956 contest offering \$200 in cash prizes to the winning farm woman, 16 to 25 years of age, who will be judged on needlework.

(Continued on page 80)

Strong Start Gives Du Quoin Big Boost

Good Early Turnouts Beat '55; Pat Boone Tops Grandstand Mark

DU QUOIN, Ill.—The Du Quoin State Fair got off to one of its strongest starts last week and Friday (31) was running well ahead of last year attendance-wise. The turnout on Monday (27), for instance, was a whopping 70 per cent ahead of last year, and the next day was 26 per cent ahead of the corresponding day in 1955.

While this bulge leveled off somewhat later in the week due to rain and threatening weather, the fair was generally holding its gain and, given good weather over the big Labor Day weekend, expected to surpass any recent year.

Biggest feature of the early part of the week was the huge crowd that came out to see Monday night's grandstand show, which featured Pat Boone, recording artist. Upward of 7,000 people jammed the stands as compared with the 3,000 the same night a year ago. Tuesday night the Boone show played to a grandstand that was 85 per cent filled and, despite threatening weather, the next night there were 7,000 people in the seats.

Holds Crowd

A rainstorm that struck on Wednesday night during Boone's performance knocked out the sound system for a 25-minute period. Roger Ray, comic, stepped into the breach, ad libbed for that period and then re-introduced Boone when the mike worked again.

Dorothy Collins, of TV note, opened well on Thursday night for her four-night stint and was expected to build.

Advance sale for the Tennessee Ernie Ford show, featured attraction on Labor Day night, was exceptionally strong and little worry of a filled grandstand was expressed by fair officials. This was also true, to a somewhat lesser extent, on the three afternoons of auto racing, Saturday, Sunday and Monday.

The fair's program of Grand Circuit harness racing drew its usually strong crowds in this hot-bed of trotting fans. Additional prestige

20 per cent more on its grandstand shows this year. Bull Hottle Shows will provide the midway attractions.

was gained by the Du Quoin mile oval by being awarded the famed Hambletonian for the next two years.

Opening day attraction, AMA motorcycle races, were run off to a good crowd Sunday (26).

Gem City Shows, the midway attraction, was getting its usual share of the business with Tuesday producing a whopping turnout of kids for the cut-rate prices.

Frank Samuel, of radio station WJPS, Herrin, Ill., handled fair publicity this year for the first time.

IOWA STATE LOOKS FOR BIG WEEKEND

Attendance, Spending Off First 7 Days; Auto Races, Olson Shows Run Ahead of '55

DES MOINES — The 10-day Iowa State Fair needed a break in the weather for a heavy attendance finish as rain held down the crowds for three of the first seven days.

Both attendance figures and receipts were lagging behind last year at the end of Thursday (30), but Lloyd Cunningham, secretary of the fair, expected top crowds for the final three days to pull the exposition into the black. The fair this year opened a day earlier, starting on Friday and will close on Sunday a day ahead of Labor Day. During the past several years it has closed on Labor Day but with poor crowds. The 4-H judging was pulled to the start of the fair in order to avoid the opening of school.

At the close of Thursday, attendance was over 300,000, about 10,000 behind last year, while receipts totaled around \$450,000. Cunningham said he expected to reach the \$650,000 budget by Saturday, with Sunday receipts representing profit. Sunday (26) had a crowd of 67,638 for the high mark and this compared with 57,708 a year ago the same date.

Roy Rogers with Dale Evans, featured in the rodeo starting on Thursday, appeared to be the punch needed to put the fair over,

MILW'KEE PULLS 779,536 VS. RAIN, POLS, BRAVES

MILWAUKEE—The Wisconsin State Fair, which closed its nine-day run Sunday (26), had to buck the Republican national convention, a seven-game home stand of the Milwaukee Braves and rain on three days. But it finished with a total gate of 779,536, a sharp increase over last year when the fair drew 604,694 persons.

The all-time attendance was 824,311, set in '53. Then, however, the fair operated without an "everybody pays" policy introduced last year and continued this year.

Rain washed out motorcycle races the first Saturday afternoon of the fair, hit again Thursday afternoon (23), Milwaukee Day, and fell intermittently on closing day.

The rain on the wind-up day caused the 250-mile big car race to be run off in segments, with the long-distance event, which started at 2 p.m., running off-and-on until a 6:30 p.m. finish. Even with the rain, almost 23,000 paid to see the race.

All departments of the fair, except the night grandstand revue—the Barnes-Carruthers No. 1 show—enjoyed good business. For the various sections of the fun zone—the permanent park operated by Charlie Rose, the Fun on the Farm shows and eating concessions, and the Fun on the Farm games, managed by Hank Shelby—the run was one of the best ever.

Sweeping changes in the plant layout, reconversion of buildings to new uses, and the construction of a new youth center under the supervision of Manager Bill Masterson were credited for the strong attendance. A stronger advance campaign also was given some credit for the upped gate.

TWO BIG DAYS HIT

Rain Holds Ottawa Gate to 423,164

OTTAWA—Had it not been for heavy rain all day Wednesday and Thursday, which in every other year were the two biggest days of the Central Canada Exhibition, the attendance this year would have been well over the predicted 500,000. Despite the handicap, however, total attendance was 423,164 for the seven days, August 18-25, Sunday (19) excepted, down 8,633 from the all-time record of 431,797 last year. Biggest one-day attendance was Monday, Children's Day,

when 81,974 clicked thru the turnstiles.

The closing day would, it is believed, have beaten Monday but for rain which began about 8 o'clock and continued throught the night. As it was, a total of 79,803 was recorded. Monday's attendance of 81,974 was the all-time high in the history of the exhibition which dates from 1888.

About the only touch missing to round off what was unquestionably the best exhibition ever held in Ottawa, except from the attendance standpoint, was the absence of General Manager Herb McElroy because of illness. This was the first year since his appointment to the top administrative job in 1928 he has been absent.

Entries Set Records

With only two or three exceptions, entries in all departments set new records. This was particularly true of the livestock, agricultural and horticultural classes.

The junior agricultural department had a record attendance of 565 farm youths to take part in the special 25th anniversary of the founding of the department, the first of its kind in Canada. A feature of the program was a banquet at which a 500-pound cake was cut and distributed. A replica of the cake, named in honor of the general manager, was a feature of the opening-day parade. The parade, an annual feature, was a whopper that started in the neighboring city of Hull and continued thru the principal streets of Ottawa to the exhibition grounds. A number of World of Mirth Shows acts and attractions were highlights.

GAC-Hamid afternoon and evening grandstand shows drew large audiences. Featured were the International Revue, Joan Fairfax, Canadian video star; the Mariners.

(Continued on page 80)

Rain Nixes Gate Record At Palmyra

PALMYRA, N. Y. — Rain on closing Saturday, August 18, washed away hopes of a new attendance record at the Great Palmyra Fair but the crowd total still was termed excellent by John D. Myers, publicity director.

The storm held the Saturday gate to about 7,000, whereas fair officials expected 25,000 for the day. Total for the five days of 101st

exhibition was about 51,000.

Ward Beam's Auto Thrill Show did capacity business, as did Gene Holter's Wild Animal Show. GAC-Hamid's rock 'n' roll show was well received by teen-agers. Firemen's night checked up a record. Harness racing was among the grandstand attractions.

Extended Dates Lets Rhinebeck Top 100,000

RHINEBECK, N. Y.—Another addition to the East's 100,000-plus events is the Dutchess County Fair, which has been switching dates and altering its size until a formula has been worked out which yielded it 108,000 reported admissions this season.

This year's fair, the 111th edition, hit 38,000 better than last year, according to Manager Richard C. Murray.

The event in 1955 switched from mid-week operations to a five-day run starting Sunday. This year it added a sixth day and dropped the opening back to Friday (24). Rain Tuesday night (28) washed out ac-

tivities, but good weather was in the offing. There was a Thursday night preview which did well for the Reithoffer Shows, playing the date for the first time.

Four Stations on Grounds

Heavy publicity resulted from free space offered to four area radio stations, which were on the grounds with live broadcasts for 12 hours daily.

Package units booked in thru CAC-Hamid played thruout the week to moderate business, except for the rainy night, which prevented a performance of TV discoveries. "Midwestern Hayride" drew the best patronage of the units, which also included rock 'n' roll.

Instituted this year was oxen pulling, which will be alternated yearly with horse pulling starting in 1957. Improvements included building of three new pole barns, reportedly at \$30,000 apiece, each measuring 40 feet by 150, to accommodate the expanded cattle show. It was urging by cattle exhibitors and others which prompted last year's change from a Saturday closing, since the Saturday always conflicted with the opening of the State fair in Syracuse, making it difficult for those wanting to show at both spots.

For next year the fair expects to erect a new, open show-ring building and improve its parking facilities, which were inadequate this year, forcing use of the dirt trotting track.

There was no Thrill Show offered last week. Instead, Saturday afternoon (25) the local Mutual Racing Association promoted midget auto racing. This group normally promotes stock and midget events at the fairgrounds track on non-fair Saturdays.

Hopes are high for the event to maintain its new attendance mark next season, since there will be a new Kingston-Rhinebeck bridge opening in November, opening the fair to motorized traffic from the west side of the Hudson River.

Improvements Readied for Barrington

GREAT BARRINGTON, Mass.—Improvements to the Barrington Fair grounds this year will expand facilities for both the grandstand and agricultural aspects.

Present work is concentrated on revamping part of the track grandstand, and setting up a new exhibit structure. The track's mezzanine has been extended both north and south. Promenade decks will be spread out at each end for additional working and race viewing. Seating will be increased thru the adding of benches in the new mezzanine areas.

Another major change has been elimination of the open stairs which formerly connected the box section of 42 boxes, providing for 168 additional seats. Bulk of the fair's income comes from pari-mutuel racing during the annual.

In addition to the new exhibit building, there will be considerable new wiring on the grounds, and revamping of display space.

The fair will run seven days and nights, starting Sunday, September 9. It is the 16th year under management of Edward J. Carroll, who also owns Riverside amusement park in Agawam.

Stockton Gate Matches '55; Spending Up

STOCKTON, Calif.—Altho attendance at the San Joaquin County Fair, which ended its 10-day run here Sunday (26), showed a minor drop of 142, both horse-racing attendance and the pari-mutuel handle were over last year's marks, R. E. (Dick) Walker, secretary-manager, reports.

Walker stated that attendance figures held up, well in the face of the situation whereby the grandstand had to stand on its own, with only racing in the afternoon and entertainment at night to draw people from the fair proper, almost a half-mile away. The fair used both its old and new fairgrounds sites, with a stand to be erected by 1957 fairtime at the new location.

Last year's attendance was 98,900 compared to 98,578 for the 1956 event. This year's tabulation does not include free children's admissions Monday (20) and the closing Sunday. Walker says that with these added the total would have been well over 100,000.

Racing attendance for the eight-day meet showed 27,760 this year as against 25,275 a year ago. The pari-mutuel handle topped that of the three previous years with \$1,468,919 compared to \$1,348,384 for the 1955 meet. The daily average betting was \$183,614.88.

The midway contract was held by and produced by Isabelle Whall, of Fun Unlimited, San Francisco. The midway contract was held by Foley & Burk Combined Shows, headed by L. G. Chapman.

Cookeville, Tenn., Loses Grandstand Exhibits in Fire

COOKEVILLE, Tenn.—Putnam County Fair, altho hampered by a fire that destroyed its grandstand and exhibition hall, finished its four-day run here Saturday (25).

The fire, which razed the 2,000-seat grandstand, struck Friday (25), next to the last day of the fair. The fair's main exhibit hall was a complete loss and the seats on one Ferris Wheel, operated by Cumberland Valley Shows, and six concession stands were damaged.

The beef cattle show, scheduled for the grandstand the night of the fire, went on a little late and temporary repairs had to be made for the horse show on the final evening.

County property was partially covered by insurance, Judge Luke Medley, president of the fair, disclosed. It was reported that an automatic picture machine, operating in one of the exhibits, started the blaze.

ADOPTS REGIONAL STATUS

76,456 Sets All-Time Gate Record for Altamont, N. Y.

ALTAMONT, N. Y.—The Altamont Regional Fair shattered every attendance record in its history for its six days and nights (20-25), ringing up 76,456.

Rain until 2 p.m. Tuesday, first of the annual's Young America days, was believed to have clipped at least 10,000 kiddies off the gate but adult attendance in the afternoon and evening was only 600 below last year.

The fair changed its name from "Tri-County" to "Regional" a week before the opening to get under the wire as the first of that kind in New York State. The action reflects a suggestion made earlier this year by the New York State Department of Agriculture and Markets that annuals study the possibility of combining in order to serve a wider territory and build better events.

New Entrance

The fair constructed a new half-mile entrance and named it the Fair Freeway to attract customers to the split-level parking lot constructed just inside its new main entrance of four lanes. The improvement paid off with nearly 10,000 cars parked on the grounds.

Charging a dollar at the gates, Altamont opened its grandstand with no additional charge to anyone for the Chitwood thrill show on Monday night and Al Martin's acts the rest of the week. Martin put in Joyce's trained camels; Peyton and Raye, dogs and acrobatics; Kay Gorham line of 10; Therons, cyclists; Sol Solomon, high diver, and Billy Kelly, emcee. Joe Basile led the band. Galanis, of Boston, provided scenery and special lights for the grandstand stage, where Betty Potter produced her Stars of Tomorrow amateur revue for the sixth consecutive year. Betty was swamped with kid performers from a five-girl can-can line to a five-year-old hula from one of the Coleman Bros. carnival families. The talent show played 11 performances to some 7,000 without charge.

Afternoon and evening shows featured giveaways. Foster Potter gave out 14 prizes every afternoon including two bicycles. He also doled out 50 to 60 bingo-type prizes, plus five Albany hams every night after Monday, thru ticket drawings.

Horse shows counter-attracted at the grandstand two days at the same time as the stage shows. The Marines drew big for their mock war Thursday night and the United States Military Academy Band of 85 pieces, from West Point, did the same on Friday night ahead of the full grandstand show. Gov. Averill Harriman attended Friday night and spoke briefly. He toured the fair for an hour.

The Coleman Shows did a land office business on the midway and virtually every concessionaire clamored for reserved space next year when the fair hopes to have its expansion completely around the racetrack carried out.

The Friday gate of 23,035 was Altamont's biggest ever in one day, but Saturday surprised with 15,795, far ahead of any previous closing day. Noon until 11 p.m. was the operating time with a 9 p.m. deadline as the earliest any exhibit could leave Saturday night. The entertainment program, officials said, was designed for no gaps and many overlaps.

Rocky Hill Pulls 26,000

ROCKY HILL, R. I.—A record attendance of 26,000 paid was announced for the Rocky Hill Fair. The event opened on Tuesday and closed on Sunday. Warren Morhead, secretary, reported Saturday the best day.

Show features included Gautier's Steeplechase, the Brick Bros. and Miss Honey B.

JR. RACING

New Features Arranged for Mineola Event

NEW YORK—A feature of the Mineola Fair this year which is counted on to achieve a nice notice, publicity-wise, is the mass naturalization ceremonies scheduled for 1,000 prospective citizens on closing Sunday, September 16. They will assemble before the flag on the Roosevelt Raceway infield for the swearing-in.

Part of the program will be a Boy Scouts ceremony at 2:30 p.m. There will be other innovations this season, manager Charles Borchert points out. Included will be the first library exhibit, sponsored by the Nassau County Library Association. Occupying 200 square feet under the grandstand, it will include literature concerning operation of libraries, a photo display depicting services offered by libraries, and advice on how to start libraries in rural areas.

Jr. Midget Racing

There will be Junior Motorized Midget Races held on Saturday, September 15. Held for youngsters up to age 14, these are a new class of home-made autos powered by lawnmower engines. At the same time there will be Soap Box Derby races.

Thruout the nine days of the fair, beginning September 8, there will be high school band concerts, baton twirling exhibits a free twice-daily Hamid circus show, ox-pulling, sheep herding, and square and folk dancing.

I. T. Shows will be split on two separate midways this year. The fair is resuming after a one-year layoff which broke a long string of consecutive showings in 1955.

There are 60 members in the Junior Midget Club, ranging in age from six to 14 years. Cars have one-cylinder motors from one to two and a half horsepower. Each car is safety inspected and drivers must pass a performance test. Safety helmets, goggles and gloves are required equipment.

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SHOWS	Family-type Shows.
RIDES	Contact Thompson Bros., Altoona, Pa.

Contact M. H. BEARD, Secy.
Fairgrounds, Hagerstown, Md.

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ATTRACTIONS

\$70,000 ONE-DAY GROSS RECORD SET BY CONKLINS

Surpass Own Previous Peak Take In First Saturday of CNE's Run

By HERB DOTTEN

TORONTO—A \$70,000.30 ride and show gross—the largest one-day take ever rolled up at any annual fair—was amassed here Saturday (25) at Canadian National Exhibition by the powerful aggregation of midway attractions operated by the Conklins, Patty and Frank.

The \$70,000 record topped the previous high of \$66,926.80 which had been set by the Conklins last year on the second Saturday of the CNE.

Expectations were that the all-time high gross of the first Saturday would yield to still another record Saturday (1), the second Saturday of the big 14-day exposition. At noon of the second Saturday Patty projected receipts to that point thru the day's close and forecast that the day's take would hit \$75,000. However, rain that began at 10 p.m. killed the expected late night business and trimmed the day's business by an estimated \$15,000.

Rain Hits Second Saturday

The second Saturday normally is productive of the biggest receipts of the exhibition's run. The first Saturday each year is Warrior's Day, and the main stem

leading to the midway is tied up for several hours by a parade of Canadian veterans and that reduces that day's potential. In the face of this, the midway receipts on the first Saturday are all the more remarkable.

Thru Friday (31), with seven days to go, the Conklin midway had shown a \$25,000 increase over its take to the same point last year, even tho the exhibition's attendance was down about 45,000, due to considerable rain. The total of

\$308,368.20 compared with \$283,150.33 for the corresponding 1955 seven-day stretch.

The Conklin line-up embraced 22 kiddie rides, 23 major rides and 12 shows. Included among the rides were two Scramblers, which on the record Saturday turned in a combined gross of about \$3,500.

Top grosser was the permanent Roller Coaster, which did such a huge business that three ticket

(Continued on page 74)

Gooding Sets New Columbus Record

Ride, Show Receipts Are Up Sharply As Annual Chalks Up Big, Peak Gates

COLUMBUS, O.—The Gooding Amusement Company set a new high midway gross at the record-shattering eight-day Ohio State Fair which closed Friday night (31).

Receipts were up sharply as the fair notched up a 660,000 attendance to eclipse its previous record by more than 150,000.

Added earning power of the Gooding aggregation also played a part. No fewer than 29 rides—made up of 20 major devices and nine kiddie rides—and 12 shows comprised the midway line-up. Among the rides were four No. 12 Big Eli wheels, which garnered top money. Tio Zaccchini's Dark Ride snared second money honors, with the Scrambler and Round-Up both turning in impressive grosses to take down third and fourth spots, respectively.

Of the shows, the Fat Show owned and operated by Tom and Dot Blackhall, enjoyed the best business of the generally good-to-excellent patronage given all units.

Among the other shows were Milo Anthony's Pinhead and Snake shows, Mrs. Ike Rose's Midget Show, Harvey Wilson's Crystal Maze, Leo Carroll's Chimp Show and his Big Horse and Little Dog,

Cotton Harris' Motordrome, Roger Swain's Mechanical Circus, Emil Kedrowitz's Mechanical Farm, and the Big Steer Show, owned and operated by Mr. and Mrs. R. Davis.

Two Gooding unit managers, Johnny Enright and Bill Leisure, were in charge of the operation, with Joe Gaskill in charge of the office and Jake Goutermouth on deck to assist.

MIAMI HERO

Show Owner Captures Bank Robber

MIAMI—Sidney Siskind, owner of Florida Exposition Shows, hit the front pages here Monday (28) when he captured a bank robber single-handed.

Siskind was walking into the Metropolitan Bank Monday morning when he saw a young man come out, a gun in one hand, a package in the other. Hearing cries of "Grab him" from inside the bank, he set out in pursuit. Siskind jumped on the running board of a passing truck and told the driver to chase the bandit.

After a two-block chase, they caught up with the robber and Siskind grappled with him despite threats from the robber that he would kill him. After a tussle in which Siskind suffered a sprained wrist, a by-stander came to his aid and the two held the robber until police arrived.

Gooding Loses Truck and Ride

COLUMBUS, O.—While making a jump from Kalamazoo, Mich., to Kingsport, Tenn., recently, a truck of the Gooding Amusement Company left the road and caught fire at Jellico, Tenn., destroying the truck and an Octopus ride, both of which were covered by insurance.

The driver of the truck received minor injuries but his helper escaped uninjured.



HERE IS HOW THE NEW CLUB BUILDING of the Showmen's League of America will look after modernization work now under way is completed. The up-dating of the interior as well as exterior of the structure at the corner of Franklin and Randolph streets, Chicago, is scheduled to be finished by November 15.

PNE Fun Zone Even With 1955 Figures

VANCOUVER—Midway business at the big Pacific National Exhibition was on a par with last year as the fair went into its final weekend here Friday (31).

Some rides and shows were 25 per cent ahead of the same period in '55, but others trailed last year's grosses. In the concession department, money games lagged but pitch games, novelties and eats-and-drinks were up 5 to 15 per cent, according to location.

A total of 21 major rides were in operation. Seven were brought in by Bob Bollinger; four by Royal Canadian Shows, and 10 by Happyland, operated by the Pacific Coast Amusement Company. Bollinger's Looper was topping the list. Royal Canadian's Tilt-A-Whirl, however, was breaking all past records and on Saturday night (25) grossed \$1,160 at 15 and 25 cents.

On the back-end, the Four Aces and the Don Strachen Revue were leading the pack. Next on the list were the Ricki Covette gal show and Eddie Troy's dancers. Both of the latter shows were booked in by Issy Walters, local nitery op. Other back-enders included a Chimp Show, Illusions, Monkey Drome, Arcade and Fun House, all operated by Crawshaw's Royal Canadian Shows; six-legged calf, owned by Jack McCook and

"Dancing Waters." The latter was off 10 per cent.

A total of 15 rides were in the kid fun zone, seven belonging to the Crawshaws, four to F. Hayworth, two to Vergie Waters and two independents.

The Canadian Legion bingo, largest on the grounds, was up 10 per cent. Whitey Monette's Mexican Village, a new attraction this year, was reported doing well.

Page Grosses Up in Tenn.

CAMDEN, Tenn.—Page Bros.' No. 1 Shows has been getting its share of business since it hit Tennessee and ride and show grosses are up 50 per cent over those experienced in Kentucky. W. E. Page, manager, announces. Five Kentucky fairs were marked by light attendance and tight money.

Frank Hunter's minstrel unit is topping the backend, while the Caterpillar is ahead in the ride department. The show's elephant, Nncy, continues to hold the crowds with a 10 p.m. show. Bill Porter left to join Shan Bros.' Shows.

Olson Ahead of '55 Despite Iowa Rains

DES MOINES—The Olson Shows got off to a flying start at the Iowa State Fair and by Thursday night (30) was running 12 per cent ahead of last year.

Paul Olson, manager, pointed out they had 42 pay boxes on the grounds as compared with 32 a year ago, but the increase was amazing due to rains slowing down the fair for three straight days. Olson felt that with a break in the weather during closing days

the show could walk off the grounds with a record.

The Skooter was the top-money maker among the rides, while the Rock 'n Roll Show was the No. 1 money getter among the shows, with Gene Vaughan's Revue running second and the Waterama third. The Waterama was using six local girls out front to build up the take.

The show moves to Louisville on Labor Day.

Storm Damages Hammond Org

MIDLOTHIAN, Tex.—A wind-storm did considerable damage to equipment of the Bob Hammond Shows which were playing the fair here last week, according to Harry S. Clark, of the Hammond organization.

Strong gusts turned over a No. 3 Ferris Wheel, and the Merry-Go-Round, Boat ride, Kiddie Autos and Buggy ride were badly damaged. Roofs were torn from buildings and various concessions, including McCurdy's diggers, were damaged. No one was injured.

More \$, Bigger Dates Okay for Reithoffer

RHINEBECK, N. Y.—In the midst of its most powerful route to date, Reithoffer Shows have been marking up steady gains over last year at most spots so far.

The Pat Reithoffers—senior and junior—combined their efforts for the fair here, and will work the combination again at their coming big one in Bloomsburg, Pa. Pat Junior was making ready here last week while Bill Goodman and Bett Reithoffer looked after the midway at the Morris County Fair in Troy Hills, N. J.

The family expects to field its broadest and strongest array of rides when it plays Bloomsburg, a date of major importance which has its third midway organization now in as many years. A Scrambler was scheduled to work Troy Hills, but mechanical difficulty kept it out of action and hopes were for its appearance in Rhinebeck.

Rhinebeck, added this year, and

Troy Hills, first played in 1955, were tip-offs to the organization's expansion plans. Also signed for the route were Schaticoke and Bloomsburg.

The family is in its 58th year of a ride operation begun by Julius (Uley) Reithoffer, who died last October in Philadelphia at the age of 95. He began as a concessionaire at Harvey's Lake, Pa. and expanded into a ride business touring on 50 hard-tired Packard trucks.

Running the family business now are Julius son, Patrick, and Pat Jr., former bomber pilot and high school industrial arts instructor.

As with many carnivals, the Reithoffers have their share of traditional dates. One of these is the fair at Honesdale, Pa., which they have played for more than 40 years. It was noted this week that the fair in Lowville, N. Y., has been signed for a repeat date next year.

BIGGEST NEED?

New Adult Ride Put Ahead of Kid Unit

COLUMBUS, O. — What the ride industry needs most is a new major ride, Floyd E. Gooding, the nation's leading operator of traveling ride units, said here Friday (31).

Gooding hastened to add that "While the industry needs a new major ride most that doesn't mean that it couldn't well use a new kiddie ride."

Owner of 110 rides, operator of 10 traveling units, and owner-operator of the Columbus Zoo Park, which he acquired before the start of the current season, Gooding expressed himself as highly pleased with business this season.

Fairs Up 10 to 20 Per Cent
The still date season for us was spotty. The weather, I believe, was unusually bad, and this hurt. However, from July 4 on, business was excellent," Gooding declared. "Generally, our fairs have yielded up to 10 per cent higher grosses than last year. Attendance at fairs

in all but a few instances has been as good, if not better than last year, and in some cases where attendance was down our receipts were up," he said.

Ohio State Fair, which closed Friday (31), provided the biggest gross the Gooding organization has ever experienced in the more than 30 years it has supplied the midway attractions.

Commenting on earlier business, Gooding said: "All those events that had strong local sponsorship—celebrations, centennials, and the like—produced excellent business." Bazaars, operated by churches also yielded highly satisfactory results.

Rental Biz Rises

Record rental business has been one of the highlights of the season's operation. Gooding estimated that his rental business on rides will total about \$75,000 for the year, a new high. He rents his rides to shopping centers, supermarkets and for a mounting number of industrial picnics.

Gooding said there is a marked trend in Ohio for large manufacturing concerns to hold their company picnics on their own grounds rather than at amusement parks, and says a sizable share of his rental business stems from such picnics.

His Columbus Zoo Park has been given excellent patronage in its first year under his ownership. He plans to close the daily operation at the Kiddieland September 16, and thereafter to operate Sundays thru October 14.

He has built up picnic business at the park, pointing out that only the previous Saturday a picnic of some 12,000 General Motors employees was held at Zoo park.

Plans Improvements

He already has made vast improvements to the kid funspot and plans additional improvements before the 1957 season. These include installation of a new dark ride, beautification of the layout, complete redecorating job on the Merry-Go-Round and installation of some figures fashioned after features at Disneyland.

His park operation has been headed by Hal Eifort, who is slated to leave to head up the major Gooding unit in the South. Joe Fontana, long affiliated with the L. J. Heth Shows, is due to join the Gooding organization next week.

Vivonas Bag Okay Week At Henrietta

HENRIETTA, N. Y.—Weaker business than last year—but good nonetheless — was enjoyed by the Vivona midway at the fair here, which ended Saturday (25). Amusements of America credited Al Lockner and the fair board for much of the success.

Storm warnings about 9 p.m. on Thursday (23) were followed by heavy winds and rain, forcing the show to close for the night. Children's Day for the fair, which had been a loser in prior years, turned out pretty well this time. Publicity was handled by Ira Sapozink and Harry Wilson.

Olive Lauther joined her husband Clarence to observe their 50th wedding anniversary on closing day, and will remain on the show for the rest of the tour. Maxie (Mother) Glynn joined with grab joint. John Brown flew to Leaksville, N. C., for the funeral of his brother, Marvin, 18, who suffered fatal injuries in a fall off a porch.

MIDWAY CONFAB

Jerry O'Brien, food concessionaire, spent several days fishing between fairs at Hemet and Pomona, Calif. . . Sandra Patterson, who spent the summer with her parents' bingo on the Bogle organization, closed recently to return to school in Harlingen, Tex. . . E. H. Rucker was in Chicago recently for several days.

Helen Morgan postals that she stopped at the Ronceverte, W. Va., Fair, where she visited with Joe Mooney and members of his gal show cast, including Lillian Schwartz, Patricia Winfield, Anita, Eileen Keen, Terry James and George Handle. . . Charles Sanchez, veteran billposter currently working California spots, recently stopped by Foley & Burk, where he visited with E. S. and Flossie Fitzgerald.

Peggy Wilson suffered chest and neck injuries en route from Huntingdon, Pa., to Henrietta, N. Y., when a car ran into the back of the Wilson trailer and demolished the

back end. She is the wife of Harry Wilson. Injuries in a fall off a porch cost the life of Marvin Brown, brother of John Brown of the Joe Ross concessions. Visiting the Amusements of America in Henrietta were Phil Vivona, Mrs. Matty (Vivona) Fontana, and her children, Matty Jr. and Patty.

Joe Fontana has joined the Gooding Amusement Company to work on publicity and assist at Gooding's Southern fairs.

Fernando closed with the Chalkias' Side Show on William T. Collins Shows and is now part owner of the Downtown Pool Hall, Rock Island, Ill. . . Woodrow Arnold is back at his St. Louis tailor shop after closing with J. T. Hutchens Museum.

Dave Fineman, formerly with Gold Medal, Marks, King Bros., Cole Bros. and other shows, joins Hill's Greater Shows at Hutchinson, Minn., September 8 as business manager.

GOLD MEDAL shows

55 RAILROAD CAR SHOW ON TRUCKS

TEN MORE BIG FAIRS TO GO

CAN PLACE FOR RUTHERFORDTON, N. C., FAIR, FOLLOWED BY THE BIG CONCORD, N. C., FAIR

CONCESSIONS

Long Range, Short Range, Scales, Babo, good opening for Cookhouse and all Eats and Drinks.

SHOWS

Girl Show with own equipment, Wild Life, Stoffel, contact. Will book or buy first class Glass House or Funhouse. Good opening for Motor-drome. Will book any Shows not conflicting.

RIDES

Will book any Rides not conflicting. Good opening for Kiddie Rides.

HELP

Top salary for clean Ferris Wheel Foreman and A-1 Tilt Foreman. Want Lot Man.

Bobby Cooper can place Man for Floss and Apples, Ring-a-Coke and Cigarette Block Agents. Ten good ones to go.

All wire **JOHNNY J. DENTON, Lenoir, N. C., this week**

READING FAIR

Reading, Pa., September 9th thru 16th

VIRGINIA STATE FAIR

Richmond, Va., September 20th thru 29th

CAN PLACE: Legitimate Merchandise Concessions.

Can place all Eating and Drinking Stands.

WANT: Experienced Second Men for Rides and General Help in all departments. We pay union welfare for hospital, sickness and death.

All Address

CETLIN & WILSON SHOWS

This week: Indiana State Fair, Indianapolis, Ind.



GLADSTONE

EXPO SHOWS

ALL FAIRS—BOONEVILLE, MISS., SEPT. 10-15—ALL FAIRS

NEW ALBANY, MISS., Sept. 17-22
JACKSON, TENN., COLORED, Sept. 24-29
CLARKSDALE, MISS., Oct. 1-6

CHARLESTON, MISS., Oct. 8-13
BELZONI, MISS., Oct. 15-20
CANTON, MISS., Oct. 22-27

WANT BINGO

Hanky Pank Concessions that work for stack, Basket Ball, Hi-Striker, Balloon Dart, Novelty, Cake Bottle, Pitch-Till-U-Win, Ball Games, Ponds, Pitches, etc. Want any type Shows with own equipment—Snake, Monkey, Illusion, Wildlife, Girl; Schafer, answer. Can place Ride Men on all Rides. Also Ticket Sellers. Chuck Alexander wants Help and Agents on Buckets, Six Cats and P.C. Tables. Russell Phillips wants good, sober Cook House Help. Good pay, three meals and suds. Jack Oliver wants General Secretary, male or female; registered nurse preferred. Contact

F. O. POOLE

c/o Fairgrounds

JACK OLIVER

c/o Hotel

Centerville, Tenn., all this week.

FOR SALE

Due to my recent illness, hospitalization and doctors' orders, I am listing my entire show equipment for sale.

FOR SALE

UNIT NO. 1. Miniature Circus housed in special-built Bus with expanding sides, beautifully painted with plenty flash. Circus has hand-carved figures neatly dressed, many working parts. The Circus is well known, played Sport, Home, Hobby Shows and many Department Stores. Complete, ready to go with full department-store set-up. Can be seen with Wallace Bros. Shows.

UNIT NO. 2. Village of Rosedale, also housed in a special-built Bus, expanding sides, well painted, very flashy. Hand-painted, hand-carved figures that are also finely dressed. Many, many moving parts and also played many Home and Sport Shows and a proven traffic getter in department stores. Ready to go with inside set-up for stores. Can be seen with Bill Dyer Shows.

UNIT NO. 3. Another working Village nearly a duplicate of Unit No. 2, also hand-carved figures, painted and neatly dressed. Mounted in a walk-around truck with nice-appealing front. This exhibit is plenty good for stores too. Can be seen on 20th Century Shows.

AMOS YOUNGBLOOD

UNIT NO. 4. Brand-new Fun House just completed this last July, 48-foot front with all-aluminum panels and siding. Finest painted figures of any show front. Plywood lining, living apartment with built-in refrigerator. Can be seen on Buff Hottle Shows.

UNIT NO. 5. Fun House mounted on truck, opens to 48-foot plywood panels and body. All painted this spring, air compression, many gadgets that create a lot of excitement. New on 20th Century Shows.

Two house trailers: Detroit, aluminum, 18 feet; Pleasure Craft, 1955, aluminum, 14 feet. Factory-built weather-proof trailer for transporting Village or Circus to department stores.

Anyone who is acquainted with me knows my equipment is in excellent condition and are proven money winners. Write for colorful circular on Units One and Two and further information on the other units.

GRAND JUNCTION, IOWA

Holiday Amusement Co.

Can place following for Sedan, Kans. Fair, Sept. 12 to 15, and Neosho, Mo., Celebration, Sept. 17 to 22:

Bingo, Cie. Gallery, Glass Pitch, Beat Pitch, Add 'Em Up Darts, Bumper, Grab Also one Grind Show and Mechanical Show.

FIELDING GRAHAM
Washington, Kansas, until Sept. 8.

HEDY JO STAR

Wants Girls for HOLLYWOOD BURLESQUE and FRENCH FOLLIES, two big revues; Dancing Girls of all kinds. Salary no object if you can produce. Forman, N. D., Sept. 3-5; Hutchinson, Minn., Sept. 8-12. A-1 Truck Driver who can drive White Truck, semi job. Want Talker for Geek Show and Geek who can stay in pit. Want concessions of all kinds. Concession People, get in touch with H. J. Hill. I have three army paydays inside the base. All people get in touch with me at once. Stormy and Lee Parker and any good Girl Show Worker, come on in. Top salary.

HILL'S GREATER SHOWS

Your American Red Cross Is Always There After Disaster Strikes

CRAFTS 20 BIG SHOWS

New Booking Shows and Concessions for the Following Fall Fairs:

Kings County Fair, Sept. 13-16, Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23, Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California. Phone: Poplar 50909 or Poplar 50320

OPTIMIST CLUB FIESTA

An Outstanding Community Supported Event

PETERSBURG, VA., NEXT WEEK, SEPT. 10-15

Can book limited number legitimate Concessions, \$35 for week.

Also use Shows at 25%. All replies to

FIESTA CHAIRMAN

P. O. BOX 1144, PETERSBURG, VA.—Tele. Regent 24941

JIMMY ACKLEY

WANTS AGENTS

For Age & Scale, Duck Pond, Buckets, Swinger, 6-Cots, Skillo, Razzle, also good Up and Down Help.

All replies to **JIMMY ACKLEY, Bus. Mgr.**

Raid's Golden Star Shows, Wartburg, Tenn., Fair, Sept. 3-8.

P.S.: Dora and Jack Hoffman, contact.

Wanted for Robbersville, N. C., Tobacco Festival

Next week, Sept. 10-15, and balance of season

Want Concessions of all kinds including Bingo, Cookhouse and Floss. Everything open. Want Shows of all kinds. Want Ride Foreman for Wheel, 32-ft. Jenny, Fly-a-Plane and Chairplane.

LEO LANE SHOWS

SHARPSBURG, N. C., THIS WEEK.

TEN—GEORGIA FAIRS—TEN

Open Crawfordville, Ga., Sept. 10, followed by Wadley, Ga., then Sparta, Ga. Want Bingo, all Hanky Panks, American Palmistry (no gypsies), Long and Short Range, Jewelry, Hats, Hi-Striker, African Dip, Live Ponies. Will book Six Cat and Buckets. Want Girl Show, Colored and White, Wadley, Ga., Sept. 17-22. Any worth-while Show, low percentages. Ride Help at once, must drive.

Concessions, contact

ROY TIBBS

Western Union or General Delivery Crawfordville, Ga.

Ride Help, contact

JOHN KEELER

Box 1359, St. Augustine Beach, Fla.

WANT

FOR CLIMAX, MICH., HOMECOMING, SEPT. 6-8, AND THE VAN BUREN COUNTY 4-H FAIR AND GRAPE FESTIVAL, LAWTON, MICH., SEPT. 19-22

Can use Hanky Panks of all kinds. Can use any major Ride not conflicting. Need Kiddie Rides and any Grind Shows. All replies to

C. E. Johnson, Wilber's Wolverine Shows

Kalamazoo, Mich. Phone: Fireside 5-4924.

TIVOLI EXPO SHOWS

WANT FOR SOUTHERN TOUR OF FAIRS THRU ARKANSAS AND LOUISIANA

CONCESSIONS: Can place Hanky Panks of all kinds. Want first-class Cookhouse to join immediately. SHOWS: Can place two or three Side Shows that don't conflict. What have you? HELP: Can place Help on Rides, must drive semi.

Contact **H. V. PETERSON, Mgr.**

Pocahontas, Ark., Fair, this week; Jonesboro, Ark., Fair to follow.

WANTED

For six more Celebrations—Rides, Shows, Concessions. Help on Rides, come on, will place you. Want to buy used Roundup. Want Grind Store Agents: Whitay Campbell, contact. All contact

MR. EARL DIXON, Mgr., A. R. BRIGGS SHOWS.

Zanesfield, Ohio, Homecoming, on the Streets, September 6-7-8.

EVANS UNITED SHOWS

BOOKING CONCESSIONS NOW FOR COLE CAMP, LEXINGTON AND CONCORDIA, MO.

All Fall Street Fairs. Need Ball Games, Cork Shooting Gallery, Bumper, Add-Em-Up Darts, Heart Pitch, Scales and Age, Slum Spinlle, Photos, Grab, Coke Bottles, Bird or Bear Pitch, Pea Pool, others we do not have. Need Shows with own equipment. Also need Ride Help. Address:

MANAGER, Cole Camp, Mo., Sept. 4-7; Lexington, Mo., Sept. 11-13; Concordia, Mo., Sept. 18-22.

FAIRS—FAIRS GEORGIA AMUSEMENT CO. FAIRS—FAIRS

We have six white bona fide Fairs yet in play. Will book legitimate Concessions of all kind, \$20.00 each. Will sell exclusive on Custard, Scale and Age Shows—Will book anything but Girl Show. This is not one of the suitcase shows, we carry eight office-owned rides. Pat Brady wants to sell neatly framed Popcorn and Candy Apple Truck due to illness. All replies:

H. H. SCOTT, Show Grounds Toccoa, Ga.

ROYAL AMERICAN SHOOTS FOR ST. PAUL RECORD

Five-Day Take Races \$1,434 Ahead; Side Show, Rides Lead the Line-Up

ST. PAUL—Royal American Shows midway at the Minnesota State Fair was slightly ahead of its 1955 record pace thru Wednesday night (29), with Carl Sedlmayr and other show officials hopeful weather would stand still long enough to beat the \$306,968 all-time gross recorded last year.

Thru Wednesday night the gross was \$127,587 an increase of \$1,434 over the same period in 1955. While shows were struggling to maintain yast year's peak, rides and concessions were driving to new high receipt figures.

Dick Best's Side Show was the best grosser, but thru Wednesday night was still 15 per cent under the same period last year. His gross to that point was in the neighborhood of \$15,000, Best reported. Best day of the week was Wednesday, when the show took in \$2,200, approximately matching the same day a year ago.

Leon Claxton's "Harlem in Havana" and the Leon Miller-managed "Watercade" were neck-and-neck for second place in the shows. Claxton contended that he was holding his own due to a couple of good days early in the run. Saturday and Sunday were good for about \$2,000 each, with the week days running between \$500 and \$700, Claxton said. For the St. Paul date date, Claxton added Butterbeans and Sussie, widely-known comics, who will remain for the balance of the season.

Claxton said afternoon performances were not bringing in customers as expected because many farmers, usually here during the

daytime, were remaining away, and those present weren't spending to any extent.

Miller expressed disappointment with Watercade business, contending that while business is not far behind, it hasn't brought in the grosses expected of it here and experienced during the Canadian dates.

The Funhouse has been going strong at a fair long known as tops for Side Shows and novelty attractions. Wednesday reportedly was a \$1,400 day for the Funhouse. The Dodgem and Ferris Wheels led the ride department. Rides generally are up in takes this year sufficiently to permit the over-

all gross figure to go ahead of last year.

Johnny Branson's Goliath enjoyed excellent business. New, larger and lively sea elephant was brought in for the date to replace the ailing one which had been on the show.

The black-topped midway, new this year, made a hit with show personnel and midway patrons. The band organ scored a big hit in the special Kiddieland set for the first time here. Kiddieland was operated with the organ at the rear and with rides on either side to form a U. Wood benches, fluorescent light and large clown and soldier cut outs were spotted down the center.

The press party started by Douglas K. Baldwin, fair secretary, and the Sedlmayrs several years ago was continued on Friday (24). Mrs. Phil Little, wife of the late Phil Little, food and drink concessionaire, again hosted fair staffers and RAS staffers at the traditional chicken dinner in the Little Restaurant. The dinner, first started by her late husband many years ago, has been carried on by his widow since his death. Mrs. Little continues to operate concessions at a number of other fairs besides St. Paul.

Bob Lohmar, show's general agent, was with the midway here thru Wednesday night, when he left for Topeka, next fair on the route.

Visitors included Art Pierce, recorder of the Davenport, Ia., Shrine; C. G. (Pete) Baker, Oklahoma State Fair; Mr. and Mrs. Wilfred Walker and son, Canadian Lakehead Exhibition; Gilbert Hill, Daily Oklahoman, Oklahoma City, and William H. Singleton, Winnipeg.

Frank Morrissey, RAS publicity chief, said newspapers in the Twin Cities were extremely generous with space this year on midway activities. Numerous TV news clips and at least two shows originated from the midway as well as any number of radio top shows recorded here.

Crafts Wins At Plymouth Vallejo So-So

PLYMOUTH, Calif.—Altho the Crafts 20 Big Shows competed with free attractions and used fewer rides because of the lack of space, the three-day Amador County Fair, which closed here Sunday (26), turned out all right, Orville N. Crafts, show owner, reports. In Vallejo the previous week, however, the show's take did not come up to par for the sponsored date.

Weather for the fair here was idea. The patrons proved good spenders and remained late on the lot. Owing to limited space, three major and two kid rides were left on the trucks.

For the Vallejo run of eight days at the AFL ball park, business was off due to extreme cold and damp and windy nights. Also holding down business was the fact that a main thorofare on which the show fronted, was closed. The closing Saturday and Sunday (18-19) turned warm and brought out sufficient business to prevent a total blank.

Roy Shepherd, ride superintendent, has a full crew of seasoned foremen on the rides. They include Eddie Johnston, wheels, Les Yeley, Merry-Go-Round, Jim Aeschbacher, Skooter; Carl Ride-nour, Rock-a-Plane; Harold Manning, kiddie rides; Ole Olson, Tilt-a-Whirl; Mike Marshall, Octopus; Roy Meyers, chief electrician; Louis Burke, towers and front gate; Harry Ballard, big top superintendent, with Gay Hodgkin, first assistant.

Initial Fairs Prove Okay For Weiss

NEW YORK — Concession business at fairs is good, at least for the Ben Weiss units, the bingo impresario reported here as he jumped between fairs at Rhinebeck, N. Y., and Timonium, Md., where his units were operating.

At Rhinebeck, where he operated for the first time, a unit managed by his son, Jackie, did well. At the same time the unit operated by his wife, Martha, was having a good run at the Maryland event.

The West Virginia State Fair, Ronceverte, was good, as usual, and helped to get the Weiss operations off to what appears to be a banner season. Only the weather is likely to cause concern, Weiss said.

Pomona Sets PCSA Date

LOS ANGELES — Showmen's Day for the Pacific Coast Showmen's Association and Ladies' Auxiliary here will be held at the Los Angeles County Fair in Pomona September 27, Al Flint, PCSA executive secretary, announced here last week.

The day honoring the showmen was arranged with C. B. Afferbaugh, fair president and general manager, and Phil D. Shepherd, fair assistant manager, by Harry A. Illions, director of the World's Fair Midway on the fairgrounds. The fair opens September 14 for a 17-day run.

Lenard Unit Wins in Ky.

DOVER, Tenn.—Page Bros. No. 2 Shows, managed by Colon Lenard, is playing Tennessee after five good weeks in Kentucky. Ride and show grosses in the Blue Grass State were more than satisfactory despite bad weather, Lenard reports.

Show carries seven rides, four shows and two dozen concessions. Radie Morrow's minstrels topped the backend on the Kentucky trek, altho Bub Wilkerson's Monkey Motordrome was a close second.

Visitors included Don Myers, Ring Bros. Circus; Roy Little, Little Exposition Shows; Fred Almany, Marion Greater Shows, and Harry Smith, Don Franklin Shows.

PARAKEETS

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 6967 E. Collette Rd., Pico, California Phone: OXford 9-5210

FOR SALE CHEAP

Two-ton G.M.C. Truck-Tractor, fully equipped, 3-speed axle, 20-11. Fruehauf van—all for \$1,000.00. Striegel Equipment Co. 2409 Annie Baxter Joplin, Mo. Phone: MA 3-1154

AVAILABLE

After Sept. 20, one or all our six Rides and some Concessions. No. 5 E.L. WHEEL, large Spillman Merry-Go-Round, C-Cruiser and three Punk Rides, one new Tub of Fun. Like to join other show or go in park, beach, or what have you? Either south or west. Have own good help. Let me hear from you.

TRI-STATE SHOW

Platteville, Wis. Phone 5743

THANK YOU Rosita & Danny Dell

Amusements of America, for your new Imperial Mobile Home and Pick-Up Truck purchase. "Save Money With Johnny" JOHNNY CANOLE 3008 Third Ave., Alhambra, Pa. Phone: 9247 or 5-0053

when answering ads . . . Say You Saw It in The Billboard

WANT TO BOOK

OCTOPUS RIDE

Prefer 16-car but will consider 8-car ride. Must have own transportation and must be modern. To join at Knoxville, Tenn., Sept. 10 and for balance of season until second week in November. South including Nashville, Atlanta, Columbus, Ga.; Pensacola, Tallahassee and Savannah.

Also can place good Grind Show. Must work on tickets and be clean, well painted and modern in every respect. Show to join at Tennessee State Fair, Nashville; followed by Atlanta, Columbus, Ga.; Pensacola, Tallahassee and Savannah for the strongest Fair route in the country.

GOODING AMUSEMENT CO., INC.

1300 Norton Ave. Phone: AXminster 9-1193 Columbus, Ohio

SCHAFFER'S JUST FOR FUN SHOWS

Want for Fairs—Quincy, Ill., Sept. 10 thru 15; then Fort Smith, Arkansas, and balance of season. This Show will be out thru November.

RIDES: Want Scrambler, Twister and Round-Up.
SHOWS: Place Side Show, Monkey, Unborn, Wildlife.
CONCESSIONS: Bumper, Basketball, Ball Games, Shooting Gallery, Photos, Hoop-La, Scales and Age, Records, Roman Targets, Hats. All Hanky Panks, come on. Want Cookhouse, Custard, Corn Dog, Ice Cream, Candy Floss, Candy Apples.

All contact **W. A. SCHAFFER, Mgr.**
Keokuk, Iowa, this week.

JOHN H. MARKS SHOWS



CAN PLACE FOR

SPINDLE-CENTER AGRICULTURAL FAIR

GASTONIA, N. C., WEEK OF SEPT. 10-15, AND ALL FAIRS UNTIL NOVEMBER
CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives.
SHOWS: Any money-getting Grind Show with or without equipment.
RIDES: Any Novelty Ride not conflicting.

All replies to **MARKS SHOWS**
Burlington, N. C., this week; then as per route.

Inter Mountain Fair, Asheville, N. C., Sept. 10-15
Cherokee County Fair, Murphy, N. C., Sept. 17-22

SHOWS: Will place worth-while Grind and Bally Shows, must be flashy.
CONCESSIONS: Will place Merchandise and Outright Sales Stands of all kinds.
HELP: Experienced Second Men on Rides who drive.
FOR SALE: 1953 seven-car Tilt-A-Whirl, 1954 Allan Herschell Jolly Caterpillar, 1953 Allan Herschell Little Dipper Roller Coaster. Rides are in perfect condition and can be seen operating on our Midway daily. Have too many rides, which is the only reason for offering for sale.

All replies to
JAMES H. DREW SHOWS
c/o Western Union, Pennington Gap, Virginia, all this week.

BAKER UNITED SHOWS

WANTED WANTED WANTED
GREENCASTLE, IND., FALL FESTIVAL, Sept. 10-15; CENTER POINT, IND., CENTENNIAL, Sept. 21-22-23; VEEDERSBURG FALL FESTIVAL, Sept. 26-29 inclusive

Will book Photos, Long and Short Range, Sno Ball, Scales, Basket Ball, Grab, High Striker, Glass Pitch, Balloon Darts, 6 Cat, Bucket or any legitimate Concession. Will place Ride Help in all departments who drive.

All replies to **ERNIE ALLEN**
P. O. BOX 35, TERRE HAUTE, IND., OR CARE WESTERN UNION.

LAWTON, OKLA., FREE FAIR

7 BIG DAYS-NIGHTS—SEPT. 10-16—FREE ACTS, 150,000 ATTENDANCE

SHOWS: Motordrome, outstanding Girl Revue, Athletic, Pit Show, Minstrel Show
Agents: Glass and Penny Pitch; Ticket Seller for Front Gate. **CONCESSIONS—**Cookhouse, Flashy Bingo (good proposition), Long and Short Range Gallery.
RIDES: Scooter, Octopus, Balloplane, Pony Ride, Fun House, any Ride not conflicting. **HELP:** Tilt-a-Whirl, Ferris Wheel Foremen; also Second Men, Man to handle Kid Rides. Electrician who understands city juice and three-phase motors. Help must be here by Sept. 5. McKay, contact at once.

ROLAND SMITH
2103 LORE BLVD., LAWTON, OKLA., PHONE 3457.

BYERS BROS.' SHOWS

RAYVILLE, LOUISIANA, SEPT. 7 THRU 15. BEST LOUISIANA SPOTS TO FOLLOW—OUT ALL WINTER.

Want any Hanky Panks except Cork Gallery, Fish Ponds and Age and Weight. Stanley Schmidt, are you joining? ANY OF MY OLD CONCESSION PEOPLE, GET IN TOUCH. Will book for balance of season—Tilt, Octopus or any non-conflicting Ride. Want Shows—Monkey, Snake, Animal or what have you. Pa and Ma, let me hear from you.

Reply to **CARL S. ANSTEAD**
RAYVILLE MOTEL, RAYVILLE, LA.

GIRL SHOWS OPEN

To start at Lamar, Missouri, September 11, including American Legion Fair at Caruthersville, Missouri. Must have own equipment and presentable talent.

SUNSET AMUSEMENT COMPANY

Bethany, Missouri, Fair, September 2-4; Osceola, Missouri, Fair, September 4-8.

SHOWMEN'S LEAGUE EXECUTIVES
 MRS. TUCK
 G. J. SULLIVAN, JR.
 J. P. SULLIVAN
 R. W. JONES
 LOUIS KALLAN
 FRED KRAMER
 ELMER STUBBS
 SAM J. LEVY
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 BENJAMIN A. MUNDWELSON, Treasurer
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 WALTER F. DRIVEN
 Treasurer Emeritus



ORGANIZED IN 1918

AN INTERNATIONAL ORGANIZATION OF SHOWMEN FOR SHOWMEN

54 W. RANDOLPH STREET

CHICAGO, ILLINOIS

PHONE DEARBORN 2-8447

September 1, 1956

To Members of the League:

Work on the new club building is well on its way. This building will be completed by November 15, providing we have the money in hand to pay the contractor at certain specified dates.

To have this money in hand, we face up to two urgent needs.

First, it is essential that all those who already have subscribed to bonds and who have yet not sent in their money should do so at once.

Second, it is vital that an additional \$25,000 in bonds be sold in the next few weeks so that we have the full \$75,000 which will be required to both reconvert and furnish the building in good taste, in keeping with the league's high aims and purposes.

In subscribing for bonds, league members are not making a contribution to the club. They are lending money. They will receive interest at the rate of 3½ per cent each year—an interest rate, incidentally, which is higher than paid by most banks and by government securities.

The bonds are to be retired in no later than five years. Actually, 20% of the bonds will be retired in each of the next five years.

To subscribe to bonds, please write to Secretary, Showmen's League of America, 54 W. Randolph Street, Chicago.

Those who already have subscribed and have not sent in their money are urged to do so immediately. Their bonds are ready for mailing.

Sincerely,
Showmen's League of America

Maurice Ohren
Maurice Ohren, President



WANT for WANT

MINEOLA FAIR

Sept. 8-16 inclusive

RIDES THAT DO NOT CONFLICT. KIDDIE RIDES ESPECIALLY.
CAN USE ONE OR TWO GOOD SHOWS. MUST BE NEW AND NOVEL. NO SIDESHOW—ALREADY BOOKED.
CONCESSIONS WANTED—MUST BE HANKY PANKS. Only legitimate concessions will be given consideration.

Write or wire **PHIL ISSER, Gen. Mgr.**
1916 Avenue K, Brooklyn, N. Y.

Phone: **CLoverdale 2-2796**, call before noon or after midnight.

RALEY BROS.' EXPO.

CLEANEST SHOW ON EARTH

Nine more of the South's finest Fairs to go—Burke County Fair, Morgantown, N. C., this week.

SEPT. 10—CHATHAM COUNTY FAIR, PITTSBORO, N. C.

SEPT. 17—ALEXANDER CO. FAIR, TAYLORSVILLE, N. C.

SEPT. 24—STOKES CO. FAIR, KING, N. C.

OCT. 1—FIREMEN'S PEANUT FAIR, SCOTLAND NECK, N. C.

OCT. 8—MARION COUNTY FAIR, MARION, S. C.

OCT. 15—THE GREAT CHESTERFIELD FAIR, CHESTERFIELD, S. C.

OCT. 22—BERKELEY COUNTY FAIR, MONCK'S CORNERS, S. C.

OCT. 29—COLLETON CO. FAIR, WALTERBORO, S. C.

NOV. 5—BEAUFORT, S. C.

Place any Stock Concessions, family-type Shows and Rides not conflicting. This entire show for sale. Buyer may take possession at anytime, but must fulfill this year's contracts. Staff will stay with show until end of season if needed.

Write or wire, no phone calls answered
HAROLD RALEY, Mgr.—ETHEL RALEY, Secy.—FRANK DICKERSON, Gen. Agt.

TAKE TITLE THIS WEEK

NSA Home Ambition Coming True With Purchase of Friars' Bldg.

NEW YORK — The National Showmen's Association is acquiring a home of its own this week, ending a dream which was nurtured at its inception in 1937. By so doing, it will become the last major showmen's club to either construct or buy a building.

Closing has definitely been

scheduled for Tuesday (4) at the Friars' Club building, to which the NSA is taking title. It is at 123 West 56th Street, between Sixth and Seventh avenues and near the Great Northern Hotel. Two blocks east of the current NSA clubrooms, the building has nearby subway stops of the BMT

at 57th Street and Broadway, and the Independent Line's Seventy Avenue station at 53d Street.

All important points have been settled between seller and buyer, checks and necessary signatures have been accomplished, and there remain only one or two minor details which both parties expect to be worked out quickly and amicably at the closing. The Friars themselves have purchased a five-story mansion in East Manhattan and face a costly renovation project. They expect to vacate their current home before next June and possibly as early as February, they report.

One of the prime advantages in the deal, club officers pointed out, is that the NSA is getting a building erected primarily as a clubhouse. It comes complete with a long string of costly fixtures and decorations, and the fixing up that would be required in any club move will thereby be held to a minimum.

Upon its establishment in 1937, the club held initial sessions at Hotel Piccadilly; then leased 4,000 square feet in the Palace Theater Building the following year. There it remained until inaugurating a large one-floor layout at 317 West 56th Street October 14, 1953, during the administration of Phil Isser.

With club assets over the six-figure mark, the annual search for a permanent home became intensified with each succeeding administration. Preliminary talks with the Friars began last winter, bogged down during much of the summer after a price was set, then went into the final stages last week.

The Friars building has no basement but its advantages are numerous. On each floor is a vast assembly room plus a cloakroom, providing ready-made space for the Ladies' Auxiliary meetings. In addition, the entire building is air conditioned. The building has a cut stone exterior.

Building Described

Facilities are as follows:

First Floor—Entrance vestibule, office, cloak room, large kitchen, paneled bar, storage room, toilets and an assembly room 25 feet wide and 70 feet long.

Second Floor—Combination library and governor's room, cloak room, storage room, toilets, large office and assembly room containing desk clerk-type counter and recessed lighting for use with a portable stage.

The deal includes fluorescent lighting, cooking equipment, paneling, carpeting, attractive pictures, murals and other decorations, and many other items.

BEAM'S ATTRACTIONS

HALIFAX-NORTHAMPTON 3 CO. FAIR,

ROANOKE RAPIDS, N. C.,

Sept. 17-22.

ZEBULON 5 CO. FAIR,

ZEBULON, N. C., Sept. 24-29.

VANCE CO. COLORED FAIR,

HENDERSON, N. C., Oct. 1-6.

CASWELL CO. FAIR,

YANCEYVILLE, N. C., Oct. 8-13.

ATLANTIC-DISTRICT FAIR,

AKOSKIE, N. C., Oct. 15-20.

TIDEWATER FAIR,

SUFFOLK, VA., Oct. 22-29.

NOTTAWAY CO. FAIR,

BLACKSTONE, VA., Oct. 29-Nov. 3.

Booking Concessions and Shows for these fairs. Can use additional Ride Help.

All replies to **STEVE DECKER**

FAIRGROUNDS, GOOCHLAND, VIRGINIA, this week, then as per route.

JACK'S UNITED SHOWS

Want for El Paso, Ill., this week; Centralia, Ill., next week, and followed by the Piggott, Ark., Fair, Sept. 19-22; then the big Tri-State Fair, Cairo, Ill., Sept. 24-29, where a quarter of a million people are expected.

Need Hanky Panks of all kinds. Want good Cookhouse—have none now. Can use a few more Rides for Cairo that do not conflict with ours. Can also use one more Wheel for Cairo. Need Ride Help on all Rides. Shows—any kind—but no Girl Shows. We have a good route of Fairs in Louisiana and Florida to follow. El Paso, Ill., Police Dept., this week; Centralia, Ill., through the Volunteer Fire Dept., next week.

JACK SETTLE

JACK O'HAYER

BARNEY TASSELL SHOWS WANT

Any and all kinds of major and Kiddie Rides for my Tobacco Festival spots—better than most fairs—so don't let size of towns fool you. Strictly legitimate Concessions—only one of a kind.

Opening September 10, Birchland Park, near Danville, Va. Have Brookville, Va.; Red Springs, Chadbourn, Maxton, St. Pauls, Kenansville, all North Carolina, and others to follow.

Sunset Lake Park, Portsmouth, Va.

P.S.: Can lease or book Ferris Wheel—S. Lois Weiss, address as above.

WANTED—IMMEDIATELY—WANTED

Side Show Acts, also Manager for same. Good proposition. We have complete outfit. Law Alters, contact. Also want Manager, Performers and Musicians for newly framed 110-ft.-front Jig Show with balcony for band.

Phone: Leighton 1728 or wire

JOHN VIVONA, Leighton, Pa., this week

PENN PREMIER SHOWS

worlds * cleanest * midway

THREE GREAT FAIRS

Fredericksburg, Va., Sept. 10-15; High Point, N. C., Sept. 17-22; Mt. Airy, N. C., Sept. 24-29; followed by five other top Carolina Fairs. Tobacco plentiful, highest prices in years.

CONCESSIONS—Novelties, Short Range, Percentage if you have Hankies, Bear Pitches and all other Hankies. RIDES—Round-Up, Caterpillar, Twister. We have top-money Ride territory. Low percentage if you have these Rides.

SHOWS—Any worthwhile Attractions not conflicting. Must be up to the standard of this show.

HELP—FOREMAN FOR TWIN FERRIS WHEELS. If you can get both Wheels up by noon on Mondays you will receive large salary with bonus. FOREMAN FOR OCTOPUS AND CHAIRPLANE. Second Men for all Rides who drive semis. All mail, wires and phone calls to

LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr.

Phone calls, ask for Penn Premier Shows, Fairgrounds, Staunton, Va.



NEW HOME of the National Showmen's Association will be this two-story building constructed by the Friars' Club in 1950. Located between Sixth and Seventh avenues on 56th Street, New York, it contains large assembly rooms, offices, air-conditioning thruout, kitchen, lavatories on each floor, and cloak and storage rooms. Negotiations for its purchase have been proceeding for many months and a final meeting, at which the closing will be accomplished, has been set for this week. It will be the fourth meeting place of the NSA, which has been seeking to buy a permanent home for some time.

Marks Off Running at Opening Fair, Roanoke

ROANOKE, Va.—A good week in Charlottesville, Va., enabled the John Marks Shows to wind up its still-date season in strong fashion, following which the enlarged organization kicked off its route of fairs here this week.

Lynchburg, Va., and Charlottesville provided the show's two top weeks, and came when they were needed. The latter's opening night was a washout to heavy rainfall, but things got much better starting Tuesday (21).

Saturday's (25) kiddie matinee was sponsored by Station WCHV and drew a reported 4,000 kids. Turnout for the day and night approximated 10,000.

Show enlarged

First fair opened here Monday (27) with the show augmented by 10 truckloads of ride and show equipment brought over from Richmond, Va., winter quarters. Owner Marks came up with his usually large, neat and colorful midway for fairs.

First three night here were some 20 per cent over last year, which was hindered by rain on the opening days and nights. Business dropped off somewhat Wednesday (29), but the show was off to a good start.

Added here were Clyde Davis, who has the "Moulin Rouge" posing show; Egleston's Great Ape Show, with five trained chimps. Ralph Endy has his Skooter booked here, and Harry Mamas has had his new Rock-o-Plane and Octopus here all season.

Next date is the Alamance County Fair, Burlington, N. C., opening Labor Day.

Weather Nips WOM Efforts

ESSEX JUNCTION, Vt.—Cold, wet weather on the traditionally big day, Wednesday (29), held down attendance and the possibility of big midway earnings for the World of Mirth Shows at the Champlain Valley Exposition.

The fair got off to a good start on Monday and Tuesday (27-28), with attendance on the second day listed at more than 14,000 and considerably ahead of last year. Attendance was held to around that figure again on Wednesday, altho fair officials, on the basis of the first two days and the fine weather which accompanied them, had anticipated surpassing the former one-day mark of 26,000.

The slackening in pace was a relief for some of the show people who had just concluded a strenuous week at the Central Canada Exhibition, Ottawa. This date, also marred by adverse weather, was reported big nevertheless.

Considerable thought and planning was given by show officials to the next move, which will take the show to distant Lewiston, Me.

FUNLAND SHOWS

Ava, Mo., Fair, September 5-6-7-8.

Can use Concessions and Agents. Mountain Grove, Mo., September 11-18; Forsyth, Mo., Fair, September 19-22; four Southern Fairs to follow—out until November. Contact per route.

R. E. THOMAS

GREENUP, KY., FAIR, SEPTEMBER 11-15

SEAMON, OHIO, ANNUAL STREET FAIR, SEPTEMBER 18-22

Want Concessions, Shows and Ride Help. Concessions—Floss, Apples, Soda Ball, Popcorn, Buckets, Six Cots and Hanky Panks of all kinds.

NOLAN AMUSEMENT CO.

Phone: GL 2-8252, South Zanesville, Ohio, or TIM NOLAN, Greenup, Ky., Fairgrounds.

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

Made for TROUPERS
... by TROUPERS who know YOUR PROBLEMS!



Marathon MOBILE HOMES

Styled to Stand Out
Price Right
Gleaming Streamlined Beauty
Compact Convenience

Get to send you our latest MARATHON Mobile Home booklet... It's FREE. Write for it today.
har-mac INC.
Stratford, Wisconsin

Hemet Crowds Build Gross For Fair Time

HEMET, Calif.—Business for Fair Time Shows, Inc., was above expectations at the Farmers' Fair of Riverside County here during the four-day run which ended Sunday (26), Olivia Waldron, president of the carnival corporation, reports. The fair pulled an attendance of 33,683, 2,456 over 1955. With the exception of the first day, all daily attendance figures were ahead of last year's. The increase in the gate was reflected in the carnival receipts, Mrs. Waldron declared.

While Fair Time played the fair last year, this was the first time under Mrs. Waldron's direction. She assumed full ownership thru purchase of the show following the closing here.

During the winter and early spring, the equipment was refurbished, and new rides added. The show now carries 9 kid and 5 major rides and 15 concessions. Two shows, Cal Lipes' snakes and pygmy horses, appeared here. All concessions are independent, with Cecchini & Levaggi, of Sun Valley, operating most of them. T. R. Scarborough has candy floss, and Paul Zump, novelties.

Moves on 15 Trucks

The show moves on 15 trucks and semis and carries its own light plant. A 35-foot van equipped with boom and which for the Tilt-a-Whirl was added while the show was here.

The show opened its 1956 season shortly before July 4 in Casa Grand and moved from there to the Melon Festival in Glendale, Ariz. Other fairs on the route include the Eastern Sierra Tri-County Fair, Bishop, Calif., and Arizona annuals at Flagstaff, Prescott, Douglas and Safford. Also booked are festivals in Tempe and Nogales, Ariz. Show will close late in October, completing 20 weeks.

Chet Barker is general superintendent, and Ken Baker, general agent.

Kirk Waldron, who has been second man on the Octopus during summer vacation, left the show to return to school in Lawrenceville, N. J.

Still Date Starts Strong For H. P. Hill

VALLY CITY, N. D.—Hill's Greater Shows got away to a strong start here Monday night (27) and the good spending continued for the next two nights.

Show is here still-dating between fairs, but Howard Hill, manager, looked for this to be better than some of the fairs already played this year.

Show jumped here from Fargo, N. D., where the show had 10 major and 16 kid rides and takes were up 15 per cent over last year. Hedy Jo Starr's back-end unit was the top attraction.

Hill closed with the fair to return there again in '57.

Ruback Rides, Shows OK at Kansas Fair

SALINA, Kan.—Jack Ruback's Alamo Exposition Shows trucked here last week after a run at Columbus, Kan., that yielded good ride and show grosses but showed a decline in concession business.

Rides and shows were on a par with last year, while the front end was off 25 per cent, Ruback reported.

BUFF HOT TLE SHOWS

(UNIT #1)

WANT FOR WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN., SEPT. 10-15

TO BE FOLLOWED BY THE FAIRS AT FLORENCE, ALA.; HUNTSVILLE, ALA.; DONALDSONVILLE, LA., AND FRANKLINTON, LA.

HANKY PANK CONCESSIONS THAT WORK FOR STOCK. Will sell Exclusive on Frozen Custard at Jackson. Exclusives on Glass Pitch and Mitt Camps already sold. WANT MANAGER AND RIDERS FOR OFFICE-OWNED MOTORDROME, COMPLETE, OR WILL SELL AND BOOK ON SHOW. WE HAVE ALL THE RIDES AND ALL THE SHOWS WE NEED TO PLAY THESE FAIRS. WANT RIDE FOREMEN AND SECOND MEN FOR MERRY-GO-ROUND, FLY-O-PLANE, TILT-A-WHIRL and CATERPILLAR. Must have licenses and stay sober. 5 big weeks of work for good men. Top salaries and best treatment.

All replies to BUFF HOT TLE

c/o HOLIDAY INN MOTEL or FAIR GROUNDS, JACKSON, TENN., AFTER SEPT. 4.

SHAN WILCOX BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT FOR TWO FAIRS SAME WEEK, SEPT. 17-22, GAINESVILLE AND CARLTON, GA., AND ALL FAIRS THRU OCTOBER

SHOWS—Motordrome, Fat Show or any good Grind or Bally Show. "Cotton" Harris, answer. Would like to have One or Two-Ring Circus or Rodeo and Wild West with all equipment. Office guarantee.

CONCESSIONS—Cookhouse, Sno-Cone, Novelties and Hanky Panks.

RIDE HELP—Second Men on all Rides who drive. Joe Baldwin, Fred Earls, R. E. Carter, J. R. Barefoot, come on.

All replies to SHAN WILCOX or BILL PORTER
Sevierville, Tenn., this week; Athens, Tenn., next week.

NEXT WEEK IN INDIANA

HARTFORD CITY STREET FAIR

TUES., SEPT. 11, THRU SAT., 15

A very worth-while "DOIN'S. A big Entertainment and Special Event Program with plenty of the right kind of publicity. Can use a few more good, clean Concessions.

TOM L. BAKER

2257 Madison Ave. Indianapolis, Ind.
Phone: STate 4-4584

WANT

For 7 Fairs in Oklahoma and Texas, out until Nov. 1. Small, clean Cookhouse or Grab, Photos, Scales, Glass Pitch, Heart Pitch or any Hanky Pank not conflicting. Live Ponies or any Ride not conflicting. Also want flashy Grind Shows. Good salary and bonus for sober, competent Wheel Foreman who can get it up and down, true it and drive semi. Second Man on Octopus, Spitfire Foreman and Second Man. Need Funhouse Operator who drives semi, also other useful Show People. Funhouse for sale. Shamrock Shows, Alva, Okla., Sept. 5-8; Guyton, Okla., Sept. 11-14.

FOR SALE—RIDES

1 used 7-Car Seilers Tilt-A-Whirl, \$3,000.00.
1 No. 3 Ell Wheel, 1946 Model, new condition, \$4,750.00
WEST COAST NOVELTY CO.
728 1/2 Bellaire, North Hollywood, Calif.
Telephone: POplar 5-0320

A—AMUSEMENTS

Can use a few Concessions for Polo, Ill., Sept. 13, 14 & 15. Also 33rd Annual Festival, Joliet, Ill., in streets, Sept. 19 thru 23. Concessions working for stock, Long Range, Basketball, Cigarette, Glass Pitch, Bear Pitch, Hi-Striker, a Snake Show or a Grind Show. Book on grounds or call or write: ALDA McCUE, 3219 N. Clark, Chicago, Ill., Wellington 3-6107 or Kedzie 3-6184.

FOR SALE

Ten Buckley Diggers mounted no factory-built Calumet Coach tandem axle trailer. Beautiful flash, A-1 condition. Will sell Diggers with or without trailer. Can place experienced Agent for above.
DWIGHT BAZINET
c/o Beam's attractions, Goehland, Va., this week; Petersburg, Va., next week.

QUICK SALE

King Pony Cart, Pinto Benz' Fire Truck, \$800.00 each; Eyerly Super Rullo-plane, \$2,750.00. Rides in excellent shape, operating through Sept. 7.
Telephone, wire:
TURNER SCOTT
120 N. Grandview Ave.,
Daytona Beach, Fla.

MIGHTY INTERSTATE SHOWS

Want for De Kalb County Fair, Ft. Payne, Ala., Sept. 10-15; Tipton County Fair, Covington, Tenn., Sept. 17-22; Mitchell County Fair, Camilla, Ga., Sept. 24-29; continuous route of Fairs through November 17.
SHOWS: Good opening for Girl Show with own equipment. Will book Penny Arcade, Wildlife, Monkey, Fat, Big Snake, Crane or any other Show catering to women and children. Jimmy Beach wants Acts for Side Show. CONCESSIONS: Will book Hanky Panks of all kinds. Hats, Photos, Short Range, Novelties, Gadgets, Name on Hats, Age and Weight, High Striker, Ball Games, Pitches of all kinds. Will book real, up-to-date Cook House for balance of season. RIDE HELP: Foremen for Wheel, Merry-Go-Round, Chairplane; Second Men on all Rides; Top wages, good treatment, payday every Wednesday. Semi drivers preferred. RIDES: Will book Octopus, Roll-o-Plane, Spitfire, Scooter or any Flat Ride not conflicting. HELP: Want Mechanic, Painter, Scenic Artist to join on wire. references required. Want Show Builder, Carpenter, Want sensational High Pole Free Act for week of September 17. Contact JACK GUTTMAN, President, Tipton County Fair Association, Covington, Tenn. Replies to H. B. ROSEN
RANDOLPH COUNTY FAIR GROUNDS, ROANOKE, ALABAMA.

SILK CITY COMBINED SHOWS

Want for Collinsville, Va., Sept. 10-15, and Southern Fairs to follow. Menning, S. C., Sept. 17-22; Warrenton, N. C., Sept. 24-29; Madison, N. C., Oct. 1-6; Pembroke, N. C., Oct. 8-12; Kingston, N. C., Oct. 15-20, and all winter in Florida until April.
CONCESSIONS—Bingo, Custard, French Fries, Six Cats, Buckets, Mitt Camp, Duck Pond, Pitch-Tilt-U-Win and any other Hankies. RIDES—Tilt, Coaster, Octopus or any Flat Ride that does not conflict. Buster Gordon, contact. SHOWS—Big Snake, Side Show, Girl Shows, Johnny Ryan no longer connected with this Show. Want any Grind Shows, all must have their own outfits. RIDE HELP—Can always place good Foremen on all Rides who drive.
All replies to A. LONGO or TED LEWIS
THIS WEEK, WILSON, N. C.

CONCESSIONS WANTED

For Hutchinson, Minn., Sept. 8-12, and nine more bona fide Fairs, including Roswell, New Mexico, State Fair
Want all kinds, especially want Hanky Panks, Ball Games, Fish Pond, Duck Pond, Six Cats, Buckets, Swingers. Contact
Dave Fineman, Bus. Mgr.
Hill's Greater Shows, Foran, N. D., Sept. 3-5; Hutchinson, Minn., Sept. 8-12.

MAJESTIC GREATER SHOWS

Want for Woodbury, Tenn., Sept. 10-15; Parsons, Tenn., Sept. 17-22; Jasper, Ala., Sept. 24-29; Moulton, Ala., Oct. 1-6; Childersburg, Ala., Oct. 8-13, and all winter's work. Can place Scale and Age, Hi-Striker, Novelties, Water Games, Long and Short Range, Photos, Pitch-Tilt-U-Win and all Hankies. Ride Help who drive semi. Also Fly-o-Plane Foreman. Al Damoran and Leonard Duncan, contact Shirley Levy. All replies to SAM GOLDSTEIN, Winchester, Tenn., this week

PAN AMERICAN SHOWS

Want for Camden, Ark., Fair, Sept. 10-15, and ten more continuous Fairs to follow. CONCESSIONS: Will book Flashy Bingo, Penny Arcade; all Merchandise Concessions open. RIDE HELP: Foremen for Wheel, Tilt and Octopus, Second Men on all Rides. Must drive, no cars wanted. SHOWS: Will book Side Show, want Manager for same. Also want Snake Show. Will book Grind Shows of all kinds.
All replies to JOHN R. WARD, Gen. Mgr., or JOHN REED, Bus. Mgr.
BENTON, ARK., THIS WEEK.

WALLACE, N. C., FALL FAIR, Sept. 10-15

World's largest one-sale tobacco market. Burlington Textile Mills, one of North Carolina's richest industrial, produce and tobacco areas.
Will book Baffle, Blower, Bowling Alley and one Wheel, excellent opening for same; Popcorn, Snow, Bingo and Hankies. Want any Show of merit, Agent who knows Georgia. Bill Hayes, answer.
Vanceboro, N. C., this week; all wires to Western Union, New Bern, N. C.

BUCK DENBY TROPICAL MIDWAY SHOWS

Maudie and Tommie Allen and C. Jack Shafer, wire your address collect. Wish to repay your kindness.

WANT SWINGER AGENTS

CONTACT

MORRIS FRIEDENHEIMER

World of Mirth Shows

Lewiston, Maine, Fair this week;
Brockton, Mass., Fair next week

CONTRACTING AGENT

Program Man
Promoter

One capable handling merchants and other top organizations for sponsorship and promotion. Year round deal. Magnetic show appeals to all from 2 to 92 years of age.

SANTA CLAUS CARAVAN AND WONDER WORLD

A proven attraction.

JOSEPH RALSTON

521 Tremont Street Boston, Mass.

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., after Sept. 15;
Box 97, Ellersie, S. C., Winter Quarters

WANT CARNIVAL

With Shows for

Big V.F.W. Celebration

October 8-12, 1956.

Contact

DR. FRED D. McCOY, Commander
Cosley Dr. Gainesville, Ga.
Phone: Lenox 4-9255

FOR SALE

14 by 38 ft. Concession Stand used for Bear Pitch. New canvas, only up ten knees, wooden light stringers, blinged wooden tables for flash stand, green canvas, can also be used as two 14 by 14 ft. counter stands. Price complete, \$600.00. Charles Travers, c/o King Reid Shows, Rutland, Vt.

WANT FOR THE FOLLOWING FAIRS:

V.F.W. FAIR, OXFORD, N. C., WEEK SEPTEMBER 10
 AMERICAN LEGION FAIR, TARBORO, N. C., WEEK SEPTEMBER 17
 FIVE COUNTY FAIR, FARMVILLE, VA., WEEK SEPTEMBER 24
 FIREMEN'S FAIR, ENFIELD, N. C., WEEK OCTOBER 1
 LITTLETON FAIR, LITTLETON, N. C., WEEK OCTOBER 8
 GREENSVILLE COUNTY FAIR, EMPORIA, VA., WEEK OCTOBER 15

Custard, Ball Games, Glass Pitch, Hoop-La, High Striker, Photos, Six Cats, Swingers, Buckets, Bear Pitch, Grab, Fish and Duck Pond, Pitch-Till-You-Win, Panny Arcade, Pan Game, String Game, Novelties, Panny Pitch, Cork Gallery, Slum Spindles, Age and Scales.

Want Girl Show, Colored Girl Show, Monkey Show, Side Show, Wildlife.
 Want Tilt, Octopus, Pony Ride, General Ride Help, Truck and Tractor Drivers.
 Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

Rocky Mount, Va., this week; Oxford, N. C., Fair next week.

FOR SALE

1955 SCRAMBLER
 1947 SPITFIRE

WITH OR WITHOUT TRANSPORTATION. Both Rides equipped with fluorescent lights. This equipment in perfect condition. Can be seen in operation at Sandwich, Ill. (Fair), Sept. 5 thru 9; Canton, Ill., Sept. 12-13-14; Mid-South Fair, Memphis, Tenn., Sept. 21 thru 29.

BUSTER WILSON

c/o Wilson Famous Shows
 Permanent Address: Astoria, Ill.

WANT

Girl Show Talker. Want two Ticket Sellers who drive semis. Want CANDY PITCHMAN. Can also use two more Dancers. Wire or call

F. W. MILLER

Fair Grounds, Saginaw, Mich., Sept. 4 to 15. Must be in Saginaw Sept. 8.

AGENTS WANTED

For Hanky Panks, Buckets and Six Cats. Drunks, stay where you are. Write or wire

GEORGE W. GORDON

c/o O. C. Buck Shows,
 Bath, N. Y.

AMERICAN BEAUTY SHOWS

Want for Warren, Ark., and 9 more Fairs in Arkansas and Louisiana.

Can place Bingo. Also want Concessions of all kinds (no E.C.) except Photos and Glass Pitch which are sold. Want Shows of all kinds. All replies to:

H. W. BARTHOLOMEW

Warren, Ark., this week.

WANT BINGO

Starting Booneville, Ky., Fair, Sept. 10-15, and two more Fairs to follow, Beattyville and Stanton, Ky.

BEE'S OLD RELIABLE SHOWS, Inc.
 Horse Cave, Ky.

Georgia Amusement Co.

TOCCOA, GEORGIA

Will book Popcorn and Apples. Need Carnival Electrician, also want Couple to take over Cook House or will sell and book same.

ALL VALLEY SHOWS

Bryan, Texas, Aug. 28-Sept. 1; Taylor, Texas, Sept. 10-14.

Want Hanky Panks of all kinds. Want Merry-Go-Round Man, Mix-Up Man and Kid Ride Help. **OUT ALL WINTER.** Those joining now given preference.

Contact **HARRY LANTZ**, Bryan, Tex.

Moore's Modern Shows

Want Rolloplane and Merry-Go-Round Foreman, all winter in Texas. Place any Concessions except Flats for Wynne and Seary, Ark., Fair, no X.

Ulysses, Kans., Sept. 3 to 9; Pauls Valley, Okla., 11 to 15; Wynne, Ark., 17 to 22.

LONG RANGE

Mounted on Ford 2 ton, cab over engine with two-speed rear axle; 6 Horns, automatic and 6 Winchester Pump Guns. This is not junk, \$2,000.00. You can make \$1,000.00 at one of my Fairs.

THORNTON E. HOAR
 19 Halfback Rd., North Weymouth, Mass.

WANTED

Agents for Roll Down, Pin Store, P.C. Dealers and Six Cats. Only two Crind Stores here. Wire

C. M. WILLIS

Fairgrounds, Louisville, Miss., Sept. 3-8

FOR SALE

#5 Eli Wheel in first-class condition. Priced right. Can be seen in operation now.

JUSTIN PLYLER

914 N. Ocean Blvd., Meadow Beach, S.C.
 Phone 2731

Conklins 70G 1 Day at CNE

• Continued from page 68

sellers were required to handle the customers for it.

Kid Rides Go Big

The Kiddieland accounted for an impressive \$9,700.20 gross on the peak day. Of the kiddie units, the new German Carousel, purchased by the Conklins thru Mickey Hughes, grossed \$976 on the record day. It had receipts of close to \$950 on several other days. The Helicopter, the new Allan Herschell ride, grossed \$726.

Going price for the Carousel and Helicopter was two kiddie ride tickets. All other Kiddieland units worked for one kid's ticket. Of these, the Schiff Coaster was the leading money-getter, accounting for \$667, with the Boat ride bagging \$498 and the Sky Fighter \$400.

A major factor in the Kiddieland's \$9,700 gross was the tremendous sale of strip tickets at six for 50 cents. Tabulation for the day showed that 10,072 single tickets had been sold at a dime each, whereas 17,386 have been sold at six for 50 cents. The Conklins first started the sale of strip tickets in 1948 and each year since their sale has jumped.

A revision of the prices for adult rides played a part in the record Saturday's business and in the higher receipts for the first seven days. Except for the Flyer (Roller Coaster), all of the major riding

devices worked for 20 cents. Heretofore, the major rides bore a 25-cent adult price and a 15-cent kiddie price.

Shows Hit, Too

The single 20-cent price yielded slightly more than had been produced under the old scale. More important, it added to the number of riders because it speeded up handling people at ticket boxes. An added beneficial result was that it eliminated discussions at the boxes over whether some children were young enough to qualify for the kids' price.

All of the shows enjoyed excellent patronage on the peak day, and they did better than satisfactory business thru the first seven-day period. At the end of that time, Harry Seber's Striporama was pacing the shows, with Archie MacAskill's Illusion Show second and Pete Kortz's Side Show third closely pressed by the Brenda Fisher-headed water show, guided by Alfie Phillips, and Glenn Porter's Monkey Speedway.

Other shows included a Seal Show and Neptina (girl in the fish bowl), both Alfie Phillips' operations; Rivero's Globe of Death, the Rock 'n' Roll Show, operated by Harry Swank; the MacArthur twins, operated by E. E. Collins, and Hoffmeister's Rotor, classed by Patty Conklin with the shows rather than the rides.

Monarch EXPOSITION SHOWS

NOW BOOKING FOR THE NORTHEAST ARKANSAS DISTRICT FAIR,
 BLYTHEVILLE, ARK., SEPTEMBER 18-23—6 BIG DAYS

CONCESSIONS

Hanky Panks and Stock Concessions of all kinds, Glass, Parakeet and Bear Pitches. Also a few Eats and Drinks, Snow, Cotton Candy, Ice Cream, etc. Will book or buy Octopus. Want one more Major Ride for balance of season.

RIDES

Want capable Ride Men on all Rides.

HELP

Will place any Show of merit.

SHOWS

Address **E. L. WINROD, Mgr.**

Rock Falls, Ill., this week; Lonoke, Ark., Fair, next.

FLOYD O. KILE SHOWS

ALL FAIRS TILL NOVEMBER

CONCESSIONS: Can place Cookhouse, Stock Concessions of all kinds, Ball Game, Pitches, Scale & Age, Long & Short Range, Custard, etc. SHOWS: MECHANICAL, FUNHOUSE, ANIMAL; must be neat and clean. HELP: Man to handle two Kid Rides; Second and Third Men on all rides; must have chauffeur's license, drive semi. No cars or drunks.

All replies **FLOYD O. KILE, Owner & Mgr.**
 Fayette, Mo., this week; Mountain Home, Ark., next; then Russellville, Ark.; followed with six Louisiana Fairs.

WANT WEST POINT COMMUNITY FAIR

Sept. 17 to 22 inclusive, West Point, Virginia

CAN PLACE Rides not conflicting, Coaster, Scrambler, Round-Up, Twister, Kiddie Rides, Fun House, Side Show, Arcade, Wildlife. All Hanky Panks open. Bingo, Food, Novelties, Scale, Age. Want Ride Help; Ferris Wheel Foreman, Second Man on Merry-Go-Round and Scooter. Will buy or rent Light Plant for twenty weeks. All winter in Florida. All answer:

DAVID B. ENDY

FUN FAIR PARK, ALEXANDRIA, VA.

MOTOR STATE SHOWS

Want for six Mississippi Fairs—Water Valley, Sept. 10-15; with Pontotoc, Aberdeen, West Point, New Albany following.

All types Hanky Panks, Cookhouse, Crab, Foot Longs, Bingo. Will give ex. to Class or Pottery Pitch.

Want Shows: Snake, Monkey, Funhouse or what have you
 Ride Help on Coaster, Octopus, Rock-a-Plane. No drunks or chasers. After Mississippi we play Louisiana. All wires to

MOTOR STATE SHOWS

AS PER ROUTE

Lamar, Missouri, Agricultural and Industrial Fair

SEPTEMBER 11 TO 15

Can place Girl Shows, Athletic and other Shows with own equipment. Hanky Panks, Ball Games, Photos, Age and Weight; all Pitches open. Ride Men with chauffeurs' licenses.

SUNSET AMUSEMENT COMPANY

Bethany, Missouri, September 2-4; Osceola, Missouri, Fair, September 6-8.

100,000	\$32.00
10,000	\$10.00
20,000	12.50
50,000	20.00
200,000	55.00
Price Chg.	\$3.00
Color Chg.	\$1.00

ROLL TICKETS

Printed to Order
DALY TICKET CO.

Collinsville, Ill.
 Union Made

PRICES F.O.B.
 COLLINSVILLE, ILL.
 Coupons Double Price

Stock Tickets, 1x3 inches	
1 Roll	\$.90
5 Rolls	4.25
10 Rolls	8.00
50 Rolls	23.00

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" x 2". Hinged Legs. Slip Joints. No screws, bolts or keys. TENTS IN ALL COLORS, regular and flame resistant. Ask about NEW NYLON Fabric in Red—Blue—Yellow—White.

ANCHOR SUPPLY CO., INC.
 EVANSVILLE, INDIANA PHONE MA 3-8103
 MFRS. OF CANVAS TENTS FOR ALL PURPOSES


UPPER MARLBORO, MARYLAND

COUNTY FAIR—September 8 to 15

Can place Hanky Panks of all kind. Clean Family-type Shows.

Pete Clements on lot from Sept. 6.

WINCHESTER AMUSEMENT CO., Winchester, Va.

KIDDIE RIDES WANTED IMMEDIATELY

Will book a complete set of well-flashed Kid Rides for balance of our route of nine top Fairs, including Tuscaloosa, Ala.; Rome, Ga.; Albany, Ga., and Mobile, Ala. Will also book several major Rides for these spots that do not conflict with what we have. CAN PLACE FOREMEN AND SECOND MEN WHO DRIVE. WILL BOOK ADDITIONAL CONCESSIONS AND SHOWS FOR NEW MILLION-DOLLAR FAIR GROUNDS—MAURY COUNTY FAIR, COLUMBIA, TENN., SEPT. 10-15. Wire or call

THOS. D. HICKEY
 Fair Grounds, Clarksville, Tenn.

or **DON GRECO**
 Royal York Hotel, Clarksville, Tenn.

COUNTY FAIR SHOWS

WANT FOR LONG SEASON SOUTH, FAIRS AND COTTON SPOTS

Show of any kind with own equipment, Cook or Grab, Hanky Panks, Joke at Berryville, Arkansas, September 4-8.

Fred Gray wants Swinger Agents. Will book Fly-a-Plane, Spitfire or Tilt.

WANT RIDE HELP—For Merry-Go-Round, Wheel, Octopus, Rolloplane

Can also place Hanky Panks.

CENTRAL STATES SHOWS

Caldwell, Kansas, Sept. 4-8; then Pawhuska, Oklahoma, Sept. 10-12.

FOR SALE OR TRADE

Portable Scooter Building, round ends, factory built, 35x70, steel floor 1 1/2 in. thick, wire ceiling, complete bumpers and fence enclosure. Also 35x70 portable banked Speedway for hot rod racing cars. Also 3 Hot Rod Cars, Briggs & Stratton American make. Will trade any one of above for Merry-Go-Round or Flat Rides or sell reasonable.

FRED ALLEN

1400 BREWERTON RD., SYRACUSE 11, N. Y.

PHONE 545000

NEW
WORLD OF PLEASURE SHOWS
 MICHIGAN'S FINEST AND LARGEST MIDWAY!

OUTSTANDING SOUTHERN FAIRS, STARTING SEPT. 9

FAYETTEVILLE, TENN.	PULASKI, TENN.
CORINTH, MISS.	MERIDIAN, MISS.
LAWRENCEBURG, TENN.	

SHOWS Want organized Minstrel Show, Glass House, Arcade or any other non-conflicting Show.

CONCESSIONS Want Concessions that work for stock, Popcorn, Apples, Floss, Snow Cones, Custard, P.C. Games with Hanky Panks.

HELP Can use Ride Men who drive.

Replies to: E. GLOSSER, Fairgrounds, Jamestown, Tenn., this week; then per route.

RIDE HELP
 Want Foreman for Octopus, First and Second Men for all Major Rides, Also Carpenter with own hand tools, and Electrician's Helper. Need Lot Man who will make himself generally useful at all times.
 All Ride Help must be licensed semi drivers. Good salary and percentage plus bonus on all Rides. All winter's work in Florida. All mail and wires to
C. C. GROSCURTH, Gen. Mgr.
BLUE GRASS SHOWS
 Trenton, Tenn., all this week; then Cape Girardeau, Mo.
 P.S.: If you have a 340 automobile and a girl friend, don't answer this ad.

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS

Want for Southeast District Fair, Cape Girardeau, Mo., week Sept. 10-15; followed by Columbus, Miss., Fair and Dairy Show, week Sept. 17; then the Great Laurel, Miss., Fair, week Sept. 24-29, and continuous route of bona fide Fairs through Armistice week.

CONCESSIONS: Hanky Pank and Prize-Every-Time Games of all kinds. Auction Sales, African Dip, Age and Scales, Custard and Direct Sales of all kinds.

SHOWS: Any good Grind or Bally Show with own equipment. Liberal percentage.

RIDES: Will book for Laurel, Miss., Fair, Sept. 24-29, 1 or 2 non-conflicting Major Rides. Liberal percentage.

HELP: Foremen and Second Men for all Major Rides, Carpenter with own hand tools. General Help in all departments. All must be licensed semi drivers. All wires to
C. C. GROSCURTH, Gen. Mgr.
 Trenton, Tenn., all this week; then Cape Girardeau, Mo.

WANTED
 FOR GOOD ROUTE OF FAIRS ENDING IN FLORIDA, NOVEMBER 17

Ashe County Fair, West Jefferson, N. C., Sept. 10-15; Hall County Fair, Gainesville, Ga.; Rockdale County Fair, Conyers, Ga.; Jefferson County Fair, Louisville, Ga.; Macon County Fair, Montezuma, Ga.; Benhill County Fair, Fitzgerald, Ga.; Bradford County Fair, Starke, Fla.; Legion Celebration, Ten Days, St. Petersburg, Fla.; Hardy County Fair, Wauchula, Fla.; then Ammokee, Fla.

WANT CONCESSIONS—All kinds, no ex. SHOWS—Place Girl Shows, Side Show, Monkey, Wildlife. RIDES—Place any Ride not conflicting. Need Wheel Foreman, General Ride Help.

Wire C. A. STEPHENS
 Rutledge, Tenn., this week; West Jefferson following week.

WANTED AGENTS
 Six Cats Agents or Man with Crew, Bucket and PC Agents, also Man to take Block or Cig. Capable Hanky Pank Agents. All fairs including Rock Hill, Statesville, Petersburg and Athens with two Army camps to follow.

GEORGE BEARDSLEY
 Care Ross Manning Shows, Warsaw, Va.

FAIRS—PAGE COMBINED SHOWS—FAIRS
 WANT FOR TRUMANSBURG, N. Y., FAIR, SEPTEMBER 10-15; THE LAST GOOD FAIR IN NEW YORK. THEN SOUTH FOR NINE OUTSTANDING FAIRS, BEGINNING ASHEBORO, N. C., SEPT. 17TH

CONCESSIONS Eating and Drinking Stands, Stock Concessions of all kinds. Monogram Hats, Novelties, Jewelry, Short Range and Diggers. Can place Blower and Bowling Alley. Place Agents for Pin Store and Six Cat.

SHOWS Motordrome or Monkey Drome, Monkey Speedway, Snake Show, Life Show and Mechanical. Minstrel Show with or without own equipment. Also Side Show with or without own equipment. Also place up-to-date Girl Show. Want Talker for Office Girl Show.

RIDES Rock-a-Plane, Fly-a-Plane, Coaster, Scrambler, Scooter and Live Pony. Ride Foremen for Wheel, Spitfire, and Second Men on all Rides who drive. Want Man to handle three Kiddie Rides.

Those joining now will be given preference at our ten outstanding Fairs—the BEST in the South.
 All replies to **BILL PAGE**, c/o Fairgrounds, Dunkirk, N. Y.

ROSS MANNING SHOWS

LUMBERTON, N. C., FAIR Sept. 10-15	ROCK HILL, S. C., FAIR Sept. 17-22	STATESVILLE, N. C., FAIR Sept. 24-29
PETERSBURG, VA., FAIR Oct. 1-6	NEWBERRY, S. C. OCT. 8-13	ATHENS, GA. OCT. 15-20

CARTHAGE, N. C., TO FOLLOW

CONCESSIONS: Eats, Drinks, Novelties, High Striker, Popcorn, Candy Apples, Scale and Ass, Glass, Hankies, Penny Arcade, Long and Short Range, French Fry, Basketball, Ray Randolph can place Scale and Age Operator. RIDES: Scooter, Flying Scooter (Joseph, answer), any Flat Ride, Kid Rides that don't conflict; John Tinsley, please contact; Roundup, Scrambler. SHOWS: Leola can place for Side Show—Fire Eater, Tattoo Artist and Working Acts. Want Wildlife, any Grind Show. Bobbie and Woodie McBride can use Popcorn and Grab Help. Tommie Carson wants P.C. and Cat Rack Operators. Want Colored Performers and Musicians. All people contact Pocketbook Harris, Tools, James and Rose Evans, Jack Johnson, Frank Fisher, Fardina, Ellen, Drummer, Mary Chatham. Payday two times weekly. Out until Nov. 15; then Florida.
 Write or wire **ROSS MANNING**, Fairgrounds, Woodstock, Va.

WANTED
 DERBY RACE CALLER AND
 GENERAL HELP
 ALL FAIRS

Contact:
CARL HANSON
 c/o Olson Shows
 Fairgrounds, Louisville, Ky.

***** of *****

AMUSEMENTS of AMERICA
 A STAR SPANGLED MIDWAY

TRI-CITY FAIR LEAKSVILLE, N. C. SEPT. 10-15	CAN PLACE FOR AND ALL FAIRS	SAMPSON CO. FAIR CLINTON, N. C. SEPT. 17-22
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CLOSING CHARLESTON, S.C., NOVEMBER 10TH

CONCESSIONS—Hats, Short Range, Eating and Drinking Stands, Buckets, Cat Barks, Popcorn, Apples, Hankies of all kinds. SHOWS—Performers, Musicians, Chorus Girls for Jig Show, Side Show Acts, also Manager for Side Show, Dancing Girls, Motordrome, Monkey Show, Grind Shows, Geek and Operator Geek Show. HELP—Second Men on all Rides. RIDES—Scrambler, Round-Up and Scooter. Address:
JOHN VIVONA, Leighton, Pa., this week; or Phone Leighton 1782.

DUE TO NEW POLICY AT MUSKOGEE, OKLA., FREE STATE FAIR

THERE WILL BE NO FLATS OR SEMI-FLATS.
 CAN PLACE LEGITIMATE HANKY PANK CONCESSIONS FOR THIS SPOT AND TULSA, OKLA.
 ALL REPLIES:

WM. T. COLLINS SHOWS
 FAIRGROUNDS, Lincoln, Neb. (Phone: 2-5947). Until Friday, Sept. 7.

WANT AGENTS
 For Buckets, Bee-Hive, One-Ball Bottle, Balloon Darts, Under-Hand Coke, Hi-Striker and other Hanky Panks. Help for Bear Pitch. See
JOE STEVENS or CHARLIE ELDER
 c/o Schaffer's Just For Fun Shows, Keokuk, Iowa, Sept. 3-8; Quincy, Ill., Sept. 10-15.

PRELL'S BROADWAY SHOWS
 WANT to book Two Kiddie Rides for Goldsboro, N. C., Fair, opening Saturday, Sept. 8.
 HAVE FOR SALE—Cookhouse, complete with Tractor and Trailer. Reasonable for quick buyer. Now in operation. Carl Ferris, get in touch in reference to light plant.
 All answer **Prell's Broadway Shows**
 Annandale, Va., or call Clearbrook 6-3553.

WANTED FOR SEPTEMBER 10-15
 Darlington, Pa., Firemen's Celebration

CONCESSIONS: Jewelry, Candy Floss and Apples, Age and Scales, Arcade, Glass Pitch, Mug Outfit, Games of all kinds.

SHOWS of all kinds.

WIDE HELP for following Rides: Ferris Wheel, Tilt, Loofer, Octopus.

POWELSON AMUSEMENTS
 BOX 125, COSHOCTON, OHIO PHONE 1088-M

RALPH R. MILLER CAN PLACE
 Foremen for Little Beauty Merry-Go-Round and Ell No. 5 Wheel. Or will sell these Rides and book on show until the Fur Festival in December at Cameron, La., for 25% of gross. My eleven weeks of Fairs and Celebrations here in Louisiana should almost pay for these rides. Official opening at Colored Fair week Sept. 17, Kentwood, La.; Prairieville, La., Fair, week Sept. 24. All Stock Concessions open. Join at Kentwood. **RALPH R. MILLER**, Route 1, Baton Rouge, La.

HOLLY BROS.' SHOWS
 9 More County Fairs—the Tried and Proven Georgia Route

WANT CONCESSIONS Long Range, Short Range, Balloon Darts, Cake Batters, Bear Pitch, Basketball, Cork Gallery, Fish Pond, Pronto Pups, Ice Cream or Custard.

JOIN AT ONCE FOR THE BIG HENRY COUNTY FAIR

SHOWS Will place one clean Educational Show.
 CHAMBLEE, GEORGIA, THIS WEEK

DURHAM COUNTY NEGRO AGRICULTURAL FAIR
 SEPTEMBER 10 TO 15

Want Concessions of all kind, Eat Stands, Custard, Floss, Glass Pitches, Comps. Agent for Fish Pond, No X.
 Asheboro Fair follows and six more. Clayton, N. Car., this week.

ERNIE SYLVESTER SHOWS

WANT
 One Semi Driver: Agents for Short Range, Under 11-Over 30 or Buckets.

V. E. JAMESON
 Thomas Jayland Shows
 Dunbar, W. Va., until Sept. 8

PALMETTO EXPOSITION SHOWS
 Want Ride Help. Can use Rolloplane Foreman, also Second Men who can drive. Tommy, get in touch with Jack White.
 All replies **MILTON McNEACE**
 Chadbourne, N. C., this week; Whiteville, N. C., follows.

ROYAL HOLIDAY SHOWS
 WANT FOR THE CIRCUIT OF MISSISSIPPI FAIRS AND CELEBRATIONS STARTING SEPT. 11 AT IUKA, MISS.

Legitimate Merchandise Concessions of all kinds. Percentage open. Want small Cookhouse or Sit-Down Grab. Will book Octopus or Rolloplane. Need Electrician (transformer). Can place Fun House and small Grind Shows.
 Address **OSCAR BLOOM**, Columbus, Mississippi, this week; Iuka next

WANT COMPLETE CARNIVAL
 FOR BRECKENRIDGE COUNTY FAIR
 Hardinsburg, Ky., Sept. 27-28-29.
E. B. KENNEDY, Secy.
 Phone 125 Hardinsburg, Ky.

UNITED EXPO SHOWS
 WANT FOR COTTON CELEBRATION AND FORT CAMPBELL PAYDAY, OCT. 1

Hanky Pank Agents, Clothes Pin and Count Store Agents. Geek Store Operator who knows how. Ride Help who drive, come on. Especially want Chairplane and Boat Ride Men. Out until the snow flies in the cotton. Mounds, Ill., now; then Charleston and Portageville, Mo., on the streets, Soy Bean Celebration.
Wire C. A. Vernon
 P.S.: Kentucky Ray, wire.

PEPPERS ALL STATE SHOWS
 MEN WANTED

J. R. Couch and E. V. Brown, wire collect at once. Concessions Wanted—Balloon Darts, Age & Scales, Bumper, String Games, Coke Bottles. Need Cookhouse or small Grab and Bingo. Bingo and Pea Pool Men. We close Dec. 5.
 This week, Shelman, Ga.; next week, Yuma Springs, Ala.

CARNIVAL WANTED
 to play
 ROLLA, MO., FAIR, WEEK SEPT. 10
 Contact
 MR. SMITH, Secretary of Fair
 Rolla, Mo.

CARNIVAL FOR SALE
 Wheel, Octopus, Merry-Go-Round, Schiff Roller Coaster, all with transportation and in good operating condition. Diesel Light Plant, Ground Cable, etc. Booked solid with Fairs until mid-October.
 BOX D-340
 c/o The Billboard Cincinnati 22, O.

WANTED - - - WANTED
 CONCESSIONS - FREE ACTS
UTICA ANNUAL HOMECOMING, Utica, Ohio
GOODING'S RIDES
 OCTOBER 4-5-6 ON THE STREETS. CONTACT IMMEDIATELY.
Stewart Anderson
 29 EAST FIFTH ST., LONDON, OHIO PHONE 448

MERCHANDISE



Another CEL-MAX Smash!
Boxed Jewelry Sets

3 and 4 Pc. Pearl Sets • Sparkling Pendants and Earrings • Hand-Set brilliant stones in Bracelet, necklace and earrings Sets! Assorted styles and colors.

\$10⁸⁰ Dozen
 Sample Set, \$1.00

CEL-MAX, Inc. Exporters • Wholesalers • Manufacturers
 323 So. Main St. • MEMPHIS, TENNESSEE

PIPES FOR PITCHMEN

By BILL BAKER

OUR CANADIAN . . . contacts report that at the recent Regina, Sask., Provincial Exhibition, the independent concessionaires got together to make a surprise presentation to William Etty, who for the past 38 years has served as superintendent of concessions. He was presented with a silver rose bowl appropriately inscribed, a big bouquet of roses and a purse containing \$230. Mrs. Etty received a corsage of roses. A card with the gifts carried more than 50 names. Mrs. Edith Wolfe, who has been attending the exhibition the past 16 years, made the presentation. Etty worked for two years as assistant to the concessions superintendent before taking over his present post. Among those who wished Etty well were E. L. (Doc) Lamb, who has been making the affair for 30 years; Mrs. J. Lusk, who has been showing up for 40 years; Emmett Goodman, 37 years; Terry Hogan and Mrs. Harriet McCall, 21 years, and Spud Leggett, 12 years.

WE WONDER . . . what boys and what girls are pitching what merchandise at what State and county fairs throuout the country. Pipe in and let up have the low-down.

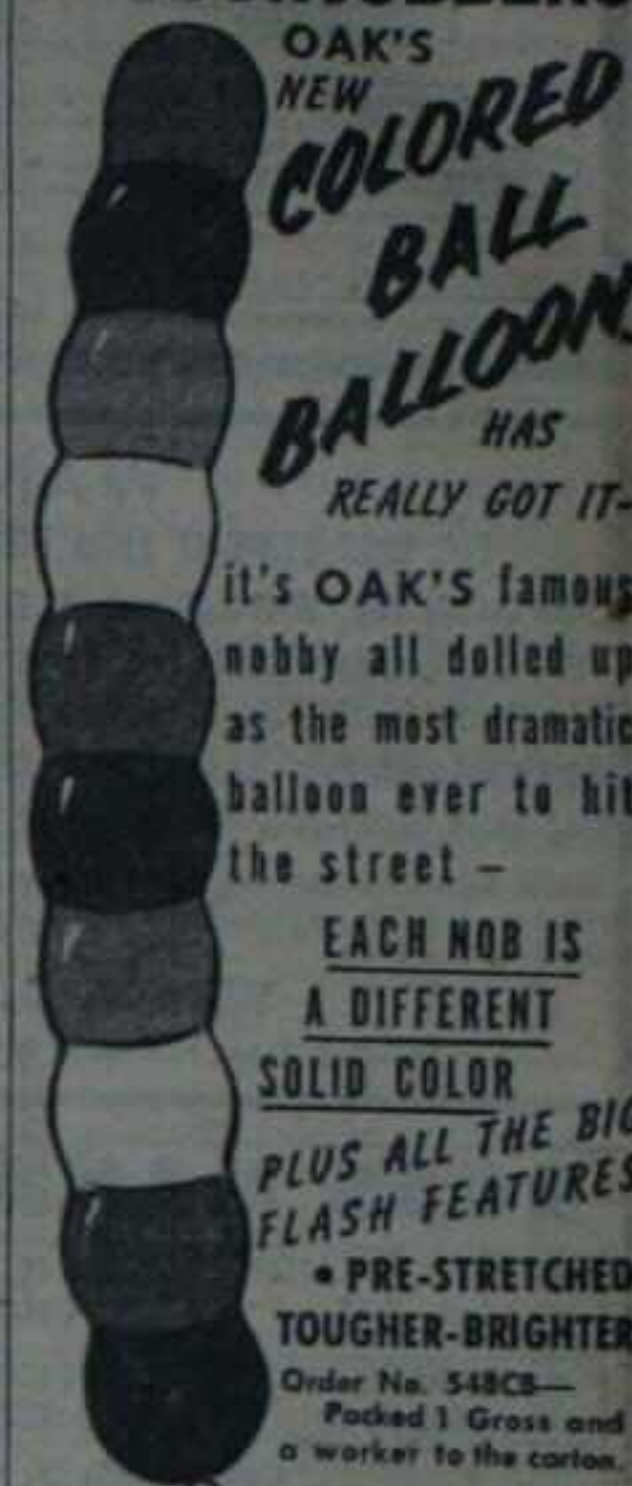
WILLIAM J. GREEN . . . tells us that during a recent meeting of a group of old show people at the 8600 Club, 8800 Biscayne Blvd., Miami, Fla., the discussion drifted to the origin of certain slang phrases used in show business. Green says that members of the group were able to come up with an explanation for all the phrases with the exception of the phrase, "A Yard," which is used to denote a \$100. If any of the historically minded brothers in the fraternity can enlighten our friend Mr. Green on this rather knotty problem, he can be reached at the club.

GEORGE DURST . . . comes up with a timely suggestion which, after careful analysis, may not be as fantastic as a great many people might think. Durst reasons, "Presumably opera and symphonies are subsidized and supported by wealthy patrons and devotees. Now I may be a naive moron, but why not subsidize the circus—genuine old style circus? I wonder why the great American public (those who weep over the passing of the circus) can't come up with some plan or idea for a greater big top tent show partly subsidized by the general public and circus fans as an item of 'Old Americana.'"—Who knows—maybe our friend has something here.

WE'RE SORRY TO HEAR . . . that Chic Denton's old partner, Pascha, is in a Texas hospital with a bum ticker and a not-so-good lung. Chic says that both ailments are directly connected with Pascha's service in World War I.

S. COHEN . . . writes: "Just a line to let the boys know that the Final Curtain has fallen on one of the great pitchmen of all time. Tishi Blutin, better known to some of the oldtimers as Gunga Din, passed away in New York July 13. Burial in Northwood Cemetery, Philadelphia. Survived by his widow, Lulu."

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS



OAK'S NEW COLORED BALL BALLOON
 HAS REALLY GOT IT—

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street—

EACH NOB IS A DIFFERENT SOLID COLOR
 PLUS ALL THE BIG FLASH FEATURES

- PRE-STRETCHED
- TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR
The OAK RUBBER CO.
 Piquette, Ohio

WANT COIL WORKER
 FOR '56 MODEL CAR. CALL
R. A. (AL) ROBERTS
 Blue Star Motel Charleston, W. Va.
 Phone: 2-4124



WHOLESALE ONLY FOR RESALE

Advertised in LIFE
Nationally Famous GENEVA WATCH and Men's Jewelry Set

- Jeweled Swiss Anti-Magnetic Wrist Watch
- Fancy Dial
- Matching Expansion Band
- Gold Finished Retractable Ball Point Pen
- Gold Finished Propal-Expel Lead Pencil
- Tie Bar and Matching Cuff Links
- Beautiful Satin-Lined Gift Box
- 2-Year Service Certificate

ONLY **\$5.75** each postpaid in lots of 6 or more
 Sample \$6.95 each postpaid
 C.O.D.'s 20% with order, balance C.O.D. plus postage.

SWISS-LINE IMPORTING COMPANY • P. O. Box 1383 • Springfield, Mass.

Gold-Wire "Friendship Knot Ring"—Men, Women and Children

This beautiful ring is hand made of genuine 12K rolled gold jeweler's wire, 1/100 quality by expert gold wire artists. It is a very fast seller as it appeals to men, women and children. Sizes range from 4 1/2 to 10 1/2 assorted. Stones are of finest quality and are shipped in assorted colors. Price \$2.75 Doz., \$30.00 Gr. Cash on small orders, 1/3 deposit on large orders. Immediate shipment. Sample, 50c.

HAND MADE

ATTENTION, WIRE ARTISTS
 We can furnish 12K-1/100 square, open seam, size 22 wire only. Price 90¢ per ounce in quantities of 25 ounces or more.
KERCHNER JEWELRY Co., 2211 Kemper Lane, Cincinnati, Ohio.

MERCHANDISE TOPICS

If you can use toy parachutes for your operation, **Acme Toys**, 2333 Abbey Avenue, Cleveland 13, is the firm to contact. For the last 24 years the Acme Parachute has been one of the most fascinating and fast-moving toys offered to the trade. It is made economically so that a strong profit margin is possible. It is simple and foolproof and may be used indoors as well as outdoors. Parachutes come in various colors. A line will get you complete price range.

rings at \$2.75 per dozen. A free catalog will be mailed upon request.

Samuel B. Pockar Company, 519 Charles Street, Providence 4, is offering its best value in years. A 24-inch heart, square, round, hexagon and clover necklace may be had at \$27 per gross. Other engraving items and religious jewelry, as well as closeout for giveaways, are available. A newly compiled catalog has dozens of other specials of interest to the trade.

Naming it their amazing jewelry offer, **Cel-Max, Inc.**, 582 S. Main Street, Memphis, is having trouble keeping up with the demand for its boxed jewelry set at \$12 per dozen; sample, \$1.50 each. Consisting of a necklace, bracelet and earrings, the set is made of simulated pearls and brilliant stones in assorted colors. Four fashion designs of 24 kt. gold-plated pieces come in a satin-lined gift box. The entire stock is priced to close out at this reduction.

G & S Manufacturing Company, 514 Deaderick, Nashville, reports a continuing stream of business with its **Som-Um-Brella** hat. This is a hat in the shape of a small umbrella which instantly adjusts to fit everyone. Comes in bright assorted colors and boasts lightweight construction. It retails for \$1.95 each. Price to the trade is \$12 per dozen. Write for a sample.

Calling it the perfect item for fairs, **Atlanta Jaystik Company**, 751 Park Street, S.W., Atlanta, introduces its three new **Wonder Dancers**, new action toy. These fast-selling little dancers are now made in six characters and are approved for demonstration in all chain stores. A dollar brings you a catalog together with samples.

A gold-wire friendship knot ring for men, women and children is being featured by **Kerchner Jewelry Company**, 2211 Kemper Lane, Cincinnati. This is an attractive ring, hand made of genuine 12K rolled gold jeweler's wire by expert gold wire artists. Calling it a fast seller, as it appeals to men, women and children, the sizes range from 1 to 10 assorted. Stones are of finest quality and are shipped in assorted colors. Priced at \$2.75 per dozen, or \$30 per gross, the ring is unusual in appearance and should be responsible for some added volume in your operation. A sample is 50 cents and immediate shipment is promised. The firm can also furnish 12K 1/100 square, open seam, size 22 wire at 90 cents per ounce in quantities of 25 ounces or more.

Specializing in jewelry closeouts, the **New England Jewelry Buyers**, 124 Empire Street, Dept. 8, Providence, offers a healthy group of exceptional values. Among them are carded cufflinks at \$1.25 per dozen, American-made pearl necklaces at \$15 per gross, a six-piece watch set at \$5.95 each, three-piece rhinestone set at \$18 a dozen, and a group of men's stone

BIRD CAGES

CAGE HOME cage complete with handle. Assorted color wire construction. Knocked down in sets. Freight, Size: 6 1/2" by 5 1/2" or 5 1/2".

SPECIAL PRICE BALANCE OF SEASON
 \$6.00 per dozen
 Case lots of 500 45¢ each

B. PALMER SALES CO.
 1433 Second Ave. Dallas, Texas

BIG MONEY in a WHOLESALE STORE ROUTE
FREE BOOK Shows You How

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell **Thomas Layman's Aspirin** novelties. Hundreds of other daily demand retail items at 5¢ to 85¢.

Nationally Advertised Line
 You and merchants make long profits. Sales helps and deals push your income up. You deal with AAL firm, pioneer in the field. Valuable book FREE. Write to P. M. Layman, Sales Manager, today.

WORLD'S PRODUCTS CO., Dept. 2-2, Spencer, Ind.

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, enameled finish with gold color, double-head imf. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNARK, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$9.50 PER GROSS.

Sterling Jewelers, Inc.
 1972 E. Main St. Columbus, Ohio

SEND FOR NEW CATALOG

3-PIECE PEN SET

With Metal Caps and Clips consisting of Ball Point Pen, Fountain Pen and Pencil. In beautiful box. Beautiful gold embossed \$7.50 Tag comes with set.

\$ 4.50 per Doz.
 \$48.00 per Gr.

HAWAIIAN "TI" PLANT LOG

Shipped Day Order Received

LOWEST PRICES ANYWHERE

Buy for 7¢, sell for 45¢ to 49¢ each! Ideal for demonstration.

"TI" logs grow — by themselves — into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs — \$79.50 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD.
 2126 BOYER SEATTLE, WASH.

FULLY AUTOMATIC CHROME RONSON TYPE POCKET LIGHTER

\$5.50 per doz. \$60.00 per gr.
 Sample dozen \$5.50 postpaid.

25% deposit required—money order or cash. We ship same day we receive order. We ship all over the world.

HARRIS NOVELTY CO.
 1120 ARCH ST., PHILADELPHIA 7, PA.
 This is our only store.
 Phone: 7-7833-W 3-6978
 Send for Latest Catalog.

FROM MEXICO DIRECT IMPORTERS

OF
NON-TARNISHABLE MEXICAN RINGS • MEXICAN EARRINGS • MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • HAND-PAINTED SHIRTS • WOOL JACKETS • ZARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • TIN MASKS and ASH TRAYS • OTHER NOVELTIES.

Writes for catalog Special Set-Up for Jobbers and Wholesalers.
FLEISCHER & KASNER IMPORT CO.
 P. O. Box 3003 81 Paso, Texas

Sherman
MASTER PAINTERS PRODUCTS
FORMULA WITH TITANIUM inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.20 per gallon.

RICHARD'S CHROME FINISH. A heavy mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, \$1.40 per gallon.

SHERMAN MASTER PAINTERS PRODUCTS Rubberized, concrete, porch and floor enamel. Battifash grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.20 per gallon.

3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set.

25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted St., Chicago, Ill.

SENSATIONAL!!
A Natural Pitch Item!
Will Sell-on-Sight

3 IN 1
COMBINATION
 ✓ TIE CLASP
 ✓ PEN KNIFE
 ✓ MONEY CLIP

No need to "push." Just wear and use it... everyone will want one! Yellow gold-like finish guaranteed not to tarnish. Highly styled to fit any apparel. Space for monogramming. Clasp to attach to chain if desired. Comes gift boxed with \$5 price tag.

\$7.20 per doz.
\$1.00 SAMPLE
 Enclose payment in full.

25% dep. with order, balance C.O.D.

CUTLER & COMPANY, INC.
 Dept. B
 128 Broadway New York 10, N. Y.

Costume Jewelry Manufacturer

OFFERS
REGULAR MERCHANDISE
at CLOSEOUT PRICES!

FREE CATALOG
WRITE TODAY!

Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$4.50 per doz.; boxed Necklaces-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$3.50 doz.; 5-1 Earrings, \$3.50 doz.

3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EARRING SETS. All in beautiful gift boxes.

1. ALL Rhinestone Chain Sets, Per doz. \$14.00
 2. Gold plated with Rhinestones, Per doz. \$11.00
 3. Gold plated in Mirror-Pocket Book box, Per doz. \$11.00

150 other sensational jewelry items. **SEND FOR CATALOG!**
 25% deposit on all C.O.D. orders.

PACKARD JEWELRY CO.
 48 West 51st Street, N. Y. C.
 Chelsea 2-0843

WONDER DANCERS
the NEW action toy!

THE PERFECT IDEA FOR KIDS

THESE FAST SELLING LITTLE DANCERS ARE NOW MADE IN SIX CHARACTERS APPROVED FOR DEMONSTRATION BY ALL CHAIN STORES

CATALOG and SAMPLES \$1.00

ATLANTA JAYSTIK CO.
 751 PARK STREET, S. W. ATLANTA, GA.

GIVE TO DAMON RUNYON CANCER FUND

COMING EVENTS

Arizona
 Buckeye—Halloween Carnival, Oct. 31.
 Elroy—Mexican Independence Day, Sept. 15-16.
 Florence—Junior Parade, Nov. 24-25.
 Nogales—Mexican Independence Day Celebration, Sept. 15-16.
 Prescott—Quarter Horse Show, Sept. 22-23.
 Tucson—Mexican Independence Day Celebration, Sept. 15-16.
 Tombstone—Hellroads Celebration, Oct. 20-22.
 Williams—Labor Day Rodeo, Sept. 15-16.
 Winslow—Jaycee Rodeo, Sept. 15-16.
 Winslow—Air Fair, Nov. 11.

Arkansas
 Camden—Quazhite Co. Livestock Show, Sept. 10-11, M. C. Reynolds.
 DeQueen—Servier Co. Livestock Show, Sept. 10-12, Victor Ivy.
 DeWitt—Ark. Co. Livestock Show, Oct. 10-13, Harold Kendall.
 El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-28, G. O. Dunn.
 England—Festival, Oct. 15-20.
 Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29, H. B. Correll.
 Hope—Third Dist. Livestock Show, Sept. 24-29, H. C. Daniels.
 Little Rock—Ark. Livestock Expo., Oct. 1-8, Monticello—Dre Co. Livestock Show, Sept. 12-15, Jack Shelton.
 Pine Bluff—S. Ark. Livestock Show, Sept. 15-19, George Henland.

California
 Lodi—Grape Festival & Fall Wine Show, Sept. 14-16, C. S. Jackson.
 Los Angeles—Great Western Livestock Show, Nov. 24-29, A. M. Mathews, 2120 S. Eastern Ave.
 Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14, Ray Stone, 5001 Hazel Ave., Fair Oaks.
 Los Angeles—Allied Gift & Jewelry Show, Sept. 2-6.
 Oakland—California Garden Show, Sept. 20-26, E. E. Schreiber, 920 Fallon St.
 Pittsburg—National Home Show, Nov. 4-11, Patrick J. O'Toole.
 San Francisco—Grand National Livestock Expo., Nov. 2-11, Nye Wilson.

Colorado
 Arvada—Arvada Harvest Festival, Sept. 7-8, Stanley H. Stolte.
 Kit Carson—Kit Carson Day, Sept. 22, Paul Beck.
 Littleton—Westward Ho Days, Sept. 21-22, Wayne E. Michel.

Connecticut
 Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14, John W. Daly.
 Waterbury—National Home Show, Sept. 22-29, John W. Daly.

Florida
 Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1, W. P. Hayman.
 Deland—National Home Show, Nov. 6-11, Dorothy Godfrey.
 Donalsonville—Holmes Co. Livestock Show, Oct. 13, D. P. Grant.
 Ocala—Jr. Livestock & Poultry Show, Oct. 15-16, Louis Glibbreath.
 Palatka—All Fla. Breeder Show, Nov. 7-10, H. E. Malby.
 Wauchula—Tri-Co. Pal Stock Show, Nov. 9-10, J. P. Barco.
 Wauchula—Hardee Co. Cucumber Expo. & Pal Stock Show, Nov. 12-17, Addison Whitman.

Georgia
 Gainesville—VFW Celebration, Oct. 1-8, Dr. P. D. McCoy.

Illinois
 Cervo Gordo—Buffalo Barbecue, Sept. 27-29.
 Essex—Homecoming, Sept. 13-16.
 Fortston—Sauskraut Day, Sept. 13.
 Le Roy—M. Grande, American Legion.
 Peoria—National Home Show, Oct. 3-7, E. J. Smith.
 Peoria—National Home Show, Oct. 3-7, E. J. Smith.
 Strasburg—Homecoming and Street Celebration, Sept. 5-8, L. R. Hamm.
 Zelger—Tri-County Labor Day Celebration, Sept. 3-8.

Indiana
 Ellettsville—Monroe Co. Festival, Sept. 13-15.
 Hartford City—Merchants' Fall Festival, Sept. 11-15, Tom L. Parker, 2257 Madison Ave., Indianapolis.
 Lagrange—Lagrange Co. Corn School, Sept. 12-13, Walter Emmert.

Iowa
 Greenfield—Centennial, Sept. 22-24.
 Red Oak—Firemen's Convention, Sept. 17-19.
 Waterloo—Dairy Cattle Congress, Sept. 20-22, Oct. 6, E. S. Ebel.

Kansas
 Baxter Springs—Celebration, Sept. 12-15.
 Wichita—Edgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5, Conier Smith.

Louisiana
 Baton Rouge—L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4, Mrs. Helen F. Cobb, Box 8627, University Station.
 Crowley—Intl. Rice Festival, Oct. 17-19, A. L. Stossell.
 Lake Charles—Home Show, Sept. 4-9, Lloyd A. Goodin.
 Marksville—La. Livestock Festival, Oct. 3-7, Kermit Ducote.
 Natchitoches—La. Broiler Festival, Sept. 25-27, J. Plessani.
 New Orleans—Mid-Winter Fair, Oct. 12-14, J. A. Smith, 6449 Vicksburg St.
 Opelousas—La. Yamhill 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.
 Timonium—Eastern Nat'l Livestock Show, Nov. 16-18, Dr. John E. Foster, University of Maryland, College Park, Md.

Massachusetts
 Boston—National Home Show, Oct. 14-21, John D. Daly.
 New Bedford—National Home Show, Sept. 11-16, Dorothy H. Godfrey.
 Worcester—National Home Show, Sept. 3-8, Arthur Gilbert.

Michigan
 Charlotte—Mich. Swine Breeder Show, Oct. 8, H. G. Moxley.
 Goodells—Thumb Dist. Flogging Match, Oct. 4, Irving R. Wyeth.
 Ionia—Ionia Pat Stock Fair, Nov. 5-7, Abram P. Snyder.
 Jackson—Southern Mich. Pat Stock Show, Nov. 5-6, Fred Savage.

Minnesota
 Duluth—National Home Show, Sept. 15-20, Dorothy H. Godfrey.

Mississippi
 Cleveland—Bolivar Co. Rodeo, Oct. 11-19, Leroy Finley.
 Newton—Newton State Dairy Show, Sept. 17-22, W. P. McMillan Jr.
 Schenopol—Leake Co. Dairy Show, Sept. 2-8, L. R. Anthony.

Missouri
 Maryville—4-H Baby Beef & Pig Club Show, Sept. 24, Kenneth Walkup.
 Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8, Helen Sagar, Chamber of Commerce.
 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.

New York
 Elmira—Antique Show, Sept. 17-20.
 New York—International Antiques Exhibition and Sale, Oct. 17-23.
 New York—Intl. Antiques Exhn. & Sale, Oct. 13-21.
 New York—National Home Furnishings Show, Aug. 25-Sept. 9.

North Carolina
 Raleigh—National Home Show, Sept. 2-6, E. J. Smith.

Ohio
 Laurelville—Street Fair, Sept. 17-22.
 Seaman—Street Fair, Sept. 19-22.
 St. Paris—Fall Festival, Sept. 22.
 Utica—Homecoming Oct. 6.

Oregon
 Portland—Pacific Intl. Livestock Expo. Oct. 20-27, Walter A. Holt.

Pennsylvania
 Pittsburgh—National Home Show, Sept. 2-9, Irving Wayne.
 Pittsburgh—Jr. Beef & Lamb Show, Nov. 6-8, N. L. Claborn.
 Quakertown—Centennial, Sept. 1-8.

South Carolina
 Greer—Centennial, Oct. 15-20.

South Dakota
 Huron—Pow Wow Day, Sept. 29.
 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—Corn Palace, Sept. 24-29.
 Mitchell—S. D. Market Hog Show, Sept. 25.
 Sioux Falls—Terpe Days, Oct. 5-7.
 Sioux Falls—Auto Show, Nov. 20-22.
 Yankton—Pancake Days, Oct. 12-13.

Tennessee
 Athens—McMinn Co. Dairy Show, Sept. 6, Marvin Lowry.
 Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6, Robert Childress.
 Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6, W. M. Hale.
 Greenback—Loudon Co. Dairy Show, Sept. 5, Roy M. Brooks.
 McKenzie—Carroll-Weakley Pat Cattle Show, Oct. 23-24, Bob Powell.
 Memphis—Mid-South Sports, Boat, Travel & Vacation Show at Mid-South Fair, Sept. 21-29, Glenn Pinkston.
 Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 6, Felix E. Knight.
 Nashville—Flower Show, Oct. 24-27.
 Nashville—Davidson Co. PPA Rally, Nov. 17, John T. Tucker.
 Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8, Gene Chilcull.

Texas
 Alice—Coastal Bend Livestock Show, Oct. 25-27, Mrs. Mary Herbert.
 Corsicana—Corsicana Livestock Show, Sept. 24-29, R. W. Knight.
 Gorman—Peanut Festival, Sept. 5-9.
 San Antonio—Exposition Americas, Oct. 3-7, Ralph W. Stevens.
 Tyler—Tex. Rose Festival, Oct. 19-21, Frank Bronugh, Chamber of Commerce.

Utah
 Brigham—Prach 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.
 Ogden—Ogden Livestock Show, Nov. 16-21.

Washington
 Seattle—Wash. Jr. Poultry Show, Oct. 2-5, John G. Wilson, 814 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. 17-20, Mary Stemple.

Wisconsin
 Baraboo—Harvest Festival, Oct. 3-7.
 Montello—Harvest Festival, Sept. 19-23.
 Reedsburg—Dairy Days Festival, Sept. 15-18, Lions Club.
 Reedsburg—Lions Club Dairy Days, Sept. 12-15, James Garn.

Wyoming
 Devils Tower—50th Anniversary Celebration, Sept. 23-24.

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\$575 Complete
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AGENTS & DISTRIBUTORS

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Asst. China-ware range 98¢, \$2.49 retail **4.50 doz.**
Asst. fall, bulk, Earrings, **1.50 doz.**
49¢ Salt & Pepper, asst. **2.50 doz.**
Mother of Pearl Necklaces, asst. gross & stone, **7.00 doz.**
Ropes, bead & nylon, **2.00 doz.**
Fall boxed, asst., Jewelry Sets, **18.00 doz.**
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Try samples of any item listed above at reg. prices. 25% deposit, balance c.o.d.

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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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25¢ DAY EASY SELLING BELONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write: Miche Manufacturing Co., Spiro 7, Oklahoma. **ch-tfn**

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Others charge \$1.50 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT! Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 806, 810 St. Charles, St. Louis, Mo.

JEWELRY CLOSEOUTS

E-1—Tailored earrings, asst. gr. \$18.00
E-2—Stone earrings, asst. gr. 21.00
B-1—Bracelets, asst. gr. 34.00
T-1—Tailored Tie Sets, bnd. dr. 3.50
T-2—Stone Tie/Slide Sets, bnd. dr. 4.50
R-1—Ropes, all-bead, asst. dr. 3.00
R-2—Men's stone rings, asst. dr. 2.75
2160—Stone neck & ears, bnd. dr. 7.90
2164—Stone neck & ears, bnd. dr. 8.90
2256—3-piece pearl set, bnd. dr. 13.00
1302—3-pc. Rhinestone set, dr. 12.00
W-1—Spice Watch Set, each. 3.95 (Ladies' 20¢ more)
C-1—Cufflinks, carded, dr. 1.25
T-4—Tie/Slides, carded, dr. 1.25
P-3—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. B, Prov. 2

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant
48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.
A & A NOVELTY CO.
Cincinnati 36, Ohio

SLUM GREATEST DEAL ON THE LOT!
ASSORTED NOVELTIES, GIFTS, TOYS, ETC. **\$6.75** 1,000 PIECES LOT
KLONDIKE 19 W. 34 St. New York 1, N. Y.

Attention, Jobbers, Dealers, Salesmen

4,000 Different Closeout Items NEVER BEFORE OFFERED AT THESE PRICES. Free Price List

Yellow Gold \$82.50 Bearus Citation Watch, below factory price, special \$27.50 Famous Bearus \$82.50 Alarm Wrist Watch, special \$24.75. Yellow Gold 17 1/2 Hamilton WP Watches, \$17.50 ea. 21 1/2 Bulova's, \$16.50 ea.; ladies' or gent's. Ladies' bracelet-type Watches, new 17 1/2, 57 1/2, \$12.00 ea. Elgin and Hamilton Pocket Watches, low price of \$10.00 ea. 57 model WP Watches, garublock, antimagnetic, 17 1/2, \$19.50 retailer, special \$8.99 ea. Famous Hamilton 17 1/2 self-winding, fully automatic Watches, \$12.50 ea. 17 1/2 Ladies' or Men's Swiss Watches, \$5.50 ea. with exp. bands. \$71.50 8-Pc. Geneva Watch Sets, advertised in Life, special \$9.50 ea. 17 Watches, \$2.50 ea. Slightly used Bulova and Honda Watches with gold exp. bands, low, low price, \$8.50 ea. \$11.75 Bulova Watch Bands, \$2.00 ea. 21 1/2 Hamilton Railroad Watches, \$22.50 ea. White Christmas Perfume, advertised in Life, \$12.50 per bottle, \$6.75 doz. Gardenia Perfume, \$2.50 doz. \$2.00 Perfume essences, \$2.00 doz. 24-Pc. Wallace Tableware, boxed, \$2.50 set. English Sheffield 3-Pc. Carving Sets, tagged \$4.98, special \$1.50 ea. 3-Pc. Poultry Sets, \$1.00 ea. 6-Pc. Steak Knife Sets, tagged \$8.95, \$1.15 ea. \$9.95 Cutlery Set, \$2.00 ea. 5-Pc. Cleaver Sets, special low price, \$1.75 ea. Beautiful 10-Pc. English Sheffield 24 c. gold-plate Lifetime Carving & Steak Knife Set, beautiful chest, factory tagged \$79.95 ea., special offer, \$7.75 ea. 8-Pc. English Sheffield Set, tagged \$49.95, special \$4.99 ea. 12-Pc. Stainless Steel Lifetime Set, \$7.00 ea. Beautiful 4-Pc. Pearl Necklace Sets, factory tagged \$29.95, special \$1.50 ea. 4-Pc. set tagged \$27.50, 5,000 closeout sets, \$1.15 ea. Beautiful No. 107 Rhinestone Sets, \$3.90 ea. Beautiful No. 3P 4-Pc. Necklace Sets, tagged \$39.95, low price, \$2.75 ea. Long type Necklaces, boxed, retail 99¢, \$3.25 doz. Beautiful Poppet Beads, make into necklace & bracelets, assorted colors, best grade, \$3.25 doz. Best grade 5-in-1 Snap-On Earrings, \$3.75 doz. cards. Earrings, retail value \$1.99, special \$2.75 doz. Beautiful Scatter Pins, \$3.75 doz. Retractable Pens, retail value \$1.00, \$1.75 doz. 3-Pc. Pen & Pencil Sets, best grade, \$5.30 doz. Genuine Leather Men's Wallets, boxed and tagged \$7.50 ea., \$10.00 doz. Ronson type Lighters, best grade, \$6.75 doz. Men's Cuff Links, \$5.00 doz. Electric Shavers, with leather case, tagged \$19.95, special \$2.50 ea. Beautiful large size 3-Pc. Comb, Brush & Mirror Sets, \$7.90 doz. Flashlights, 2 cell, boxed, \$3.99 doz. 4-Day Gilbert Alarm Clocks, retail \$6.00, \$2.25 ea. Extra large Bronze Horses, \$2.00 ea. Field Glasses, adjustable, \$12.00 doz. Ladies' Wallets & Coin Purse, gold finished, \$8.00 doz. Ice Cream Scoops, 90¢ ea. Beautiful Miniature Pianos, retail \$9.95 \$1.50 ea. Salt & Pepper Shaker Sets, \$8.00 per doz. 3-Pc. Ashtray Sets, retail \$3.95, \$12.00 doz. Metal Ashtrays, 50¢ doz. Ladies' Bracelets, assorted colors, \$2.50 doz. Ladies' Jewelry Sets, necklace, earrings and bracelets, \$6.00 doz. sets. Dancing Dolls, \$3.00 doz. 7-Pc. Echo Kitchen Sets, retail \$9.95 ea., \$1.75. Pocket Knives, \$2.00 doz. \$39.95 24 c. Enidville 8-Pc. Bar Set, beautiful chest, \$7.50 ea. Bow Ties, \$2.75 doz. \$2.00 genuine leather Men's Belts, \$2.90 doz. Opera Glasses, adjustable with compass, \$4.50 doz. Beautiful No. 800 Rhinestone Necklaces Sets, \$3.00 ea. Beautiful Royal Lady Dolls, assorted styles and extra large size, \$9.75 doz. Small Bronze Horses, \$2.25 doz. 39¢ assorted Toys, \$1.00. Leather Watch Bands, \$1.00 doz. Metal Stretcher Watch Bands, \$4.75 doz. \$39.95 fully automatic GE Deep Fryers, low, low price, \$8.75 ea. Electric Irons, \$8.75 ea. Each order, large or small, given prompt, personal attention. Remit 25% with order, balance C.O.D.

NATIONAL DISTRIBUTING CO.
Box 241
OCEAN DRIVE BEACH, S. C.

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

WATERPROOF

\$8.75

with stretch band

Luminous Dial & Hands
YELLOW TOP
Unbreakable crystal
15 & 17
JEWELS
your choice of
BULOVA,
BUNRUS,
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. 35% with order, balance C.O.D. 3-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

AL ZEIGER AND SON

706 SANSON ST., PHILA. 6, PA.
Walnut 2-6055

COSTUMES, UNIFORMS, WARDROBES

PANEL & BRA SETS, SEQUINED, \$7.50; Pasties, 75¢; Strip Gowns, Flashy Clown Suits, \$15; white Tuxedo Coats, Derbyes, Top Hats, Wig, Cheap, free lists. Leroy Carpenter, 4818 Park Ave., Weehawken, N. J. Phone Union 3-8099.

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. oc27

FOR SALE—SECONDHAND SHOW PROPERTY

AMUSEMENT RIDES—MANUFACTURER closes out factory display models. Proven money-makers. Literature free. Murdock Kiddie Rides, Venice 2, Calif. se15

BUILD 37 NEWER MONEY-MAKING CONFESSIONS. Complete plans, \$10; Shallow Joint (23 games), \$5. Free plan catalog. Brill, Box 675, Peoria, Ill.

CHATILLON CHAIR SCALE, LIKE NEW, complete, \$110. Send deposit \$50, will ship balance C.O.D. Al Mann, 3533 Whittier Blvd., Los Angeles 25, Calif.

COMPLETE ATHLETIC SHOW FOR SALE. Henry Koller, c/o Badger States Shows, Madison, Minn. Sept. 6-9.

FOR SALE—TRAILER MOUNTED KIDDIE Ferris Wheel, seventeen feet high, cable driven hydraulic brakes, complete with right and one half horse power gas engine, light stringers, illuminated entrance, fence, seat covers, boarding ramp, etc. A-1 condition. Reason for selling, replacing with major ride. Don Meyer, R.R. #1, Sanborn, N. Y. Phone 3832.

FOR QUICK SALE—THREE TWO-YEAR-OLD Rides, Ferris Wheel, Rocket, Tank Ride. A. J. Packard, Somerville, N. J. se22

FOR SALE—MINIATURE TRAIN, Williams Silver Steam, engine tender, 4 cars, 500 ft. track. Will carry 12 adults or 24 children. Can be seen on location. Priced right. H. Standefer, 2016 Elizabeth, Kansas City, Kan.

FOR SALE—ONE NORTH TONAWANDA Organ in good condition, \$350 cash. R. J. Zouary, Cedar Point, Sandusky, Ohio.

FOR SALE—SMALL CIRCUS COMPLETE, ready to go. Tent 60x90, good condition. Walter Harter, Greenfield, Ind., R. R. 6, Box 63.

FOR SALE—WELL FRAMED PENNY ARCADE. Can be seen at the Watermelon Festival, Rocky Ford, Colo., followed by Kay County Fair, Blackwell, Okla. Contact L. W. Wood, Broadhurst-Schradler Shows, permanent address: Box 379, Hazelton, Kan.

FORD AXLES TENT MAKES 1500 STOCK \$1 each. F.O.B. Dallas. G. B. Willard, 1321 28 Ave., Dallas, Tex. se22

"GHOST RIDE" IN A-1 LOCATION AT Coney Island. Five cars, excellent opportunity and terrific value. Call Coney Island 6-4806, Coney Island, N. Y.

GOOD CONCESSION TRAILER, 7x9, equipped for bottle gas, glass enclosed, also novelties and Willys Panel Wagon. Call 3671, Smithfield, Ohio.

HAVE YOU READ YOUNGBLOOD'S LARGE Turn to it now!

KING BUILT KIDDIE FERRIS WHEEL mounted on trailer, like new, \$1000. 1955 Model Toledo Floss Machine in perfect condition, \$125; all metal four wheel Concession Trailer, 6x14, \$750; Music System, turntable, amplifier and speaker, \$60; one 20x20 new Tarp, \$40; one used 21x21 Tarp, \$40. Robert Kerr, 1345 E. Lindsay, Stockton, Calif.

RUBBER BUMPER! \$6.50 EACH CASH! 50¢ extra for P.P. or sent express collect. Good quality. J. M. Moore, 649 Turf Hill, Lapeer, Mich. np

SACRIFICE SALE ACCOUNT SICKNESS. 1-ton Vanette Truck, A-1 shape, opens three sides, has Creators popcorn machine, peanut roaster, candy apple outfit, two Butane bottles. Booked on this show for season with ex. for 136 week. Plenty stock. Will pay for self in two or three weeks. Bargain, come get it. Pat Brady, c/o Ga. Amusement Co., Gainesville, Ga.

SHORT RANGE TARGETS—SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1618 Donald, Peoria, Ill.

SMITH & SMITH PORTABLE KIDDIE Rides, Train, Jeep and Boat; also Hi-Striker. \$6,500 takes all. Good condition, now operating. Wares Grove, Spofford Lake, N. H. Tel. 8656.

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

WINCHESTER MODEL 62 GALLERY GUNS, used but in good operating condition. Price, \$10 each. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. se22

18 PONIES ALL FOR \$800. CAN BE hauled on school bus, 25¢ per mile one way. These are money makers. No time for letter writing. Phone day or night 9317, P. L. Cobb, Amite, La.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog, Ireland, B-109 N. Dearborn, Chicago 2. np

NEW-102-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. se2

M. P. FILMS & ACCESSORIES

TWO HOLMES REX 16MM. SOUND PROJECTORS complete, and in excellent condition, \$100 each. Southern Visual Films, 608 Shrine Bldg., Memphis, Tenn.

PERSONAL

PROFESSIONAL MUSIC SERVICE P.O. Box 108, Las Vegas, Nev.

Complete professional service. Scoring, arranging, copying original settings for songs or special material. Acts a specialty. Territory bands, combos, send your instrumentation for free trial arrangement. Any style, modern jazz, trol band, swing band, etc.

SAVE \$35 On Your Wholesale Cost

BULOVA BENRUS GRUEN ELGIN WALTHAM

10 Ass't Watches

With yellow exp. bands
Sample Watch, \$9.95—
Sample Band, 30¢.
for only **\$69.50**

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 low as—
5 for \$10

Display Gift Boxes, 50¢

8-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

New Big 1956 Catalog, (re-funded on your first order) **25¢**

Wholesale only. 35% with order, balance C.O.D. Immediate delivery.

JOSEPH BROS., 55 Wabash Ave. Chicago 3, Ill.

ELECTION YEAR CAMPAIGN NOVELTIES

Red, white & blue Democrat Ballpoint Pens, doz. \$4.00
Red, white & blue Republican Ballpoint Pens, doz. \$4.00

Flag Waving Rubber Elephant—doz. \$2.00
Gross 21.60
Rubber Jumping Donkey—doz. 2.00
Gross 21.60
Elephant Charms—gross 1.00
Donkey Charms—gross 1.00
Rubber Inflatable Donkeys—doz. 2.25
Gross 24.00
Rubber Inflatable Elephant—doz. 2.25
Gross 24.00

Write for new catalog. Include postage with order. 25% deposit with COD order.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WESTINGHOUSE THER. AUTOMATIC SKILLET



Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

In lots of 4..... **\$7.25**
Sample \$8.25 each
25% dep., bal. C.O.D., F.O.B. Chicago.

ARCADE SALES CO.
610 No. Cicero Ave., Chicago 44, Ill.

HAWAIIAN TI LOGS

FASTEST DELIVERY NO SPOILAGE GUARANTEED FRESH

FRESH STOCK SHIPPED DAILY BY RAIL LOGS AND FLASH TO YOU OVERNIGHT. Telephone OREGON 5-6500

ORCHIDS OF HAWAII, INC. NATIONAL SALES OFFICE 305 SEVENTH AVENUE, N. Y. 1, N. Y.

The Best Sales Boards and Jar Games

Write for information and prices
GALENTINE COMPANY
Dept. G, 519 E. Jefferson Blvd. South Bend 17, Indiana

MUSICAL INSTRUMENTS, ACCESSORIES

CALLIOPE—TANGLEY MODEL CA 43, serial #1156, Roots-Acme Blower, 8.25 hp. Briggs-Stratton Engine, mounted on Ford Truck, W. C. McMaisters, 648 Mulberry Ave., Clarksburg, W. Va.

HAMMOND SPINET ORGAN, B-40 SPEAKER-attached. Beautiful tone and volume. Enclosed carrier available. J. Bower, C.M.H. 109, Peoria, Ill.

HAMMOND ORGANS, SKATING RINKS, attention! Six A-20, two B-40 Tone Cabinets for sale. This is real clean merchandise priced right for cash. Also have Consoles, Solovoxes, Novachords, accessories available. Write, wire, phone, Ken Thompson Organs, RFD #2, Waterbury 12, Conn.

PARTNERS WANTED

WANT SOBER WOMAN PARTNER. HELP with small grab stand; must have car (pull house trailer). Pleven, General Delivery, Peoria, Ill.

PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7s or five 8x10s, \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. se18

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1540 W. Cortez, Chicago 22, Ill. ch-17n

PRINTING

ADVERTISE WITH POSTCARDS! SELL your act or product via this powerful but economical medium. Layout sketch and printing quotation only \$1. (Refundable.) Maurice Fischer, 711 So. Boulevard, New York 55.

500 8x11 LETTERHEADS AND 200 6x9 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St. Flint 8, Mich. se8

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-124, Chicago 32, Ill. se29

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now, real future equipment free. Hoover, Dept. J-109, New York 11, N. Y. se29

ESTABLISHED SALESMEN ONLY. PART time. Does \$180 weekly interest you? No investment required. Box 44, Dept. 820, Rochester 1, N. Y.

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago. ch-17n

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles, Calif. se8

NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St. Jacksonville, N. C. se8

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican #12 sharp. Write Bill Zels, 728 Lesley Rockford, Ill. se23

WANTED TO BUY

WANTED—GOOD 16MM. PRINTS, BLOOD of Jesus, Go Down Death, Religious, Westerns, actions for cash. Billy Terrell, Roseland, La.

WANTED TO BUY—ICE SKATING EQUIPMENT for approximately 15,000 square feet. Interested primarily in second-hand equipment. Reply Box 78, c/o Billboard, 1594 Broadway, New York 36, N. Y. ch

TANGLEY PLAYER CALLIOPE WANTED. In working condition or not. R. J. Howe, 8800 Knollwood Dr., Dayton, Ohio. se23

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

FLAGPOLE SITTER FOR TWO WEEKS IN North Jersey. Must have own equipment. Call or write Mr. Gold, 663 Maywood Ave., Maywood, N. J. Hubbard 7-3020.

GUITARIST, READ, AD LIB, TRAVELING dance orchestra, no Western. Verne Byers, 11050 W. 23d Ave., Denver 15, Colo. Belmont 3-6619. se8

TATTOOER WANTED—HANDLE LARGE volume, remain sober. Chicago's largest arcade, Super Arcade, 300 South State St., Chicago 3, Ill. Phone: Harrison 7-2413. se29

TRUMPET AND SECTION TENOR MEN for Midwest traveling band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Nebraska.

WANTED—ELDERLY LADY TO HELP manage cook house. Must be honest and sober. Pay all you are worth. Wire or write W. L. Borror, c/o General Delivery, Liberal, Kansas.

Prize Boxes, 25c Sellers

5¢ each. 5 gross sample lots, \$7.20 gross. One gross, \$8.50.

Merchandise Distributing Co. 19 East 16th St., New York 3, N. Y.

FREE GIFT Offer!

4-Pc. Pearl Set included Limited Time Only. 3-Strand Necklaces, Bracelet and Earrings FREE with every order of \$25.00 or more!

It's our gift to you, beautifully boxed, to PROVE you always get a better deal at Weinman's!



Guaranteed LIKE NEW!

ASSORTMENT OF 10 FOR **\$69.50**

Complete with expansion band. Sample \$8.95.

CHOICE LOT **\$49.00** 6 for

Famous Watches Complete with Expansion Bands. Reconditioned & Guaranteed like new!

\$6.45 Each

SPECIAL LOT—Men's Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands Included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S

182 S. Main St., Memphis, Tenn.

FAIR SPECIALS

- Hit Camera w/ Pigskin Case, Dz. \$12.00
 - Hit Camera Film, 6 Rolls to Box. 4.75
 - Dz. Bx. 4.75
 - 3-Pc. Pen & Pencil Sets, Gold Caps. 4.38
 - Dz. St. 4.38
 - Ronson-Type Automatic Lighter, Chrome, Dz. 4.85
 - Jap Hunting Knife, White Plastic Handle w/ Red Strips, Pigskin Sheath, Dz. 2.78
 - Men's Photo Ident Bracelets, Chrome, Dz. 4.78
 - Single Strand Pearls, Gr. 7.28
 - Ident Bracelet, Imported, Small Size, Gr. 3.40
 - Dz. Gr. 4.78
 - Dice Earrings, Dz. 3.60
 - Mouse Earrings, Dz. 3.95
 - 12-inch Embossed Crucifix, Dz. 2.95
 - 8-inch Embossed Crucifix, Dz. 2.95
 - 6-inch Embossed Crucifix, Dz. 2.60
 - Lucky Lady Matching Coins, Per 100 6.00
 - 1,000 Pieces of Slum—SPECIAL. Per 1,000 4.30
 - 1 1/2-inch Comic Buttons, Per 100 1.33
 - 1 1/2-inch Comic Buttons, Per 100 1.33
 - 5-inch Celluloid Hula Dolls, Gr. 7.20
 - 5-inch Fur Monkey, Celluloid Head, Gr. 4.68
 - Boxed Character Dolls, Dz. 2.20
 - 14-inch Plush Bears, Dz. 10.28
 - 18-inch Plush Bears, Dz. 13.50
 - 30-inch Plush Bears, Dz. 34.00
 - Mambo Monkeys, Dz. 35.00
 - 14-inch Sitting Poodle, Dz. 12.48
 - 17-inch Sitting Poodle, Dz. 17.40
- 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

HOUSE TO HOUSE MEN

PREMIUM BUYERS WAGON JOBBERS CARNIVAL MEN

Make That "Easy Buck" with these sensational values

\$39.95 Large 12" Square or Round Electric SKILLET with Westinghouse Thermostat \$7.50 ea. in sample Lots of 4 \$8.25

Westinghouse Equipped COOKER-FRYER Large 4 Qt. Capacity **\$39.95** \$6.75 ea. in sample Lots of 4 \$7.25

All Mds. UL approved and guaranteed by Good Housekeeping—All Orders C.O.D.—

DANAL SUPPLY

1228 Vine St. Cincinnati, Ohio Phone MAin 1-9114

5' GLASS BAIT CASTING ROD

Separate Plastic Handle With Nylon Chuck, Stainless Steel Guides and Tip, Nylon Rainbow Windings. These rods have never been offered at so low a price.

75¢ IN 1 DOZEN LOTS ONLY

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

C&G SALES 1080 Milwaukee Ave. Chicago, Ill.

HEART DISC CLOVER NECKLACES



\$16.50

Gross and up
Miller Creations

Originals of the All Storage Items
1714 N. WABASH AVE. CHICAGO 78, ILLINOIS
Phone: WAbash 8-8855

DAY AND NIGHT SERVICE

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Checks—LAMPS—Assorted Novelties—BABY DOLLS—Woodor Dolls—FLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways. 24-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

SCULL HEAD



No. 700 \$2.50 Det. \$27.00 Gross \$11's a Beauty!

Set with 3 Red Brilliant Eyes. GOLD FINISH OR SILVER FINISH. PROVIDENCE RING CO. 49 Westminster Street, Providence, R. I.

WATCH SPECIALISTS

Ad in LIFE, 9 Piece Watch Sets, \$5.95 Catalog Available at Smallest Low Cost Women's & Men's 171, 77, Watches & Watch Sets

Write This Model Men's Watches
RESULT SALES Dept. B1 380 FIFTH AVE., NEW YORK 36, N. Y.

Fully Automatic
"BIG CHIEF"
Little INJUN Scout
COOK STOVE

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/2" in diameter... so small and compact it will fit in a pocket. Yet, the instant flame tests an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved at the factory.

\$2.95 each
Dealer's cost \$21.60 doz.

Minimum order or shipment, 15 doz. to carton. Master carton of 72 stoves, freight prepaid.

Order shipped on first-in, first-out basis.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

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Iowa State Off First 7 Days

Continued from page 68

year with the added attractions, a change is expected in the future.

Auto Races Click

Monday's afternoon thrill show likewise played to a half filled grandstand whereas in former years this used to be a capacity filler. Auto races under Al Sweeney continued to bring the crowds with around 20,000 on Sunday, Sweeney saved the day for the fair on Wednesday. Rain held down the crowd and when a downpour hit just before noon, Lloyd Cunningham made a fast switch by calling off the harness event and substituted auto races. Trucks and tractors pounded out the muddy track and the racers took over nearly two hours late.

Grandstand receipts are running higher this year due to a 25-per cent increase in price. Rain hit again Thursday morning but cleared in time for the afternoon rodeo, but Sweeney and his gang had to smooth out the track again for the night races held before a near-capacity crowd.

Despite the drop in attendance the Olson Shows on the midway were running ahead of last year's figures. Fair officials also expected an increase in receipts this year as a result of using Pinkerton agency men at the gates to enforce an everyone-pay-policy.

The loss of four of the larger farm equipment exhibitors gave the Iowa officials some concern altho the space was sold to other exhibitors. John Deere, International Har-

2 Big Days Hit

Continued from page 66

Will Mahoney, and Elsa and Waldo, comedy dance team.

The World of Mirth won praise from fair officials who commended the display of new canvas on front and back-end attractions, the new Club 18 front, and the new Twister ride. The gift of toys to hundreds of orphans and crippled children won the show added praise.

This year, as in the past two years, seven 1956 model cars were given away, available to everyone buying an admission ticket. One was drawn for each night. A \$25,000 "dream house" was also offered to those who bought tickets at a dollar on the grounds. These offerings were important factors in stimulating attendance, officials said. In addition, the World of Mirth gave away several bicycles Monday and closing day to children who held the lucky tickets.

vester, Oliver and Massey-Harris all dropped out of the Iowa Fair this year with Allis-Chalmers remaining. International Harvester dropped their big tent altho taking some other space.

The farm equipment exhibitors pointed to the tight gate policy and other field day events in Iowa as causing their decision to stay out. Farmers looking for the farm equipment displays were somewhat irked to find them missing.

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Minnesota Eyes Million Mark

Continued from page 68

increased take was that the fair topped many of the seat prices by 50 cents.

Beefed-Up Show

The fair beefed up the night show this year, booking in several acts, including the Sky Kings—Bill Aterbury's four sway pole turn—which registered big. Also on the bill were the Harmonicats, Bill Horstman, who handled press for the big revue, was credited with cracking some newspaper stories which the busy, able fair's press staff might not have been free to get. The fair, too, concentrated more of its paid advertising on the night show than hereto.

Credit in part for higher gate attendance—at least during the early days of the run—was given to the concentrated fire of a planned, especially late barrage of publicity to offset the two national political conventions which preceded the fair's opening. The St. Paul Pioneer Press for instance, devoted a special section and the magazine section to the fair, giving it the biggest one-time build-up in the history of that paper. Of course, this treatment was in addition to regular news coverage.

Also the fair, at the last minute, upped its advertising budget to spend more on TV where film clips were used. To command further attention the fair bought big banners on the sides of buses to offset competition from the conventions.

RAS Runs Ahead

The Royal American Shows on the midway were just slightly ahead of last year's gross thru Wednesday night, with shows down and rides up, Baldwin said. The horse show was off considerably, he said, to give sponsors of that event some worry.

The IMCA auto races were drawing heavy attendance during the afternoons with Frank Winkley arranging a highly-entertaining program for the spectators who on

Reading Plans

Continued from page 66

apple pie baking and ability in hand milking a cow.

Varied Entertainment

A variety of attractions have been lined up for the grandstand shows. Opening Sunday will feature Jack Kochman's Hell Drivers in the afternoon and an evening show, TV Discoveries, headlined by Russell Arms, Jill Corey, Zippy the Chimp, Ernie Rudy's orchestra, the Three Blenders, Rudy Choir and the Lamberts.

Preliminary judging in the Miss Reading Fair contest, offering \$2,300 in cash prizes, will be staged Sunday and Monday evenings on the grandstand stage with the finals listed as the feature of Saturday night's show.

The GAC-Hamid revue, Stairway to the Stars, and many vaudeville and circus acts, are listed thruout the week for evening performances. A rock and roll unit, headlined Lillian Briggs, Carl Perkins, Johnny Burnette Trio, Phil Lawrence, Gene (Be-Bop-a-Lula) Vincent and Mitzi is a tap for Tuesday night.

Following the regular show on Friday night will be the Motor Olympics with Irish Horan in person. Saturday afternoon will see a host of WCAU-TV personalities, hand-milking contest in the Farm Maid event, and Joie Chitwood's auto thrill show. The afternoon program on closing Sunday will be USAC big car auto races.

The afternoon grandstand program, Tuesday thru Friday, will feature Grand Circuit harness racing with purses totaling \$71,200.

There will be five kiddies days. Prizes will be awarded at each session.

Thursday afternoon alone numbered more than 30,000.

Rain during the nights slowed down the track and delayed race starts for speedway cars on Sunday and Wednesday while workmen got the course into shape. Tommy Smith, Minneapolis, was critically injured during the big car time trials. Alone on the track, he came out of the northeast turn only to have his steering gear break. Smith lost control of the car, hit the wall and turned over three times.

Of the new features, the Barnyard, operated by the FFA, featuring mothers and off-springs such as duck and ducklings, sow and litter, etc., was notable. Housed under a tent, with large pens for the animals, its front was made of wood, painted barn red and looked like a rural barn.

Wrestling, on one night in the Coliseum, drew only fair attendance.

Premiums at New High

Exhibitors were competing for \$206,000 worth of premiums offered by the fair this year, the largest premium list on record. They were available in 15 major departments.

With the political conventions just completed, politics were in the air thruout the week, with Republican and Democratic headquarters pushing hard in behalf of their respective candidates.

Machinery hill was drawing heavy attendance for all of its exhibits. Cattle, swine, sheep and poultry shows were also popular spots for rural visitors. In its annual tie-up with education, the fair again conducted its teacher recognition day under the direction of Dr. Milo Peterson, education superintendent.

Also taking part in the fair program was Mayor Tagawa of Nagasaki, Japan, who was brought here by the fair as its guest for a round of activities. He was introduced before the grandstand at the teacher day.

T. H. Arens, fair board president, serving his first term in that post, expressed confidence Wednesday afternoon that given good weather this year's exhibition would once more crack the million attendance mark.

Visitors included Mrs. S. J. Byg, Huron, S. D.; C. G. (Pete) Baker, Oklahoma State Fair; Mr. and Mrs. Wilfred Walker and son, Canadian Lakehead Exhibition; George Ziegler, M. P. Mordan and C. B. Hartman, Bloomsburg, Pa.; C. S. Macy and W. P. Marratt, Iowa State Fair, and Gilbert Hill, Oklahoma City newspaper man.

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Deoster, Frank
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Dorner, Art
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Gray, Wm.
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Edgington, Ray
Evans, Bob
Fenster, Jan and Steve
Fleischman, Mr. and Mrs.
Foley, Rita
Guthrie, Clay
Henderson, Mary
Holden, Mrs.
Hoffman, Dick
Howard, Paul & Mrs.
Kirby, Irene
Kling, Mary Jane
LaMore, Grant
Lagis, Enrico A.
Levy, Mos
Lundwall, Larry
McLean, John E.
Miller, R. E. (Lucky)
Miller, Lou
Mitchell, Joe
Nocak, Vince
O'Neil, Max
Padrone, Mr. & Mrs. Samuel
Pelloni, E.
Phinney, Margaret
Ponich, Ross Lee
Roth, George
Simmons, Harold
Smith, Roy
Stanley, Frank
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Hutchins, Don Allen
Harvey, Roy
Hudson, Wm.
Kling, Sherry, May
Lignor, Al
Mansoni, Mable
Martin, Ross Lee
Moore, Jimmy A.
O'Donoghue, Evelyn
Smith, Charles
Smyth, Conrad
Smyth, Frances
Walters, Blackie

Ops Jam Wurlitzer Grounds for 3-Day Centennial Festival

Rides, Tours, Prizes, Live Shows Keep 1,000 Guests on Merry Spree

NORTH TONAWANDA, N. Y.—Music operators from all over the country—nearly 500 of them along with their wives—converged on the Rudolph Wurlitzer Company grounds here last week, August 23-25, for the biggest one-firm celebration ever staged in the automatic phonograph business.

The occasion was Wurlitzer's Centennial Celebration—three solid days of carnivaling, sightseeing, eating, dancing and general fun-making.

The 19-acre plot of land upon which the Wurlitzer North Tonawanda plant is located was handed over to producers, show managers, chefs and carnival and circus performers.

Entertainment

The result was entertainment for operators in the shape of aerial acrobats, beautiful dancing girls, a Merry-Go-Round, a miniature

Roller Coaster, carnival pitch tents, a Ferris Wheel, three outdoor stage-shows, the Broadway production Kismet, food by the tons and host of other activities.

And still there was more: Bus and airplane trips to Niagara Falls, cocktail parties at the Statler Hotel in Buffalo, a banquet and dancing till dawn also at the hotel, over 100 prizes ranging from a station wagon to toasters (see separate page 86).

15 JUKE BOXES MINIMUM ORDER: WURLITZER FETE

CHICAGO — A minimum order of 15 music machines was required for an operator to attend the three-day Wurlitzer Centennial celebration in Buffalo and North Tonawanda, N. Y.

The 15-machine order was not to cover transportation costs. For an operator and his wife to attend, and to have his transportation supplied free of charge, the 15-machine order was to be scaled upward proportionately, with his location from Buffalo. The Billboard (August 25) erroneously stated that a purchase of "usually 5 to 10" was required.

The Billboard regrets its error and is happy to set the record straight.

Juke Tax Action Hot In Detroit Suburbs

UMO Wins Amendment on 1 Ordinance; Petitions for Court Action on Second

DETROIT—United Music Operators of Michigan chalked up a legal victory in one Detroit suburb last week and petitioned for court action in another. Subject: Local juke box licensing ordinances.

In Wyandotte, informal conferences between UMO conciliator Roy Small, assistant chief of police E. Eastman and City Attorney W. Zanglin resulted in a favorable amendment to the juke box ordinance.

The ordinance had previously called for operators to pay a fee of \$25 for 1 to 5 machines, \$50 for 5 to 10 machines, etc., and a \$15 annual fee per location. UMO had

asked for a straight \$5 per machine fee rather than \$25 group price.

The new amendment passed by the council last week calls for a straight \$5 per machine fee, with a minimum fee of \$10—exactly what UMO had asked for. The council went a step further, however: Cut the \$15 per location fee to \$10, and agreed to send a letter to all location owners stating that this \$10 fee was to be paid by the location owner rather than the operator.

The new Wyandotte ordinance will be reviewed in 12 months at the request of UMO.

Small stressed the fact that the Wyandotte City Council had been co-operative and understanding after the facts had been presented at public hearing. He said that UMO would be glad to talk over method of procedure to operators in any area faced with similar problems.

In suburban Melvindale, the outcome was not as satisfying, but UMO is optimistic that via court action their requests will be granted.

Melvindale has increased the juke box operating license from \$10 (Continued on page 86)

Top N. Y. Music-Game Operation Sets Up Finance, Brokerage Firm

FREEMONT, N. Y. — Sandy Moore and Gabe Forman, executives of the Suffolk-Nassau Amusement Corporation, largest music and game operation on Long Island, have organized a finance house and brokerage firm for the coin machine industry.

The firm is Gabe Forman-Sandy Moore, Inc., with headquarters at the S-N offices at 240 East Merrick Road here. Moore is also head of the Young Distributing Company of Long Island, local Wurlitzer outlet.

Ground has been broken on a 3,000-square-foot building which

will house the new venture. The building, scheduled for completion by December 1, will be on the same lot as the 2,500-square-foot building occupied by S-N and Young of Long Island. It will also be used for shops and officers for

the distributorship. The new building will be air conditioned.

National Listings

Forman explained that the firm will operate on a national basis, maintaining listings of operators who want to buy or sell and attempting to bring together the buyers and sellers. He added that letters will be sent to 5,000 music, game and cigarette operators.

A direct credit line, he explained, has been set up with a local bank. All loans will be made thru this bank, with the seller paid the purchase price by the bank and the buyer paying notes.

Appoint N. Y. Judge George Marcarro Op Assn. Counsel

NEW YORK—Judge George E. Marcarro has been named counsel for the Long Island Operators' Association.

He formerly sat on the Nassau County District Court bench and is currently vice-president and board member of the Fort Neck National Bank.

N.Y. State Ops To Hold Fete November 17

WEST POINT, N. Y.—The New York State Operators' Guild, covering juke box operators in the Hudson Valley, holds its annual banquet and dinner Dance November 17 at the Hotel Thayer here. Al Schlesinger, managing director of the National Coin Machine Distributors' Association, Chicago, will serve as toastmaster.

Operators are invited to come early and tour the United States Military Academy. Tom Greco, Glasco, N. Y., operator, was recently elected president of the group. Tom Gobel is chairman of the affair.

First Alabama Op Assn. Event Draws 150

GULF SHORES, Ala. — Over 150 persons—including operators, distributors, and city, county and State officials—attended the Alabama Amusement Association's first annual convention here Friday and Saturday (17-18). The event was the largest coin machine affair ever held in the State.

J. Leonard Barnes, secretary of the organization, said that the co-operation shown by operators and distributors, as well as representatives from allied industries and legislative officials, was even greater than expected, that it certainly augured well for future State conventions.

Special guests at the event included James Faulkner, a past member of the Alabama Legislature and a candidate for governor; the circuit judge and sheriff of Baldwin County, and the mayor of Foley, Ala.

The event was strictly a social affair, with operators and distributors accompanied by their wives and guests. Swimming, fishing and boating was the program during the day, while dinner and dancing kept the guests busy during the evening. On Saturday evening, a banquet dinner dance was held at the Foley American Legion Hall.

Guests & Prizes

Door prizes awarded during the banquet included TV sets, air conditioners, deep fat fryers, record (Continued on page 86)

UMO Ops Start Another Teen Dance Series

DETROIT—A new series of youth Record Hops was launched last week in suburban Hazel Park by the United Music Operators of Michigan. The new series is sponsored jointly by the Recreation Department and is similar to the highly successful teen-age dances held in nearby Hamtramck.

The dances will be a weekly event, with the length of the series dependent upon weather, available talent and attendance. The Hazel Park series—held at the high school tennis courts—was proposed by the local Chamber of Commerce. Other groups co-operating in the series include the local Parent-Teachers Association, the police department and a separate youth organization.

Chet Oliver, of Fortune Records, emceed the dance last week. Scheduled for next week were Ben Johnson, disk jockey, emcee; Frankie Castro, Wing Records; Jean Martin, Unique Records, and Adele Storm, fem deejay.

Entertainment Has No End at Wurlitzer Fete

NORTH TONAWANDA, N.Y.—Talent, like food, must have been brought in by the carload for Wurlitzer's Centennial Celebration here August 23-25.

Three outdoor stagershows, a Broadway musical, carnival and circus performers, and recording artists were all squeezed into the three-day program.

Behind-the-scenes arranging for the entertainment were Don Fran- (Continued on page 86)

Magne-Tronics Bows Automatic Tape System

NEW YORK—Magne-Tronics, Inc., here and the Audiomation Laboratories, Upper Darby, Pa., have developed an automatic tape reproducing and music programming system for wired music systems and background music installations.

According to Roger Thaxter, Magne-Tronics executive, the Audiomation Varytape System in conjunction with Magne-Tronics Program-Matic tapes up-dates the music content of any eight-hour tape by automatically inserting current tunes and seasonal selections.

He added that it also permits unlimited variety in program continuity by automatically intermixing the musical content of any two tapes.

Tape Reproducers

The system is based on two heavy-duty Fidelivox eight-hour tape reproducers interconnected with a specially designed electronism. This electronism automatical-

ly stops one reproducer and starts the other whenever 30 seconds of silence occurs on a tape.

Interchange takes place every 12 minutes, as Magne-Tronics tapes are specially programmed with a 30-second silent interval between each 12-minute music segment.

The firm currently has 30 eight-hour tapes which provide 870 different tape combinations, equivalent to 6,960 hours of programming, without repeating the same sequence of segments.

New tunes and seasonal selections on supplementary tapes issued by the firm are similarly machine-fed once every 12 minutes into the program content of any eight-hour tape.

The Varytape System and Programmatic Tape Service will be programmed as a background music package. Established tape equipment dealers and sound system installers will be named as distributors.

Dime Is Slow But It's Sure, Says Wis. Op

BELOIT, Wis.—"Nickel music is slowly but surely on the way out in this community," says Arnold Foch, veteran music and games operator here.

Marking his 20th year in the coin machine business, Foch claims that steadily rising costs has made the dime price imperative.

"In this area experience has shown that the switch to a dime is made easiest when the coin chutes are set at 10 cents for one play and four for a quarter," he claimed.

Until several years ago Foch owned one of the busiest hostess tavern music operations in the State. He dismantled it after 15 years of successful operation when telephone company line charges became too steep and popularity of the intercom units began to wane. He now operates a string of 85 music machines plus a like number of games.

MUSIC OPERATOR FORUM

Do Big Jukes Up Op Record Costs?



(Editor's Note: This is the first in a series of four Music Operator Forums covering multi-selection equipment as it affects operator record buying and dime play. The first three articles will highlight record buying costs, record programming and trends in record programming, while the fourth feature will take up dime play on the big juke boxes. A preview of the series was launched in last week's Billboard, September 1, and covered briefly all of the topics mentioned. It must be pointed out that Music Operator Forum operators own and operate, on an average, more phonographs than the average operator. The Billboard's 1956 Index of the Music Operating Business placed the average number of phonographs owned by a music operator at 47.8; MOF operators own and operate 72.4 machines.)

The one big question raised by operators discussing the new, big 200-selection phonographs is: "How will 200-selection machines affect my record buying and expenditures?"

Operators participating in this week's Music Operator Forum answered with programming data: Comparisons of programming techniques used on machines offering from 40 to 50 selections, 80 to 120 selections, and 200 selections.

As the accompanying chart shows, the percentage of pop records used on juke boxes decreases as the number of selections go up. Where the pop category represents over 53 per cent on machines with 40 to 50 selections, it drops to 47 per cent in the middle group, and falls again, to under 32 per cent, on 200's.

Country and western also dips slightly as more selections are added, from 26.6 per cent on the 50's to 15.3 per cent on the 200's. Rhythm and blues is nearly constant, moving only from 10.5 per cent to 10.8 per cent.

The fourth category on the chart, old favorites, shows the biggest change. While operators are content to use less than 10 per cent of the old favorites on machines offering from 40 to 50 selections, they indicate that it would be suicide to use less than 40 per cent on 200's.

It is this fourth category that accounts for the bulk of all added selections over 100, 104 or 120. Because these disks may be changed or shifted from location to location, operators

point out that once the initial outlay for records is over there is no more additional record cost for 200's than for models with fewer selections.

Of course, operators asserted, the number of new records purchased each week depends upon collections. "If a 200-selection machine earns more than one with fewer selections," one operator said, "I'll put more records on it each week. I'd put on fewer if it earned less."

The subject of record merchandising was also brought up by MOF operators. They said that operators should talk over record changing and programming with location owners, let them know what new records and changes are being made each week. Along the same line, an operator said: "I find it helps when I ask the bartender or waitresses if they like the new records going on a machine."

Asked why more pop records aren't used on the bigger machines, operators said: "There just aren't that many good ones coming out each week. An old favorite will pull more play than a dud pop."

With regard to EP's, operators were of mixed opinions. Some said that they thought EP's were the best type of record to take care of old favorites and specialty music. Others complained that they were more expensive and reduced selectivity on juke boxes.

All seemed to agree that EP's should be used only for old favorites and special type categories, not for pop tunes.

The one point operators unanimously underlined as the biggest cost-saving factor: Better juke box programming.

How They Voted

1. How many juke boxes do you operate? Average number . . . 72.4	2. How many of your juke boxes, percentage-wise, are of the following types?	3. How do you program each of these types of machines for standard-type locations?
18.5% . . . 40 to 50 selections.	53.5% . . . Pop	40 to 50 selections . . . 53.5%
71.9% . . . 80, 100, 104, or 120 selections.	10.5% . . . R&B	80, 100, 104, 120's . . . 47.6%
9.6% . . . 200 selections.	26.6% . . . C&W	200 selections . . . 31.8%
	9.4% . . . Favorites	

Selectivity & Record Buying . . .

BERT C. LIESCH, Milwaukee: Operators do not have to add or change more records on a phonograph just because the number of selections go up. Bigger machines require more records to begin with, but the number of new records going on each week stays about the same. A 200-selection juke box should receive about the same number as on a 104-selection machine. As far as pop disks are concerned, there just aren't that many good ones issued each week.

RALPH K. JORDAN, Huron, S. D.: "Machines offering greater selectivity will require no increase in record buying per machine because there will be no more good records available each week than before. What operators will do is leave standards and old favorites on the machine longer. Personally, I do not think 200's are necessary; 100's can handle all the music the public wants to hear."

O. RODGERS, Salinas, Calif.: "With regard to 200-selection machines, they do not need more record changes than smaller models. As far as hit records or pops are concerned, there are only so many released each week, so more can't be added to the bigger machines. Most location requests for disks are usually of the type that can be passed from one location to another, such as old favorites and standards, and that helps cut record costs, too. The 200's require a slightly larger investment when they first go out on location."



O. RODGERS

W. D. SHEFFIELD, Odessa, Tex.: "Operators do not have to buy any more records for a large multi-selection machine than a small one. Gross receipts should determine record expenses."

E. D. REBORI, Springfield, Mo.: "To maintain the same disk standard on the 200-selection machine as compared with the 100's an operator will have to buy a few more records. This, however, is not a problem of new record releases. Customer favorites and old standards will have to make up the additional tunes."

Programming & Costs . . .

G & M VENDING, Haledon, N. J.: "We do not think operators will have to buy more records just because they add machines with more selections, but they'll have to do a better job of programming their machines."

DOUGLAS DETRICK, Auburn, Ind.: "The 200-selection machine, if programmed properly, will require very few more new records each week than the 100 machines."

FRED J. CHRISTENSON, Spencer, Ia.: "After the initial outlay for records on a 200-selection machine, I can't see any additional record cost. After all, there are only so many pop tunes released each week and only some of these make good. More old standards will be used by operators and the standards will stay on machines longer and be rotated from location to location."

STY PEARL, Eugene, Ore.: "The new 200's do not necessarily mean more record buying for operators, especially in regard to pops. However, albums and EP's should be used to give machines a new flavor and at the same time help operators merchandise their service. After awhile, the albums and EP's will be in stock and new purchases will not be needed."

ARTHUR WESTIN, Luling, Tex.: "My record costs are the same for the 200's as they were for the 100's."

TOM SHELDON, Payette, Idaho: "With regard to record costs for a 200-selection machine, it's entirely up to each operator. Operators should know how many records to change on a given machine for maximum play. Again, it's a job of salesmanship by the operator to inform the location of the number of records being changed on each call."

NEARLY A 100 STRIKE IT LUCKY

NORTH TONAWANDA, N.Y.—Prizes ranging from a Pontiac station wagon to Frigidaire automatic washers were awarded to nearly 100 music operators at Wurlitzer's Centennial Celebration here August 23-25.

Lucky winners went home with everything but the kitchen sink. Included in the array of prizes were a station wagon a Wurlitzer electronic organ, spinette piano and electronic piano, console and portable TV sets, refrigerators, automatic washers, a gas range, over two dozen radios and a car load of toasters.

The prizes were for operators and their guests only.

Frank Guerrini, of Lewistown, Pa., walked off with the No. 1 prize—the Pontiac station wagon. James Fungaroli, of Bedford, Pa., won the Wurlitzer electronic organ, and Mrs. V. Anderson, of Skokie, Ill., and Paul Haleuda, of Pittsburgh, were awarded a Wurlitzer spinette piano and electronic piano, respectively.

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FOR SALE—40 ADVANCE MODEL D 14 Ball Gum, less globe and top lock, \$1; 40 Northwestern #33 porcelain 1 cent Peanut, \$3 each. Wanted Globes for Advance Gum Machines. State price, six, Hawkins, Route 4, Palestine, Tex.

FOR SALE—47" AND 48" SEEBURGS converted to 45, good condition, Walnut finish, \$75; blonde finish, \$90; 1080 Wurlitzer 78, \$60; 1032 Rock-Ola 45, \$125; 1034 Rock-Ola 45, \$175; 1250 Wurlitzer 45, \$100; 2 1908 Model Seeburg Cabinets, only good condition, make an offer; Seeburg Coot Gun, \$125; Genco Shuffleboard Scoring Units, \$75 each; American Shuffleboard Bank Boards, 9 foot, as is, \$150; refinished, \$200; Seeburg Teardrop Speakers, as is, \$8; 50 selection Rock-Ola Steppers, \$25; 9 column Smokeshop Cigarette Machine, \$80; Keeney Speed Lane Bowler, make offer; 40 selection AMI 5e-10e Wallboxes, \$5 each; 5e post war Seeburg Wallboxes, \$3 each (3 wire); 15 post war Seeburg Wireless Wallboxes, 5e and 5e-10e-25e converted to 4 wire, \$8 each. Make offer. COD, Gun Club, Minutal, Man, Quartette and Skill Pool five ball games, Lonsway Bros., 1254 Willard Ave., SE, Warren, Ohio. Phone 4993-6.

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MUTOSCOPE DELUXE PHOTOMATIC AND Voice Recorder Machines factory, reconditioned, sell for \$1,100; 20 Silver King Nut Machines, \$5 each. Archie Meltz, 1905 Garden St., Duluth, Minn.

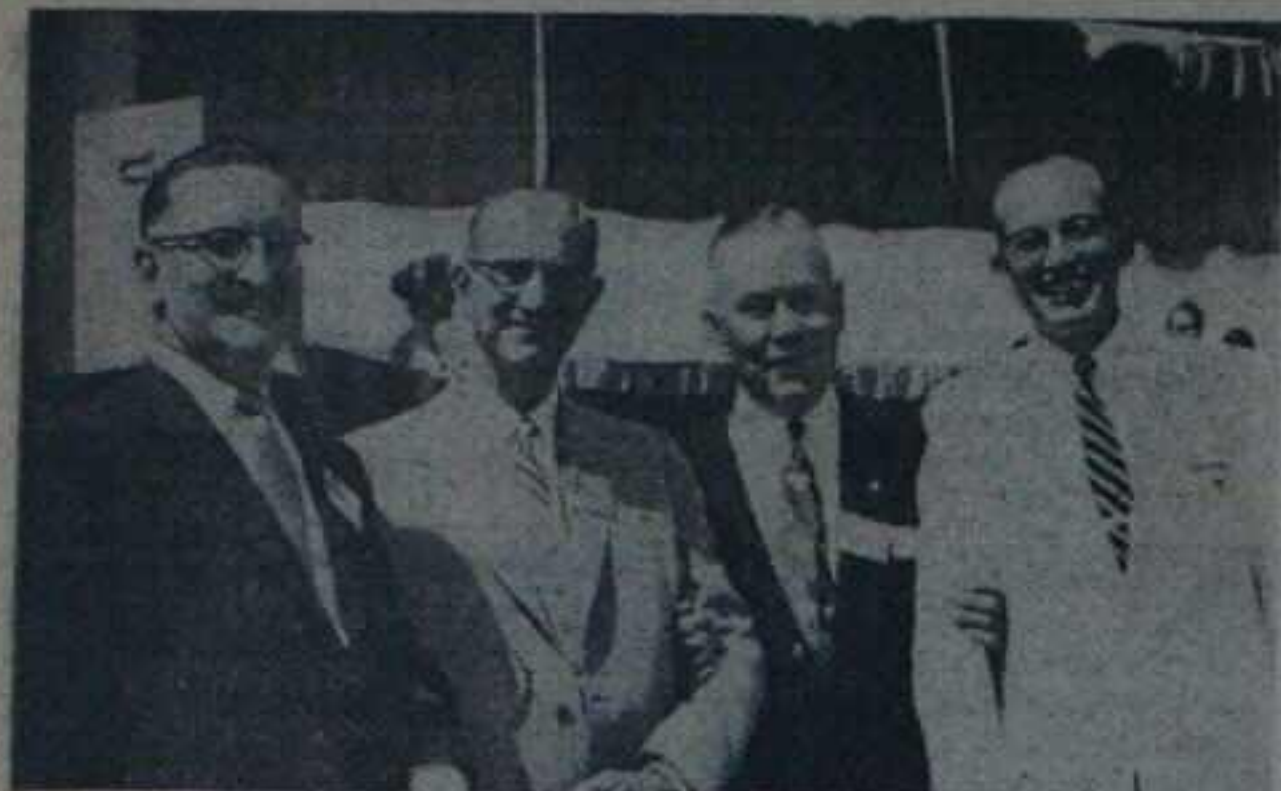
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FOUR WURLITZER OFFICIALS—hosts of the firm's centennial celebration in North Tonawanda, N. Y., last August 23-25—take a breather to exchange hellos and salutations. Standing in front of the outdoor stage are (from l. to r.) R. F. Waltemade, vice-president and manager of the North Tonawanda division; Fanny Wurlitzer, chairman of the board; R. C. Roling, president, and Robert H. Bear, sales manager of the phonograph division.



A. D. PALMER, advertising and sales manager of Wurlitzer, is put to work behind one of the many carnival booths set up on the Wurlitzer grounds during the firm's centennial celebration August 23-25. Palmer, who is handing out canes and hats, tells Lou Casola, Rockford, Ill., that he can only bet one ticket at a time and that it has to be down before the wheel starts turning.



WURLITZER VISITORS take a fling at toss-the-ring for prizes during the firm's 100th year celebration in North Tonawanda. The little lass on the left was one of the many local gals brought in by Wurlitzer to man the booths. The shrubbery in the background nearly circles the entire 19-acre Wurlitzer park where festivities were held.



APPROXIMATELY 1,000 operators and distributors and their wives crowded around a dozen tables like the one above for lunch Friday (24). The afternoon menu included roast beef, fish, veal cutlet, potato salad, relishes and beverage, including coffee, milk or beer. On Saturday, dinner was served family style in the huge tent in the background.



THE RUDOLPH WURLITZER COMPANY'S phonograph plant in North Tonawanda, N. Y., was turned into a playground for operators and guests last week during the firm's centennial celebration. The 19-acre park featured everything from carnival rides and booths to giant stagshows under canvas. Over 1,000 guests were on hand for the festivities. The three-day affair also included plant tours and trips to Niagara Falls.

Mass. Ops Win Minor Point in Juke Tax Tiff

BOSTON — A minor victory has been won by the Massachusetts Music Operators' Association in the battle to prevent the city of Boston from placing a \$50 annual license fee on all music machines, as directors of the Association met this week with the Committee on Ordinances of the Boston City Council.

After a presentation of industry facts, the legislators were persuaded that the fee was out of proportion and the coinmen were asked to come back at the next meeting and present a compromise amount. At a caucus of operators the opinion generally was that no fee was what should be insisted upon. Others felt that a small fee should be suggested.

A meeting of the directors of MMOA is to be held within a few days when a unanimous opinion will be sought for the meeting of the committee next week. Speaking at the meeting with city officials were David J. Baker, MMOA president; Ed Ravreby, Samuel Croftman, Leo Wyman, counsel for Trimount Automatic Sales Corporation and Lucius Foster, secretary of MMOA.

Doubt Legality

The city seeks to raise \$1,000,000 annually to offset mounting expenses by levying new license fees on eating places, bars, entertainment, radio, television sets in public places as well as juke boxes. Spokesmen for the coin machine industry maintain that such a fee would be unconstitutional, since the theory of a permit fee is supposed to be levied in accordance with the cost of administration.

At present there is no fee for the week-day operation of juke boxes in the city. However, a Sunday license costs \$2 per Sunday for the city and \$2 for the State as well as the \$10 federal tax.

'Whatever Will' Selected by MOA

NEW YORK—"Whatever Will Be, Will Be," by Doris Day on Columbia, was named the nation's top juke box disk Saturday (1) on "National Juke Box," the ABC network radio show prepared by the Music Operators of America.

Other juke box favorites named were "Canadian Sunset," with Hugo Winterhalter on RCA Victor; "Jet-Zoom," with Stepin Fetchit on Ferris, and "My Prayer," with the Platters on Mercury.

Voted most promising disks were "Two Innocent Hearts," with Ginny Gibson on Ampa, and "Promise Me," with Valentino on Fargo.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

BIG GOTHAM GROUP AT BUFFALO. The 26-member New York delegation to the Wurlitzer Centennial arrived here by plane Sunday (26) from Buffalo with nary a mishap. The 14 operators and distributors, with their wives, flew from New York to Buffalo and took the same return plane.

In the group were Ted Blatt, attorney for the Amusement Machine Operators of New York; Harold Chasen, Newark, N. J., operator, representing the Music Guild of New Jersey; Al Denver, head of the Music Operators of New York; Joe Fishman, Newark, N. J., Wurlitzer sub-distributor, and Tom Greco, president of the New York State Operators' Guild.

Allie Goldberg, Newark operator; Irving Holzman, Young Distributing Company; Max Klein, Westchester Operators' Guild; Abe Lipsky, Young Distributing; Sidney Levine, counsel for the Music Operators of America and MONY; Sandy Moore, Suffolk-Nassau Amusement Corporation; Judge George E. Maccaro, counsel for the Long Island Operators' Association, and Joe Young, Young Distributing.

Other East Coast representatives at the affair were Jim Tolisano, Connecticut Operators' Association, and the following distributors: Joe Ash, Philadelphia; John Bilotta, Newark, N. Y., and Sid Redd, Boston.

Highlight of the meeting came at the Saturday (25) banquet at Buffalo's Hotel Statler when Al Denver presented a plaque, on behalf of the MONY, to R. C. Roling, Wurlitzer president.

The plaque, signed by Denver and Sidney Levine, MONY counsel, expressed "profound appreciation for its pioneering efforts, great leadership and continuing dynamic progress in the automatic phonograph industry, and in grateful recognition of services rendered to the operators of the nation and to the music-loving public thruout the years."

Chicago

By KEN KNAUF

ORDER OF THE PILGRIM. That highest award of the Loyal Order of the Moose was bestowed upon Jack Bess, head of Roanoke Vending Company, Richmond, Va., in Chicago recently during the Moose national convention. Jack is a past governor of the Roanoke and Richmond lodges, and a past governor of the Virginia Moose Association.

Jack, while in the Windy City, called upon Ralph Sheffield, Genco Manufacturing Company director of sales. Another out-of-towner visiting Sheffield was Al Simon, head of his own firm in New York City. Bess also called upon Art Weinand, Williams Manufacturing Company's sales manager. Sam Stern, Williams' vice-president, cables from Paris that he's about set to make a survey of 11 European nations.

Out at Exhibit Supply Company Sam Lewis, president, is sticking close to the office while Frank Meneuri, vice-president and director of sales is vacationing. Frank's sticking close to home for his rest. . . Ted Bush Miami, looked in at Exhibit for a preview of new games. . . David Gottlieb, head of the firm bearing his name, glad to be back in the Windy City where it's cool. It was 107 in Dallas where he spent last week. . . Jack Nelson, Bally's general sales manager, says Paul Vaughn, Carolina Kiddies Rides Company, reports business moving on the firm's Model T car and Champion in North Carolina.

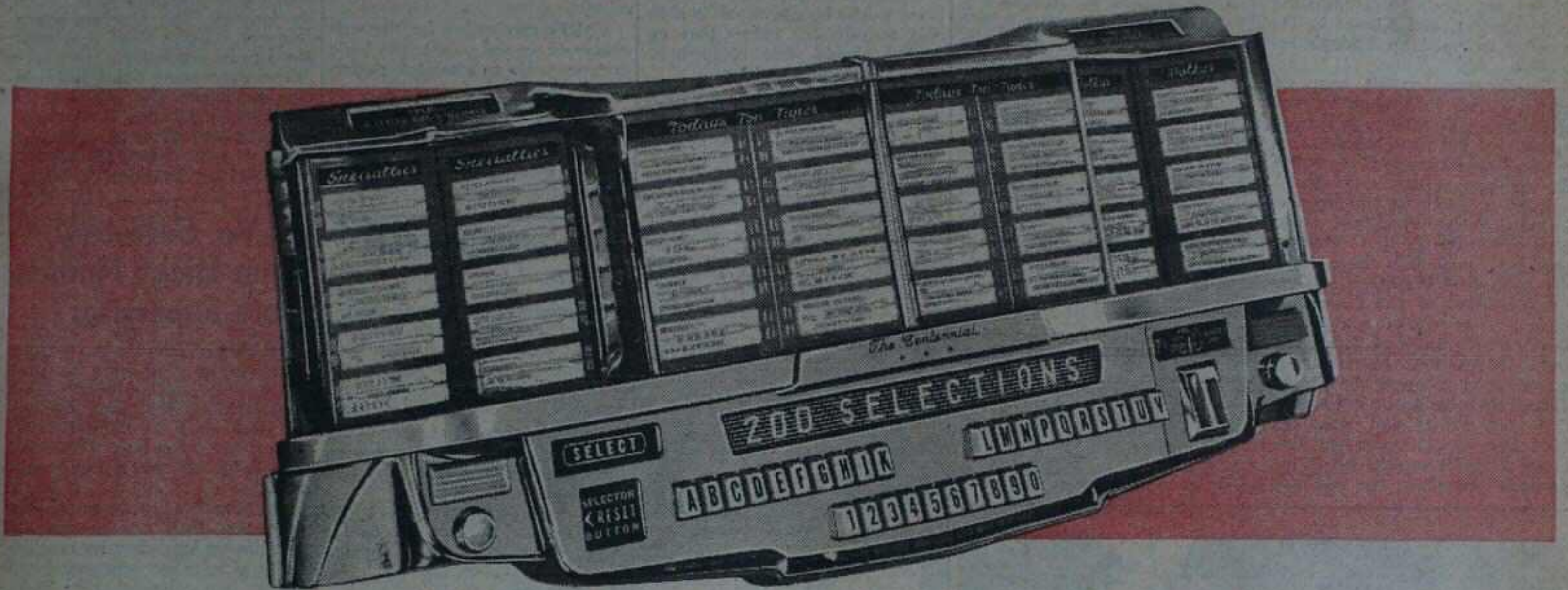
United Manufacturing Company held its annual employee and friend's picnic last week at Marvel Inn Grove. Youngsters had a grand time with games and rides. Clown band added spirit to the event. . . Irv Sandler, Des Moines, and Harry Rosenberg, Baltimore, United distributors, visited with Bill DeSelm at the plant recently.

The question operators want answered at First Coin Machine Exchange is the name of the cute, blonde airline stewardess visiting the firm, but Wally Finke, co-head, won't tell. If you want to know how business is going at First just look at Joe Kline's empty coffee cups. Had a 14-cup day last week.

Earl and Tom Chatem, Commercial Music, San Antonio and Dallas, stopped at United Manufacturing Company on their travels. . . Joe Robbins, Empire Coin Machine Exchange, says Jack Burns, usually on the road for the firm, has developed an acute case of "officitis." (Gil Kitt, Empire head, picked Burns to handle some of the local sales chores for a time, and he's doing a fine job.) . . . Al Miller, New Carlyle, Ind., and Mike Lanko, South Bend, Ind., trading notes

(Continued on page 93)

IT'S MORE FUN TO PICK TUNES ON THE **WURLITZER 2000**



TWO OR MORE PATRONS CAN SHOP THE SELECTIONS SIMULTANEOUSLY...

Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one

numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.



HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR



Ops Jam Wurlitzer Grounds

Continued from page 82

story in this section), a parade and numerous plant tours.

The event really got under way around noon Thursday (23), when guests began pouring into Buffalo by train, plane and car. Thursday's activities were confined to the hotel, but the following morning around 20 buses, with police escort, transported the crowd of over 1,000 to the Wurlitzer grounds. Plant tours, carnival and stagemore entertainment, and Kismet in the evening wrapped up Friday's activities.

On Saturday, guests were escorted by bus to Niagara Falls in the morning, flown over in the afternoon by American Airlines. A cocktail party kicked off the Saturday banquet at the Statler Hotel.

Guest speakers at the banquet included Fanny Wurlitzer, chairman of the board; R. C. Roling, president, and Bob Bear, sales manager, all of Wurlitzer; Al Denver, president of the New York Operators' Association, and Sidney Levin, legal counsel of Music Operators of America. Entertainment and dancing followed the dinner.

Because some guests did not arrive until Friday and some not until Saturday, a complete run-down on guest registration is impossible. However, the following

list, presented in alphabetical order, covers most operators and distributors who arrived early or had made arrangements for hotel reservations:

Daniel Alanis, Mr. and Mrs. Joseph Ash, Mr. and Mrs. Carl J. Angotti, Mr. and Mrs. Earl Armstrong, Mr. and Mrs. William Anderson, Mr. and Mrs. Bob Austin, Mr. and Mrs. William Adams, Mr. and Mrs. Angelo Angeloni, Mr. and Mrs. Ralph Alger, Mr. and Mrs. Frank J. Abell, Mr. and Mrs. Micker Anderson, Mr. and Mrs. Sidney Ander, Mr. and Mrs. Val Andrats and Mr. and Mrs. Robert N. Austin.

Jimmie Bounds, Mr. and Mrs. John Bilotta, C. B. Brady, Mr. and Mrs. P. O. Brandt, Mr. and Mrs. Theodore T. Bush, Mr. and Mrs. Fletcher A. Blalock and Mr. and Mrs. J. W. Balk, Kenneth S. Brake, Mark Y. Blum, Mr. and Mrs. Simon Bush, Mr. and Mrs. Larry Bodell, Mr. and Mrs. C. F. Ballie and D. J. Baritan.

Mr. and Mrs. Thomas O. Bushbee, Mr. and Mrs. Joseph G. Boyis, Mr. and Mrs. W. F. Buford, Mr. and Mrs. G. L. Brown, Mr. and Mrs. John Barras, Mr. and Mrs. Paul Brown, Mr. and Mrs. Theodore Blatt and Mr. and Mrs. Joseph Bahlich, Mr. and Mrs. Charles Benjamin, Mr. and Mrs. C. G. Bookmeier, J. Bishop and D. O. Brady.

Mr. and Mrs. H. Benno, Mr. and Mrs. H. L. Brown, Mr. and Mrs. Maurice Becker, Mr. and Mrs. Willard Berg, Mr. and Mrs. Louis Bruno, John Bailey, Ed Brodnjak, Frank Brebeny, James Blotta and Ervin Beck, Mr. and Mrs. Allan D. Berg, Gilbert Bradley, Mrs. H. Bradley, Mr. and Mrs. T. H. Chatten and Mr. and Mrs. R. E. Chatten.

Sollie Culverhouse, Mr. and Mrs. W. T. Grize, Mr. and Mrs. C. A. Culp, Mr. and Mrs. Wayne E. Copeland, William Conroy, Anthony Costello, Mr. and Mrs. B. I. Coven, Mr. and Mrs. Lynn Connor and Mr. and Mrs. Harold Chasot, Mr. and Mrs. Harry Collette, Mr. and Mrs. John Cox, Mr. and Mrs. C. B. Court, Mr. and Mrs. J. H. Cavness, Mr. and Mrs. Louis Casola and Mr. and Mrs. Henry Christianson.

Mr. and Mrs. Joseph F. Chickey, H. G. Crews, Mr. and Mrs. Robert Caslin, B. S.

Dime-a-Disk Gains in Ark.

JONESBORO, Ark.—The push to dime-a-disk in Arkansas and parts of Missouri is gaining momentum, according to Henry Hitchcock, president of the Arkansas-Missouri Operators' Association and head of Hitchcock Amusement Company.

Hitchcock said that more operators were getting behind the move every week. He said that the entire State would be converted to dime play considerably sooner than expected should this co-operation among operators continue.

Other officers of the association are John Brunner Jr., vice-president, and Robert L. Eblin, secretary-treasurer.

The officers said similar dime play strides were being made in Southern Missouri.

Cotila, Mr. and Mrs. I. L. Cordell, L. Collins, Mr. and Mrs. Kilburn A. Cormey and Donald Chipp, Aaron Crystal, Mr. and Mrs. Frank Couterer, Harvey Carr, Charles Cody, John Colucci and Mr. and Mrs. Frank Charis.

Bert B. Davidson, H. G. DuPuy, Warr Daniel, Mr. and Mrs. Ray Daggett, Mr. and Mrs. Frank Davis, Mr. and Mrs. Dieman H. DeHaven, James Dugas, Don Domes, Angelo Diaport and Ralph DePaulo, Rocco DeRico, Mr. and Mrs. Al Denver, Mr. and Mrs. Darris Derrick, Mr. and Mrs. Clark E. Dickerson, Dominic DeZanza, Bob Dietmeier and Mr. and Mrs. A. H. Dobson.

Mr. and Mrs. Adolph Dugas Sr., Jimmy Duker, Mr. and Mrs. L. E. DeGarmo, Sam Digilla, Mr. and Mrs. Joseph DeLeo, Mr. and Mrs. Chester Diogozima and Miss Charlotte Dug. Mr. and Mrs. Jack Eskew, Mr. and Mrs. L. D. Etheridge, Mr. and Mrs. Charles W. Ehrie, Mr. and Mrs. Howard Ellis, Mr. and Mrs. Edward Elum and Dave Engel.

Mr. and Mrs. Wilmer Emge, C. L. Ford, John Fitzgerald, Eugene Fisher, Mr. and Mrs. Joe Fishman, Mr. and Mrs. Edward Feldman and Mr. and Mrs. C. W. Fragley, Nell Ford, Mr. and Mrs. Walter Flexer, Mr. and Mrs. Joseph Filippi, Mr. and Mrs. A. Fish, James Fungaroll Jr., Herbert Fischer, Benjamin Farrar, Kenneth Filippello and Mr. and Mrs. C. H. (Red) Flannery.

J. Grant, Mr. and Mrs. Anthony Giardano, Frank Guertini, Mrs. E. H. Griggs, Jerry Gillespie, George Greenon, Allen Grant, Thomas Greco, Mr. and Mrs. Russell Gosselin and Mr. and Mrs. Marie Gray, Mr. and Mrs. Alexander Goldberg, A. Garcia, Mr. and Mrs. George Greene, Mr. and Mrs. Leonard J. Goldstein and Mr. and Mrs. Frank Gaskins.

Mr. and Mrs. Melvin Goldberger, Mr. and Mrs. Joseph Green, Mr. and Mrs. Richard Gilger, Mr. and Mrs. M. H. Gissar, Mr. and Mrs. E. R. Green, and Mr. and Mrs. A. Grand, Mr. and Mrs. Lloyd Gunn, Harry Gregg, Mr. and Mrs. A. W. Gregg, Carl Giardano, Miss Mary Gillette, and Hudell Grant.

Mr. and Mrs. James Gungaroll, A. M. Gregg, Harold Hoyer, Mr. and Mrs. A. J. Harvey, Mr. and Mrs. Ludvic Heierlic, James R. Hunter, R. L. Horn and Mr. and Mrs. James F. Hupp, Jimmy Hammans, Don Hall, Sam Hastings, James Helss, Paul Halenda, Mr. and Mrs. Roy Hyatt, Mr. and Mrs. C. L. Hopkins, Mr. and Mrs. W. N. Hawes, and Mr. and Mrs. A. J. Hawkins.

M. M. Hammer, Mr. and Mrs. Paul Hershey, Dave Hendrickson, Joseph Hahnson, Mr. and Mrs. Irving Holzman, Mr. and Mrs. George B. Herndon, Mrs. Madeline Hanna, and Mr. and Mrs. Howard E. Hold, Mr. and Mrs. Doyle Harrington, Mr. and Mrs. George Heard, Mr. and Mrs. Dan S. Hawley and Mr. and Mrs. Anthony Hesch.

Herbert Hare, Mr. and Mrs. Tom Huni, George Hilliek, Mr. and Mrs. Maynard Hopkins, Frank Imprento, Mr. and Mrs. Claire Ingram, Max I. Isakowitz, and Bern- Claire Jacob, Lewis B. Jones, Mr. and Mrs. Harry Jacobs Jr., Mr. and Mrs. James Johnston, Robert Johns, Karel H. Johnson, Mr. W. O. Jones, and Mr. and Mrs. James A. Jones.

Henry Jasek, Mr. and Mrs. Lewis B. Jones, Mr. and Mrs. Sherwood Johnson, Mr. and Mrs. Harold Jones, Mr. and Mrs. E. C. Koehnig, and Mr. and Mrs. Max Klein, Mr. and Mrs. Allen Kerner, Mr. and Mrs. Roy Kiser, Mr. and Mrs. Leo Konwinski, Carl Karle, B. L. Kullick, Mr. and Mrs. G. Kent, Mr. and Mrs. O. Kindig, Harvey Kirby, Merle Kane, E. D. Kennedy, and Mr. and Mrs. Kenneth Kulow.

Mr. and Mrs. D. B. Lieblich, Mr. and Mrs. J. M. Littleton, Mr. and Mrs. Dick Luke, David Lee, Charles Loyal and Paul Leone, Mr. and Mrs. A. M. Lipsky, Mr. and Mrs. Robert Lindelof, Mr. and Mrs. Charles Livingston, Mr. and Mrs. Dan Levin, John Lyons, Mr. and Mrs. Richard Laux, Mr. and Mrs. Sidney Levine, and Mr. and Mrs. Harry C. Lowe.

Mr. and Mrs. Hans Lindemann, Mr. and Mrs. Henry Looie, Mrs. Carl Lee, Mr. and Mrs. Charles Miller, and Mr. and Mrs. Charles C. Miller, Mr. and Mrs. C. A. Martio, Stan Mickler, H. H. Moore, H. L. Murph, Lee Miller, Robert Manville, Mr. and Mrs. Dominick Mazzara, and Mr. and Mrs. Andrew McKee.

Mr. and Mrs. Al Morrison, Mr. and Mrs. J. C. Monk, Mr. and Mrs. C. L. Martio, George Marhas, Richard Mitchell, Mr. and Mrs. William J. Masheba, and Mr. and Mrs. Donald Millard, Sanford J. Moore, Mr. and Mrs. Pat Murphy, Mr. and Mrs. Bryan McCullough, Mr. and Mrs. Charlie Matpie, Mr. and Mrs. Mack McFarland, Mrs. John Montebalm, and Mrs. E. B. McClure Sr.

Al Miniani, Julian Martin, Mr. and Mrs. Herman Maas, Mr. and Mrs. John Masters, Colan Manning, L. C. McClusky, Judge and Mrs. George E. Macreto, Mr. and Mrs. Lindy Nardons, and Mrs. Margaret Neville, Mr. and Mrs. Lee Nelson, Mr. and Mrs. J. J. Macclerio, and Mr. and Mrs. Kenneth A. O'Connor.

Paul O'Brien, Mr. and Mrs. Douglas Oltz, Mr. and Mrs. Robert O'Reilly, Joe Orleck, Mr. and Mrs. James O'Connor, and Mr. and Mrs. Arthur Oley, Mr. and Mrs.

Juke Tax Action in Detroit

Continued from page 82

to \$25 per location. The City Council has refused to reduce this amount.

Following many weeks of discussion, UMO last Thursday (30) petitioned Circuit Judge Joseph A. Maynihah for a writ of mandamus—the judge issued to the City Council a show-cause order. The case will probably be scheduled before the bench in two or three months.

UMO's application for the writ contained several points. The basic ones may be summarized as follows:

UMO Arguments

1. The licensing ordinance now in effect virtually creates a monopoly for existing operators of machines—discourages new investment

in the business. This point is based on that part of the new ordinance which calls for operators to secure licenses before soliciting new locations in Melvindale.

2. The new ordinance is discriminatory in that it makes no provision for regulation of machines owned by location owners.

3. All local licenses in Michigan are to be for regulatory purposes only, not for the purpose of deriving income. The new ordinance does not indicate what it is supposed to be regulating.

The show-cause order instructs the Melvindale City Council to show why a \$25 fee is necessary for regulatory measures and why operators must secure licenses before soliciting locations.

Entertainment

Continued from page 82

cisco, producer; Charles C. Stuart, talent consultant; Dave Cheskin, musical director, a staff from Hale Decorators, Inc., in charge of scenery, and Buster Burnell, choreographer.

Following is a list of some of the talent which entertained guests on the Wurlitzer grounds Friday and Saturday:

The Buster Burnell chorus, Eddie Dawson—the Magic Fingers of Fashion, Gloria Pebbles and her pets, the Rose Sisters, the Fearless Stars; Paul Benson, who emceed the festivities both days; the Skating Regals; the Five Fredonias, Pat Marand, star of Kismet; Jerry Martin and his daughter, Betty, and a host of others.

C. S. Pierce, Mr. and Mrs. Joseph Pfeiffer, Adam Piergallini, Carl Piccarreta, Earl J. Peck, Mr. and Mrs. Dan Perrotta, and Mr. and Mrs. R. W. Peppin.

James Parson, Mr. and Mrs. L. F. Peterson, Mr. and Mrs. R. H. Preston, Sid Parnes, Moses Proffitt, Mr. and Mrs. Jerry A. Palacios, Sam Pierce, and Mr. and Mrs. Frank Padula, Mr. and Mrs. Bernard H. Posa, Arthur Popkin, H. W. Poteet, L. W. Poteet, and Mr. and Mrs. Ted Parker.

Mr. and Mrs. Rodney Roby, Solly Ross, Mr. and Mrs. Abe Russell, George Rode, Mr. and Mrs. Art Rode, Joseph Rubin, and Mr. and Mrs. Max Rust, Mr. and Mrs. H. Rosenberg, Mr. and Mrs. W. S. Redd, Mr. and Mrs. Marvin Roth, Mr. and Mrs. J. H. Ruttler, Mr. and Mrs. Frank Rowell, and Mr. and Mrs. Walter Royer.

W. S. Riggs, Maynard L. Reuler, Mrs. Marjorie Robinson, Mr. and Mrs. Sol Rapoport, Mr. and Mrs. Frank Romro, Harvey Rowell, Mr. and Mrs. J. E. Robinson, and Hoke Seymour, Mr. and Mrs. Mike Sacalaris, Mr. and Mrs. James Slati, W. Schinkel, Mr. and Mrs. Leonard R. Strand, Mr. and Mrs. Andrew Schemella, Albert Simon, and Mr. and Mrs. Harry Schaffner.

Mrs. Dorothy M. Stangele, Mr. and Mrs. M. Sasyk, Mr. and Mrs. William Schooley, Mr. and Mrs. James Smith, Ray D. Samuelson, and Mr. and Mrs. Roswell Sheppard, Mr. and Mrs. Joseph Shortina, George Serice, Mr. and Mrs. Joseph Salardino, Leo Shingles, Casper Stittig, Charles Shofitz, Peter Schick, Harold Shank, Harry Sanders, and Mr. and Mrs. Ray Samuelson.

Mr. and Mrs. Hyman Silverstein, Gary Sinclair, Mr. and Mrs. Ralph Scribner, Jim Sterns, Mr. and Mrs. Sumner Segall, Mr. and Mrs. Michael Sucks, and Mr. and Mrs. John Shawcross, Harry G. Suloon, Mr. and Mrs. Jack Sproll, Mr. and Mrs. William Sheffield, Mr. and Mrs. R. L. Smith, and Irving B. Sandler.

J. H. Slein, Mr. and Mrs. Michael Sovak, Mr. and Mrs. L. L. Singer, Mr. and Mrs. M. J. Satlo, Mr. and Mrs. Jack Sapiezna, Hilmer Stark, Mr. and Mrs. C. G. Sweeney, Mr. and Mrs. Hal Shilun, and Mr. and Mrs. D. M. Smith, Mr. and Mrs. Julius Sauch, D. M. Smith, Mr. and Mrs. Norman Stevens, Paul Sutter, Mr. and Mrs. William Schwarz, and Mr. and Mrs. Ed Schwartz.

Mr. and Mrs. Philip Sweeney, Mr. and Mrs. R. L. Stover, Mr. and Mrs. Joe Solomon, and Mr. and Mrs. Ben Bohm, Richard Smith, Mr. and Mrs. Joe Salvia, Mr. and Mrs. Dave Seure, Mr. and Mrs. William Stiddens, Joe Taranto, Wall Tatum, Patrick Tarantelli, James Tolband, Mr. and Mrs. Leslie Thomas, Mr. and Mrs. O. R. Truppman, and Mr. and Mrs. Carl N. Teeple.

Mr. and Mrs. Terry Thomas, Mr. and Mrs. W. W. Thomas, Stephen L. Vukstic, Mr. and Mrs. C. S. Valley, Sam Venuti, Neil Van Berkam and M. E. Varner Jr., Ernest Vathis, Mr. and Mrs. Arthur Velasquez, Joe Vinsky, Mr. and Mrs. Sam Winkler, Mr. and Mrs. J. H. Wilson, J. H. Wilburn, and Mr. and Mrs. Raymond B. Williams.

Mr. and Mrs. O. A. White, Mr. and Mrs. Charles W. Winters, Mr. and Mrs. John A. Wallace, W. T. Walters, Mr. and Mrs. Jerome W. Will, and Mr. and Mrs. Willard Wayne, Mr. and Mrs. Ken Willis, Jim Wickman, Jack Wynn, Mr. and Mrs. Ben Weiss, Johnnie Wilson, Mr. and Mrs. Russell Warner, Mr. and Mrs. Jules Weiss, Mr. and Mrs. Thomas Watts, and C. Reid Whipple.

Mr. and Mrs. Edward Wisler, H. E. Wadswen, Mr. and Mrs. William A. Wood, Mr. and Mrs. Anthony Wilkas, John E. Wagner, Gordon Warrison, Mr. and Mrs. B. H. Williams, Vernon Young, Mr. and Mrs. Mike Young, Mr. and Mrs. Joseph R. Young, and Charles Zimmerman.

W. Va. Secretary, Dana Hicks, Named State Supervisor

CHARLESTON, W. Va.—Dana M. Hicks resigned from his post as executive secretary of the West Virginia Music Operators' Association last week to become State merit-system supervisor. Governor William Marland made the appointment.

As executive secretary of the association, Hicks was instrumental in gathering legal data for combating local juke box ordinances and license fees thruout the State, building up the association's membership and drawing up the organization's bylaws and public relations program. He also played a key role in the association's move to dime play and its annual banquet celebrations.

John Wallace, president of the association, said that Hicks will work with the association as much as possible the next six months.

Prior to his post with the WVMOA, Hicks was a special field deputy for the State tax commission.

In his new job, he will supervise selection of employees for five State agencies—the Public Assistance, Employment Security and Health Departments, Vocational Rehabilitation Division and Conservation Commission. The agencies employ about 1,500 persons.

First Alabama


Continued from page 82

certificates and home phonographs.


Distributors and personnel participating in the convention were Max and Harry Hurvich, and Al Toronto, of Birmingham Vending Company, AMI, Inc.; David Franco and Morris Pihl, of Franco Distributing Company, Rock-Ola; Harry Clarkson, Wolfe Distributing Company, Seeburg, and Larkin Etheridge, Sam Winkler and Herman Barver, of F.A.B. Distributing Company, Wurlitzer.

Operators on hand included Harry Rowell, Talladega; Isaac Cohen, Montgomery; Mrs. Irons, Thomasville; O. W. Quarles, Attalla; the Brassell brothers, Mobile; Fred Lang, Cullman; Doc Sutton and J. B. Westbrook, Atmore; Irving Kamper and Ed Roberts, Fairhope; M. H. Walter and J. L. Barnes, Selma; M. Parker, Art Hughes, Leon Brown, Ollie Coker and Jack Hoskins, of Birmingham, and Jake Friedman and Reube Stewart, of Atlanta.

Also attending were Olin Spikes, Auburn; W. M. Amans, of New Orleans; O. H. Dozier, of Montgomery; Dave Bradley and Bob Tamer, Prichard; W. H. Fedrick, West Blacton; C. A. Martin and M. Cassity, Mobile; Bert Jones, of Birmingham; Tom Hylton Jr., and Tommy Hopkins, Epse, and association attorney Joel Robinson, of Jasper.



Just Wait... 'til you see the Rock-Ola "200" at all Rock-Ola distributors soon!



Creditors Seek \$120,000 From Dickinson Firm

DES MOINES—A suit to foreclose a \$120,000 mortgage against the property of the F. B. Dickinson Company, manufacturer of vending machines, has been filed in the Polk County District Court here.

The action was filed by Don E. Neiman, Des Moines attorney, trustee of the mortgage that represents the collective claims of 80 creditors.

Neiman requested the court to appoint a receiver to collect the rents and profits from the company and apply them upon the mortgage indebtedness. A hearing on the request has been set for Thursday (6) before District Judge Ray C. Fountain.

In his suit Neiman declared the firm's property has depreciated in value and does not provide enough security to satisfy the mortgage indebtedness.

Neiman was named trustee of the mortgage 13 months ago in a transaction designed to allow the company to "secure an extension of time for the payment of debts while continuing full operation."

Pending against the company is a federal government suit seeking \$267,722 which alleges the government lost that sum due to faulty construction of 1,441 corn storage bins built by Dickinson in 1949.

The company makes outdoor vending stations for ice, milk, beverages, fuel and eggs; in addition it builds food and watering troughs.

HANDY CANDY STAYS DANDY

SHREVEPORT, La. — W. F. Daniel, Houston Candy & Vending Service here, answers when opportunity knocks.

In air-conditioned buildings where the firm has candy and tab gum venders, the firm's servicemen store cases of the more perishable candies in the cabinets of the venders.

"This saves servicemen many an extra trip back to the truck for candy and gum," Daniel said. "Often a serviceman will fill the machines when he wouldn't have ordinarily."

McGuire Gets Asst. V.-P. Post In ACCA Org

NEW YORK—The Automatic Canteen Company of America has named James T. McGuire assistant vice-president in charge of operations. The Canteen Company, a wholly owned ACCA subsidiary, has elected Robert P. Wilson general manager and assistant vice-president.

McGuire joined the firm in 1940 in Boston; seven years later he was sales manager for the Boston region. Then he was manager of the company's branch in Chester, Pa.; manager of the Baltimore operation;

(Continued on page 88)

Store-Front Vending Looms Large on 1957 Horizon

N. Y. Loft Location Sells 400 Candy Boxes Daily; Supermarket Chain Next

• Continued from page 1

of the store window, cutting, apertures for the vending machines, and placing a border around the window. Cost, he said, was around \$2,500, with the installation job completed in a day.

Next Loft installation will be in the Jamaica store, probably within two weeks. This will differ considerably from the initial installation. Expensive items, one, two and three-pound boxes, will vend from \$1.20 to \$3. The Jamaica installation will be electrical and will have a cumulator.

From a merchandising viewpoint, Loft officials have received a pleasant surprise from the test. Initially, it was thought that the

installation would be primarily an after-hour supplement to over-the-counter sales.

After-Hour Sales

Actually, said Promotional Manager Hack, after-hour sales account less than 30 per cent of the volume, with the other 70 per cent largely from persons who would have walked right by the store while it was open.

Moreover, sales at the 42d Street store have shown a marked increase since the installation of the vending battery, he added.

Hack explained that passersby who might normally walk right by the store will pause to look at the window installation. After either

watching or making a purchase from the vending machine, they will generally view the items on display on the window. From that point, the possibilities of entering the store and making a purchase over the counter are enhanced.

Ettlinger came to this country 18 years ago from Germany where he was a banker. One of his first jobs here was as an industrial consultant for the ABC Vending Corporation, the nation's largest operator of vending machines in theaters and amusement centers.

It was then that he began thinking in terms of store window vending. Ettlinger compared the American concept of vending, operators placing machines on high-traffic locations, with the European concept, use by retail stores for supplementary sales.

He felt that the automatic merchandising industry in this nation was large enough for both type operations.

The machine on location was made in West Germany and assembled here. However, Ettlinger said that he has manufacturing facilities in the New York area and will soon begin production. He emphasized, tho, that the machines will not be mass-produced, but will be custom made for specific retail requirements.

Ettlinger feels that window vending in retail stores, long established in Europe, should succeed in this country. He reasons that the store-front installations pick up after-hour sales, make it easier for buying during store hours and attract store traffic.

If the Loft installation on 42d Street is any criterion, he's not far wrong.

Calif. Bulk Assn. Charts Tax Battles

1st August Meet in 20 Years to Map Fights; Mull Hospital Insurance Plan

By SAM ABBOTT

LOS ANGELES—The Western Vending Machine Operators' Association held its first August meeting since organizing 20 years ago to map plans in its fight to reduce municipal taxes on bulk vending machines.

At the meeting, the group also voted to study a plan to offer its membership a hospital insurance plan and amend its by-laws.

The association met Tuesday night (28) at the Unique Restaurant here. The group has been skipping meetings in August and December, as set up in the by-laws. The extra meeting was, however, unanimously voted at the July gathering so that reports could be heard and future plans made in the fight to reduce taxes.

President Leo Weiner conducted the meeting, opening it, also for the first time, with the Pledge of Allegiance, with Daniel Lally, treasurer, present, and Harry McKinney named acting secretary in the absence of Robert Biro.

Weiner told the membership that he had contacted a hospital insurance company and that a copy of the constitution and by-laws

along with completed questionnaires from members as to the number of employees would be sent the organization. Mrs. Harry McKinney volunteered to get out the questionnaires. These will be returned to Weiner and presented to the insurance representative, who is expected to attend the next meeting.

The campaign against discriminatory taxes, in which the association was recently successful in getting a tax of \$2 for each penny vender and \$5 for nickel units in

(Continued on page 88)

Venders Boost Milk Sales: Farm Co-Op

WASHINGTON — The significant role played by vending machines in milk merchandising was recognized by Agriculture Department's Farmer Co-Operative Service last week (28) when it released results of a poll made late last year. Of 295 operators polled, nearly three-fourths of those replying—including 24 dairy co-ops—said they planned to add more machines, "strongly indicating that they liked this method of selling milk," according to FCS.

The survey covered only small-package indoor type machines, but the 182 operators who returned "usable schedules" reported on 9,486 machines, estimated by FCS to cover between 45 and 50 per cent of machines of this type in operation at the time the survey was made. Of the operators replying, nearly 75 per cent started vending in 1949 or later, 25 per cent in 1954 alone.

Three-fourths of the 160 operators who were vending milk during 1954 planned to add more machines. If the additions were actually made, each of approximately 118 operators would have increased

(Continued on page 99)

May Form State Op Council in Boston Sept. 11

BOSTON—Plans for forming a State-wide organization of Massachusetts vending operators were announced here this week.

More than 40 operators are expected to attend a special meeting at 8 p.m. Tuesday (11) at the Hotel Kenmore to complete arrangements for the formation of the organization to be known as Massachusetts Automatic Merchandising Council.

The council will represent all segments of the automatic merchandising industry in the Bay State on matters pertaining to legislation, taxes, licenses and sanitary codes.

There is an immediate need of a State-wide organization, many operators believe, especially in view

(Continued on page 99)

Built-In Vending Units to Be Integral Part of \$10-Million Shopping Center

WEST ORANGE, N. J.—What may be the greatest location in the nation is currently under construction at the Essex Green Shopping Plaza here.

Construction has begun on the \$10,000,000, 56-acre project, which includes, as an integral part of its design, batteries of vending machines geared to provide 24-hour service on dozens of household items.

Builder is Sol G. Atlas, Great Neck, L. I., who has already constructed two of the largest shopping centers in the nation—the Cross-County Shopping Center in Yonkers, N. Y., and the Miracle Mile on Long Island's North Shore.

At presstime, The Billboard was

unable to reach Atlas to confirm the details. It was learned, however, that initial equipment will be custom made.

L. W. Ettlinger, head of the firm building vending equipment for the Loft chain, said that the equipment is not his. Name of the manufacturer of the proposed equipment is not known at this time.

Initial plans call for window-front vending of groceries, drugs and household items in unrefrigerated columns. The second phase will be the installation of vending walls to dispense eggs, butter, cheese, soft drinks, coffee, tea, breakfast foods, cigarettes, cigars, pies, toilet items, soaps and detergents.

It was learned that the equipment will not be produced by any current manufacturer of vending machines. Best guess is that Atlas will give the manufacturing out under contract.

This development gives the Loft experiment added significance. The West Orange development will give Atlas three of the largest shopping centers in the East. If automatic vending proves successful at West Orange, it seems certain that this method of selling will be given serious consideration in all future developments.

Moreover, it is highly probable that it will be adapted to existing centers.

NAMA Has 4-Point Plan For Army Brass Confab

CHICAGO — Four specific points will be stressed by the Military Liaison Committee of the National Automatic Merchandising Association in its industry report and recommendations to U. S. military officials. The four points are:

1. A clarification of the role of directives concerning operating procedure in local contracts negotiations with vending machine operators.

(Continued on page 98)

Apco Ready on 6-Selection Jr. SodaShoppe

NEW YORK—Apco, Inc. has introduced a six-selection SodaShoppe Junior to its line of cup drink venders.

As in the standard six-selection SodaShoppe, the Junior vends four carbonated and two non-carbonated selections, using four sirup tanks.

Cup capacity is 800, with a 1-900-cup sirup capacity. Dimensions are 68 inches high, 27½ inches wide and 18½ inches deep. List price is \$1,027, with either a 5-cent or 10-cent coin chute.

Immediate deliveries are being made.



VICTOR'S SUPER MART VENDORAMA
(Trade Mark)
"Symbol of Progress in the Bulk Vending Field"
U. S. Patent Pending.



VICTOR
Originators of Capsule Vending. Now brings you our NEWEST CAPSULE. The female is made of high-impact material which eliminates breaking and coming apart of capsule in machine.

Write for FREE Samples



5-STAR BABY GRAND
PICTURE CARD VENDOR

Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—
1200 Cards 1200 Balls at Gum
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A GIVEAWAY!
4 VICTOR STANDARD TOPPERS **PLUS** 10,000 SNAP-ON BEADS **PLUS** 25 LBS. OF 210 BALL GUM **\$74.50** TOTAL COST

Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED
PIONEER VENDING SERVICE
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VICTOR'S TOPPER
1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more
AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND \$13.25 each
1/3 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Calif. Bulk Assn.
Continued from page 87
Torrance reduced to \$1 per machine with a \$24 maximum, was delayed by the absence of Secretary Biro.
Altho there was no official report, Lally disclosed that he had attempted to contact the license inspector in Gardena, where the tax is \$3 each for penny machines and \$5 for nickel ones. Several of the operators have written the Gardena licensing office protesting the tax. The treasurer said he would again attempt to see the inspector if he had not received a letter from him within the next two weeks.

Robert Leidenberger, who retired as president in June after several terms in office, discussed the constitution and by-laws. The members voted unanimously to eliminate the "associate membership," thus offering only "full membership." This type gives members a vote, a 50 per cent allowance on their dinner-meeting check, and a year's subscription to Vend.

By-Law Change
Phil Sreden asked that an amendment to the by-laws be made which will require each applicant to be sponsored by two members in good standing. This activates a by-law which has been ignored for years.
Sreden announced that he will attend the dinner-meeting of the California Automatic Vendors' Association to be held in the Colonial Room of the Ambassador Hotel here September 14. He is to report on the event at the September meeting.

Seymour Elias was appointed by Weiner to obtain facts and figures on decals or stickers to be placed on machines operated by members. Tentative wording will be: "Member of Western Vending Machine Operators' Association." Jack Beasley suggested each operator place his telephone number on the sticker so that the members could call one another in the event the unit was empty or out of order.

J. C. Robinson was voted into membership. He is a part-time operator at present.
Elias and Lally were awarded the door prizes of 10 and 5 pounds of vending candies, respectively, donated by Operating Vending Machine Supply Company.

McGuire Gets
Continued from page 87

head of the Mid-Atlantic division, and, for the last two years, Chicago regional manager.
In his new post, he will assist William F. Swingler, vice-president in charge of operations.
Wilson has been with the firm for 17 years and previously was assistant to the general manager.

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Distributor For
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Large Profits
with the new 14mm. POPPIT BEAD
SAME SIZE as 210 count ball gum
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\$3.50 Per M
Available at Your Distributors
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Atlantic 3-6478

CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 210 ball gum. Ass't. body designs: Chroma, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen in a box—each design, \$2.50 per doz.; \$27.00 per gross. Full cash plus postage with order.
EYCO MERCHANDISERS
397 Cortland Ave. San Francisco, Calif.
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OAK'S "PREMIERE"
BUYMORE SALES CO.
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FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.
Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them using original factory parts.
MILLS Famous 107 TAB GUM VENDOR
Only \$15.00 F.O.B. Factory
We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk, etc. Write for prices. American Chiclet candy coated or tab type gum. Also Beach-Nut, Peppermint or Spearmint 2-C slab gum. 45¢ a box of 100 ct.
Order Today—Prompt Deliveries.
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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
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CIGARETTE MACHINE CONVERSIONS
IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for
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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
Du Grenier Champion, 11 Cols., 420 Cap. 115.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢ 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 Diplomat, 8 Cols., 340 Cap., 25¢ & 30¢ 145.00
All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D.
Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
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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's "400" capsule vendor
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!
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"YOU MAKE MORE MONEY WITH..."
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VENDING EQUIPMENT
PROVE IT TO YOURSELF



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play.

Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
 2986 Armstrong St. Morris, Ill.

NEW YORK—Bruce A. Douglas, former Cleveland district manager, has been named assistant to the sales manager of the Consumer Products Division, Rockwood & Company, chocolate manufacturer. James V. Koper, former assistant in the Chicago district, will replace Douglas.

VICTOR Standard TOPPER 1c Ball Gum VENDOR
\$13.25 Each
\$12.75 Each
100 or More



Sold on Time Payment in lots of 2 or more—25 weeks to pay. Write for details.

ROY TORR Lansdowne, Pa.
 Giving friendly service & liberal financing since 1910

June Cigarette Smoking Trails

NEW YORK—Cigarette production and consumption was off 4 per cent in June compared with June, 1955, according to a report from the Internal Revenue Service. Manufacturers shipped 34.3 billion cigarettes during the month compared with 35.6 in June, 1955. Production was down to 37.3 billion cigarettes from 38.9 billion. Cigarette smoking for the first six months of 1956, however, is ahead of 1955, 196.7 billion to 191.7 billion, with 1956 factory production leading last year's by 212.4 billion to 208 billion. June cigar smoking also was behind June of last year by 7 per cent, with production trailing by 8 per cent. For the first half of 1956 some 3 billion cigars were smoked compared with 2.9 billion for a like period last year.

Continental, Inc., Listed on Board

NEW YORK—At the end of trading Friday (31), a new name, Continental Industries, Inc., went on the board of the American Stock Exchange. The listing replaces Continental Car-Na-Var, the Brazil, Ind., floor wax concern which recently merged with the National Vending Corporation, Westbury, N. Y., cigarette machine manufacturer and parent company of 13 operating subsidiaries. The firm has assets of \$7,500,000 listed, with a net worth of \$3,250,000. Executive headquarters are at Westbury. Harold Roth, CI president, expects gross sales of the firm to jump from \$12,000,000 last year to \$20,000,000 this year, with most of the increase coming from vending machine sales.

Correction
 LOS ANGELES — California Automatic Vendors' Association is an association of primarily major equipment vending operators, not bulk vending operators as reported in the September 1 issue. The Western Vending Machine Operators' Association is the group for bulk merchandisers. Tickets for the dinner at the September 14 meeting of the former group are \$5.70, not \$7.50 as reported previously.

VICTOR'S STANDARD TOPPER 1c Ball Gum Vendor
\$12.75 each
100 or more \$13.25 each
AMERICA'S FINEST BALL GUM VENDOR



1/3 Deposit on all orders. Write for our specials on Candies—Ball Gum—Charms

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CIGARETTE AND CANDY MACHINES
 Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!


STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
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 DUGRENIER CHAMPION CIGARETTE, 11-column, king size... 65.00
 DUGRENIER MODEL 3 7-Column, king size... 45.00
 UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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 Distributor For
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Keeney's 3 VENDERS
SOUP
COFFEE
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BRING 3-WAY PROFITS!
 Write FOR FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
 2800 W. FIFTIETH ST. • CHICAGO 32, ILL.

FLUORESCENT POPPITS
 They GLOW in the NIGHT!
REGULAR MOONGLOW BEADS
 6 Summer—6 Winter Shades some separated or mixed.
 PRICE: 100M \$1.80/M
 250M 1.75/M
 (for over)
FLUORESCENT 2.00/M
 (100M or over)

TRADING CARDS
 Signify type machines operating.
 1,000,000 \$1.50/M
 100,000 1.75/M
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5 SERIES—RADIO & TV STARS, NAVAL VICTORIES, FOOTBALL, FRONTIER DAYS AND U. S. ARMED MIGHT.

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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.

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write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

MANDELL GUARANTEED NUTS MACHINES

N.W. Model 49, 1c or 5c \$12.00
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 N.W. #33 1c Porc. B.G. 7.95
 Columbus 5c Bulk 4.50
 Silver King 1c Bulk 7.45
 A.B.T. Guns 20.00
 Acorn, 1c or 5c 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.30
 Pistachio Nuts, Large Tulip77
 Pistachio Nuts, Vendor's Mix70
 Pistachio Nuts, Shell57
 Cashew Whole43
 Cashew Butts41
 Peanuts, Jumbo45
 Spanish32
 Mixed Nuts57
 Teddy-Lats, 230 ct.30
 Rainbow Peanuts32
 Boston Baked Beans32
 Jelly Beans38
 Licorice Gems28
 Leaflets (similar to M. & M.), 500 ct.40
 Assorted Fruit Charms, 100 ct.42

Rain Bio Ball Gum, 60 ct. \$.38
 Rain Bio Ball Gum, 140 ct., 37c30
 Rain Bio Ball Gum, 100 ct.30
 200 lb. minimum, prepaid, on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct.45
 Wrigley's Gum, all flavors, 100 ct.45
 Beach-Nut, 100 ct.45
 Hershey's Chocolate, 300 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

THERE ARE BIG PROFITS IN NUTS
 GET YOUR SHARE WITH **Northwestern**
49 NUT VENDER



Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.

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GIVE TO DAMON RUNYON CANCER FUND

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Capsule Operators—This Is for YOU... 8 MM BEADS The Kind You STRING

Supplied in three assorted styles—Round, Faceted and Corrugated, in many beautiful assorted colors.

You can Pack 12 Beads in a CAPSULE and give an excellent value. Labels Free with order.

BALL GUM OPERATORS: You can use them as FILL, as a change from Plastic Charms.

In 100,000 lots, \$1.00 per 1,000
 In 1,000 to 4,000 lots, \$1.35 per 1,000
 f.o.b. Jamaica, N. Y. Immediate Delivery.

This is ANOTHER BEAD OPPORTUNITY, this time, for both CAPSULE and CHARM OPERATORS.

SAMUEL EPPY & CO., INC.
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WANTED DISTRIBUTORS and OPERATORS!

for proven BIG profit item, to handle the "original" fool-proof, U-Test-M TV Tube Testing Machine.

Here's a great opportunity for live, aggressive, responsible, financially sound businessmen.



- Makes big money wherever installed.
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- Machine requires small space, only 2 1/2 sq. feet.
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- Here's your opportunity to establish a highly profitable business in open, fertile territory.
- Reasonable investment required; amount depends on extent of operation.

YOU CAN STILL GET IN ON THE GROUND FLOOR

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GIVE TO DAMON RUNYON CANCER FUND

Keeney Sets Up Assembly Lines For Coffee Unit

CHICAGO—J. H. Keeney & Company, Inc., is in the process of tooling up its assembly lines for full production of its new combi-

nation coffee and hot chocolate vender, Bill Coan, vending division sales manager, announced last week.

Production of the unit is expected to get under way late this month or early in October, Coan said. Hand models of the unit were shown at the NAMA convention last November.

The machine has a 500-cup capacity, with coffee offered in four selections. Powdered ingredients mixed in separate stainless steel bowls are used, with separate lines for each item. Fully automatic, it has button selection for cream and sugar. It is 60 inches high, 22 inches wide and 21 inches deep.

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT 165 LBS.

Invented and made only by

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NEW! SENSATIONAL!

EARRINGS

Guaranteed to sweep the country... will outsell the poppits. Beautifully designed in pearlized plastics and available in a brilliant array of colors.

For All Types Of Vending
\$16.00 per M

Stickers available... contact your local distributor at:

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LEAD 'EM BY THE NOSE

Aroma Unit Developed For Vending Machines

NEW YORK — Scentovision Corporation here has applied for a patent on an electronic device which, installed in vending machines, will give off aromas duplicating those scents of the merchandise in the machine.

The firm is headed by Leo Ruskin, with Harry Wills, vice-president. Hans Laube, Swiss inventor, developed the machine and formulated the synthetic scents.

According to Wills, the Stanley-Warner theater chain has signed a one-year option for the theater rights to the unit. He added, tho, that this option does not cover the vending rights.

Pilot Models
Two pilot models, one for theaters and the other for vending machines, ice cream coolers, etc., have been built.

Wills said Scentovision has about 400 synthetic aromas which can duplicate most food smells. The device has an "erasing feature," which can eliminate the smell in seconds.

A control on the machine enables the operator to throw the smell specified distances. For vending machine operation, Wills

said, an intermittent scent would probably be used.

On the model Wills used to demonstrate, seven aromas were produced from the same machine, with an interval of about 10 seconds between aromas.

The vending unit itself is 18 by 18 by 6 inches and, according to Wills, will sell for about \$50.

Scentomatic does not plan to manufacture the unit. Current plans call for turning the unit over to a manufacturer on a royalty basis, or working with individual vending machine manufacturers.

Impulse Sales
Wills said the scent unit could be incorporated in the vending machine itself, or it could be placed atop the machine with an illuminated picture of the product vended to attract impulse sales.

Wills entered the promotional field from the Rudd-Melikian organization. He had been on the New York sales staff, working from the office of the Coffee Vending Service.

Prior to that, he had been a New York salesman for Cole Products, and before that he had been associated with Telecoin five years.

Nestle Exec Sees Video as Aid to Vending Bar Volume

WHITE PLAINS, N. Y.—Television advertising has a powerful impact on vending sales in the candy market, according to T. A. Fowler, product manager, bar goods sales, Nestle Company, Inc.

Fowler explained that in signing up for the sponsorship of the "Love Ranger" on television this fall, Nestle will have the chance

to push its bar line, and that increased vending machine sales are part of the campaign.

He pointed out that even tho bar sales are made on impulse, the customer will generally buy the bar with which he is most familiar. Fowler cited a survey recently made by E. I. du Pont de Nemours which showed that even in supermarkets, where purchases are deliberately planned, bar sales are more than an 80 per cent impulse item.

Fowler said that potential purchasers in vending machines hesitate much less when they see a familiar brand in the machine. He added that video advertising creates this familiarity and boosts vending machine sales.

American Plan New Filter-Tip

NEW YORK — American Tobacco Company plans to add another filter-tip cigarette to its line by the end of the year. Currently, Herbert Tareyton is the only filter the firm produces. It also makes Lucky Strike, Pall Mall and Herbert Tareyton (unfiltered).

The name of the new brand and plans for its promotion and marketing will be announced prior to its introduction. Batten, Barton, Durstine & Osborne will handle advertising and promotion.

Appoint S. & L. Nat'l Distrib For Jim-Jak

OMAHA—Appointment of S. & L. Sales, Inc., as exclusive national distributors of the entire line of Jim-Jack Industries, Inc., vending machines was announced here last week.

Jim-Jack, Minneapolis, manufactures pre-brewed coffee venders and a snack unit.

At the same time S. & L. announced the appointment of Jack Browning as sales manager, and the promotion of Richard Le Bron, former sales manager, to vice-president in charge of sales.

Hollywood Brands Bows New 5c Bar

CENTRALIA, Ill.—Nut-Patti, a new candy bar to retail at 5 cents, has been developed by Hollywood Brands, Inc., F. A. Martocchio, president, announced last week.

The new bar is made of almonds, a layer of dairy-butter caramel and a chocolate nougat center wrapped in a rich milk coating. It is put

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Bubble Chicks, 320 & 320 ct. 27¢ lb.
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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the 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. "High" and "low" 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.

MOST ACTIVE EQUIPMENT

For Four-week period ending with issue September 1, 1956

ARCADE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS—Sidewalk Engineer	\$195.00	\$195.00	\$185.00
2. ABT—Challenger	30.00	25.00	25.00
2. CHICAGO COIN—Midget Movies	135.00	125.00	125.00
3. BALLY—Big Inning	115.00	85.00	85.00
3. BALLY—Moon Rides	275.00	235.00	275.00
3. GENCO—Rifle Gallery	185.00	125.00	175.00
3. UNITED—Zingo	65.00	45.00	65.00

MUSIC MACHINES	HIGH	LOW	MEAN AVG.
1. WURLITZER—1250	\$175.00	\$125.00	\$165.00
2. SEEBURG—M-100-C	575.00	485.00	535.00
3. WURLITZER—1500	275.00	199.50	245.00
3. WURLITZER—1800	815.00	650.00	695.00

SHUFFLE GAMES	HIGH	LOW	MEAN AVG.
1. KEENEY—Bonus Bowler	\$125.00	\$ 75.00	\$ 75.00
2. UNITED—Royal	95.00	80.00	90.00
3. KEENEY—Pacemaker	95.00	50.00	50.00
4. KEENEY—Bikini	150.00	125.00	150.00
4. UNITED—Rainbow Shuffle Alley	175.00	99.50	100.00

VENDING MACHINES	HIGH	LOW	MEAN AVG.
1. Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
1. Northwestern 49, 1c	12.50	12.00	12.50
2. Columbus, 1c Bulk	8.50	6.50	8.50
2. National 930	110.00	95.00	110.00
2. Northwestern Deluxe	12.00	9.95	12.00

PINBALL MACHINES

BALLY	HIGH	LOW	MEAN AVG.
1. Variety	\$175.00	\$105.00	
2. Gayety	150.00	75.00	
3. Beach Club	85.00	45.00	
3. Miami Beach	295.00	225.00	

GOTTLIEB	HIGH	LOW	MEAN AVG.
1. Duette	\$235.00	\$225.00	
2. Southern Belle	195.00	175.00	
3. Gold Star	150.00	145.00	

UNITED	HIGH	LOW	MEAN AVG.
1. Pixie	\$345.00	\$225.00	
2. Starlet	335.00	250.00	
3. Triple Play	210.00	190.00	
3. Tropics	75.00	45.00	

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Exane; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l Microscope; R—Roovers; S—Seeburg; Sc—Scientific; Sb—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
ABT Challenger (5/46)	30.00	25.00	\$ 25.00
Basketball (CC)	195.00	145.00	195.00
Big Inning (B) (4/7)	115.00	85.00	85.00

	High	Low	Mean Avg.
Dale Gun (Ex)	50.00	29.50	50.00
Midget Movies (CC)	135.00	125.00	125.00
Moon Rides (B) (5/54)	275.00	235.00	275.00
Photomatic (M) (1/50)	\$350.00	\$295.00	\$350.00
Quarterbacks (G) (9/55)	275.00	250.00	275.00
Rifle Gallery (G) (6/54)	185.00	125.00	175.00
Shoot the Bear (S)	145.00	89.50	125.00
Sidewalk Engineer (W) (5/55)	195.00	150.00	185.00
Silver Bullets (Ex) (11/49)	125.00	50.00	125.00
Zingo (U) (1/51)	65.00	45.00	65.00

MUSIC MACHINES

SEEBURG	High	Low	Mean Avg.
M-100-C (53) 100 sel., 45 RPM	575.00	485.00	\$535.00
WURLITZER	High	Low	Mean Avg.
1250 (50) 48 sel., 78 RPM	175.00	125.00	\$165.00
1500 (53) 104 sel., 45-78 RPM Mix	275.00	199.50	245.00
1800 (W) (2/55)	815.00	650.00	695.00

PINBALL GAMES

BALLY	High	Low	Mean Avg.
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55)	385.00	315.00	360.00
Beach Club (2/53)	85.00	45.00	60.00
Beauty (11/52)	80.00	49.50	65.00
Big Time (1/55)	275.00	225.00	260.00
Bright Lights (5/51)	65.00	50.00	60.00
Broadway (12/55)	450.00	365.00	415.00
Coney Island (9/52)	65.00	39.00	50.00
Dude Ranch (9/51)	100.00	45.00	65.00
Frollic (10/52)	85.00	50.00	85.00
Gayety (3/55)	150.00	75.00	125.00
Gaytime (6/55)	275.00	175.00	225.00
Hi-Fi (6/54)	90.00	50.00	90.00
Ice Frolics (1/54)	115.00	45.00	65.00
Miami Beach (9/55)	295.00	225.00	265.00
Nite Club (3/56)	525.00	450.00	525.00
Palm Beach (7/52)	75.00	49.50	65.00
Palm Springs (11/52)	110.00	50.00	75.00
Surf Club (3/54)	115.00	65.00	75.00
Variety (9/54)	175.00	105.00	135.00
Yacht Club (6/53)	75.00	45.00	50.00
Duette (4/55)	235.00	225.00	\$225.00
Gold Star (3/54)	150.00	145.00	150.00
Gypsy Queen (2/55)	189.50	165.00	185.00

	High	Low	Mean Avg.
Shindig (10/53)	125.00	75.00	110.00
Southern Belle (6/55)	195.00	175.00	185.00
Wishing Well (9/55)	205.00	185.00	195.00

UNITED

Cabana (3/53)	45.00	45.00	\$ 45.00
Havana (2/54)	75.00	49.50	75.00
Hawaii (6/54)	75.00	50.00	59.50
Leader (10/51)	119.50	50.00	50.00
Manhattan (4/55)	175.00	150.00	175.00
Nevada (8/54)	75.00	50.00	50.00
Pixie (9/55)	345.00	225.00	250.00
Singapore (10/54)	75.00	60.00	75.00
Starlet (11/55)	335.00	250.00	285.00
Tahiti (8/53)	90.00	50.00	50.00
Triple Play (8/55)	210.00	190.00	200.00
Tropics (7/55)	75.00	45.00	49.50

SHUFFLE GAMES

Bikini (K) (6/54)	150.00	125.00	\$150.00
Bonus Bowler (K) (3/54)	125.00	75.00	75.00
Cascade (U) (2/53)	75.00	59.00	59.00
Century (K) (6/54)	195.00	175.00	175.00
Chief (U) (11/53)	145.00	95.00	95.00
Classic (U) (6/53)	85.00	69.00	85.00
Clover Shuffle (U) (1/53)	70.00	65.00	65.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Playtime Bowler (CC) (10/54)	225.00	195.00	195.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Royal (U) (8/54)	95.00	80.00	90.00
Speedy (U) (8/54)	175.00	165.00	165.00
Team Bowler (U) (1/54)	120.00	100.00	115.00
Tenth Frame (K)	70.00	55.00	55.00
Tenth Frame Bowler (CC)	60.00	50.00	50.00
Triple Strike Bowler (CC)	275.00	250.00	275.00

VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	8.50	6.50	8.50
National 930	110.00	95.00	110.00
National 950	115.00	110.00	110.00
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c	12.00	9.95	12.00
P X (8 Col.)	115.00	95.00	115.00
P X (10 Col.)	125.00	115.00	115.00

AMUSEMENT MACHINES

Shuffle Bowlers in Solid: Distributors Report Sales Up

Public Back on Bowler Kick Again With Fall; Like Regulation Scores

By KEN KNAUF

CHICAGO—The shuffle bowling game, like the juke box, has evidently become a permanent part of the American scene. For about a year now, shuffle collections have been down—but not out. Now, with the stimulus of a promising fall season getting under way, the shuffles are once again solidly entrenched at locations.

What brings the shuffle back? Distributors here in the country's coin machine center say many factors are involved. But foremost among them is the fact the players have come to look for a shuffle bowler at their favorite tavern and other locations, and expect to find one there. The seven-year tradition of shuffle bowling has come to be a permanent pastime.

Other strong factors involved are:

1. The drop-off in pool game popularity in many areas, making room for a strong return of shuffles.

(Editor's Note: For recent activity on pool games, see separate stories in this section).

2. The wind-up of the slow summer season, bringing players

back to locations, and operators back to distributor showrooms in search of equipment for the fall trade.

3. The ever-increasing popularity of the sport of bowling which, in turn, adds to the attraction of the coin-operated version.

As a result, distributors queried here generally reported a hefty increase in sales, especially on good used shuffle models, and in some cases, on new models as well. Operators reported that grosses on their shuffles—which did not fare too well during the summer—have begun to pick up fast. Both opera-

tors and distributors reported that players seem to prefer the newer-type models with regulation scoring.

Lower Price Desired

Joe Robbins, Empire Coin Machine Exchange sales manager, said that while pool games are gradually fading from the Chicago sales scene, he believes the shuffle bowler is here to stay. "The regulation-type scoring models are in good demand," he stated. Robbins said volume sales on new shuffles are held back only because of the higher prices asked for these models. (Continued on page 97)

Ind. Court to Rule On Pin Free-Play

INDIANAPOLIS—One of Indiana's highest tribunals, the State Appellate Court, will be asked to decide this month whether pinball machines with free-play offerings are to be considered gambling devices.

To be made by the Marion County (Indianapolis) Prosecuting Attorney's Office, the appeal stems from a lower court decision handed down last June by Special Judge Earl C. Townsend Jr. Holding that no element of gambling is present in free-plays and that, consequently, the equipment in use could not be considered a gambling device, Judge Townsend granted Music Operating Company, Inc., a permanent injunction prohibiting the police or prosecutor from seizing pinball machines owned by the Indianapolis firm.

Chief Deputy Prosecuting Attorney Asa J. Smith will be in charge of the effort to dissolve the in-

junction when the Appellate Court judges reconvene this month after their summer vacations. Music Operating Company is headed by Sam Weinberger, who said at the June hearing that he operates about 50 pinball machines in restaurants and taverns. He insisted, however, that as far as he knew his equipment was not used for gambling.

Studies State Laws

Smith said that in arguing his case he will lean heavily on court decision in Eastern States. These (Continued on page 93)

United Ships Handicap, New Shuffle Bowler

CHICAGO—Handicap, a new shuffle bowler featuring actual handicap play, was shipped to distributors last week by United Manufacturing Company.

The regulation-type scoring game permits players to select easy, medium or hard scoring. Thus, the average player selects easy scores; the good player, medium scores, and the expert player, hard scores.

This enables an average player to compete on a near-even level with an expert. As many as six players can compete.

Players press buttons on the cabinet molding to select their scoring handicaps. Actual bowling scores are registered automatically for strikes, spares and blows. Extra shots are permitted in the 10th frame, and the game has the 7-10 pick-up feature.

Penny Pinball Play Ruled Out In Tex. County

SAN ANTONIO—Judge Charles Grace last week placed a new hurdle in the path of pinball operators who may hope to return to business in Bexar County.

Sitting in County Court-at-Law No. 2, Grace ruled a new device used on tables last spring to be subterfuge and illegal.

The device allowed pinball players to play additional games for a cent in event they made certain scores. Grace acted in a case made against Paul Perkins Jr., operator of Paul's Lounge. Van Henry Archer, attorney for Perkins, had argued there had been on payoff to the pinball player in free games since players purchased extra games they had won for a cent each.

Fed. Anti-Pin Move Resumes In Minn. Area

ST. PAUL—The federal government reactivated its long-dormant campaign against pinball operations in Minnesota when agents August 27 hit nine locations in four Southern Minnesota cities and confiscated machines claimed to be worth \$10,000.

George MacKinnon, U. S. district attorney for Minnesota, said the evidence collected by internal revenue intelligence unit agents would be presented to the Federal Grand Jury meeting in St. Paul Tuesday (3).

MacKinnon said the recent moves represented the first time the United States has acted against the persons who actually own the machines. Previously location owners were hit.

Cite Evidence

The simultaneous raids took place on search warrants issued recently by C. O. Lundquist, U. S. commissioner in Minneapolis, based on affidavits from internal revenue agents stating they had "positive information the machines were used for gambling purposes," the district attorney said.

Each machine carried a \$10 federal stamp for amusement only

MINNEAPOLIS — Who said pool tables are dead?

Some coinmen in this area already were picking pallbearers for the game only to see it jump from the box and really go back into action.

"Our experience during the summer seemed to indicate that pool tables had hit their peak and were on the downgrade," said Harold Lieberman, of Lieberman Music Company, here. "We figured it was a good thing while it lasted, but that the fad had run its course.

"Then what happened? Wham—and we began getting orders from operators in all sections of the territory demanding earliest possible delivery. One coinman, who just couldn't get interested in pool tables during their heyday, neatly knocked us over when he came in and placed an order for several

units, but no \$250 stamp for devices used for gambling purposes, he said.

Earlier this year the federal government conducted similar moves in Minneapolis and St. Paul, and fines totaling \$40,000 were levied against 39 persons, businesses and corporations convicted of tax-stamp evasion.

While no arrests were made in the latest actions at Faribault, Rochester, Albert Lea and Austin, MacKinnon said criminal action against machine owners, operators of the firms in which machines were found, or both, is expected as a result of the raids.

ROLL PINBALLS BY HAND? STILL COSTS OP \$250

WASHINGTON — The Internal Revenue Bureau ruled August 27 that lessening the element of chance does not exempt coin-operated machines from the \$250 yearly tax on gaming devices if prizes other than free plays are awarded.

The ruling resulted from a "request for advice" to determine whether allowing a player to roll the balls over a playing surface by hand, thereby giving him more control over the game than in plunger-type pinballs, removed the game from the \$250 tax category.

The Bureau decided that "the action of the ball on the playing surface is the same" in each case, and that successful operation in both cases depends on chance. Internal Revenue added that "the awarding of prizes on the basis of the number of bulbs lighted is no different than awarding prizes on the basis of scores attained."

Active Amusement Names Fred Pliner

PHILADELPHIA — Fred Pliner has been appointed to the sales staff of the Active Amusement Company, local Wurlitzer distributor. Pliner has been an operator here for 20 years.

Joe Ash, Active president, said that Pliner will handle music and game sales in the Philadelphia area.

Minn. Trade Sparked By Fresh Pool Boom

dozen games for immediate delivery.

Other distributors indicated similar experience at their headquarters. Sandler Distributing Company here said operators suddenly have discovered the pool games can make money if properly located and merchandised. The result has been an upsurge in sales.

The forthcoming fall season, distributors say, will find pool tables coming close to regaining the location popularity they had shortly (Continued on page 100)

'Distributors Source for Game Ideas': Wolcher

CHICAGO—Distributors could lead the way to new ideas in the coin-operated amusement game field. That's the belief of Lou Wolcher, Advance Automatic Sales Company, San Francisco.

In an article in Distributors' Digest, publication of the National Coin Machine Distributors' Association, Wolcher tells how distributors and their employees may hold the key to future development of new game ideas that could benefit the entire industry.

"In all of our various (distributor) organizations," says Wolcher, "we have young men who are able mechanics who speak to operators every day and who can, if their interest is pointed in that way, work on games the ideas of which

Bally Preems Big Show Pin, 3-Way Scores

CHICAGO — Big Show, new Bally Manufacturing Company in-line pinball shipped to distributors last week, features a new scoring system, Triple-Deck Advancing Scores.

All 25 numbers on the single, large, back-glass card are tied together with red, yellow or green lines, and three separate series of advancing scores appear at bottom of the back glass: one for red-line scores, one for yellow-line scores, one for green-line scores.

Each series, in turn, is subdivided into scores for three-in-line, four-in-line and five-in-line. The player may score separately in each of three colors. All three series of scores advance separately, but rapidly enough to stimulate lively play.

Other Big Show features include the Bally Magic Squares, permitting players to shift card numbers for greater scoring advantage; extra time for moving Magic Squares; Ballyhole, releasing first extra ball without coin play; corners that score as green five-in-line; spotted numbers and extra balls.

Philly Game Group Expects 700 at Banquet

PHILADELPHIA — For the first time in four years, the Amusement Machines Association of Philadelphia will hold a social banquet to give its members a chance to let their hair down.

A gala affair is slated for Sunday night, September 23, at the Latin Casino here. Joseph Silverman, business manager of the association, reports that the affair already is a sellout and that a capacity crowd of 700 will be on hand.

Actually the association will be marking its 27th anniversary, and Silverman says an elaborate floor-show and dinner are planned.

Members are looking forward to the meet, for it is one of the few times each year that they can all get together. The association does, however, hold monthly meetings.

will come from their close association with the operators and locations.

"There was a time when it might have been extremely difficult to sell a manufacturer a working model of a new and different game and get any substantial return for it. This is not true at this time. I am sure that any reputable distributor bringing a game that had merit into one of the major manufacturers would be substantially compensated for it and who in turn could in some measure share this compensation, with those of his employees who have worked to develop it.

"I am sure that if all of us were to notify our employees that they (Continued on page 93)

COINMEN YOU KNOW

• Continued from page 84

at the First Coin Machine Exchange coffee room with Johnny Pratt, Chicago operator. . . Don Moloney and Mac Brier, Donan Distributing, happy over increasing sales activity. . . Herb Perkins, Purveyor Distributing chief, occupied with export orders and a spurt on used juke sales.

Twin Cities

By JACK WEINBERG

KANTOR TAKES EXTENDED LEAVE. Marty Kantor, partner with M. M. (Doc) Berenson in Harmony Music Company, Minneapolis, has taken an extended leave of absence from the business to take a vacation. Rumors were that Kantor had sold out to Berenson, but the latter denied this.

I. F. (Izzy) LaFleur, of Devils Lake, N. D., has bought out the route of Eric Grundeen, of the same community. About 50 or 75 pieces of music and games are involved. . . . Another route change is that of Roger D. Sletten, of Fairmont, Minn., a newcomer to the coin machine business, who purchased the route of Ken Owens in that territory. . . . Harold Lieberman, of Lieberman Music Company, is back at his desk after a business trip to Los Angeles where, among others, he conferred with Randy Wood, of Dot Records, for which Lieberman is distributor in this territory.

Dave Jensen, of Watertown, S. D., was in to buy bowlers. . . . Mayo Pribe, of Rochester, Minn., took time off from showing his horses at the recent Minnesota State Fair to visit jobbers to place orders for pool tables and bowlers. . . . Ted Bush, Miami Wurlitzer distributor, was a visitor in his old home town of Minneapolis last week. His nephew, Oscar (Ozzie) Truppan, associated with Bush in Miami, is due for a visit soon.

Daniel Heilicher, partner with his brother, Amos, in an extensive coin machine operation here as well as allied business interests, passed out cigars recently on the birth of a son, Todd Andrews. . . . Sol W. Stone, Minneapolis operator, is receiving congratulations on the engagement of his son, Theodore M. Stone, to Sandra Beth Toles, of Minneapolis. (Continued on page 94)

GROSSES OK

Hoosier Pool Games Still Going Good

SOUTH BEND, Ind.—There's no such thing as a pool game demise in these parts. Operators report—pool table grosses have remained fairly steady thru the summer, averaging from \$15 to \$20 a week per game.

While these averages are just half of what they were during the winter months, it's still pretty healthy business, compared to most areas of the country.

Al Miller, New Carlyle, Ind., and Mike Lanko, South Bend, say that some top locations in their areas still bring in \$60 a week grosses on cue games.

"Pool game grosses dropped off only in a few spots," said Miller, "and we expect most of the spots to pick up again this fall."

Miller and Lanko reported that players have begun to try out "their own versions" of pool play, which tend to slow down the game to some extent. "But the original bumper pool table is still the most popular," they added.

Indiana Court

• Continued from page 92

rulings, he said, upheld the position assumed by the Marion County prosecuting attorney, John G. Tinder, that pinball machines are gaming devices in themselves. Smith stated also that he was studying the laws of these States in a search for points of similarity to or divergence from the gambling statutes of Indiana.

The litigation had its origin in the seizure of two Music Operating Company machines in raids last spring.

A further recourse of the litigants, after the Appellate Court decision, would be an appeal to the State's Supreme Court.

Indiana's Hasbrook anti-gambling law, passed by the 1955 session of the General Assembly, sanctions free plays. Charges have been made that the stipulation was "smuggled" into the statute in committee by surreptitious means. The accusation has been denied by members of the Committee, who insist that they sought only to clarify an irksome point at law.

The General Assembly, to meet in regular session next January, is expected to encounter intense pressure for the deletion of the free-play proviso. Those favoring retention, however, claim that they will succeed in mustering formidable support and that the free-play sanction will remain unchanged. Both candidates for governor, Lt. Gov. Harold Handley, the Republican, and Terre Haute's Mayor Ralph Tucker, the Democrat, are classed as "liberals". Under Indiana's constitution, the incumbent governor, George N. Craig, cannot succeed himself.

Judge Townsend declared that he was basing his decision on the 1955 law.

'Distrib Source'

• Continued from page 92

market is hungry for a new coin-operated machine, our employees given a little time, and of course, unlimited access to our used games and our parts departments, could develop something which could be a boon to the industry.

"Our firm in the past has been fortunate enough to have developed a few machines for which we have been paid for, and is now actively attempting to develop something else. If all the distributors were to work toward this end, I am sure something really worthwhile would come of it."

CONVENTION-IN-PRINT stimulates INDUSTRY-WIDE SALES

Progress dictated that the original Coin Machine Convention must bow to the dictates of the divisions within the field. However, with the passing of an all-in-one type convention, the industry sacrificed the annual over-all sales Impact for manufacturers . . . distributors . . . jobbers . . . suppliers.

Long-range planning by The Billboard again provides the industry with a "convention" . . . a CONVENTION-IN-PRINT (October 6th Issue) which permanently records all of the constructive features of a convention for an audience of 25,000 Operators!

THE CONVENTION-IN-PRINT ISSUE . . .

has all of the stimulation of a week-long convention without any of the headaches.

There'll be no timed sessions, but the "talks" by leaders in the coin machine industry will be equally thought-provoking thru appealing editorial styling. The reception will be unhurried . . . completely removed from usual convention distractions.

Moreover, there'll be a market study . . . to pace regional sales for distributors and jobbers, in addition to providing a national gauge for manufacturers.

Instead of exhibitors vying with one-another for audience time and attention, there'll be a complete range of music machines and games sharing display opportunities . . . all reproduced and explained in detail. The October 6 CONVENTION-IN-PRINT Issue will move inventories and swing the industry into early marketing activity.

Being a part of the CONVENTION-IN-PRINT is a sound bid for your share of the Fall Buying Programs of Operators thruout the country.

Actual advertising lineage for the first half of 1956 conclusively proves that Distributors prefer The Billboard as a sales-producing advertising medium . . . 163,080 lines of Distributor Advertising in The Billboard compared to only 23,978 lines appearing in all other coin machine publications! Send your advertising reservations to any of The Billboard Offices:

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ISSUE
OCTOBER 6th
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SEPT. 27th

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Here's the surprise of your life! You can restore your pool table operating to original big play and takes!

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FOR ALL TABLES

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REGULAR SIZE PLAYFIELDS \$25.95 ea.
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Actual Size of Playfields: Regular 32x48"; Jumbo or King Size 31 1/2 x 66".
 Due to factory variations, please send exact measurements of Playfield.
 Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth.
 Plastic post bumpers on the sides of each hole.
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When you order from Marvel, you get GENUINE ROTATION BALLS
 REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4" . Per set \$18.50
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INCLUDED WITH EACH SET OF ROTATION POOL BALLS ARE A HANG-UP
 RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER
 ONLY MARVEL BILLIARD SUPPLY CO. FURNISHES RULES AND INSTRUCTIONS
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COINMEN YOU KNOW

Continued from page 93

apolis. . . The Twin Cities Billboard correspondent, Jack Weinberg, has congratulations coming on two scores—he became a grandpa for the first time July 27, with the birth of Naomi Sara Aronson to his daughter, Mrs. Hillel S. Aronson, of New-York, the former Diane Weinberg. Then on August 26 his other daughter, Judie, was married to Soron M. Litman, of Los Angeles.

Clara Rodie, of Sandler Distributing Company, Minneapolis, returned to work Monday after two weeks' vacation in Shreveport, La., and Galveston, Tex., where she visited relatives. Mrs. Rodie trained out and then built up enough nerve to take her first airplane flight to return home. . . Mr. and Mrs. Oscar Sundem, of Montevideo, Minn., were in town last week buying games. . . Avis Fike, of the Sandler firm, flew to Des Moines last week to visit the company office, while Solly Rose was traveling in Southern Minnesota.

Stan Bader, of New Rockford, N. D., was in buying music and games. . . Chet LeDeau, of Virginia, Minn., picked up games and parts on his visit to town. . . Mr. and Mrs. Jim Stearn, of Minot, N. D., ordered music on their stopover. . . Bill Percy, of the Sandler service department, is vacationing. . . Frank Coubal, of Bloomer, Wis., came to town to buy music, as did Johnny Butterac, of Hibbing, Minn. . . Lawrence Balow, of Eau Claire, Wis., shopped around and ordered music on his trip in. . . Leo DeMars, of Ashland, Wis., and Hank Krueger, of Fairfax, Minn., did the same. . . Sid Levin, of Lieberman's, spent a day in Hudson, Wis., this week.

Milwaukee

By BENN OLLMAN

STROSINA TIES KNOT. It was wedding bells last week for Ralph Strosina, veteran routeman for the George Schroeder Company. Strosina has been with the North Side music and games firm over 18 years. . . Ery Beck, of Mitchell Novelty Company, and his wife, following the Wurlitzer Centennial celebration at Buffalo, flew to New York for an added week of vacationing. . . Press and business affairs kept Sam Hastings and his wife from joining the gay contingent of Wisconsin and Upper Michigan operators who qualified for the Wurlitzer Centennial doings.

Rusty Draper, Mercury Records song man, ranks high on the list at Ray's Amusement Company, according to disk buyer Mrs. Ray Lax. While performing at the recent Wisconsin State Fair near the music firm's headquarters, he stopped in to chat with Mrs. Lax and throw a plug for his newest, "In the Middle of the House." . . Mrs. Val Andreas, wife of the Oshkosk, Wis., operator, won a portable TV set during the Wurlitzer Centennial festivities. Another prize winner was Mrs. Cliff Bookmeier, of Green Bay, Wis., who won a toaster.

Sam Cooper, head of the Paster Distributing Company office, drove up to St. Paul last week to spend some time with his family. . . What's in a name? Don Cornell is the name of the new juke box repairman at Wisconsin Novelty Company. According to owner Ken Kulow, this Cornell is a newcomer to the music business. . . Disk sales to operators have been holding up well this summer, reports Barney Kuehn, Music Mart. Top records in the past few weeks for the operator trade, he notes, include "Hound Dog" by Elvis Presley; Somethin' Smith's "Cecelia" and "Heartaches." Coming up strong, he notes, is the new Gale Storm number, "Now Is the Hour."

Nate Victor, of the S. L. London Music Company, reports a number of up-State operators have been visiting the Beer City recently after long absences. "They're getting pennant fever," he claims, "and are coming down to watch the Braves play ball. Meanwhile they're stopping in to look over new music and games equipment for fall." . . Carl Millman, of Automatic Merchandising Corporation, reports that the firm's soda vending machines did just fair at the recent Wisconsin State Fair. "Weather was too cool," he explains.

Barney Kuehn, the Music Mart Man, reports a growing list of operators using his place as a source for the latest disk hits. Stop-ins recently included Harry Gromacki, H. & C. Novelty Company, Milwaukee; Schmitz Novelty Company, Westfield; Harry Cisler, Cisler Music, Milwaukee, and Bill Bublitz, Love Music, Thiensville.

Stop-ins at the Morley-Murphy headquarters included: Verna & George Sales, Manitowoc; H. O. Turnmeyer, Soldiers' Grove, and Arthur Minne, Ellhart Lake.

Memphis

By ELTON WHISENHUNT

ROCK-OLA 200 PHONOGRAPH SHOWING SOON—Allen Dixon, general manager of S. & M. Sales Company, Rock-Ola phonograph distributor, is getting set for an official showing of the new 200 Rock-Ola phonograph in mid-September. He is sending out engraved invitations to hundreds of music operators in Memphis and the Mid-South. . . Drew Canale, owner of Canale Amusement Company, hard at work with local talent trying to whip new record releases into shape for distribution.



DIXON

Mid-South operators seen in Memphis shopping at Southern Amusement Company: J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.; Leo Tanner, Helena Amusement Company, Helena, Ark.; Gus Taylor, Taco Music Company, Oxford, Miss.; Bob Smith, Smith Bros. Amusement Company, Dyersburg, Tenn.; J. A. Johnson, Crystal Amusement Company, Cleveland, Miss.

Clinton Collins, owner of Crystal Amusement Company, Grenada, is expanding his route. He recently bought five new phonographs and some pin games from George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributor. . . Joe Tierce, owner of Tierce Amusement Company, Greenwood, Miss., is also going out for the business. He bought 20 new AMI juke and some pin games to add to his cigarette vending business.

Parker Henderson, genial general manager of Southern Amusement

Operators-Exporters!

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Frozen orange concentrate pack in Florida for 1955-'56 set a new record—over 70 million gallons—according to Agriculture Department. Stocks held by packers on August 4 totaled about 32 million gallons, 4.7 million more than a year earlier. California production of frozen orange concentrate is expected to be smaller than the 1954-'55 pack of 3.9 million gallons.

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GUNS: \$110.00 Each

Exhibit Six Shoot, Gun Patrol, Jet Gun, Space Gun.
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- Atomic Bomber... \$ 95.00
- Keeney Submarine... 55.00
- Keeney Air Raid... 125.00
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- Chi Coin Pistol... 55.00
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- Williams Jet Gun... 175.00
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- Evans Tommy Gun... 110.00

- BASEBALLS:**
- Western or Lite-a-League... \$ 75.00
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 - Rock-Ola World Series... 85.00
 - Williams World Series... 95.00
 - Bat-A-Ball, Console... 50.00
 - Evans Bat-A-Score... 100.00

- Chi Coin Nidget Skee Ball... \$145.00
- Chi Coin Basket Ball... 145.00
- Chi Coin Goalie... 95.00
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COINMEN YOU KNOW

Company, leaves home between 5:30 and 6 a.m. each work day and stops off at Galloway Golf course for nine holes. It's a great sport, he says. . . . Joe Coughi, partner in Poplar Times Record Shop, having a chat with Dewey Phillips, popular local deejay.

Morris Gist, owner of Gist Music Company, Helena, Ark., and E. J. Mafouz, owner of Mafouz Music Company, were in Memphis recently shopping for equipment. . . . Bill Fitzgerald, manager of Music Sales Company, busy these days taking care of the record needs of music operators all over the Mid-South as the approaching fall season brings an upswing to the business.

Detroit

By HAL REVES

ADVENTURES ON THE AMAZON. Eddie Clemons, of Music Service Company, discloses that his recent six-week trip to South America included an 18-day boat trip on the Amazon River where he and his party were caught in the midst of a revolution. They were rescued by an American Army plane and taken to Lima, Peru. . . . Pompeo (Paul) Moroni is operating a juke box route on the East Side under the name of M. & M. Music.

Mrs. Mary Knutson, one of the city's few feminine operators, who ran the Shamrock Music Company in suburban Dearborn Township, has disposed of her route and retired. . . . Mr. and Mrs. Carl Angott, Mr. and Mrs. Charles Andrews and John Bailey, of the Angott Distributing Company, attended the Wurlitzer Centennial Celebration at North Tonawanda, N. Y. . . . Joseph Brilliant, of Brilliant Music Company, who has taken his two sons on a promised vacation to Niagara Falls, N. Y., has been busy renovating his salesrooms for the showing of the new Rock-Ola model to be held at his place in mid-September.

Mrs. Thelma Vaccaro, of Dearborn, Mich., who operated a well-diversified route of juke boxes and various types of games in Lansing, Mich., as the Tip-Top Amusement Company, has disposed of the operation and is planning to start a route under the same name in the Southeastern Michigan area. She is currently on vacation.

Miami

WURLITZER DIST. OFF TO CENTENNIAL. . . . Ted Bush, Ozzie Truppman and Ken Willis, all of Bush Distributing Company, away last week to help Wurlitzer celebrate its centennial at North Tonawanda, N. Y. With all three away, things were well taken care of by Burt Kahn, comptroller. . . . Bob Norman, Miami manager of Southern Music Company, AMI Distributors for Florida, has sold his interest in Magic Music and is devoting full time to his job of selling AMI's. His one gripe is that he can't get machines fast enough.

Gherri and Marvin Leiber, of Pan American Distributing Company, are proud parents of a boy born recently. Just to keep excitement in the family, Taran Distributing Company was broken into by thieves for the second time within a month. The thieves got nothing, but when they blew the safe door off tear gas exploded, and for several days everybody at Taran's and Pan American was a bit uncomfortable.



NORMAN

With Jo Hiller, of Binkley Distributing Company, away on vacation, Dave Shedd, Binkley's roadman, was forced to stay in the Miami office. When last seen, Dave was busy moving partitions and building more record space. . . . Steve Brookmire, Mercury Record Distributor in Miami, busy last weekend moving his office and warehouse to new quarters. Steve says he will have more than twice as much room as in the old place.

Marvin Novak, Miami branch manager for King Records, banging his head against the wall again. With King's big hit, "Fever," still going strong, seems they have come up with an even bigger one in Bill Doggett's "Honky Tonk." Marvin's been moaning that he can't get enough records to supply the demand. . . . Rex Holly, mechanic for Music Makers, busy last weekend winning ribbons with his beautiful horse, Black Magic. . . . Gene Laine, roadman for Taran Distributing Company, left his Thunderbird in front of the office overnight and when he arrived the following morning found that someone stole his nylon top to the car.

Los Angeles

By SAM ABBOTT

SALES MEETING HELD. William R. Happel Jr., of Badger Sales Company, held a sales meeting with Marshall Ames, salesman in the Bakersfield area, substituting for Fred Gaunt, who is ill. . . . Happel also brought in Don Ames, who represents the firm in the San Diego area, and Max Chesler, San Bernardino representative, for the conferences. . . . Jack Leonard, head of the Badger Sales Company parts department, is looking forward to a visit with his father, Lou Leonard, who is on the Poyal American Shows. Lou is due here after the show closes its season. . . . Gene Wallson, Western factory field service representative for AMI, was in town and stopped off at Badger, the line's representatives in this section.

Dave Wallach has resigned as salesman for the C. A. Robinson Company. Wallach covered Arizona for the firm, which distributes United Manufacturing Company products in this section. . . . Morris Blum, of the Cardinal Amusement Company in Taft, made a fast buying trip to Los Angeles. He hurried back to the Valley to get ready for the harvest season. With cotton pickers starting to work, revenue should be up. . . . Aubrey Stemler just back from San Francisco and soon to leave for Sacramento in the interest of Electro cigarette machines. He handles the line in Arizona, California, Nevada, Washington, Montana, Idaho, Hawaiian Islands and Alaska. . . . Bill Woodling, of Western Transportation Company, conferred with Stemler on shipments due from the East. . . . Hank Tronick, Minthorne Music general manager, returned from his annual two weeks' vacation. While he was away, Roy Provencher handled the sales. With Tronick back on the job, Provencher again takes to the road. . . . Joe Simon returned to Chicago following a visit with Jack Simon at Simon Distributing Company.

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- 8 SEEBURG 100-Selection SPRAYED WALL BOXES..... 45.00
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3W1 Wallbox (chrome)	69.50	1800	\$650.00
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Wide Choice in Top-Rank Used 5-Ball Games

CHICAGO — Which are the used five-ball novelty pinballs that command the highest price on the market today?

A 26-week compilation by The Billboard of advertised prices of used games covering the period from January thru June, 1956, reveals that a large number of five ball models introduced in 1953-1955 bear a comparatively high price tag. This would indicate that these models are probably the cream of the crop produced in this field.

The following Billboard survey is based on Gottlieb and Williams games, the two firms being the principal producers of five-balls thru the past several years.

On the basis of advertised price, what were the top five-balls introduced in 1953? Gottlieb's Arabian Knights (12-53) held a mean average advertised price of \$160 thru the first six months of this year. Boasting a \$125 tag in the same period were Gottlieb's Poker Face (9-53), Williams' Grand Champion (8-53) and Williams' Struggle Buggy (12-53). Gottlieb's Pin Wheel (11-53) held to a \$115 level, and the firm's Shindig (10-53) posted a \$110 mark.

Among the high value 1954 games were Super Jumbo (Gottlieb 10-54), which held to a \$295 level thru 1956's first six months, and Lu Lu (Williams 12-54), which was pegged at \$215.

Other top-ranking 1954 creations were Gottlieb's Diamond Lil (12-54) at \$175, and Williams' Colors (1-54) at \$169.50. Earlier high-value 1954 models were Williams' Big Ben (9-54), which held to \$165 so far this year, and Gottlieb's Daisy Mae (7-54) at \$159.50. Dragonette (6-54) at \$160, Gold Star (3-54) at \$150 and Lady Luck (9-54) at \$155.

One of 1954's first five-ball introductions, Gottlieb's Green Pastures (1-54) held steady at \$130 thru 1956's first half year. The firm's Hawaiian Beauty (4-54) held to \$145. Williams' Screamo (4-54) posted a mean average of \$135, and Lazy Q (2-54) hit \$125.

Top-ranked among the 1955 crop were Williams' Race-the-Clock (1-55) at \$210 and Wonderland (5-55) at \$195. Spitfire (2-55) at \$175. Gottlieb's Southern Belle (6-55) at \$214.50, Wishing Well (9-55) at \$225 and Sweet Add-A-Line (7-55) at 210.

More front-runners in the 1955 field were Gottlieb's Sluggin' Chap (4-55), which hit a 1956 mean average of 200; Gypsy Queen (2-55) at 190 and Twin Bill (1-55) held a mean average advertised at \$185. Williams' Spitfire (2-55) price of \$175 thru the first six months of this year.

Glass Containers

Shipments of machine-made glass containers by factories totaled 11,396 thousand gross in July, according to Commerce Department. Of the total, returnable beverage containers accounted for 860 thousand gross—a decrease of 278 thousand gross from a month earlier. Nonreturnable beverage containers accounted for 141 thousand gross in July—up 5 thousand gross over June. For the January-July period, returnable beverage containers shipped totaled 6,372 thousand gross, an increase of 371 thousand gross over the amount shipped in the same period during 1955. Nonreturnable beverage containers in the seven-month period totaled 753 thousand gross, an increase of 13 thousand gross over the amount shipped in the same period a year earlier.

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BALLY PARADE	\$400.00	BALLY MIAMI BEACH	225.00
BALLY NITE CLUB	425.00	BALLY GAYTIME	165.00
BALLY BROADWAY	350.00	BALLY DUDE RANCH	45.00

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Big Time, 1/53	200.00	Hi Fi, 6/54	120.00
Beach Beauty, 11/53	345.00	Ice Frolics, 1/54	115.00
Bright Spot, 11/51	30.00	Miami Beach, 9/53	230.00
Broadway, 12/53	305.00	Night Club, 2/55	450.00
Coney Island, 9/52	50.00	Palm Beach, 7/53	65.00
Dude Ranch, 9/51	100.00	Palm Springs, 11/53	110.00
Frolic, 10/52	85.00	Spot Lite, 1/53	50.00
Gayety, 2/53	135.00	Surf Club, 3/54	115.00
Variety, 9/54	\$125.00		

POOL TABLES

Booster Pool (new)	\$125.00
Magic Pool (new)	125.00
Booster Pool (slightly used)	100.00

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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 Slicks			\$1.50 each

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GAYTIME	195
GAYETY	125
BIG TIME	255
VARIETY	145
STARDUST	245
STARLET	245
TRIPLE PLAY	230
NEVADA	75

POOL TABLES

JR. DLX. BANK POOL	\$69.50
SR. DLX. BANK POOL	84.50
SR. POOL w/Lite-Up	
Bumpers, Hole-in-Middle	94.50

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United CARNIVAL GUN	210
Genco RIFLE GALLERY	165
Exhibit SHOOTING GAL.	145
Exhibit GUN PATROL	95
Exhibit JET GUN	75

BASEBALL

Chi Coin HOME RUN	\$175
Bally BIG INNING	45
Williams MAJOR LEAGUE	
BASEBALL	150

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Launch Study On Oils, Fats For Candies

NEW ORLEANS—A new research project to determine how fats and oils are affected by combination with other ingredients of candies has been started at the Southern Utilization Research Branch of the Agricultural Research Service, U. S. Department of Agriculture.

A government spokesman says that the new program on confectioners' fats is expected to benefit all segments of the candy industry, including the vending field.

The project is being carried out co-operatively under a research fellowship financed by the National Confectioners' Association.

Dr. Werner Landmann, a chemist with years of experience in similar research works on fats and oil in Paraguay and the United States, has been appointed to undertake the studies.

Dr. Landmann will also seek information which may be useful in developing new forms of fats and oils "tailored" thru chemistry to fit requirements for producing candies which will not dry out rapidly.

The work will be carried out under the immediate direction of R. O. Feuge, supervisor of the Oil Processing Unit, Southern Utilization Research Branch.

Shuffle Bowlers

Continued from page 92

els. "New shuffles at a lower price would sell at a fast clip," he believes.

A new shuffle bowler which could sell at a \$450 tag would be a "best seller," he asserted. This would allow operators to buy new games for their "medium spots" as well as for their "top spots."

"Shuffle bowler sales are really strong again," reported Don Moloney, head of Danan Distributing Company. "In fact, used game sales in general have shown a fine spurt upward in the past few weeks," he said. Moloney said operators are getting better collections on shuffles now, and this factor, combined with their present need for new equipment for the fall has boosted sales.

Noting a similar hike in bowler sales, Joe Kline, First Coin Machine Exchange, reasoned, "Bowlers have been around a long time, and players are used to them. Like the juke box, they want to see one at their favorite location." Good late used shuffles, especially of the "flasher type" are in strong demand he said.

Herb Perkins, Purveyor Distributing Company, said the relatively small number of new bowlers produced over the past months has created a better demand for such equipment at this time. The newer-type regulation games now available have been well received, he said. "The original type shuffle bowler (with regulation scores) is once again the players' favorite," he said. "And now, in contrast to when the game first came out, up to six players can compete in one game." Perkins feels that the nation-wide boost given bowling thru TV showings of tournament play has further increased shuffle bowler popularity.

Out of Storage

Dave Polo, partner with Hy Polo in Hy Polo Amusements, Chicago operation, said that the firm has stored most of its shuffle bowlers during the pool game boom, expecting the bowlers to "come back." Now, Dave related, "we're moving most of the bowlers back on location."

Polo said it was too soon to tell whether or not the pool game would remain a good earner at locations. "It may have been the hot summer weather that cut pool collections down," he reasoned.

German Coinmen Plan American Tour in Sept.

NEW YORK—At least 10 German juke box, game and vending operators and distributors will make a two-month visit to this country to inspect the nation's manufacturing facilities, talk shop with American operators and see their locations, and learn how American distributors conduct their business.

Already signed up for the tour are Willi Elspass, Duesseldorf; Otto Klask, M. Klask, Automaten Vertrieb, Gelsenkirchen; Siegfried Atuermer, Duesseldorf; Mrs. Erika Stuermer, Duesseldorf, and Mr. and Mrs. Henk F. Sleeuw, Coervorden, Holland.

Plans call for the group to arrive in New York September 19 and to

leave for Germany November 17. The tentative itinerary includes Boston, Washington, Buffalo and Chicago.

In charge of arrangements and conducting the tour will be Karl Reder, of the Trade & Industries Trade Association, here. Some of the group may stay on for the National Automatic Merchandising Association Convention to be held in Chicago December 2-5.

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 QUEEN—TWIN BILL—DIAMOND LILL—STAGECOACH—4 BELLES
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Four-Point Plan

• Continued from page 87

2. A wide distribution of all directives and bulletins concerning basic policy matters.
3. Annual review of commission policies in the light of factors governing operating costs such as merchandise, labor and local taxes.
4. Allowances to be made for a renegotiation of contracts in the light of changing local sales and excise taxes.

Contract Change

The committee is also considering the use of the "reverse type" contract for Army and Air Force installations. However, before taking action on the matter, a survey is to be made to get the reaction of military operators on the use of this type of contract.

The "reverse type" contract is used when the operator leases equipment and sells merchandise

to the exchange. Under this contractual arrangement, vending becomes the business of the exchange but the operator maintains and services equipment on a fee basis. Also to be included in the report, which was discussed at a meeting of the committee in Washington August 15, are commission rates and proper accounting procedures. Meyer Gelfand, G. B. Macke Corporation, Washington, is chairman of the Military Liaison Committee, and T. F. Nance, Nance Wholesale Confections, Inc., Sanford, N.C., vice-chairman. Other

members include: Harold Gallarneau, Gallarneau Brothers, Amarillo, Tex.; R. A. Culpepper, Culpepper Vending Company, Fort Benning, Ga., and Dwight C. Dickinson, Bay Cities Automat Company, Inc., San Francisco.

CORRECTION!

Due to an error in transcription, two items were incorrectly priced in our Sept. 1 ad. Items and correct prices are: Wurlitzer 1050 (45 r.p.m.) at \$305; A.M.T. Model E-120 at \$465.
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- Center Hole "EXTRA SPECIAL" when player spells HOT DIGGITY
- Special when lit "Mystery" hole
- 2 Special when lit Rollover lanes

- ★ Ball in Top Hole when lit scores 1 Replay.
- ★ Side Rollovers score replay with numbers lit
- ★ Spell "W-A-L-T-Z"—"T-A-N-G-O"—or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay for each.
- ★ Spell "H-O-T D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS!!!

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INCORPORATES *Williams* **BALANCED PLAYFIELD** WITH MORE WAYS TO SCORE MORE AWARDS!!!



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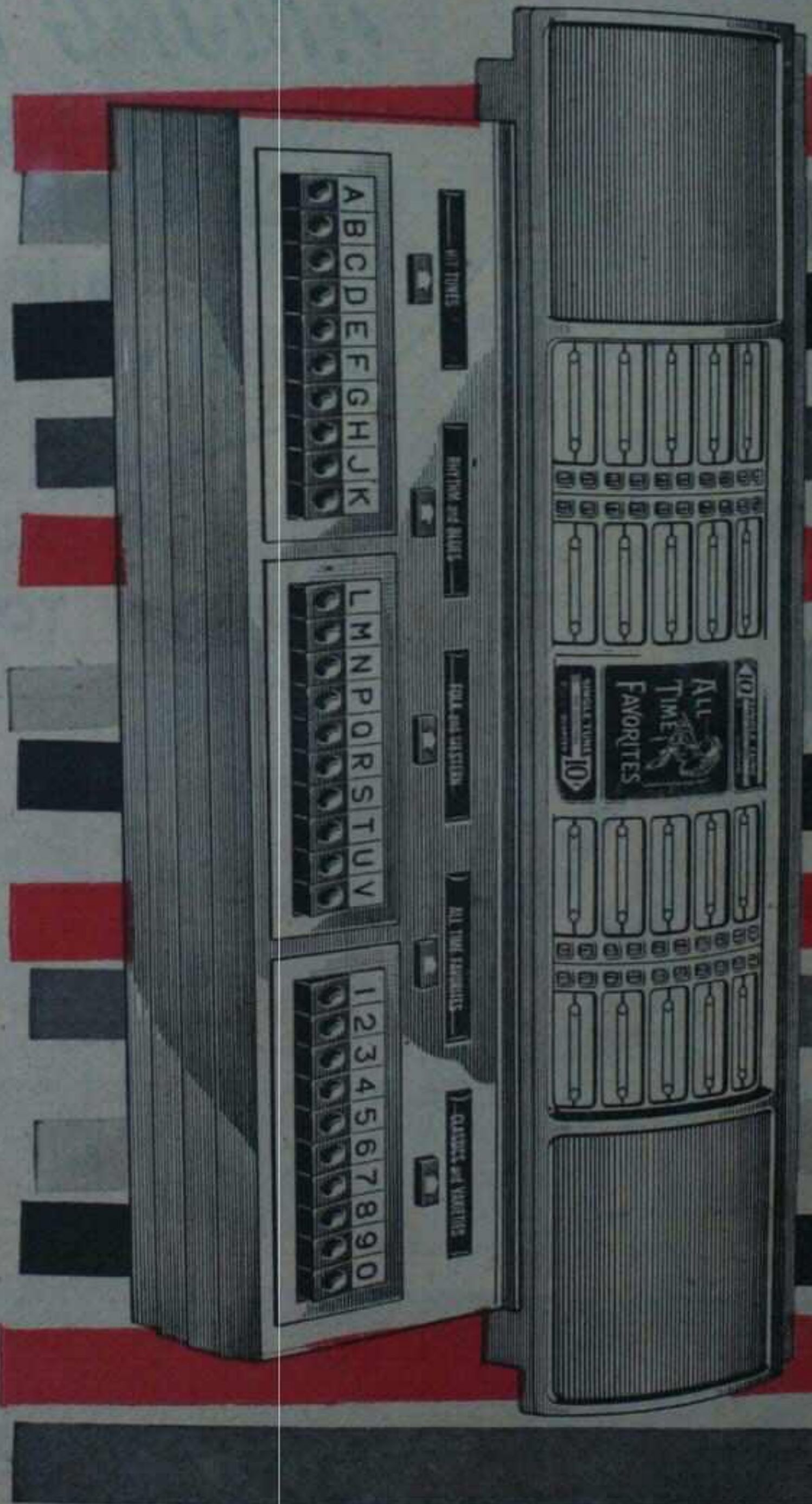
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