

The Billboard



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'Name' Acts Boom On Fair Agendas

Smaller Events Follow Majors' Lead In Bid for Record, TV Artist Grosses

By CHARLIE BYRNES

CHICAGO—Name attractions, which last year gave many agricultural fairs thumping grosses, will be even more widely used this year.

The employment of TV and record artists, however, is no longer confined to a dozen or so major fairs. Medium-sized events and a growing number of county fairs are turning to names to beef up their grandstand shows and longtime users of talent are showing little indication of changing their attraction formats.

The impact of TV and a resulting fall-off in night grandstand show popularity has brought about the change. Ice shows have taken up the slack at some fairs but names are the big item.

Outstanding examples at the State-fair level are the Ohio, Kentucky and New Mexico events. The Ohio fair at Columbus, which discovered the power of names in recent years, will offer Tennessee Ernie Ford, Ricky Nelson, James (Matt Dillon) Arness, the Four Preps and Molly Bee.

The Kentucky State Fair, which for years depended on a variety of attractions plus its horse show to draw patrons, is turning to names on a big scale. On the bill at Louisville are Pat Boone, Johnnie Ray, Dorothy Lamour, the Mills Brothers, Superman, the Fontane Sisters, Buffalo Bill Jr., Lassie, and Pinky Lee.

The New Mexico State Fair at Albuquerque, which has long relied on its rodeo and horse races, this year will dig deep and feature Roy Rogers, Dale Evans, Pat Brady and the Sons of the Pioneers in its rodeo program.

Rogers Clicks

Biggest grandstand hit in the last 10 years at the Iowa State Fair, Des Moines, was last year's

Plot Top Show For Michigan

DETROIT — The Michigan State Fair, which for years has featured TV and record artists in its Coliseum show, this year will again rely on names to fill its grandstand.

Set for eight days before the big stand are Rin-Tin-Tin, Lieut. Rip Masters and Rusty, of the canine TV show, and Leo Carrillo, who will be an added attraction on three days.

The usual strong indoor show will feature Eydie Gorme, Johnnie Ray, Bill Haley and His Comets, Hilltoppers, Billy Ward and His Dominoes, Georgia Gibbs, the Fontane Sisters and the Harmonicats.

appearance of Roy Rogers, who packed the grandstand. This year the fair has signed the Lennon Sisters and Brenda Lee to augment its night show.

Further indication of the trend to TV personalities is this year's No. 1 revue, currently being readied by Barnes-Carruthers Theatrical Enterprises, for its annual appearance at major fairs in the Midwest and South. Not only will this year's production have an entirely new format, but will feature two TV Western performers. Set for the roles are Douglas Kennedy, the Steve Donovan of the "Western Marshal" series, and Brad Johnson, who is lawman Lofty Craig in the "Annie Oakley" show.

Two Midwest fairs on the show's route have also added names on their own. The Wisconsin State Fair, Milwaukee, will have the Cisco Kid in its rodeo, and the Minnesota State Fair, St. Paul, has signed Ricky Nelson and the Four Preps for a one-day appearance.

Events whose attendance figures fall below those of the major fairs and are getting on the name band wagon are numerous. The Lake County Fair, Crown Point, Ind.,

(Continued on page 63)

\$14 BILLION IS PUBLIC'S '56 AMUSEMENT TAB

WASHINGTON — Americans spent close to \$14,000,000,000 amusing themselves with everything from records to radio, funspots to sports, TV to theater, in 1956, says Commerce Department's July survey of current business.

Biggest chunk of \$13,844,000,000 spent on fun went for radio and TV sets, records and musical instruments, which accounted for \$2,422,000,000 in 1956, up \$104,000,000 over 1955 consumer spending. (Commerce gives no separate breakdown for each category.)

The commercial participant amusements, which include bowling, fun rides and parks, rinks and pools, accounted for \$683,000,000, up \$52,000,000 over 1955, according to the survey. Admissions to movies accounted for \$1,298,000,000; legitimate theater and opera, \$252,000,000, and spectator sports admissions, \$241,000,000 in 1956.

Tab for wages and other employee-expense in the amusement and recreation field (exclusive of broadcast and movies) was \$885,000,000, up \$54,000,000 from 1955. Wages and other compensation in radio and TV came to \$518,000,000 in 1956, up \$53,000,000 from previous year.

Record Companies See Billion Dollar Business in Sound

Major Sowing for Bumper 1957 Harvest Via Disks, Phonos, Tape

By PAUL ACKERMAN

NEW YORK—Sound is a billion dollar business and the major record companies have moved into the field with a vengeance. This means not only records, of course, but phonographs. The competitive picture comes sharply into focus this week with the revelation of Columbia Records' phono line—numbering 38 models in all and considered the most extensive in the trade. The line unveiled at the diskery's annual sales convention at Miami (see separate story) includes 25 models in new price categories—with a large increase in the \$300 and up group.

Capitol in Picture

One week ago, Capitol Records announced its entry into the phonograph field with 11 models (The Billboard, July 22) which will be promoted heavily. Decca has been in the field for years and is known to be increasing its activity.

For RCA Victor, the outlook is infinitely rougher competition, with disks and phonos supplementing and strengthening each other at the distributor and dealer levels.

Unofficial estimates place the dollar volume of the "sound business" at \$1,000,000,000 for 1957. This would be at the retail level, with a rough breakdown as follows: Disks, including packaged goods and singles may hit volume as high as \$425,000,000 at the retail level, as compared with \$325,000,000 in 1956. Phonos for 1957 are estimated as likely to hit over \$500,000,000 at the retail level, and components about \$170,000,000.

Tape Potential

While there is no sizable market in tape as yet, the potential is indicated by the fact that entries into the field are increasing—the latest being Columbia (see separate story) and Capitol. The strong faith of most of the major companies in the future of tape is indicated by the unusual amount of catalog and merchandising material now being offered. RCA Victor recently published its first elaborate, complete tape catalog, and Mercury is one of the more recent entrants. Among the major labels, only Decca is without a tape line at present. Many of the indies now are launching their tape catalogs rather than leasing their material to outside tape firms.

RCA, whose numerical lead in the field of sound reproducers is now topped by the new Columbia line, now intends to add four new sets to the previously announced line-up of 23 Victrolas, three of these being stereo tape players.

Victor Adds New Models

NEW YORK — In the keenly competitive sound-reproducing equipment race that is shaping up among the major record companies, RCA Victor is about to introduce four added starters.

The regular Victrola line, introduced to the trade several weeks ago, now is scheduled to make its bow to the general public next week. At the same time, the trade will learn about newer models to break in the fall.

Of the new models, three are stereophonic tape reproducers, including at least one de luxe console in a variety of woods, designed to handle all type of reproducing media. None of these has been priced by the company as yet. In line with this is the inclusion, on nine new models of the "Mark" series, of adaptors for stereo systems.

NEWS OF THE WEEK

1957 TV Season Looms as Best So Far, Industry Replies to Times' Story . . .

The TV industry has closed ranks in proclaiming the upcoming season to loom as one of its biggest, contradicting The New York Times and other critical negatives. . . . Page 2

Agency VP Says Clients Will Continue to Want Pilot Films . . .

Ad agency veepee Bill Templeton says producers and packagers won't get away with abandoning pilot films in selling advertisers. . . . Page 2

Agencies Owe It to Clients to Explore TV Barter, Adman Says . . .

New York agencyman Emil Mogul says "it is an agency's duty" to explore possibilities of today's barter deals, despite criticism of time-for-film swaps by some media officials. However, veteran adman sounds some basic cautions about barter buying in today's market. . . . Page 13

Columbia Program Previewed At Annual Sales Conclave . . .

Columbia Records unveiled ambitious fall plans to distributors and salesmen attending Miami Beach sales conclave. The label introduced its new Harmony \$1.98 LP line, a 38 model phonograph group, a new stereophonic tape line, an extensive fall group of Columbia disk packages plus new dealer aids and merchandising innovations. . . . Pages 19, 20, 21

Decca and Coral Deb Fall Plans; Heavy Releases, Dealer Aids Set . . .

Decca and Coral have announced heavy fall disk promotion programs. Coral release includes 43 albums in pop and jazz categories, a record number for the label. Decca program includes 33 in the pop, jazz and specialty category with seven Gold Label packages. Both promotions include extended dating plan, extra discounts and point of sale merchandising aids for dealers. . . . Pages 20, 21

Album Cover Contest Winners In Seven Categories Announced . . .

Photos of the winning album covers in The Billboard's second annual Album Cover Contest, are displayed in this issue, along with runners-up in each category, as selected by a panel of experts in the industrial design, packaging and graphic arts fields. . . . Pages 29, 30, 31

DEPARTMENTS AND FEATURES

Amusement Games . . . 108	Music Pop Charts—
And-Arena . . . 66	Album Buying Guide . . . 32
Carnival . . . 80	Honor Roll of Hits . . . 38
Circus . . . 78	Best Seller Lists . . . 41
Closing Events . . . 84	Tips on Coming Tops . . . 55
Classified Ads . . . 92	Parks & Pools . . . 76
Coin Machine Market . . . 107	Pipes . . . 87
Fairs & Expositions . . . 73	Radio . . . 10
Fair List . . . 70	Rinks . . . 77
Film Curtain . . . 69	Routes . . . 67
General Outdoor . . . 61	Television . . . 2
Letter List . . . 90	TV Film . . . 11
Merchandise . . . 87	TV, TV Film Reviews . . . 18
Music . . . 19	Vending Machines . . . 104
Music Machines . . . 98	

EXECUTIVES BLAST SCARE STORY

'57 Best Year Not Worst, Industry Replies to Times

NEW YORK—The TV industry last week was up in arms about a story in The New York Times, which saw fit to use its front page on Thursday (25) to report that the medium was "facing its toughest season in 10 years." Various parts of the article were the subject of ridicule by important executives in the industry.

The story declared that the networks had substantial nighttime periods available and that there were definite signs of "uneasiness and caution among sponsoring manufacturers."

The Television Bureau of Advertising was quick to rebut that 1957 has been TV's best year. Its statement added that "there is no downward trend in TV sponsorship," and that the Times story dealt

TV P.R. Rivals Move to Unite

HOLLYWOOD — Negotiations are under way and are expected to be completed this week for merger of two of the largest public relations firms active in the TV field. Combining are Rogers & Cowan and the Arthur P. Jacobs Co., with the new p.r. blend to be known as Rogers, Cowan and Jacobs.

The new company's resultant client list will probably be the largest and most blue-chip in the television and talent field, including Du Pont's lineup of 10 spectaculars on CBS-TV, the Goodson-Todman roster of live and film shows, "General Electric Theater," Hal Roach Studios, Ziv TV's syndication and network shows, the "Meet McGraw" film series, and a long roster of individual performers from Marilyn Monroe and Anne Baxter to Rossano Brazzi and Gary Cooper.

Offices and staffs in New York and Hollywood will be merged, with Joe Wolhandler, R&C v.-p. in New York, expected to continue in charge of operations there.

The two firms have actually been arch rivals for years, raiding each other occasionally for p.r. talent and trading clients back and forth. Best-known recent switch: Marilyn Monroe, a former Jacobs client, who signed on with R&C this spring and will be back, in a sense, in the Jacobs fold under the combined deal.

The blend is the second such p.r. merger this year, with McCann-Erickson's public relations offshoot, Communications Counselors, and the Margaret Ettinger Co. having combined previously.

only with the nighttime network aspect of TV and overlooked daytime TV completely. Nor was mention made of spot TV revenue, which accounts for half of TV's total gross and during the first quarter of 1957 ran 12 per cent ahead of the same period of 1956.

Newspapers Off

Noted by TvB was the fact that ABC-TV, CBS-TV and NBC-TV have more dollar sales contracted for the 1957-'58 season than ever before, while the July 5 issue of "Printer's Ink" predicted that national TV revenue will be three

Polly Bergen, NBC Unsettled

NEW YORK — CBS-TV may have blown the NBC-TV-Polly Bergen deal wide open. CBS last week refused to release Miss Bergen from her contract, which runs until December, a date which may be too late for the rival web. NBC had wanted to use the vocalist-actress in the Saturday 9-9:30 p.m. time period next season, where she would work for Max Factor and alternate with Dean Martin, the Chesterfield selection.

The Chesterfield-Martin deal may also blow up. Martin has been signed by Prestone for an NBC spectacular and something must be worked out to give it satisfaction before the singer can work elsewhere. Miss Bergen really crashed into the big time on "The Helen Morgan Story," a "Playhouse 90" script on CBS-TV.

Senators on 'War on Crime'

WASHINGTON — Twenty-two Senators have consented to act as narrators on a new half-hour film series title "War on Crime." The show, a dramatic documentary, will cover about 112 different crimes. Senators John McClellan, of Tennessee; Barton Yarborough, of Texas, and Homer Capehart, of Indiana, are among those who have agreed to lend their names to the show.

The show is being packaged by Milo Enterprises. Principals of the new firm are Gary Stevens, former TV head for Warner Bros.; Sam Schiff, a top executive with Kate Smith, and Alfred Coughlin, an agency topper.

times that of newspapers for the full year and general advertising in newspapers has fallen 11.6 million lines in five months.

Last July, NBC had about 28 quarter hours of its daytime shows sold. This year it already has sold 58 quarter hours to sponsors and by the middle of September is certain to have 75 quarter hours of its time and programming sold. A statement by ABC pointed out that its billings for time alone will be 30 per cent higher in 1957-'58 than in 1956-'57.

The one aspect of the Times article that received real credence in the trade was its observation that there was "softness" in the sale of evening half hours. Industry figures nevertheless maintain that the problem is a perennial one and not taken into account was the much larger time and program ex-

(Continued on page 18)

NBC and CBS Ring Up Sales Of Day Slots

NEW YORK — Both NBC-TV and CBS-TV continued to make progress on the daytime sales front. NBC has taken a large order from Sterling Drug, reportedly about four quarter hours, with two of the shows said to be "It Could Be You" and "Bride and Groom."

NBC has also converted the Ponds-Chesebrough alternate week quarter hour every week in the same programs. They are "It Could Be You," "Matinee Theater," "Comedy Time" and "Price Is Right." On CBS, Singer Sewing Machine is said to have purchased a quarter hour of the Arthur Godfrey morning show and is expected to make a similar purchase in "Beat the Clock" when it goes daytime this September (see other story this issue).

Mike Wallace, PM Weigh New Show

NEW YORK — Mike Wallace and ABC-TV are evolving a new show for Philip Morris which will "combine hot talk and no law suits," according to interested parties. The Wallace interview series will continue at least thru September in the Sunday 10-10:30 p.m. slot, a full 26 weeks, with Morris renewal decision postponed until the new show is readied. The second half-hour may debut while the current show is still on the air.

Nat Wolff Joins Sharpe and Lewis

NEW YORK — Nat Wolff, who recently resigned from his top programming spot at NBC-TV, will join Don Sharpe and Warren Lewis in their talent-packaging agency. Wolff will headquarter on the West Coast, but is expected to spend plenty of time in the East.

ABC Seeks Buyer For 'Ranger' Seg

NEW YORK — ABC-TV is seeking an alternate week sponsor to pair off with General Mills for "The Lone Ranger," which moves this fall to the Saturday 5:30-6 p.m. slot. Swift, current sponsor, has decided to bow out.

'SMILE WHEN YOU SAY THAT, STRANGER,' EXECS FROWN

The unprecedented pre-season bowl from TV critics ranging from Newsweek to The New York Times about the stampeding herd of fall vidfilm Westerns is causing many a worried TV executive to build hasty camouflage around his water to avoid recriminations from sponsors signed for full-season contracts.

Samples, from recent phone calls to The Billboard, asking to be included out of listings of Western shows:

"It's an all-family-appeal adventure series."
"Period costume drama is what we call it."
"It's a 'Study of the Pioneer Spirit.' You know, like the Boy Scouts."

"How can you call our show a Western just because the locale is in a cavalry fort in Sioux territory in 1870?"

"'Americana,' that's what it is. It has more 'size'."
"Can't you call it an 'Eastern'? We're planning to shoot location scenes on a ranch in New Jersey."

One executive whose show bears a title that is virtually a sagebrush cliché in Western songs, Western novels and Western movies contributed a new twist.

"It's a 'mood piece for adults,'" he pleaded.

AGENCY V.-P. DECLARES

Clients Need Pilots To Firm Decisions

NEW YORK — Packagers and producers won't get away with eliminating pilot films; advertisers will always want to see the composite rather than elementary portions of a property. So says Bill Templeton, veepee in charge of-TV and radio for Bryan Houston, Inc.

A client may give an order subject to approval on the first film, but Templeton points out that this is tantamount to having a pilot made. Few potential sponsors can visualize from scripts or presentations.

"The only thing wrong with pilots this season was the over-production," he says. "There were more to choose from, which led some producers to announce they would drop the concept for next season."

"But the need they fulfilled was as great as in previous years. Even tho a pilot is a mere indication of what a series can do, this indication was and is essential to the client-agency decision. Television gets down to the evaluation and selection of a property by some one person and, while his decision is influenced by the client's needs and problems as much as by the entertainment value of the show, he isn't going to go out on a limb and buy a film without seeing a film first."

ABC, MGM in 'Passage' Talk

HOLLYWOOD — ABC-TV is negotiating with MGM-TV for "Northwest Passage," the new adventure series based on the Kenneth Roberts novel and the M-G-M feature film. The web has the Sunday 8:30-9 p.m. slot in mind for the show, following Kaiser Aluminum's "Maverick" hour.

CAESAR, COCA COMBINE IN JAN.

NEW YORK — The reunion of Sid Caesar and Imogene Coca, first announced in The Billboard March 30, is expected to take place in January via a half-hour love comedy series over NBC-TV.

Caesar's own company, Shellick Productions, will produce, with Howard Morris and Carl Reiner again heading the supporting cast. A popular team, until 1954, Caesar and Miss Coca were brought back together by Tom McAvity, top NBC exec.

The agency exec thinks that even when the advertiser works with the package, in developing a property, the packager has far from a guarantee that he has the property sold. This last point is one of the chief features of the new approach just announced by Television Programs of America for all future series. The opposite pole has been reached by California National Productions, which is committing itself to 39 stanzas of every show before offering the show for sale.

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The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computed by Univac and based on June TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type

General Drama Shows
Comedy Shows

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes men, women and children under 14 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
1. THE MARRIAGE (Gen. Motors, RCA, NBC)	\$1.22	1. THE MARRIAGE (Gen. Motors, RCA, NBC)	\$1.39	1. THE MARRIAGE (Gen. Motors, RCA, NBC)	\$1.17	1. THE MARRIAGE (Gen. Motors, RCA, NBC)	\$3.12
2. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Bristol-Myers, CBS) ..	2.01	2. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Bristol-Myers, CBS) ..	2.26	2. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Bristol-Myers, CBS) ..	1.73	2. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Bristol-Myers, CBS) ..	4.79
3. STUDIO ONE (Westinghouse, CBS) ..	2.38	3. STUDIO ONE (Westinghouse, CBS) ..	3.19	3. LORETTA YOUNG (P&G, NBC)	2.13	3. LORETTA YOUNG (P&G, NBC)	5.11
4. LORETTA YOUNG (P&G, NBC)	2.72	4. LORETTA YOUNG (P&G, NBC)	3.19	4. STUDIO ONE (Westinghouse, CBS) ..	2.15	4. CROSSROADS (Gen. Motors, ABC) ..	5.22
5. THE MILLIONAIRE (Colgate, CBS) ..	2.88	5. ALCOA (Aluminum Co., NBC)	3.93	5. ALCOA (Aluminum Co., NBC)	2.59	5. MASQUERADE PARTY (Assoc. Pdtls., Knomark, NBC)	5.34
6. U. S. STEEL (U. S. Steel, Revlon, CBS)	3.04	6. U. S. STEEL (U. S. Steel, Revlon, CBS)	4.06	6. THE MILLIONAIRE (Colgate, CBS) ..	2.62	6. SCHLITZ PLAY (Schlitz, CBS)	5.40
7. ROBT. MONTGOMERY (Mennen, S. C. Johnson, NBC)	3.17	6. CIRCLE THEATER (Armstrong, Kaiser, NBC)	4.06	7. U. S. STEEL (U. S. Steel, Revlon, CBS)	2.95	7. U. S. STEEL (U. S. Steel, Revlon, CBS)	5.41
8. LUX VIDEO (Lever, NBC)	3.26	8. ROBT. MONTGOMERY (Mennen, S. C. Johnson, NBC)	4.31	8. LUX VIDEO (Lever, NBC)	2.96	8. THE MILLIONAIRE (Colgate, CBS) ..	5.46
9. CIRCLE THEATER (Armstrong, Kaiser, NBC)	3.27	9. THE MILLIONAIRE (Colgate, CBS) ..	4.33	9. KAISER (Kaiser, Armstrong, NBC) ..	3.02	9. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS)	5.85
10. MASQUERADE PARTY (Assoc. Pdtls., Knomark, NBC)	3.28	10. LUX VIDEO (Lever, NBC)	4.49	10. ROBT. MONTGOMERY (Mennen, S. C. Johnson, NBC)	3.05	10. CIRCLE THEATER (Armstrong, Kaiser, NBC)	6.46
11. ALCOA (Aluminum Co., NBC)	3.34	11. KRAFT THEATER (Nat'l Dairy, NBC) ..	4.53	11. KRAFT THEATER (Nat'l Dairy, NBC) ..	3.11	11. G. E. THEATER (Gen. Elec., CBS) ..	6.72
12. KAISER (Kaiser, Armstrong, NBC) ..	3.39	12. KAISER (Kaiser, Armstrong, NBC) ..	4.98	12. SCHLITZ PLAY (Schlitz, CBS)	3.24	12. FORD THEATER (Ford, ABC)	7.48
13. KRAFT THEATER (Nat'l Dairy, NBC) ..	3.40	13. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS)	5.09	13. MASQUERADE PARTY (Assoc. Pdtls., Knomark, NBC)	3.25	13. KRAFT THEATER (Nat'l Dairy, NBC) ..	7.87
14. SCHLITZ PLAY (Schlitz, CBS)	3.44	14. SCHLITZ PLAY (Schlitz, CBS)	5.21	14. CIRCLE THEATER (Armstrong, Kaiser, NBC)	3.30	14. ROBT. MONTGOMERY (Mennen, S. C. Johnson, NBC)	8.14
15. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS)	4.11	15. G. E. THEATER (Gen. Elec., CBS) ..	5.25	15. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS)	3.76	15. STUDIO ONE (Westinghouse, CBS) ..	8.45
16. G. E. THEATER (Gen. Elec., CBS) ..	4.13	16. FORD THEATER (Ford, ABC)	5.61	16. JANE WYMAN (P&G, NBC)	3.87	16. LUX VIDEO (Lever, NBC)	8.71
17. 20TH CENTURY FOX (Revlon, U. S. Steel, CBS)	4.27	17. MASQUERADE PARTY (Assoc. Pdtls., Knomark, NBC)	5.75	17. G. E. THEATER (Gen. Elec., CBS) ..	3.91	17. JANE WYMAN (P&G, NBC)	9.14
18. FORD THEATER (Ford, ABC)	4.29	18. YOU ARE THERE (Prudential, CBS) ..	6.18	18. FORD THEATER (Ford, ABC)	4.08	18. YOU ARE THERE (Prudential, CBS) ..	9.79
19. CROSSROADS (Gen. Motors, ABC) ..	4.30	19. CROSSROADS (Gen. Motors, ABC) ..	6.62	19. CROSSROADS (Gen. Motors, ABC) ..	4.20	19. DU PONT THEATER (Du Pont, ABC) ..	10.34
20. JANE WYMAN (P&G, NBC)	4.44	20. JANE WYMAN (P&G, NBC)	7.74	20. YOU ARE THERE (Prudential, CBS) ..	6.18	20. TELEPHONE TIME (Bell, ABC)	10.89
21. YOU ARE THERE (Prudential, CBS) ..	5.87	21. DU PONT THEATER (Du Pont, ABC) ..	8.46	21. KEY CLUB PLAY (Mogen-David, ABC)	6.96	21. KEY CLUB PLAY (Mogen-David, ABC)	11.44
22. DU PONT THEATER (Du Pont, ABC) ..	6.64	22. TELEPHONE TIME (Bell, ABC)	8.91	22. DU PONT THEATER (Du Pont, ABC) ..	6.98	22. 20TH CENTURY FOX (Revlon, U. S. Steel, CBS)	16.17
23. TELEPHONE TIME (Bell, ABC)	7.29	23. 20TH CENTURY FOX (Revlon, U. S. Steel, CBS)	11.27	23. TELEPHONE TIME (Bell, ABC)	7.35	23. KAISER (Kaiser, Armstrong, NBC) ..	16.95
24. KEY CLUB PLAY (Mogen-David, ABC) ..	7.34	24. KEY CLUB PLAY (Mogen-David, ABC) ..	12.32	24. 20TH CENTURY FOX (Revlon, U. S. Steel, CBS) ..	8.26	24. ALCOA (Aluminum Co., NBC)	20.79

COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
1. DEC. BRIDE (Gen. Foods, CBS)	\$2.42	1. DEC. BRIDE (Gen. Foods, CBS)	\$3.56	1. DEC. BRIDE (Gen. Foods, CBS)	\$2.15	1. FATHER KNOWS BEST (Scott, NBC) ..	\$2.80
2. I LOVE LUCY (P&G, Gen. Foods, CBS)	2.67	2. I LOVE LUCY (P&G, Gen. Foods, CBS)	3.97	2. I LOVE LUCY (P&G, Gen. Foods, CBS) ..	2.52	2. DEC. BRIDE (Gen. Foods, CBS)	2.99
3. FATHER KNOWS BEST (Scott, NBC) ..	2.72	3. JERRY LEWIS (Gen. Motors, RCA, NBC)	4.24	3. FATHER KNOWS BEST (Scott, NBC) ..	2.59	3. I LOVE LUCY (P&G, Gen. Foods, CBS) ..	3.13
4. OZZIE & HARRIET (East-Kodak, ABC)	3.55	4. FATHER KNOWS BEST (Scott, NBC) ..	4.51	4. OZZIE & HARRIET (East-Kodak, ABC) ..	3.68	4. OZZIE & HARRIET (East-Kodak, ABC) ..	3.68
5. PEOPLE'S CHOICE BORDEN (P&G, NBC)	4.01	5. JACK BENNY (Amer. Tobacco, CBS) ..	5.03	5. BURNS & ALLEN (Goodrich, Carnation, CBS)	3.89	5. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	3.86
6. BO CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.02	6. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	5.51	6. JERRY LEWIS (Gen. Motors, RCA, NBC)	3.92	6. OHI SUSANNA (H. Curtis, Nestle, CBS)	3.96
7. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	4.03	7. OHI SUSANNA (H. Curtis, Nestle, CBS) ..	5.80	7. PEOPLE'S CHOICE (Borden, P&G, NBC)	4.00	7. PEOPLE'S CHOICE (Borden, P&G, NBC) ..	4.34
8. OHI SUSANNA (H. Curtis, Nestle, CBS) ..	4.10	8. OZZIE & HARRIET (East-Kodak, ABC) ..	5.83	8. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.06	8. BLONDIE (Toni, Nestle, NBC)	4.53
9. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	4.20	9. PEOPLE'S CHOICE (Borden, P&G, NBC)	6.25	9. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	4.14	9. LIFE OF RILEY (Gulf, Lever, NBC) ..	4.64
10. BURNS & ALLEN (Goodrich, Carnation, CBS)	4.44	10. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	6.27	10. JACK BENNY (Amer. Tob., CBS)	4.19	10. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	4.72
11. JERRY LEWIS (Gen. Motors, RCA, NBC)	4.58	11. BURNS & ALLEN (Goodrich, Carnation, CBS)	6.81	11. OHI SUSANNA (H. Curtis, Nestle, CBS) ..	4.19	11. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	5.51
12. JACK BENNY (Amer. Tob., CBS)	4.63	12. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	7.39	12. PHIL SILVERS (P&G, R. J. Reynolds, CBS) ..	4.49	12. JERRY LEWIS (Gen. Motors, RCA, NBC)	6.11
13. PRIVATE SECY. (Shaeffer, Lever, CBS)	4.71	13. PRIVATE SECY. (Shaeffer, Lever, CBS) ..	8.60	13. PRIVATE SECY. (Shaeffer, Lever, CBS) ..	4.57	13. JACK BENNY (Amer. Tob., CBS)	7.65
14. LIFE OF RILEY (Gulf, Lever, NBC) ..	5.10	14. LIFE OF RILEY (Gulf, Lever, NBC)	8.65	14. LIFE OF RILEY (Gulf, Lever, NBC) ..	5.14	14. PRIVATE SECY. (Shaeffer, Lever, CBS) ..	7.68
15. BLONDIE (Toni, Nestle, NBC)	5.66	15. MARGE & GOWER (Champion, Amer. Tob., CBS)	8.78	15. BLONDIE (Toni, Nestle, NBC)	6.73	15. DANNY THOMAS (Kimberly-Clark, Armour, ABC)	8.09
16. DAT WITH ANGELS (Chrysler, ABC) ..	6.84	16. DATE WITH ANGELS (Chrysler, ABC) ..	11.73	16. MARGE & GOWER CHAMPION (Amer. Tob., CBS)	6.87	16. BURNS & ALLEN (Goodrich, Carnation, CBS)	8.29
17. MARGE & GOWER CHAMPION (Amer. Tob., CBS)	7.90	17. BLONDIE (Toni, Nestle, NBC)	12.34	17. DATE WITH ANGELS (Chrysler, ABC) ..	6.88	17. DATE WITH ANGELS (Chrysler, ABC) ..	11.73
18. DANNY THOMAS (Kimberly-Clark, Armour, ABC)	8.20	18. DANNY THOMAS (Kimberly-Clark, Armour, ABC) ..	15.79	18. DANNY THOMAS (Kimberly-Clark, Armour, ABC) ..	7.70	18. MARGE & GOWER CHAMPION (Amer. Tob., CBS)	17.56

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Drug Company Expands, Grabs 'What's It For?'

NEW YORK — The expected purchase of the J. B. Williams Company by Pharmaceuticals, Inc., has resulted in the latter advertiser locking-in "What's It For?" NBC-TV Saturdays 10-10:30 p.m. on a regular weekly basis.

It had been thought that Speidel would share the time period and program with Pharmaceuticals. But the purchase of J. B. Williams and its line of shaving and toilet preparations means that Pharmaceuticals will need more commercial exposure. J. B. Williams is handled by several agencies, chief among them J. Walter Thompson. It is not known whether Pharmaceuticals will shift the account to the Edward Kletter Company, its own agency.

Meanwhile, Speidel has decided to sponsor alternate weeks of "The Price Is Right," Mondays 7:30-8 p.m. on NBC, with the web searching for a co-sponsor. "My Friend Flicka" was to be slotted in the time period, but will be seen Sunday 6:30-7 p.m. on the networks. The majority of the "Flicka" shows will be reruns, the proportion being two reruns to one new half hour.

WLBR Big UHF Drive on Today

LANCASTER, Pa.—UHF outlet WLBR-TV here will kick off today (29) one of the biggest all-out efforts to persuade viewers in an intermixed area to buy all-channel converters, using everything from a feature backlog of over 2,500 M-G-M, Fox, Warner and RKO first-run titles to a huge jackpot of merchandise prizes as a lure.

Campaign on "Operation Bow Tie" will be launched tonight with a dinner at the Hotel Brunswick, with more than 200 manufacturers, retailers and TV service men attending. Co-operating TV set makers include Admiral, General Electric, Westinghouse, Hot Point, RCA and Du Mont. Frank B. Palmer, general manager of WLBR-TV, will outline the 13-week drive in which the Triangle-owned station will shoot to convert some 60,000 homes in the Lancaster area currently unable to tune UHF outlets.

AT&T May Air Films on NBC

NEW YORK — The American Telephone & Telegraph Company will probably present its entire series of four filmed science specials, produced by Frank Capra, on the NBC-TV network next season. The advertiser used CBS-TV this season for its first two specials.

A.T.&T. has already passed the first show in the series on NBC, Friday, October 25, 9-10 p.m. N. W. Ayer is the agency.

Report CBS Bids For Gerry Green

NEW YORK—CBS-TV is said to be making overtures to Gerry Green, NBC-TV producer who headed up one of the "Wide Wide World" units last season and recently resigned. Green's reason for leaving the web was said to be a desire to concentrate on his literary activities. His last novel was the best seller, "God's Angry Man." Ted Rogers will replace Green on "Wide Wide World."

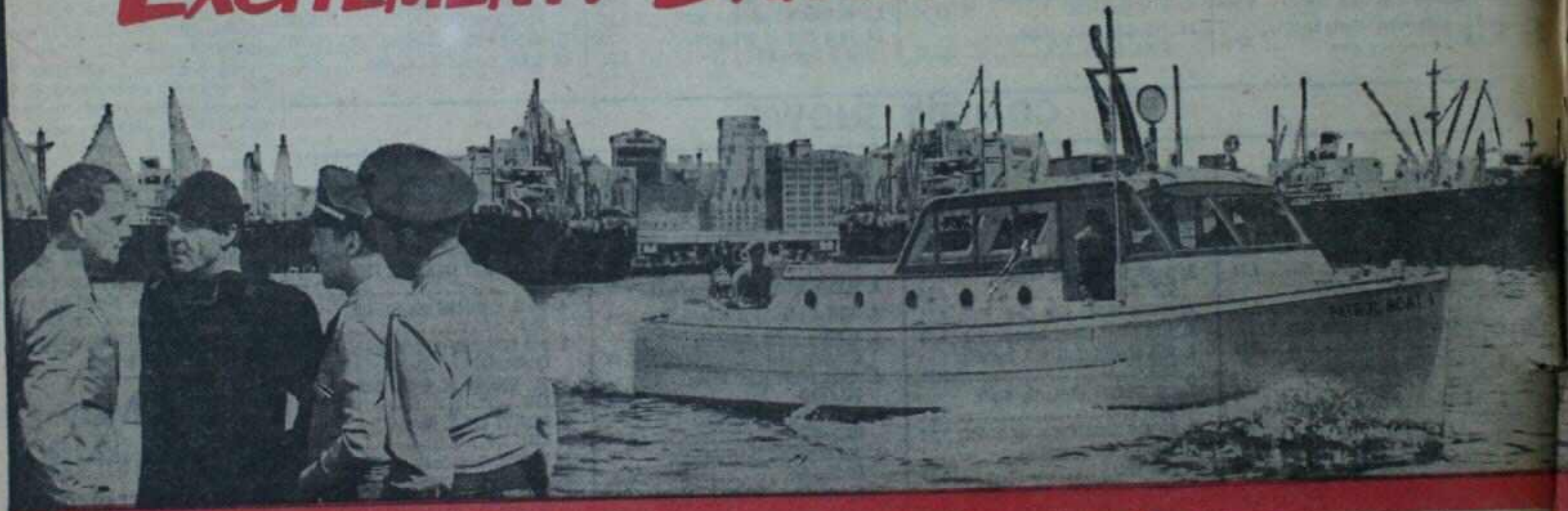
COMING COST PER THOUSAND ANALYSES:

Next Week: Variety and Music Shows, Quiz and Panel Shows.

ZIV's
spectacular
new
ACTION
show!

HARBOR COMMAND

EXCITEMENT! DANGER! THRILLS! STARRING



HEROIC

Adventure...

FILMED ON LOCATIONS
NEW AND FRESH TO TV!

A whirlwind of action spotlighting America's toughest
and most dramatic law enforcement job: guarding
our vital harbors from enemies within and without.

ABOARD ocean liners, po-
lice and Coast Guard boats,
tramp steamers, fire boats.



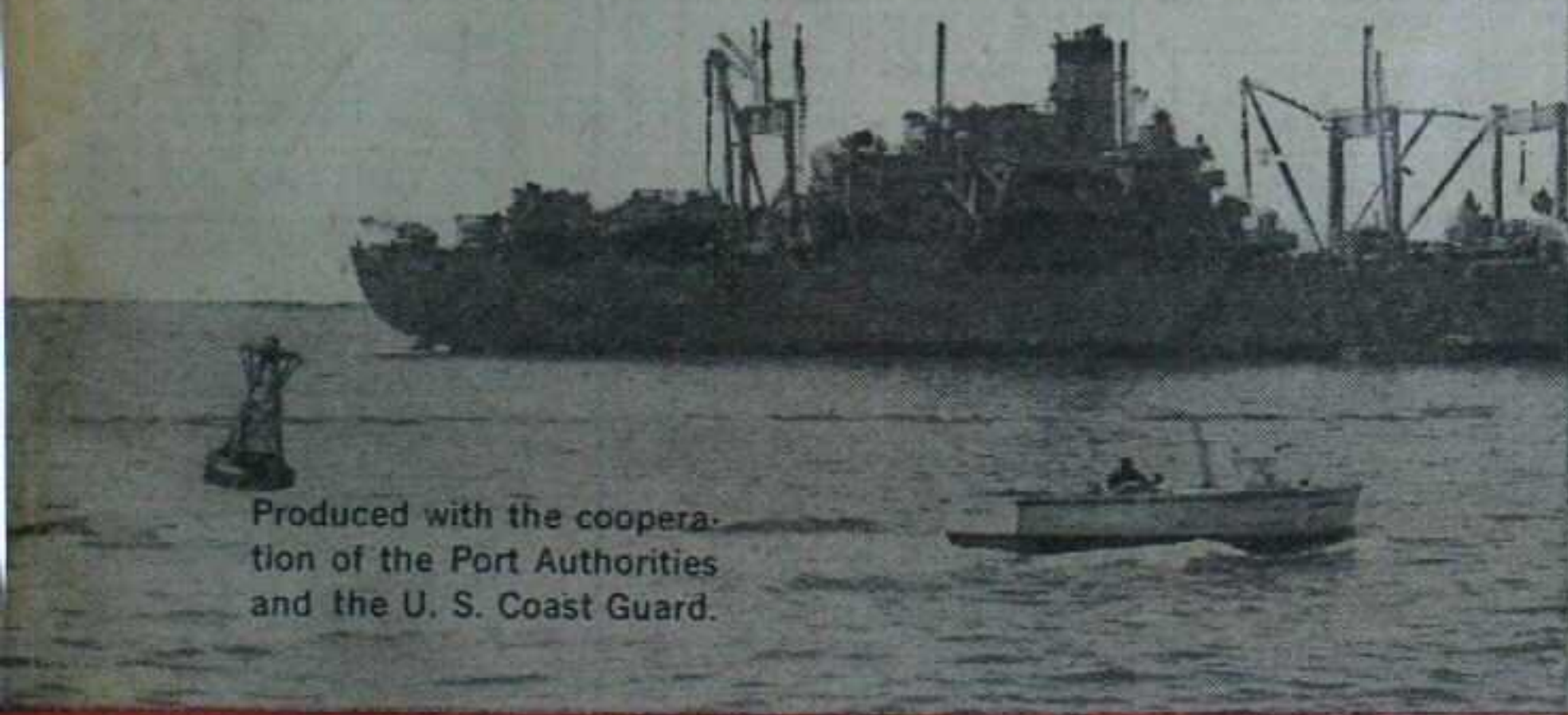
ALOFT in Port Authority
helicopters and Coast Guard
planes.



FOR COMMAND



WENDELL COREY
AS CHIEF OF THE HARBOR COMMAND



Produced with the cooperation of the Port Authorities and the U. S. Coast Guard.

TRUE-TO-LIFE **IMPACT** THAT
BRINGS VIEWERS BACK!

ASHORE in warehouses,
U. S. Customs Offices,
Oceanography Laboratories.



SALES MOUNTING FAST!

Scores of markets already bought by:

- | | |
|--|----------------------------|
| HAMM'S BEER | KYW-TV—Cleveland |
| MILES LABORATORIES
(Alka-Seltzer,
One-A-Day Tablets) | WTVT—Tampa-St. Petersburg |
| BLUE CROSS in Buffalo | WKY-TV—Oklahoma City |
| WDSU-TV — New Orleans | WDAU-TV—Scranton, Pa. |
| SQUIRT BOTTLING | WTVJ-TV—Miami |
| KROGER | WOR-TV—New York City |
| KBAK-TV—Bakersfield,
Calif. | WCAU-TV—Philadelphia |
| KBOI-TV—Boise | KPHO-TV—Phoenix |
| WNAC-TV—Boston | KOVR-TV—Stockton, Calif. |
| WTVY-TV—Dothan, Ala. | WIIC-TV—Pittsburgh |
| WFGA-TV—Jacksonville | KSL-TV—Salt Lake City |
| KTTV—Los Angeles | KRON-TV—San Francisco |
| | KTNT-TV—Seattle-Tacoma |
| | KTVX-TV—Tulsa-
Muskogee |



WIDER MARKET

Bosco Uses 'Annie' for Bigger Kids

NEW YORK — The national spot purchase last week of CBS-Film Sales "Annie Oakley" by Corn Products for 117 cities on an alternate week basis amplifies its marketing strategy for its chocolate-flavored drink, Bosco.

Corn Products had been using mainly cartoons and by sponsoring them had saturated the four-to-seven-year-old market for Bosco. It hopes that "Annie Oakley" will sell Bosco to the 8- to 12-year-old youngster market. In the past they are said to have regarded the product as fit only for little brother and sister.

Continental Baking has already bought the series for 80 markets. Donohue and Coe is the Corn Products agency.

ABC's Hollywood Center Under Way

HOLLYWOOD — Excavations have begun here for ABC-TV's \$30,000,000, 23-acre TV Center, due to be completed January 1, 1959. Eight multi-purpose, color-equipped studios, technical and administrative buildings, and service facilities will be flanked with reception salons, parking lots, cafeterias, lawns and concession shops.

Work on ABC's New York headquarters will begin late this year, with the present Manhattan buildings remaining as the nucleus.

Boat Racing Gets Advertiser Backing

SEATTLE—Hydroplane racing is getting full advertiser support this year. KOMO-TV here has begun telecasting Gold Cup and pre-Gold Cup events, including the entire seven-hour major race August 11, under sponsorship of Bar-S Western Style Meats. A heavy spot promotion schedule is backing the motorboating series.

ABC-TV will carry part of the Gold Cup August 11, 9-10 p.m., EDT, on a co-op basis.

WFAA Affiliates Only With ABC

DALLAS — WFAA-TV here has dropped its split affiliation between NBC-TV and ABC-TV to become ABC primary affiliate in the Dallas-Fort Worth market. The 11th station this year to sign, with seven more expected before November, WFAA's inclusion gives ABC live access to 45 of the country's top 50 markets.

Culverhouse Goes to TvB Sales Promotion

NEW YORK — Keith Culverhouse joins Television Bureau of Advertising this week as assistant director of sales promotion, reporting to director Gordon Hellman. Culverhouse has been for three years director of advertising and promotion for WPIX here.

ABC Names Siegel To Combination Post

NEW YORK—Simon Siegel has been named co-ordinator for the five ABC-TV owned-and-operated stations, with the emphasis of the new post placed on integration of sales. Siegel continues in his dual position of treasurer for ABC and American Broadcasting-Paramount Theaters, operating from New York.

The Billboard Continuing

COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

By Sponsor Group

Home, Building, General Sponsor Cigarette, Tobacco Sponsors

Computed by Univac and based on June TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

HOME, BUILDING, GENERAL SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 MEN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

CIGARETTE & TOBACCO SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 MEN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Rank, Program Name (Network)

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COMING COST PER THOUSAND ANALYSES:

Next Week: Household cleanser and Polish Sponsors; Toiletary and Toilet Goods Sponsors.

COMING THIS FALL FROM MGM-TV

THE THIN MAN

STARRING

PETER LAWFORD · PHYLLIS KIRK

AND ASTA

**SOLD
TO
COLGATE-PALMOLIVE
NBC-TV NETWORK
HALF HOUR, FRIDAY NIGHTS
9:30 P.M. E.S.T.
STARTING FALL OF 1957**

Five more BIG MGM-TV series are now in preparation for production at the fabulous M-G-M Culver City Studios

- "NORTHWEST PASSAGE"
- "THE FEMININE TOUCH"
- "MIN & BILL"
- "YOU'RE ONLY YOUNG ONCE"
- "GOODBYE, MR. CHIPS"

(Boreham Wood Studios, London, England)

For more information about this great programming opportunity write, wire or phone Charles C. "Bud" Barry, Vice President, 1540 Broadway, New York City 36, JUdson 2-2000

MGM-TV

A Service of Loew's Incorporated



Live Syndie Seeking National Advertisers

BALTIMORE — Live syndication, programming's newest wrinkle, gets a healthy boost forward this week when its firmest supporter and pioneer, Bert Claster Productions, starts after national advertisers for "Romper Room."

The Claster series began as a live strip here over five years ago, today is seen in about 60 markets, with more looming. Its 140 sponsors, many long-time loyalties, are mostly local, with a sprinkling of regional drug and food chains and toy jobbers. Now, national rep Larry Sideman is hefting the drive for national sponsors, citing the show's combination of local appeal and network-like uniformity of time, content and cost-per-thousand.

With the Claster office here selecting and training the teachers who preside over each local reproduction, with a staff of seven traveling producers to check on commercials, promotion and format, with researchers in Baltimore coming up with the games, stories, songs and special segments for all "Romper" stations to carry on the same day, Sideman is sure the ad agencies will buy the co-sponsorships he is selling for single markets.

Nielsen studies indicate audience composition of equal women and children, and often more woman than children, with the teachers delivering the pitches live, aimed at mothers. The show is seen between 9 a.m. and noon in daily

G-T Net Week: 15 Half-Hours

NEW YORK — With "Beat the Clock" launching a daytime series over CBS-TV September 16, Goodson-Todman moves into its most successful TV season with 15 half-hours a week on the networks and two other current shows renewal possibilities.

"Clock" moves into the 2-2:30 p.m. strip, with Bud Collyer as host, replacing "Our Miss Brooks." CBS has already sold a large number of alternate week quarter-hour

telecasts ranging from 30 to 60 minutes. Claster, which believes live syndication is headed for a boom, is prepping several properties for same.

participations. The nighttime edition of the show will be moved by the web to Sundays, 6-6:30 p.m., with a new sponsor replacing Hazel Bishop.

Reversing this procedure, "The Price Is Right," G-T audience participation series continuing as a strip, will get a nighttime version. Speidel, which had been in and out of a Tuesday time period with the program, will sponsor alternate weeks of the show, Mondays 7:30-8 p.m., over NBC-TV. To these 12 half-hours, add "What's My Line," "I've Got a Secret," "To Tell the Truth" and the two possible renewals, "The Web" and "Two for the Money."

All save "The Web" are live shows, but the packaging firm has serviced notice it is moving into film while not diminishing its live activities. It will have the Raymond Chandler "Philip Marlowe" series ready for web sale in September.

ABC Day Sales 6 Full Hours, Up \$25 Million

NEW YORK — ABC-TV is just a fraction ahead of last August in prime time sales for the fall, 16 hours compared to 15 and a half, but its daytime gain is already great in terms of time and money. The web has wrapped up six hours of full daytime sponsorship for the coming year, as opposed to last season's total of three. This means a minimum billings increase of \$25,000,000.

Last season, "Mickey Mouse Club" sold out 12 of its 20 quarter-hours in the 5-6 p.m. strip. This year the combination of a shortened "Mouse" and five half-hour adventure reruns has already sold 16 quarter-hours (six of them to Kellogg). In addition, Miller Brewing and Wildroot have bought "All-Star Golf," Sweets Company is bringing in "Tales of the Texas Ranger," and Swift has moved "The Lone Ranger," forming a two-hour Saturday web block, 4-6 p.m.

Prospects are reported hot for sponsorship of "Do You Trust Your Wife?" in the Monday-through-Friday 4:30-5 p.m. slot, with "Lady Luck" (formerly "Lucky Lady") switched to a 4 p.m. berth. In the bullpen are six new ABC live shows for afternoon viewing while "American Bandstand" debuts next month to absorb the commercial commitments in the current "Afternoon Film Festival" features (3-4:30 p.m.) and eventually concentrate them into a one-hour slot.

The six unsponsored nighttime hours blotting the ABC fall schedule will probably be significantly reduced before October, but without improvement the excursions into web daytime fare will put ABC over the \$100,000,000 mark this season.

'Sergeant, Lady' Bought by CBS

HOLLYWOOD — CBS-TV has acquired a new situation-comedy, "The Sergeant and the Lady" from Stark-Layton. The network will shoot a pilot-film of the program which concerns a police sergeant who is in charge of a group of policewomen. No producer has been assigned to the property.

KTTV EMPLOYS HUMAN NATURE

HOLLYWOOD — What's the surest way to get a rating? The answer, fairly obvious to any student of human nature, is to get hold of enough pretty girls and wrap them all together into one package. That's what KTTV has done the past two years with telecasts of the Miss Universe contest and, well, human nature has triumphed again.

In 1956 the station garnered a Friday night rating of 33.0 (ARB) in a telecast that ran from 10:15 p.m. till midnight. This year the rating went up to 38.5 as the judges decided sooner, and came up with a winner at 11 o'clock. The combined rating for all the other stations for the same period was 15.3.

During the hour rated, the viewing audience increased one-third over other Friday nights. Still, it probably wasn't a very good time for selling products to housewives.



EDMUND PURDOM

stars in a new and exciting romantic adventure

"Sword of Freedom"

FOR FIRST RUN SYNDICATION

Moving with the swiftness of a sword-thrust from the pages of history, this thrilling new series is set against the background of Europe's most dramatic era — the Italian Renaissance — marked by men like Michelangelo, the Medicis, the Borgias. This unusual and exciting production has been created for a discriminating audience. Your product will appear in a prestige showcase that offers unlimited exploitation. Make Sword of Freedom your basic sales tool for Fall.

Edmund Purdom, known to millions as the star of such great films as THE EGYPTIAN, THE PRODIGAL, THE STUDENT PRINCE and JULIUS CAESAR, now appears in his greatest role as MARCO — foe of the Medici and the Borgias!



ARTIST — painting the beautiful Florentine women



PATRIOT — fighting for a free Republic of Florence



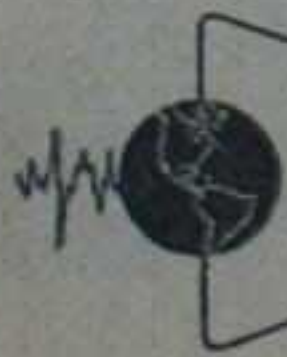
LOVER — wooing the loveliest women of Renaissance Italy

SOLD!

NEW YORK, LOS ANGELES,
WASHINGTON, D. C.

for top market availabilities
call "the man from Official"

produced by the makers of ROBIN HOOD!

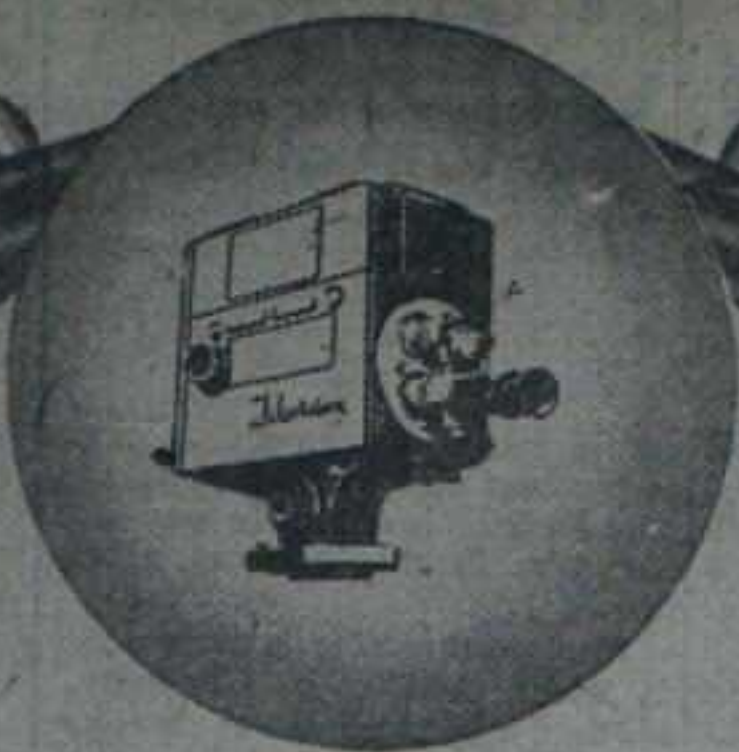


OFFICIAL FILMS INC.

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Plaza 7-0100

REPRESENTATIVES IN:

Beverly Hills • Chicago
Dallas • San Francisco
St. Louis • Boston
Minneapolis • Atlanta
Philadelphia



THE WINNERS

The Billboard's Fifth Annual

TV Program & Talent Awards

1956-1957 Season

Programs and stars below are the grand winners in The Billboard's Fifth Annual poll of program buyers and executives of leading advertisers, agencies and TV stations. It is the only such annual survey of video professionals, who buy and program TV shows, rather than of television viewers or TV critics. Full details are reported in this section.

Over-All Network Winners

Best Network Program

1. PLAYHOUSE 90, CBS 156
2. Perry Como, NBC 108
3. Caesar's Hour, NBC 85
4. Cheyenne, ABC 74
5. Wide, Wide World, NBC 63

Best Actress—Network

1. LORETTA YOUNG (Loretta Young Show, NBC) . 135
2. Lucille Ball (I Love Lucy, CBS) 79
3. Dinah Shore (Chevy Show, NBC) 53
4. Jane Wyman (Jane Wyman Show, NBC) 32
5. Ida Lupino (Mr. Adams & Eve, CBS) 25

Best Actor—Network

1. PHIL SILVERS (Phil Silvers Show, CBS) 165
2. Robert Young (Father Knows Best, NBC) 85
3. Sid Caesar (Caesar's Hour, NBC) 74
4. James Arness (Gunsmoke, CBS) 71
5. Bob Cummings (Bob Cummings Show) 65

Over-All Syndication Winners

Best Syndicated Film Series

1. HIGHWAY PATROL, Ziv TV Programs 120
2. Silent Service, NBC Film 62
3. Frontier, NBC Film 60
4. Whirlybirds, CBS Film Sales 58
5. Dr. Hudson's Secret Journal, MCA-TV 47

Best Actress—Syndication

1. ANN SOTHERN (Susie, TPA) 110
2. Gale Storm (My Little Margie, OF) 52
3. Gail Davis (Annie Oakley, CBS Film) 39
4. Rosemary Clooney (Rosemary Clooney Show, MCA-TV) 35
5. Betty White (Life With Elizabeth, Guild) 23

Best Actor—Syndication

1. BRODERICK CRAWFORD (Highway Patrol, Ziv) 116
2. Jack Webb (Badge 714, NBC Film) 60
3. Thomas Mitchell (O. Henry Playhouse Gross-Krasne) 52
4. Rod Cameron (State Trooper, MCA-TV) 47
5. { John Bromfield (Sheriff of Cochise, NTA) ... 41
 { John Howard (Dr. Hudson's Secret Journal, MCA-TV) 41

'PLAYHOUSE 90' TOPS; OLDIES SCORE ON WEBS

Silvers Leads Three Categories As Loretta Wins, Caesar Places

The Fifth Annual Billboard program awards generally indicates what critics have been saying about the medium this year; that there was a dearth of new talent and programs developed during the season that reached famine proportions. Aside from a few new shows, the old favorites, by and large, gained the large majority of the ballots of the voters.

Phil Silvers, a heavy winner, last season duplicated his success this year, as he won best actor, best situation comedy and best performer appearing regularly in a network situation-comedy. Another who repeated her success of last season was Loretta Young who was given the nod as the best actress. "Matinee Theater" won for the second year running as the best daytime show.

There was also a tendency for newer shows and performers to improve their standing at the expense of the old programs which had placed high in the competition in previous years. Perry Como was an outstanding case in point. Como took awards as the best com-

edy, variety or music show, moved from fifth place last year to second place this year in the best network show category, and moved up a notch to second place as best comedy-variety performer.

Sid Caesar seems to have lost none of his attractiveness to the voters. His program moved into third spot among the over-all network winners, a category in which he didn't even place last season; in the best comedy-variety show voting he took second place, as against third last year; repeated his victory of last season as best comedy-variety performer and won third in the best acting grouping. Last year in the best actor category voting he placed second. Caesar's popularity with the voters certainly indicate that his return to network TV would be welcome when and if it takes place.

In the best adventure-suspense-Western category Alfred Hitchcock Presents ousted "Dragnet" from the number one spot. Running number two as last season was "Gunsmoke." James Arness, the star of the series, improved his popularity

considerably by taking first place as the best performer to appear in an adventure series. He was fifth last year in this same classification.

Also worth noting is the manner in which ABC-TV's "Cheyenne," another adventure show, has improved its position. "Cheyenne" placed fourth among over-all network winners. Last year this Western didn't even place in this category. "Cheyenne" was third among the adventure shows. Last season this Western wasn't even in the top 10 in this classification. Clint Walker, the star of "Cheyenne," was fourth among performers appearing in adventure series. Last season he didn't rate among the top five in this grouping.

Among the new programs the showing of CBS-TV's big prestige package, "Playhouse 90" was truly distinguished. It topped the voting in the over-all network winners, best dramatic show on a network and best hour and a half show on a network. The program's huge success not only is a tribute to its

(Continued on page 12)

HOW FIFTH INDUSTRY AWARD POLL WAS MADE

The Billboard's annual Program and Talent Awards, of which this year's is the fifth edition, differs from all other TV awards in one noteworthy respect. These awards are based entirely on the vote of the individuals who have the determining influence on what programming is seen on the air.

The balloting this year was done only by executives who have a basic voice in deciding on TV programming. These include the top executives at TV stations, sponsors and advertising agencies.

A total of 555 valid ballots were received this year, the greatest number of participants yet to take part in these annual awards. The breakdown of those voting included:

Two hundred and forty-two executives, holding the title of general manager, sales or commercial manager, or program director.

One hundred and sixty-six advertising agency executives, ranging in title from director of TV up to board chairman.

One hundred and forty-seven executives of TV sponsors, including advertising directors and company presidents. These sponsors include network advertisers as well as local, regional and national sponsors of syndicated film programs.

The ballots of these voters provide the broadest extant sampling of professional program buying opinion on the merits of the shows and talent of the 1956-1957 season just concluded. As such, their choices must be regarded with interest and scanned for indications of trends.

The ballots, as in the past, provided the voters with a complete list of programs in each category, along with the names of the stars of each show. Voters were asked to indicate their first, second and third choices. These votes were weighted at five, three and one point each, respectively. Thus, the total number of points possible in any one category was 4,995.

The talent awards and those for the over-all awards of best shows, best actress and best actor, network as well as syndicated, were all tabulated on the basis of one point per vote, inasmuch as these were all write-ins. Talent awards were for performers appearing regularly in series, rather than for single performances.

THE NETWORK WINNERS

BY PROGRAM CATEGORY

Best Adventure, Suspense or Western Show

1. ALFRED HITCHCOCK PRESENTS, CBS... 886
2. GUNSMOKE, CBS... 883
3. CHEYENNE, ABC... 554
4. WYATT EARP, ABC... 497
5. DRAGNET, NBC... 423
6. THE LINEUP, CBS... 303
7. WELLS FARGO, NBC... 177
8. ZANE GREY, CBS... 137
9. ROBIN HOOD, CBS... 88
10. LASSIE, CBS... 47

Best Adventure, Suspense or Western Performer

1. JAMES ARNESS, GUNSMOKE, CBS... 128
2. HUGH O'BRIAN, WYATT EARP, ABC... 70
3. JACK WEBB, DRAGNET, NBC... 63
4. CLINT WALKER, CHEYENNE, ABC... 60
5. DALE ROBERTSON, WELLS FARGO, NBC... 14

Best Dramatic Show

1. PLAYHOUSE 90, CBS... 1644
2. CLIMAX, CBS... 543
3. KRAFT TV THEATER, NBC... 307
4. LORETTA YOUNG, NBC... 240
5. U. S. STEEL HOUR, CBS... 237
6. ALCOA HOUR, NBC... 179
7. G. E. THEATER, CBS... 95
8. STUDIO ONE, CBS... 92
9. LUX VIDEO THEATER, NBC... 89
10. ROBERT MONTGOMERY PRESENTS, NBC... 78

Best Comedy, Variety or Music Show

1. PERRY COMO, NBC... 774
2. CAESAR'S HOUR, NBC... 670
3. ED SULLIVAN SHOW, CBS... 621
4. STEVE ALLEN, NBC... 388
5. CHEVY SHOW, NBC... 355
6. JACK BENNY, CBS... 301
7. LAWRENCE WELK, ABC... 274
8. ERNIE FORD, NBC... 248
9. JACKIE GLEASON, CBS... 192
10. DISNEYLAND, ABC... 140

Best Comedy, Variety or Music Show Performer

1. SID CAESAR, NBC... 106
2. PERRY COMO, NBC... 88
3. JACK BENNY, CBS... 43
4. RED SKELTON, CBS... 40
5. DINAH SHORE, NBC... 39

Best Situation Comedy

1. PHIL SILVERS, CBS... 1027
2. I LOVE LUCY, CBS... 729
3. BOB CUMMINGS SHOW, CBS... 636
4. FATHER KNOWS BEST, NBC... 594
5. OZZIE AND HARRIET, ABC... 300
6. BURNS AND ALLEN, CBS... 199
7. MR. ADAMS AND EVE, CBS... 162
8. DANNY THOMAS, ABC... 154
9. DECEMBER BRIDE, CBS... 103
10. LIFE OF RILEY, NBC... 72

Best Situation Comedy Performer

1. PHIL SILVERS, CBS... 202
2. LUCILLE BALL, CBS... 59
3. BOB CUMMINGS, CBS... 58
4. ROBERT YOUNG, NBC... 56
5. DANNY THOMAS, ABC... 17

Best Hour-and-a-Half Show

1. PLAYHOUSE 90, CBS... 1833
2. PRODUCER'S SHOWCASE, NBC... 588
3. WIDE, WIDE WORLD, NBC... 571
4. OMNIBUS, ABC... 412
5. SHOWER OF STARS, CBS... 331
6. HALLMARK HALL OF FAME, NBC... 321
7. PREMIERE PERFORMANCE, NTA... 223
8. SATURDAY COLOR CARNIVAL, NBC... 126
9. NBC-TV OPERA THEATER, NBC... 115
10. FAMOUS FILM FESTIVAL, ABC... 87

Best Quiz or Panel Show

1. TWENTY-ONE, NBC... 800
2. WHAT'S MY LINE?... 782
3. I'VE GOT A SECRET, CBS... 756
4. YOU BET YOUR LIFE, NBC... 619
5. \$64,000 QUESTION, CBS... 543
6. TO TELL THE TRUTH, CBS... 247
7. \$64,000 CHALLENGE, CBS... 216
8. THIS IS YOUR LIFE, NBC... 141
9. PEOPLE ARE FUNNY, NBC... 123
10. NAME THAT TUNE, CBS... 42

Best Quiz or Panel Show Performer

1. CROUCHO MARX, You Bet Your Life, NBC... 149
2. GARRY MOORE, I've Got a Secret, CBS... 139
3. JOHN DALY, What's My Line? CBS... 50
4. HAL MARCH, \$64,000 Question, CBS... 27
5. JACK BARRY, Twenty-One, NBC... 15

Best News, Sports or Documentary Show

1. AIR POWER, CBS... 873
2. PERSON TO PERSON, CBS... 799
3. SEE IT NOW, CBS... 681
4. CAVALCADE OF SPORTS, NBC... 356
5. NBC NEWS, NBC... 329
6. MEET THE PRESS, NBC... 272
7. BISHOP SHEEN, ABC... 247
8. JOHN DALY NEWS, ABC... 238
9. DOUGLAS EDWARDS NEWS, CBS... 237
10. ODYSSEY, CBS... 198

Best Commentator in a News, Sports or Documentary Show

1. EDWARD R. MURROW, CBS... 231
2. JOHN DALY, ABC... 54
3. CHET HUNTLEY, NBC... 44
4. BISHOP SHEEN, ABC... 30
5. WALTER CRONKITE, CBS... 28

Best Daytime Show (up to 6 p.m.)

1. MATINEE THEATER, NBC... 485
2. GARRY MOORE, CBS... 320
3. ERNIE FORD, NBC... 205
4. MICKEY MOUSE, ABC... 140
5. TODAY, NBC... 90
6. CAPT. KANGAROO, CBS... 70
7. QUEEN FOR A DAY, NBC... 60
8. HOME, NBC... 55
9. ART LINKLETTER, CBS... 50
10. TIC TAC DOUGH, NBC... 35

CBS Leads Field Among Packagers

Who created, produced and distributed the top shows for the 1956-'57 season?

On the network side, as last year, CBS-TV led the field, beating NBC-TV by nine first-place wins to two. In syndication, Ziv-TV, MCA-TV and California Productions each garnered three first-place awards, but CNP nosed the others out in total high place mentions.

Web winners this year showed a smaller percentage of non-network productions, the ABC-TV failed to place in the top trio of any category, except for Hugh O'Brian's second place win among Western performers. This year's winners were credited among a greater number of producers, with many companies squeezing in for single awards.

CBS scored four second-place and three third-place wins for a total of 16 wins in the honor circle, compared with 15 in last year's balloting. Most named for the web were "Playhouse 90" and the Phil Silvers show. Also up there were "Gunsmoke," "Climax!" and Garry Moore. NBC scored six second-place and five third-place

wins for a total of 13 wins among the top three places of each category compared with 15 last season.

Sid Caesar and staff took four of these places this year, Perry Como and staff took three, with single awards going to producers of "Matinee Theater," "Producer's Showcase," Ernie Ford and Dinah Shore shows. "Life of Riley" scored on the syndication side, the Gulf Oil had sponsorship on the web. Tom McNight and Hal Roach studios share producer's credit on that series.

Non-network packagers and producers took five first-place eight second-place and five third-place honors, contrasted with last year's totals of six, ten and seven.

Lewislor Productions for Loretta Young, MCA-TV for Alfred Hitchcock and J. Walter Thompson for "Kraft Theater" were well represented in the network picture. Desilu scored three second-place wins for "I Love Lucy" and McCadden Productions scored two third-place wins for the Bob Cummings show.

Screen Gems earned a second-place award for "Father Knows Best" and deserves part credit for

(Continued on page 12)

REPEAT 'HIGHWAY' WINNER

'Cochise,' 'Whirlybirds' and 'Silent Service' Contend Strongly

"They were good last year—and most are just as good this year, despite new competing syndicated shows."

This seems to sum up the attitude of TV executives polled on their syndication show choices for top honors in the Fifth Annual Billboard Program and Talent Awards.

Top winners in 14 categories in the syndication entries included a total of nine repeat winners from last season, three "switches" in which last year's first and second rankers merely swapped places, and two—only—in which new faces appeared or shows suddenly spurted ahead.

The duo of new favorites: Rosemary Clooney, who took a commanding first spot in the ranks of performers appearing regularly in a music teletieseries. Last season, she was runner-up to Patti Page—by a sole vote—but this season the honey-voiced songstress captivated TVmen so much with her MCA-TV-distributed show she landed nearly 10 times as many votes as her runner-up, Frankie Laine. Patti Page, who edged out Rosie last

year, is now in fifth spot in the performers on musical shows.

Thomas Mitchell, in his "O. Henry Playhouse" role, was a surprise winner in the straight dramatic category of syndicated telefilm, edging out nicely the Dick Powell-David Niven pairing, of the "Star Performance" reruns, for top honors.

Below the level of the first-rank winners, however, some of the newer contenders emerged as strong entries in the non-network field.

"Sheriff of Cochise," a fast-paced NTA teletieseries with first-rate location film work, wound up in the No. 2 slot among syndicated mysteries with star John Bromfield scoring a tie for fifth rank as the best actor in a telefilm series.

Another new entry that landed next to a category winner was the first-run Desilu-CBS Film Sales "Whirlybirds," which knocked "I Led Three Lives" from its perch as No. 2 in syndicated adventure films, and which scored in the fourth spot among all syndicated shows.

An even higher showing in the all-program category, among the

grand winners of syndication entries, was California National's "Silent Service," distributed by its NBC Film subsidiary. The documentary teletieseries slipped quietly in to torpedo "Dr. Hudson's Secret Journal" from last year's second-place spot — altho, oddly enough, "Silent Service" only scored a fifth ranking among adventure syndicated shows, its basic category.

The same fate was not shared by "Frontier," one of the pioneers on the then-unexplored frontiers of "adult" Westerns and now in syndication on a rerun basis via California National. "Frontier" ranked third among over-all syndication winners, and second place—giving last year's repeat winner, "Wild Bill Hickok," a strong run for top money—in the Western syndication category.

But the familiar faces were still in the lead—"Star Performance," "Life of Riley," "Rosemary Clooney Show" (coupled with her personal-standing rise); "Badge 714" and flat-voiced Jack Webb; gravel-voiced Broderick Crawford and "Highway Patrol," "Championship Bowling" and CBS Newsfilm.

Best Adventure Series

1. HIGHWAY PATROL, Ziv-TV1070
2. WHIRLYBIRDS, CBS Film 429
3. CRUSADER, MCA-TV 413
4. WATERFRONT, MCA-TV 377
5. SILENT SERVICE, NBC Film 303
6. SOLDIERS OF FORTUNE, MCA-TV 236
7. I LED THREE LIVES, Ziv-TV 202
8. MAN CALLED X, Ziv-TV 169
9. FOREIGN INTRIGUE, Official Films 155
10. CAPTAIN DAVID GRIEF, Guild Films 132

Best Adventure Performer

1. BRODERICK CRAWFORD, Highway Patrol...111
2. RICHARD CARLSON, I Led Three Lives 62
3. PRESTON FOSTER, Waterfront 43
4. BRIAN KEITH, Crusader 26
5. ROBERT NEWTON, Long John Silver 17

Best Dramatic Series

1. STAR PERFORMANCE, Official Films626
2. DR. HUDSON'S SECRET JOURNAL, MCA-TV 583
3. SCIENCE FICTION THEATER, Ziv-TV494
4. O. HENRY PLAYHOUSE, Cross-Krasne 374
5. MEN OF ANNAPOLIS, Ziv-TV 351
6. DR. CHRISTIAN, Ziv-TV 275
7. STUDIO 57, MCA-TV 264
8. CELEBRITY PLAYHOUSE, Screen Gems177
9. IF YOU HAD A MILLION, MCA-TV148
10. DOUGLAS FAIRBANKS PRESENTS, ABC Film 75

Best Dramatic Performer

1. THOMAS MITCHELL, O. Henry Playhouse 94
2. JOHN HOWARD, Dr. Hudson's Secret Journal, 84
3. DICK POWELL, Star Performance 64
4. McDONALD CAREY, Dr. Christian 43
5. DAVID NIVEN, Star Performance 42

Best Comedy Series

1. LIFE OF RILEY, NBC Film 759
2. SUSIE, TPA 653
3. MY LITTLE MARGIE, Official 427
4. AMOS 'N' ANDY, CBS Film 384
5. HALLS OF IVY, TPA 360
6. DAMON RUNYON THEATER, Screen Gems...304
7. RAY MILLAND, MCA-TV 236
8. MY HERO, Official 226
9. LIFE WITH FATHER, CBS Film 173
10. LIFE WITH ELIZABETH, Guild Films158

Best Comedy Performer

1. ANN SOTHERN, Susie107
2. BILL BENDIX, Life of Riley 78
3. GALE STORM, My Little Margie 42
4. BOB CUMMINGS, My Hero 33
5. RONALD COLEMAN, Hall of Ivy 28

Best Half-Hour Music Series

1. ROSEMARY CLOONEY, MCA-TV1359
2. FRANKIE LAINE SHOW, Guild Films 470
3. GUY LOMBARDO, MCA-TV 388
4. LIBERACE, Guild Films 307
5. EDDY ARNOLD TIME, Schwimmer 227
6. STARS OF THE GRAND OLE OPRY, Flamingo 155
7. THIS IS YOUR MUSIC, Official 148
8. FLORIAN ZABACH SHOW, Guild Films136
9. TOWN AND COUNTRY TIME, RCA Thesaurus 90
10. ENCHANTED MUSIC, Major Television21

Best Musical Show Performer

1. ROSEMARY CLOONEY, MCA-TV 230
2. FRANKIE LAINE, Guild Films 28
3. LIBERACE, Guild Films 26
4. EDDIE ARNOLD, Schwimmer 19
5. PATTI PAGE, Screen Gems 9

Best Mystery Series

1. BADGE 714, NBC Film 759
2. SHERIFF OF COCHISE, NTA 522
3. STATE TROOPER, MCA-TV 468
4. SAN FRANCISCO BEAT, CBS Film 446
5. MR. DISTRICT ATTORNEY, Ziv-TV 302
6. CODE 3, ABC Film 261
7. CITY DETECTIVE, MCA-TV 174
8. RACKET SQUAD, ABC Film 159
9. PUBLIC DEFENDER, ABC Film 145
10. MR. AND MRS. NORTH, Schubert 64

Best Mystery Performer

1. JACK WEBB, Badge 714102
2. ROD CAMERON, State Trooper 72
3. JOHN BROMFIELD, Sheriff of Cochise 52
4. DAVID BRIAN, Mr. D. A. 32
5. REED HADLEY, Racket Squad 23

Best Western Series

1. WILD BILL HICKOK, Screen Gems 533
2. FRONTIER, NBC Film 482
3. DEATH VALLEY DAYS, Pacif. Coast Borax... 351
4. ANNIE OAKLEY, CBS Film 393
5. STORIES OF THE CENTURY, H'w'd TV Service 279
6. TALES OF THE TEXAS RANGERS, Screen Gems 276
7. HAWKEYE AND THE LAST OF THE MOHICANS, TPA 203
8. FRONTIER DOCTOR, H'w'd TV Service...170
9. RANGE RIDER, CBS Film 166
10. CISCO KID, Ziv-TV 114

Best Western Performer

1. GUY MADISON, Wild Bill Hickok 74
2. GAIL DAVIS, Annie Oakley 47
3. REX ALLEN, Frontier Doctor 44
4. ANDY DIVINE, Wild Bill Hickok 28
5. JACK MAHONEY, Range Rider 20

THE
**SYNDICATED
FILM
WINNERS**
BY
**PROGRAM
CATEGORY**

Best Sports Series

1. CHAMPIONSHIP BOWLING, Schwimmer ...695
2. ALL AMERICAN GAME OF THE WEEK, Sportsvision 209
3. BIG TEN HI-LIGHTS, Sportsvision165
4. BIG PLAYBACK, Screen Gems148
5. BOWLING TIME, Sterling 144
6. GREATEST FIGHTS OF THE CENTURY, Sterling 141
7. NATIONAL PRO HIGHLIGHTS, Tel-Ra.....116
8. TOUCHDOWN, Tel-Ra 109
9. FOOTBALL THIS WEEK, Sports TV 103
10. JIMMY DEMARET SHOW, Award TV 52

Best Syndicated News Service

1. CBS NEWSFILM 1162
2. NBC NEWS OF THE WEEK 627
3. U. P. MOVIE TONE NEWS 403
4. TELENEWS DAILY 291
5. WASHINGTON MERRY-GO-ROUND 151
6. TELENEWS WEEKLY 123
7. EXCLUSIVE 71
8. ADVENTURES IN THE NEWS 53
9. WASHINGTON SPOTLIGHT 46
10. WATCH THE WORLD 34

PROFILES OF THE GRAND WINNERS

Best Network Show: PLAYHOUSE 90, CBS

The winner's laurels for "Playhouse 90" rest deservedly on producer Martin Manulis, who has done one of the neatest juggling tricks week after week in keeping all the elements of the 90-minute production rolling smoothly, and in supervising all stages of production being handled by the mammoth 150-man permanent staff in Hollywood.

Kudos go also to CBS Executive V.P. Hubbell Robinson Jr., who conceived the original idea and who felt that the natural progression and maturity of video drama lay in the 90-minute form as far back as 1954.

Viewers, and many of its stars, have been attracted to "Playhouse 90" frequently by the off-beat originality of TV scripts and casting. Prime example is Ed Wynn's award-

winning performance in "Requiem for a Heavyweight," by Rod Serling. But viewers have also seen Tab Hunter as a Russian spy, Shirley Jones as an alcoholic, Boris Karloff and Viveca Lindfors as a romantic team, Diana Lynn as an aging housewife, Peter Lawford as a business tycoon and Nanette Fabray as the mother of 12 active, lively small fry.

One other important reason for the show's continued favor with viewers: Manulis scouts his story properties far in advance, working as much as a year ahead and picking the script possibilities carefully for drama content, adaptability, good taste and variety. He also ranges far ahead as much as seven months in signing up his show stars, working around previous commitments for pictures, plays and other appearances.

Best Network Actress: LORETTA YOUNG

Currently vacationing for the summer, Loretta Young bowed in as a Sunday-night regular on NBC-TV in the fall of 1953 and rapidly became a hit with distaff dialers, who liked her slickly tailored stories, and with male viewers, who often just looked at the ever-charming Loretta.

She was the first actress-hostess showcased in a dramatic anthology series and started a trend which has lasted thru many a lesser carbon copy. The original title, "Letters to Loretta," was even changed, and she received the full star billing of "Loretta Young Show."

The loyal sponsor, from the start, has been Procter & Gamble, who have sold a wide range of products.

Loretta is actually a veteran of no less than 38 years in motion pictures—a fact that usually makes eyebrows go 'way up—since she debuted at the age of four in a film made in 1919. Her first role of any importance came in 1928, when she appeared in "Laugh, Clown, Laugh." She was even—ah, memories!—a Wampus Baby Star. Altogether, she has been seen in nearly 80 feature films.

Movie industry recognition came to the gracious and lovely actress when, in 1948, she won the Academy "Oscar" for her outstanding performance in "The Farmer's Daughter," a film now due to be seen on TV. Her win in The Billboard's talent poll this year is Loretta's third in a row, topping a long list of new and veteran audience favorites.

Best Network Actor: PHIL SILVERS

As the U. S. Army's Grand Champion Goldbricker, Phil Silvers was one of the fastest TV successes witnessed in the medium, zooming the actor-comic into the top ranks in early 1956.

One sure sign of success: The show soon changed its title from "You'll Never Get Rich" to the Phil Silvers Show.

Silvers' exquisite timing on punch lines, double-takes and stage movement was perfected the hard way. He got into show business as a teen-ager under the aegis of Gus Edwards, who signed him up for "School Days Revue" at the Palace Theater back in 1925, a few yards from The Billboard headquarters.

For the next two decades Silvers shuffled around the vaudeville circuits, made two-reel movie shorts and even put in more than one hitch as

"social director" at summer resorts in the Catskill Borscht Belt, a training ground which turned out many a performer like Danny Kaye and Sid Caesar.

In 1934, as his hairline wandered back and his performances took on a fine polish as well, he joined Minsky's burlesque empire, and in a few seasons established himself in the top ranks as the leading clown on the circuits.

In 1940 he joined the cast of the Broadway revue, "Yokel Boy" and was soon the male lead. In the early '40's he hit Hollywood with moderate success, working in a number of films including "Cover Girl," "Coney Island," "Diamond Horseshoe," "My Gal Sal" and "Something for the Boys."

His first TV show, incidentally, was a resounding flop.

Best Syndicated Show: HIGHWAY PATROL

In a manner rivaling the pace of its fast outdoor action, "Highway Patrol," produced by Ziv TV Programs, roared into high rankings in the rating lists soon after it debuted in October of 1955. It scored as the top syndication first-run series in The Billboard awards last year, and repeats this year to score the same honors once again.

The show has been one of the biggest hits in the non-network field and is being groomed for its third season on the air in over 200 markets. Dubbed in various foreign languages, it has played the overseas circuits as well for Ziv and has been a particular favorite in Central and South America.

Regional sponsors for the series have been paced by

Ballantine Beer, which airs the series on a full-sponsorship basis in some two dozen Eastern markets via the William Esty agency and which thinks enough of it to air it on two stations in the key New York City area.

Production of the series, which stars Broderick Crawford, is based at Ziv's Hollywood lot, but camera crews can be found shooting up and down the Pacific Coast when the series is rolling since as much as 70 per cent of the footage is lensed on various locations. "Highway Patrol" has sparked other shows on similar themes—even at Ziv—because of its top success. Since audiences never seem to be able to get enough of it, "Highway Patrol" is likely to be a best seller in syndication for a good many television seasons to come.

Best Syndication Actress: ANN SOTHERN

In the early spring of 1953, Producer Jack Chertok launched Ann Sothern as a sort of super-typical Girl Friday in a network series on CBS called "Private Secretary" for sponsor Lucky Strike. In 1955, Television Programs of America bought the property and launched Ann on a new career as star of the rerun series in syndication under the title of "Susie," a move which brought her top honors in The Billboard's talent polls last year and again this season.

As a youngster, Ann—then known as Harriette Lake in her home town of Valley City, N. D.—showed a considerable talent as a pianist and composer. Chances are good she inherited this talent from her maternal grandfather, the noted Danish violinist Hans

Nilson, and from her mother, who was a concert singer. Talent competitions brought her to Detroit and to Broadway soon after.

Audiences saw her in such hits as "Of Thee I Sing," which brought her to Hollywood, and stints before the cameras in such films as "Panama Hattie," "As Thousands Cheer," "Lady Be Good" and "Cry Havoc." Soon she was in the famous M-G-M "Maisie" series, which went on and on, racking up millions in grosses, until 1947 when Ann called it quits.

Prior to her film series on TV, Ann made more musicals, "April Showers" and "Nancy Goes to Rio," as well as a role in one of Hollywood's best films of many seasons, Oscar-winning "A Letter to Three Wives."

Best Syndication Actor: BROD CRAWFORD

Another winner in The Billboard's Fifth Annual TV Program and Talent Awards to sport a Hollywood "Oscar" on his fireplace is burly, gruff-voiced Broderick Crawford, who stars in "Highway Patrol." The husky actor won the statuette in 1949 for his portrayal of Willie Stark in Robert Rossen's memorable movie version of "All the King's Men."

In recent years his other movie roles have included "Born Yesterday," "Fastest Gun Alive," "Not as a Stranger" and others. Prior to stepping into the role of Dan Mathews in the Ziv-produced syndicated series, he appeared in several anthology TV shows. But it was "Highway Patrol" in which "Brod" really made a king-sized hit with the home viewers.

Born William Broderick Crawford in Philadelphia, the son of actress Helen Broderick and comedian Lester Crawford, he spent his young years touring vaudeville circuits with his performing parents, and at other times worked at everything from being a Harvard student to deckhand on a big ocean-going tanker, and even a heavyweight boxer.

He broke into show business in 1934 as the assistant stage manager for "The Trial of Mary Dugan." There followed minor roles in a number of Broadway shows, plus summer stock and radio acting. In 1937 he leaped into public fame for a memorable performance as Lennie in the stage production of Kaufman's "Of Mice and Men." Since then he has been a consistent favorite with audiences.

CBS Leads Field

• Continued from page 11

the fine showing of "Playhouse 90," having produced 13 stanzas of the series. Barry-Earight drew No. 1 spot for "Twenty-One," while Goodson-Todman made one second-place and two third-place marks via "I've Got a Secret" and "What's My Line?"

Among the web shows and stars noticeably absent from the top awards: Lawrence Welk, "Cheyenne," "Wyatt Earp," Arthur Godfrey, Steve Allen and Red Skelton, and last year's winners, Ed Sullivan, "Your Hit Parade," "Disneyland," "Dragnet," "\$64,000 Question" and Dave Garroway.

In syndication, CNP, with its subsidiary, NBC Television Films, racked up points for "Frontier," "Life of Riley," "Badge 714" and its new "Silent Service," for a total of three firsts, four seconds and one third. MCA with its Revue Productions scored with Guy Lombardo, "Dr. Hudson's Secret Journal," Rosemary Clooney and "State Trooper," for a total of two firsts, three seconds and two thirds. Officials Films got a first-place win for "Star Performance" and four runner-up positions for "My Little Margie."

Ziv scored three firsts for "Highway Patrol" and a third-place mention for "Science Fiction Theater." Screen Gems won twice with "Wild Bill Hickok," NTA picked up a second and third place win with "Sheriff of Cochise" and Television Programs of America won a first and second place with "Susie" and Ann Sothern. CBS Film came in third with "Annie Oakley," second with "Whirlybirds."

Absent from this year's syndication leaders: Ziv's "I Led Three Lives," Screen Gems' Patti Page and CNP's "Victory at Sea."

Walt Schwimmer's "Championship Bowling" again placed first among sports shows, with Sportsvision placing second and third with the shows that ranked third and fourth last year. "All American Game of the Week" and "Big Ten Hi-Lights."

The top five over-all network winners last year included two CBS productions, two NBC and one Walt Disney. This year, the top five were one CBS, three NBC and one Warner Bros. "Cheyenne." In syndication last year, the top five included three Ziv, one MCA-TV and one Mark VII production. This year, the winners were more divided, one CNP, one Ziv, one CBS Film, one MCA and Worthington Miner ("Frontier").

'Playhouse 90'

• Continued from page 10

production staff, led by Martin Manulis, but also to the year of preparation spent gathering properties before the show was allowed to debut.

Also noteworthy among the new stanzas was the showing of "Twenty One" which won as best quiz and panel contender. Its strongest rival and the winner last season in this category, "The \$64,000 Question," wound up in fifth place this year. The perennially popular Groucho Marx repeated his victory of last season as best performer appearing regularly in a network quiz or panel show.

In a new category—best news, sports or documentary program on a network—a new program "Air Power," another CBS-TV package, jetted to victory. It topped such old properties as "Person to Person," "See It Now" and "Cavalcade of Sports," which followed "Power" in that ranking. Edward R. Murrow topped the competition by a large margin as he won the best commentator award over John Daly. Chet Huntley came in third in this classification, a surprising showing for this newcomer.

RKO Sales Unit Loses 'Valor'

NEW YORK—Underlining persistent reports that RKO Television is pulling out of the selling—but not the production—end of syndication, Atlantic Television is taking over world-wide TV distribution of "Uncommon Valor," half-hour documentary series on U. S. Marines.

Package has been on the property list of RKO Television for over a year, with RKO unable to line up more than 39 markets, including New York, of which 18 are now actively telecasting the 26-episode series. Last week, Executive Productions, Inc., the original producers, yanked sales rights back from RKO and assigned them to Dave Bader's Atlantic distribution firm.

Atlantic sales effort starts immediately. One of the first moves on Bader's part has been to suggest a partial retitling of the series to "Uncommon Valor—The Story of the Fighting Marines," feeling it will have more audience identification.

Kroger Buys 'Harbor' for Regional Slots

NEW YORK—Kroger grocery chain is picking up Ziv's "Harbor Command" syndication series in a small-scale regional buy for St. Louis and Nashville, and is said by Ziv to be planning additional slots in other markets for fall start.

Sea-going police series was also signed in Buffalo by Hospital Service Corporation, a group hospitalization plan, with Household Finance and Squirt Beverage bottler teaming in a Detroit purchase, according to Ziv sales officials.

A round of station sales—on an individual, rather than group-buy basis—has set the series for fall telecasting on outlets in Cleveland, New Orleans, Oklahoma City, Tampa, Baton Rouge and nine smaller markets.

Schwerin Set To Go British

NEW YORK—A sizable expansion of Schwerin Research Corporation's branch in England is in the works. British operation expects to introduce the kind of qualitative commercial and program testing in the European TV field which its American parent firm has offered to agencies, advertisers and networks here.

The deal is subject to Bank of England approval. In line with the move, Eric Boden, managing director of the Schwerin branch since its start in 1955, has been named Director of European Operations.

ABC Racks Up 10 Syndie Sales of '26 Men' Series

NEW YORK—ABC Film Syndication last week added 10 sales to its mounting "26 Men" roster. These were KBAK, Bakersfield; KVIP, Redding; KFSD, San Diego; KJEO, Fresno, and KEY-T, Santa Barbara, Calif., the last for Fritos; KKTU, Colorado Springs; KBST, Big Spring, Tex.; KVOS, Bellingham, Wash.; KMTV, Omaha, and WTVN-TV, Columbus.

ABC Film's sales campaign is being highlighted by blank postcards which, dipped in water, reveal a hard-sell story in invisible ink.

3 'Sugarfoot' Segs Bought

NEW YORK — National Carbon, for its Prestone and Everready products, has bought half-hours of the first three telecasts of "Sugarfoot" over ABC-TV. The skip-week Western has American Chicle as a regular half-hour sponsor in the Tuesday 7:30-8:30 p.m. slot.

The web is still offering the open half for network participation from two to six advertisers, but won't turn down short-term deals like National Carbon's.

National Carbon also picked up six telecasts of the John Daly News strip, 7-15-7:30 p.m., during October.

'Point' on Sale In Monday Slot

NEW YORK—ABC-TV is offering "West Point" for sale in the Monday 7:30-8 p.m. slot, under an option from Ziv-TV—marking the first time Ziv is using an outside sales force to market a web property. A reported syndication barter deal for the military hot potato is hanging fire, pending ABC results between now and August 16.

"Wire Service," currently occupying the Monday time, is now slated to leave the web in September, sponsor R. J. Reynolds having found no suitable time period into which to move the show.

Larry Israel New Manager at WAAM

BALTIMORE — Larry Israel has been named general manager of WAAM here, effective August 5, the date Westinghouse Broadcasting Company assumes ownership of the station. Israel is currently veepee and general manager of WENS, Pittsburgh, and KMGM-TV, Minneapolis. Westinghouse has petitioned the Federal Communications Commission to rename WAAM with the historic call letter WJZ.

SG Plans Flexible Policy With Pilots

NEW YORK — Screen Gems will keep its pilots policy flexible for next season. The production-distribution - packaging operation has just canvassed 10 of the largest agencies here to see whether they wish to see pilots, or whether presentations and scripts would suffice. The answer seemed to be that they would like pilots.

But Screen Gems will keep its policy flexible and where it offers a sufficiently strong name in a

Telestudios Sell Stock, Plan New Equipment

NEW YORK—Telestudios, Inc., New York's largest independent TV studio, became a public corporation last week with an over-the-counter offering of 180,000 shares of Class A capital stock. Upcoming installation of Ampex equipment will allow the firm to produce Videotape shows and commercials in 1958.

Norman Knight Prexy Of RKO Teleradio Pix

BOSTON — Norman Knight, executive veepee, has been upped to president of the Yankee division of RKO Teleradio Pictures, with headquarters of the Yankee network remaining here at WNAC-TV. Knight came to Yankee in 1954 from WABD, New York, he was general manager.

MOGUL SEES NO THREAT TO RATES

'Agencies Owe It to Clients To Explore Barter Deals'

NEW YORK—To get the most on behalf of its accounts, "it's any sensible agency's duty to explore time-for-film barter deals," New York agency head Emil Mogul contends.

Mogul, a shrewd, dynamic adman who has long been one of Madison Avenue's stormiest petrels, is firmly of the opinion that the increasing activity in barter triangles is the result of a "natural process of simple arithmetic."

"All the agency yelling about 'barter will ruin rate structures' is just so much hogwash," Mogul told The Billboard. "An advertis-

ing agency's prime responsibility is to its clients, not to media, and no agency should hesitate to make the best dollar deal for its television clients."

Mogul is not writing a blank check for bartering, however. Although his agency, now billing more than half of its total \$10,000,000 annually in television, is currently evolving at least one major barter deal for a top client, he is quick to cite cautions in buying bartered time.

'Attractive Offer'

"We've had barter deals offered us recently that were extremely

attractive, often at a cost-per-thousand of well under a dollar, because of discounts that have ranged up to 75 per cent," he told The Billboard.

"But from our own experience, we've found in some—but not all—cases we can buy the same or better time on a strictly cash basis and get similar discounts and program quality."

Primary reason for this, Mogul feels, is the fact that a medium-sized agency such as his can close the faster cash deals for what he terms "periphery time" than some Madison Avenue giants "as big and as slow as government bureaus."

Barter deals sometimes must be combined with straight, rate-card deals in a key market to achieve "the objectives of clients who need prime time exposure or a mass audience as well as a low cost-per-1,000," he states further.

Scouting for Deals

Scouting for bartered time in the seven-station markets of New York and Los Angeles can produce excellent deals since some indie evening time periods are hard to sell due to strong network shows airing on competing web outlets, Mogul says.

"The same opportunity does not always apply to the two-station or three-station markets in barter deals, since network shows take practically all the worthwhile time periods at night, leaving only peripheral time for bartering."

"A client who sets out on a large-scale barter deal must be prepared to get his chief value in terms of big discounts on run-of-the-schedule spots in these smaller cities, and to give up certain fixed-position guarantees he gets with rate-card buying," he explains.

The current trend in triangle selling is far from over, feels the peppery adman who bears a strong resemblance to actor Ed Begley. "Nothing is staler," he said, "than yesterday's unsold time slots and stations need more film shows than ever."

SAT. EVE. POST SERIES

Enders Firm, Mag Team on New Show

HOLLYWOOD—Probably the most unusual operation in telefilm production today is that of the Robert J. Enders Agency of Washington, filming the "Best of the Saturday Evening Post" series.

It's the first venture of the firm, one of the leading producers of industrial films (this year they will turn out some 60 of these) into the TV entertainment field. Enders and the Post are partners in the half-hour anthology show, which is being shot on the M-G-M lot, the first teleseries to go into production there.

There is no outside financing involved, Curtis Publishing Company and Enders putting up all the money themselves. Production is in full swing, with co-producers Robert L. Friend and Lewis E. Cianelli already having placed seven epi-

sodes in the can, and continuing at a rate of one per week. At a budget of \$45,000 plus per show (the films are in color), Enders and the Post will have invested close to \$2 million by the time the series of 39 is completed.

No Sponsor

In the meantime, no sponsor is in sight, and it looks as if it will take one with an iron nerve to make an appearance. For the stories which are being used are, to say the least, not the run-of-the-mill TV material.

In the first place they are culled from thousands of Post stories, which themselves were selected from thousands of manuscripts submitted. But, what is more, they're gutty, they're off-beat and not at all television-tailored.

One concerns itself with a sex murder; another with a man dying of cancer; a third with a young circus girl continually beaten by her sadistic father; a fourth is a pure fantasy; another, titled "Six Months to Live," has a corpse preserved in a deep freeze for six months, and it's a comedy! There are some shows which are more conventional.

Despite the fact that sponsors are all leery of anything "offensive" to anyone in the viewing audience, the producers feel that the series will be sold (the Post will probably absorb part of the production cost on the first run, since it's, of course, excellent promotion for the magazine). Its interesting to speculate whether, if the series does get on the air, and results in enough comment and ratings, it will lead to a shift to stronger story lines among all dramatic programs.

Schmidt Keeps 'Trooper' Seg

NEW YORK—C. Schmidt & Sons brewers has renewed "State Trooper" for 52 weeks in six Eastern markets, on the heels of a 70-market renewal by Falstaff Brewing. Both were original sponsors of the MCA-TV series. "Trooper" is among the top 10 in over 100 markets, according to the latest American Research Bureau figures. A second batch of 39 stanzas is currently in production.

WGR-TV SELLS BUFFALO!

ABC AFFILIATE CHANNEL 2

Get
LOW, LOW, COST/M
from Peters, Griffin, Woodward, Inc.

On
THE HELEN NEVILLE SHOW
Personalities, Fashions and Household Hints

2:00-2:30 P.M. MON. thru FRI.

\$146,400 IN '56

'Typical Station' Profits Revealed

WASHINGTON — The typical U. S. television station spent about 37 per cent of its expense money for programming last year and showed a profit of \$146,400 before taxes. The figures are given in a financial survey being released to membership by National Association of Radio and Television Broadcasters (28).

Total broadcast revenue of the typical TV station was \$920,700 while total broadcast expense was \$774,300 for an operating ratio of 84.1 per cent, survey estimates. This would put program costs at about \$286,491 for average TV station in 1956. Survey is based on figures supplied by 218 stations out of 391 queried, making it a 56 per cent sample, says NARTB.

The typical broadcaster expects his 1957 revenue to increase 3.5 per cent over 1956, and his total expenses to rise 2.2 per cent, thus widening the profit margin.

National and regional advertisers provided 47 per cent of the sales dollar taken in by the station; 30 per cent came from local advertisers, 23 per cent from network sponsors, the survey claims. In addition to programming expenses, other expenses included 33 per cent for general and administrative costs, 18 per cent for technical costs, and 12 per cent for selling.

Revenues, expenses and profit margins all vary directly with the size of the market in which the station was located. Typical station in markets of more than one million population had revenue of slightly over \$3 million. In markets of less than 25,000 population, typical station grossed \$331,000.

The proportion of sales dollar derived from national and regional advertisers (non-networks) did not vary substantially by market size, the survey found. The proportion of total revenue from networks, however, was greater in larger markets, while the proportion from local advertisers was greater in smaller markets.

Total revenue of the typical TV station in 1955 was slightly above \$700,000 and 1957 expectations are for about \$960,000. Survey says expenses went from about \$650,000 in 1955 to about \$775,000 in 1956, and are expected to go to about \$790,000 in 1957.

Atlanta Pen Opens Series

ATLANTA—WSB-TV here has begun production of a documentary film series with a half-hour stanza shot within the walls of Atlanta Federal Penitentiary, written and narrated by staff announcer Ray Moore. Local viewers see it August 4, after which it will be made accessible to other stations, as will future episodes in the series which will concern themselves with such subjects as alcoholism, mental health, unwed mothers and juvenile problems.

Schlitz Reruns in 200th ABC Sale

NEW YORK—ABC Film Syndication last week racked up its 200th sale of "Schlitz Playhouse" reruns, being syndicated under the titles "The Playhouse" and "Herald Playhouse." Newest sales are Bulova Watch, KCRA, Sacramento; WCTV, Tallahassee, Fla.; KBES, Medford, Ore.; KXLY, Spokane; KEY-TV, Santa Barbara, Calif., and CKCK, Regina, Canada.

KRCA Buys NBC's 'Boots & Saddles'

HOLLYWOOD — NBC Film Division has made the first two deals for "Boots and Saddles" in the West, KRCA, Los Angeles, and KOMO, Seattle, taking the show subject to August 15 recall if a regional is signed in the meantime.

KRCA also bought another first-run telefilm series, "The New Adventures of Charlie Chan," from TPA.

PUT CAMERA IN YANK BLEACHERS

NEW YORK — Yankee fans are getting a pitcher's eye-view of the ball now that WPIX here has installed a field camera in the bleachers whose 25-inch telephoto lens affords a minute study of the baseball's flight from mound to home plate. The station, the team and sponsor P. Ballantine & Sons co-operated in a four-month test before the installation.

NICKLE OPINES

Sensitivity to Criticism More Acute in TV

HOLLYWOOD — Television is more sensitive to adverse criticism than any other media in history, and it is this factor which is currently responsible for many of the convulsions it is going thru. This is the opinion of Paul Nickle, former director of "Studio One" and other New York programs, who has now become a director of "Climax!"

Nickle believes there has been a steady emasculation of program content over the past few years, and that this is due primarily to the sensitivity of advertisers. If, for instance, a show gets a few letters criticizing it, there is immediately a hue and cry from the advertiser to tone down the content.

This, in his opinion, is one of the principal reasons why New York dramatic shows have gone into decline. He gives "Studio One" as an example.

Following the presentation of George Orwell's "1984," Westinghouse received several letters complaining that the show was too serious and tragic, and that they, the viewers, wanted to be entertained not educated. After that an edict went out against downbeat endings. When "War and Peace" was presented, there was a complaint that it was "communistic propaganda." From that point on the scripts became more and more innocuous and, Nickle thinks, "Studio One" went into its decline.

(The rating history of the program shows that ratings have declined steadily since 1953 when the drama was scoring in the low and middle 30's. This past season the rating has been around 19.0.)

Nickle is by no means unsympathetic to the sponsor, who is paying for the program to sell product, and does not want to offend potential customers. But he thinks that advertisers have gone so far as to defeat their own purpose: For fear of offending a few, they are losing many more that compose their audience.

The reason that dramas originating from Hollywood have stood up better than those from New York, he opines, is that producers on the West Coast have retained more interest in the vitality of the story, while those in the East have concentrated more and more on technique, and tended to lose contact with the viewing audience.

Derel Packages Herman Hickman

NEW YORK — Derel Producing Associates is packaging a second Herman Hickman series of 12-and-a-half minute episodes called "On the Line With Herman Hickman." The former coach will pick each week's winners during the football season. Rod Warren will produce for Derel.

Derel just completed a brace of pilot films on "Herman Hickman Sports Adventures."

'Decoy' Goes Syndie — For \$600,000 Lure

NEW YORK — Official Films' half-hour "Decoy" series is literally being exploded this week into the syndication field by a contractual blockbuster from the biggest buying combine of stations now scouting distributor circuits for new product.

Westinghouse TV outlets of Boston, Cleveland, San Francisco, Pittsburgh and Baltimore, in a friendly entente with non-competitive WPIX, WGN-TV and KTTV — and with Storer outlet WPFH-TV, Wilmington - Philadelphia, joining in for good measure — placed a whopping \$600,000 pre-release order with Official which virtually underwrites half of Pyramid Productions costs on the 39-episode series starring Beverly Garland in the role of a New York lady cop.

Spearheaded by Dick Pack of Westinghouse, who has been instrumental in launching such other half-hour series as "Casey Jones," the move underlines growing importance of station combines as a prime force in syndication. Hitherto syndicators have made the round of clients and agencies, selling regional deals until enough ad-

vertiser contracts were signed to provide a healthy financial backstop for general syndication release. The Westinghouse & Friends group has therefore snagged control of station placement of the "Decoy" series for several of the country's biggest markets with their \$600,000 buy.

Importance of the deal can also be measured on another yardstick — station coverage. A combination of all the TV homes under the video umbrellas of the nine TV outlets shows an eye-opening total of 16,300,000 families — almost 41 per cent of the TV homes in the country.

ARB RATINGS

KLZ Leads 3 Rivals in Denver Area

DENVER — According to the latest ARB ratings, KLZ-TV, the CBS outlet here, still tops its three competitors in program ratings, walking off with 27 of the top-rated 50 shows in this market of four commercial TV stations, one ETV, 24 radio stations, and a population of 780,000 with an estimated 192,900 TV homes.

The ARB survey reveals KOA-TV, the NBC outlet had 13 of the most popular shows while KBTU, the ABC affiliate, booked 10 of most popular. A more detailed breakdown indicated that of the top 10 syndicated packages, KLZ-TV held six while KOA-TV and KBTU had two each.

On the news front, KLZ-TV also walked out ahead of competition on its late afternoon newscast by Carl Akers, and again was consistently the highest for its 10 p.m. news-weather-sports show. All three competitors are throwing nighttime movies against the combination 30-minute show, but make little headway until 10:15 when the news and most of the weather is completed on KLZ-TV.

The audience balances out quits evening after the 10:30 p.m. time, but there is a noticeable reduction of the number of sets in use at that hour.

ABC Post to Lazarus

NEW YORK — Herb Lazarus, veepee and general counsel of American Broadcasting-Paramount Theaters, has been named secretary of the corporation, succeeding Bob O'Brien, who resigned to join Loew's, Inc.

WARNER BROS.' FEATURES

POPEYE CARTOONS

WARNER BROS.' CARTOONS

d.a.p. inc.
Distributors for Associated Artists
315 Madison Avenue
New York, N.Y. 10017
Production Corp.
NEW YORK

NEED A PART-TIME "RIGHT HAND!"

Available, evenings only, for typing, dictation, research, handling correspondence. Poised, fast, efficient. Background: Radio-TV, Music Biz, TV Film, Media Research, Advertising. References from top men in each. Write

BOX 110, The Billboard
1564 Broadway New York 36, N. Y.



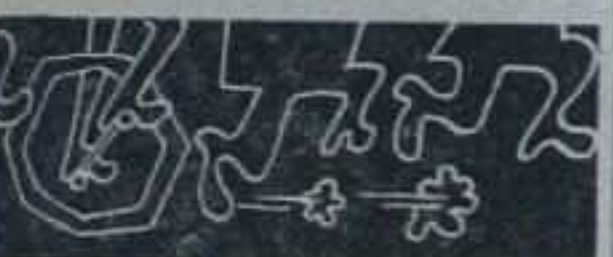
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY,
CREATIVITY
AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING
FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

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

Offices in principal cities throughout the United States

MCA-TV
Film Division

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
TRANSPORTATION			
Automobiles, Accessories, Equipment			
Chevrolet, Campbell-Ewald (Chevy Show, Dinal Shore Crossroads)	1 (80)	LA(C)	Van Praag
(Chevy Show, Crossroads)	2 (80)	LA(C)	Group Prod.
Pontiac, McManus, John & Adams	1 (60), 1 (50)		
	1 (10), 1 (20)	SA	Natl. Screen
Lincoln, Young & Rubicam		NA	Wilding
Union Carbide, J. M. Mathes		NA	Wilding
Chrysler, McCann-Erickson (Climax)	3 (30), 2 (45)		
	1 (90), 1 (40)		
	1 (25)	LA	Van Praag
Mercury, Kenyon & Eckhardt (Ed Sullivan)	2 (30), 2 (90)		
	1 (30)	LA	Van Praag
	1 (30)	FA	Van Praag
Dodge Div., Grant (L. Welk)	4 (120)	LA	Van Praag
American Motors, Rambler, Geyer (Disneyland)	1 (60)	LA, FA	Transfilm
Rambler, Geyer	1 (60)	LA, SA	Transfilm
U. S. Rubber, Safley-R Tires, Fletcher D. Richards	3 (60)	LA, FA, J	Transfilm
Greyhound Corp., Grey (Steve Allen)	2 (10), 1 (30)	LA	Transfilm
Oldsmobile, D. P. Brothers (Vic Damone)		LA, SA	Video
Goodyear Young & Rubicam		NA	Wilding
Timken, Roller Bearings, BBD&O	3(90)	FA, SM, LA (C)	Academy
Gasoline, Lubricants, Other Fuels			
Tidewater Oil, Tydol Gas, Buchanan	1 (60), 1 (20)	LA	Transfilm
Gulf Oil, Crest Gas, Y&R	1 (60)	FA, LA	Ray Patin
Socony Mobiloil, Compton	1 (60), 1 (20)	FA	Ray Patin
Ohio Oil, N. W. Ayer		NA	Wilding
Pure Oil, Leo Burnett		NA	Wilding
General Motors, Ball Bearings, D. P. Brother		LA	Video
Pennzoil, Fuller, Smith & Ross		NA	Wilding
Shell Oil, Gas and Service, J. W. T.	6 (60)	FA	Academy
Sinclair, Power, Morzy, Humm & Warwick	4 (20)	FA	Academy
DRUGS AND TOILETRIES			
Toiletries and Toilet Goods			
Bilova Watch, Electric Razor, Marschalk & Pratt	1 (60), 1 (30)		
	1 (20)	LA	Robt. Lawrence
Schick Shavers, Benton & Bowles	1 (60)	LA	Van Praag
	1 (20)	SA	Van Praag
Procter & Gamble, Prell, Benton & Bowles	1 (60)	FA	Academy
Halene Curtis, Tinden, Ed Weiss		NA	Sarra
Spray Net, Earle Ludgin		NA	Sarra
Hum Detergent, SSC&B	1 (60), 2 (20)	LA	Sound Masters
Hefene Curtis, Spray Net, Earle Ludgin	2 (60)	LA, SE	Hal Roach
Soave, Gordon Best	1 (-)	NA	UPA
Colgate Shave Cream, John Shaw	7 (-)	NA	UPA
Tweed Hair Spray, Gordon Best	1 (-)	NA	UPA

(To be continued next week)

Shirley Temple Doll Pushed Via Her Old Films

NEW YORK — A beautiful commercial friendship is about to be renewed between Ideal Toy Corp. and former moppet star Shirley Temple, now back in the limelight.

In a deal hatched by the Grey Agency, Ideal has signed for a one-third participation in four of Shirley's old films due to be aired this fall as "Holiday Specials" on an NTA film web line-up of approximately 100 stations, with Ideal's share of the total tab reportedly less than \$100,000.

Package will be used primarily by Ideal to spearhead the promotion of what the firm feels may be the hottest toy item on TV this season—a new updated version of the famous Shirley Temple Doll, to which Ideal has held merchandising rights ever since its launching rescued the firm from Depression-era bankruptcy in 1935. Shirley will receive about five per cent on sales of the dolls, expected to be about 125,000.

NTA "specials," to be selected from a backlog of some 20 Temple films lensed in the days when she wowed world-wide audiences with "Good Ship Lollipop," are currently set to air on Sunday afternoon slot October 20, November 3 and 17, December 8. NTA is closing deals currently for the remaining two-thirds sponsorship of the four-feature package with other advertisers.

Shirley is an astute business-woman despite the disarming dimples. She set her own deal with the toy firm, and is handling liaison with NTA. Like the Ideal dolls, she herself is a hot TV item this season, with a contract set recently by her to handle emcee chore on an NBC-TV fairy tale series in 1958.

Ideal has already talked to her about appearing in film commercials for use in the NTA "specials." Part of Ideal's license arrangement with her includes her appearance in merchandising promotions, so it's not unlikely she may become the first adult star in history to sell a replica of her childhood likeness via TV.

Fact that she hasn't already signed for TV commercials for Ideal is said to be based solely on her desire not to let TV audiences see her too often lest they tire of her.

Ideal also intends to pick up the tab, in co-sponsorship with Tootsie Roll, for one-shot network telecasting of the annual Thanksgiving Day Parade staged in New York by R. H. Macy. Commercials will feature the new Temple Doll.

Executives Shift As Tafts Move In

CINCINNATI — Realignment of executive personnel is following the purchase by Taft interests of WBRC-TV, Birmingham. Other stations owned by Radio Cincinnati, the Taft firm, are WTVN-TV, Columbus, O.; WKRC-TV, TV, Cincinnati, and part ownership of WBIR, Knoxville.

Hulbert Taft, Jr., president of Radio Cincinnati, heads the new group, called the Home Office, which will embrace over-all operations. Other executives are David G. Taft, Ken Church, Dorothy S. Murphy, William Hansher and Donald L. Chapin, all current company officers.

PROGRAMMING—
the key to successful TV advertising
THE BILLBOARD—
the key to successful programming

No Problem Clearing '52 Award,' UA Says

NEW YORK — United Artists last week flatly denied that its "52 Award Group" of post-1952 feature films was running into new TV title-clearing hassles for use by the 50-odd stations who have already signed deals worth an estimated \$3,000,000.

Rumor began, UA says, when a 1953 film, "Vice Squad" with Edward G. Robinson and Paulette Goddard, was yanked from the original group and replaced with a 1954 feature, "Shield for Murder" with Edmond O'Brien. UA admits this was done because a working agreement with film guilds had not been firm by the feature's producer. Yanking, however, set off some frantic phone calls from stations who had visions of blockbusters like "African Queen" and "Moulin Rouge" in the package being pulled back.

All others in the group, according to UA, are firmly set for TV use, with UA having made deals with original producers, talent with participation rights, and firms holding various distribution rights, and unions.

UA sales chief, John Leo, meanwhile, is continuing to pact new station deals for "52 Award Group," with such major outlets as WCAU-TV, Philadelphia, and WTOP-TV, Washington, included in last week's signing. Latter outlet intends to telecast in color the 27 features in the 52-title package which were originally lensed in various color processes.

With sales rolling well on the package, second launched by UA since it moved in on the TV field, a third and new package is now being built by UA for sales release some time this fall.

Altho most stations buy the entire UA packages, not all sales are for the full blocs, according to one UA source. Milwaukee's WTMJ-TV signed for "Sabre Jet" from the original 39-title group, then bought the rest, and Saginaw's WNEM-TV signed for only 12.

Imperial Films Buys Crosby Drama Segs

CHICAGO — Imperial World Films unburdened Bing Crosby Enterprises, Inc., of a catalog of 117 30-minute dramatic items which have completed a first-run round. Three series comprise the package, "Royal Playhouse," "Counterpoint" and "Curtain Call."

In addition, IWF took over the series emceed by Ken Murray, "Where Were You," documentaries about famous persons. Also, the deal included 13 episodes of "Abdullah and the Arabian Nights," an eight to 10-minute featurette in color and black and white designed for inclusion in kiddie shows.

Deal was negotiated by Basil Grillo, Bing Crosby veepee, and Sylvia Davis, Imperial prexy.

U. S. Film Shows Increase Sales in Canada by 60%

NEW YORK — Sales of U. S. film shows in Canada were 60 per cent higher in the past year than in the previous 12-month period, according to a report from ABC Film Syndication, which has compiled a six-market survey of Canada.

Nat Donato, ABC Film's Canadian rep, combined the survey with a lecture tour to audiences of station salesmen. He also sold "Douglas Fairbanks Jr. Presents" to Deluor Frozen Foods for seven Canadian markets.

5 New Offices For Telestar

NEW YORK — Telestar Films, new production-distribution company headed by Bernard L. Schubert, has opened five more offices and appointed seven execs, Raymond L. Hamilton, formerly of Flamingo Films, was named general sales manager. Wallace Laneton heads the New England division.

New offices and their managers are: Dallas, Ken Rowswell; Chicago, Charles McGregor; Pittsburgh, Ken Israel; Los Angeles, Julian Ludwig; and Atlanta, Bill McDonald.



The NEW adventures of CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.



Hurry! Markets are being reserved today! Wire or phone for private screening!
Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

Fem Oater, 'El Coyote,' on Way to Market

NEW YORK — Last agency-level pitches on RKO Television's "El Coyote Rides," a Western with a fem starring role, are due to be launched in mid-August, according to C. B. Manby, vice-president in charge of the firm.

Filed by Ken Murray in a co-production deal with RKO, the series is said by RKO to have been developed with the aid of considerable qualitative audience research, including use of data from A. C. Nielsen—a feature likely to aid in pitching the property at research-minded agencies.

Other RKO Television film properties in the development stage: "Mr. Big" by Paul MacNamara; "Malolo of the Seven Seas" by Jon Hall, and "Rails" and "Charter Pilot" by Ben Fox.

Leo Productions to Do Va. City Series

HOLLYWOOD — Deal has been concluded between Francis D. Lyon's Leo Productions and Lucius Beebe and Charles Clegg, editors of the Virginia City Territorial Enterprise, for a telefilm series based on the files of the paper. Paper was published from 1858 until 1916, then suspended publication until 1953.

'Indemnity' Series To Start Shooting

DALLAS — Production is expected to begin soon on a new vid-film series to star Richard Kiley. Titled "Indemnity," the film show will concern itself with the experiences of an insurance investigator. Producer is Joe Graham. No director or distributor has been set.

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PULSE FILM RATINGS for May

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46th St., New York, N. Y.

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

MAY RATINGS		AMONG WOMEN		AMONG MEN	
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Life of Riley (NBC)	19.2	1.	Beulah (Flamingo)	80
2.	Amos 'n' Andy (CBS)	8.6	2.	My Little Margie (Official)	77
3.	Susie (TPA)	8.1	3.	Life of Riley (NBC)	76
4.	Stu Erwin Show (Official)	7.2	3.	Life With Elizabeth (Guild)	74
5.	My Little Margie (Official)	6.9	3.	Stu Erwin Show (Official)	74
6.	Great Gildersleeve (NBC)	6.2	3.	Meet Corliss Archer (Ziv)	62
7.	Laurel and Hardy (Governor)	5.3	3.	Life With Elizabeth (Guild)	61
8.	Ray Milland Show (MCA)	4.5	7.	Bay Milland Show (MCA)	58
9.	Meet Corliss Archer (Ziv)	3.4	8.	Great Gildersleeve (NBC)	53
10.	My Hero (Official)	3.1	9.	Amos 'n' Andy (CBS)	53

Syndicated Film Mystery Shows

MAY RATINGS		AMONG WOMEN		AMONG MEN	
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	18.4	1.	Highway Patrol (Ziv)	85
2.	Badge 714 (NBC)	14.6	2.	Mr. & Mrs. North (Schubert)	84
3.	San Francisco Beat (CBS)	11.9	2.	Mr. District Attorney (Ziv)	81
4.	Code 3 (ABC)	11.6	2.	San Francisco Beat (CBS)	80
5.	Mr. District Attorney (Ziv)	9.5	5.	City Detective (MCA)	79
6.	City Detective (MCA)	8.5	5.	Code 3 (ABC)	79
7.	Racket Squad (ABC)	7.0	6.	Lone Wolf (MCA)	79
8.	Public Defender (Interstate)	6.9	5.	Public Defender (Interstate)	79
9.	Boston Blackie (Ziv)	6.0	5.	San Francisco Beat (CBS)	79
10.	The Whistler (CBS)	5.7	10.	Racket Squad (ABC)	77

'Kangaroo' in New Fields; Still Growing

NEW YORK — "Captain Kangaroo," the CBS-TV morning show, is experiencing a prosperous second year as a merchandising property. The number of licenses has grown from 15 in March, 1956, to 29 in June, 1957, and products from 54 to 115.

In 1957 "Kangaroo" added 14 new manufacturers in addition to those renewing. Among the new licensees are the Ideal Toy Company, and top manufacturers of balloons, wooden puzzles, boxed playsuits, novelty toys, stereoptic reels and children's records.

Simon & Schuster is reprinting the first of two "Kangaroo" Golden books, the Whitman Publishing Company a second coloring book, and the Dell Publishing Company a third comic book. Among the new fields being tapped by "Kangaroo" is clothing, with T-shirts, sweat shirts, sleepers, flannel shirts, raincoats and jackets being mar-

'CODE 3' PULSE 9.6 FOR JUNE

NEW YORK — Inadvertently, one of the top-ranked syndicated film shows in the New York market was omitted from the Pulse Local Rating Chart in The Billboard last week.

"Code Three," the ABC Film series, came up with a 9.6 rating in June, in its 10:30 p.m. airing via WRCA-TV. This was good enough to tie as second highest syndicated rating of the month in this market, deadlocked with MCA-TV's "If You Had a Million," which airs via WCBS-TV at 7 p.m. Saturdays. Top-ranked syndicated show in New York during June was Ziv's "Highway Patrol," with a 13.8 via WRCA-TV, stripped at 7 p.m.

Merchandising activities are being handled by Marvin H. Sugarman, of Mitchell Hamillburg agency, and Sydney Rubin of CBS TV Enterprises.

PULSE LOCAL RATINGS FOR JUNE

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

BIRMINGHAM	BOSTON	CHICAGO
<p>2 TV STATIONS—148,900 TV HOMES Population—612,700 (31st in U. S.) Buying Income—\$889,489,000 (41st) Retail Sales—\$607,803,000 (44th) Food Sales—\$142,033,000 (40th) Drug Sales—\$16,699,000 (53d) Automotive—\$141,745,000 (32d) Above figures include following counties: Jefferson.</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WBRC, T. 45.5 2. \$64,000 Challenge, WBRC, Su. 40.3 3. I've Got a Secret, WBRC, W. 40.0 4. Red Skelton, WBRC, T. 37.3 5. Gunsmoke, WBRC, S. 37.0 6. Ed Sullivan, WBRC, Su. 36.5 7. Phil Silvers, WBRC, T. 35.3 8. What's My Line? WBRC, S. 35.0 9. Studio One, WBRC, M. 34.8 10. Perry Como, WABT, S. 34.1 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. CBS News, WBRC, M-F. 19.0 2. Mystery Playhouse, WBRC, M-W, F. 18.8 3. Alabama Newscast (6 p.m.), WBRC, M-F. 18.1 4. Dinner Theater, WABT, M-F. 15.9 5. NBC News, WABT, T-F. 14.9 6. Circle 6 Theater, WBRC, M-F. 14.1 7. Circle 6 Ranch, WBRC, M-F. 13.8 8. News, Sports, Weather (6:30 p.m.), WABT, M-F. 13.6 9. Uncle Bill-Spokey, WBRC, M-F. 13.6 10. Mickey Mouse Club, WABT, M-F. 13.5 <p>TOP FEATURE FILMS</p> <p>Once-Weekly</p> <ol style="list-style-type: none"> 1. Starlite Theater, WABT, Su. 10:00-11:00 15.3 2. Million \$ Movie, WBRC, S. 10:30-12:00 mid. 14.6 3. Premiere Performance, WBRC, Su. 2:00-3:30 13.7 4. Luncheon Matinee, WBRC, Su. 12:00-1:00 12.3 5. Big Picture, WBRC, Su. 10:30-12:00 mid. 8.3 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Hollywood Hit Parade, WABT, M-F. 11:00-12:30 a.m. 6.9 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. State Trooper (MCA), WBRC, T. 8:30 38.3 2. Highway Patrol (Ziv), WBRC, T. 9:30 32.3 3. Sheriff of Cochise (NTA), WBRC, F. 8:30 31.8 4. Whistler (CBS), WBRC, F. 8:00 29.8 5. Dr. Hudson's Secret Journal (MCA), WABT, W. 8:30 28.0 6. Dr. Hudson's Secret Journal (MCA), WABT, W. 8:30 28.0 6. San Francisco Beat (CBS), WBRC, Th. 9:00 27.8 7. Whirlybirds (CBS), WBRC, Th. 8:30 26.8 7. Martin Kane (Ziv), WBRC, T. 7:00 26.8 9. Stage 7 (TPA), WBRC, Th. 8:00 25.0 10. Crusader (MCA), WBRC, F. 10:00 24.5 11. Men of Annapolis (Ziv), WABT, Th. 9:30 24.0 12. Science Fiction Theater (Ziv), WBRC, Th. 7:30 23.8 13. Dr. Christian (Ziv), WBRC, W. 10:00 23.5 14. Badge 714 (NBC), WBRC, M. 10:00 22.0 15. Unexpected (Ziv), WABT, T. 8:30 19.8 16. Code Three (ABC), WBRC, Th. 10:30 19.5 16. Crosscurrent (Official), WABT, S. 9:00 19.5 18. Waterfront (MCA), WABT, W. 10:30 17.5 	<p>2 TV STATIONS—873,200 TV HOMES Population—2,991,300 (6th in U. S.) Buying Income—\$5,472,790,000 (7th) Retail Sales—\$3,762,581,000 (6th) Food Sales—\$927,203,000 (6th) Drug Sales—\$114,673,000 (6th) Automotive—\$595,532,000 (16th) Above figures include following counties: Essex, Middlesex, Norfolk, Suffolk.</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. I've Got a Secret, WNAC, W. 36.5 2. Gunsmoke, WNAC, S. 36.2 2. I Love Lucy, WNAC, M. 36.2 4. Jerry Lewis, WBZ, S. 35.5 5. Climax! WNAC, Th. 35.2 5. Millionaire, WNAC, W. 35.2 7. Ed Sullivan, WNAC, Su. 34.3 8. December Bride, WNAC, M. 33.9 9. Groucho Marx, WBZ, Th. 33.0 10. Godfrey's Talent Scouts, WNAC, M. 32.9 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, WNAC, M-F. 21.0 2. News, Weather (7 p.m.), WNAC, M-F. 13.7 3. Boston Movie Time, WBZ, M-F. 13.3 4. Puff Page, WNAC, M, W, F. 13.2 5. Queen for a Day, WBZ, M-F. 13.0 6. NBC News, WBZ, M, T, Th, F. 12.5 7. Nightly Newscast (6:45 p.m.), WBZ, M-F. 11.3 8. Captain Kangaroo, WNAC, M-F. 11.0 9. Arthur Godfrey, WNAC, M-Th. 10.9 10. Guiding Light, WNAC, M-F. 10.8 <p>TOP FEATURE FILMS</p> <p>Once-Weekly</p> <ol style="list-style-type: none"> 1. Saturday Show, WNAC, S. 5:00-6:00 14.5 2. Movie, WBZ, Su. 5:30-7:00 13.5 3. Saturday Movietime, WBZ, S. 5:30-7:00 12.9 4. Million \$ Movie, WNAC, S. 1:30-3:00 12.0 5. Action Theater, WNAC, S. 3:00-4:30 11.4 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Boston Movietime, WBZ, M-F. 4:45-6:30 13.3 2. Double Feature, WBZ, S. Su. 2:00-4:30 12.4 3. Stars in the Night, WNAC, T-F. 11:30-12:00 mid. 10.6 4. Hollywood Playhouse, WBZ, M-F. 1:00-2:30 9.7 5. Late Show, WNAC, S. Su. 11:30-12:00 mid. 9.3 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Count of Monte Cristo (TPA), WNAC, T. 8:30 24.9 2. Combat Sergeant (NTA), WNAC, S. 8:30 22.9 3. Frontier (NBC), WNAC, F. 10:30 21.5 3. Annie Oakley (CBS), WNAC, Su. 5:00 21.5 5. Dr. Hudson's Secret Journal (MCA), WNAC, T. 10:30 21.2 5. State Trooper (MCA), WNAC, Su. 10:30 21.2 7. Sheriff of Cochise (NTA), WNAC, S. 6:00 20.5 8. Waterfront (MCA), WNAC, Su. 7:00 19.9 9. Big Playback (Screen Gems), WBZ, F. 10:45 19.3 10. Long John Silver (CBS), WNAC, Th. 8:00 18.9 11. Superhero (Flamingo), WNAC, F. 6:30 18.2 12. Badge 714 (NBC), WNAC, W. 6:30 18.0 12. Greatest Drama (RKO), WNAC, T. 7:15 18.0 	<p>4 TV STATIONS—1,791,700 TV HOMES Population—6,150,900 (2d in U. S.) Buying Income—\$13,380,431,000 (2d) Retail Sales—\$8,161,023,000 (2d) Food Sales—\$1,720,971,000 (3d) Drug Sales—\$255,124,000 (2d) Automotive—\$1,344,473,000 (3d) Above figures include following counties: Cook, Du Page, Kane, Lake, Wells, Ill.; Lake, Ind.</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WBBM, T. 39.2 2. What's My Line? WBBM, Su. 33.5 3. Perry Como, WNBQ, S. 32.0 4. I Love Lucy, WBBM, M. 31.5 5. Your Hit Parade, WNBQ, S. 31.0 6. Red Skelton, WBBM, T. 30.5 7. Groucho Marx, WNBQ, Th. 30.0 8. Burns and Allen, WBBM, M. 29.5 8. Ed Sullivan, WBBM, Su. 29.5 8. Person to Person, WBBM, F. 29.5 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, WBBM, M-F. 20.8 2. News Roundup (10 p.m.), WBBM, M-F. 17.8 3. Susan's Show, WBBM, M-F. 15.7 4. In Town Tonight, WBBM, M-F. 14.7 5. Arthur Godfrey, WBBM, M-F. 12.5 5. Art Linkletter, WBBM, M-F. 12.5 7. Captain Kangaroo, WBBM, M-F. 12.0 7. Lost, Weather, News (8:45 a.m.), WBBM, M-F. 12.0 9. News/Sentinel (6 p.m.), WBBM, M-F. 11.9 10. Queen for a Day, WNBQ, M-F. 11.7 <p>TOP FEATURE FILMS</p> <p>Once-Weekly</p> <ol style="list-style-type: none"> 1. Best of M-G-M, WBBM, S. 10:00-12:00 mid. 26.0 2. Community Playhouse, WGN, F. 10:00-12:00 mid. 19.6 3. Western Film, WNBQ, S. 1:00-4:00 15.4 4. Courtesy Theater, WGN, Su. 10:00-11:15 13.3 5. Movie 5, WNBQ, Su. 9:30-12:00 mid. 12.3 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Early Show, WBBM, M-S. 4:30-5:30 10.4 2. Late Show, WBBM, M-F, Su. 11:00-12:00 mid. 8.7 3. Movie 5, WNBQ, M-S. 4:30-6:00 8.6 4. Movietime USA, WBBM, M-F, Su. 10:00-11:15 8.4 5. 8 o'Clock Theater, WGN, S, Su. 8:00-9:15 5.0 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Gene Autry (CBS), WBBM, S. 6:00 19.3 2. Sheriff of Cochise (NTA), WNBQ, F. 7:30 17.2 3. State Trooper (MCA), WNBQ, W. 9:30 16.7 3. City Detective (MCA), WGN, F. 9:30 16.7 5. Annie Oakley (CBS), WBBM, S. 5:30 15.5 5. Cowboy G-Men (Flamingo), WNBQ, S. 6:00 15.5 7. Dr. Hudson's Secret Journal (MCA), WNBQ, S. 10:00 14.5 7. Highway Patrol (Ziv), WGN, F. 8:00 14.5 9. Star Performance (Official), WBBM, S. 9:30 14.0 10. Death Valley Days (U. S. Borax), WNBQ, M. 9:30 13.5 11. Silent Service (NBC), WNBQ, T. 9:30 12.7 12. Studio 57 (MCA), WBBM, M. 9:30 12.2 13. Superman (Flamingo), WGN, F. 6:00 11.5

STATION SIGNALS

NEW MIAMI OFFICE

George Chamberlin and Arthur Poppenberg have left WTVJ, Miami, to head the new Miami office of Henry Quednau, Inc., advertising... WTIC-TV, Hartford, Conn., begins its regular daily schedule early in September, with no web affiliation yet announced... A. Gus Vanderheyden has joined the sales staff of WNDU-TV, South Bend, Ind. ... WANE-TV, Fort Wayne, has named John Keenan director of sales.

Two 17-year-old students were selected competitively to study at WNBC and WKNB, NBC's stations in West Hartford, Conn. ... The Nebraska Heart Association has appointed Connie Cook, WOW-TV commentator to its newly - formed Committee of

Women Broadcasters. ... Jack Jackson, director of agriculture for KCMO-TV, Kansas City, has resigned to become director of information for the National Grange in Washington. ... Gerald Krell, first recipient of the annual scholarship established by Connecticut Broadcasters Association, has joined the promotion staff of WNBC and WKNB. ... Bob Lemon has resigned as general manager of WWTW, Indianapolis.

TIME BUYERS' GUIDE

NBC Spot Sales has just issued its fifth annual Radio-TV Contract Chart, a time-saver for time buyers. ... KPIX, San Francisco, has appointed Dr. David W. Parker as educational director. ... Les Lampson leaves KFDX-TV Wichita Falls, Tex., to join the an-

nouncing staff of KOTV-TV, Tulsa, Okla. ... Joe Evans, KFJZ-TV local sales manager, has been upped to national sales manager for the Fort Worth station. Bill Terry, promotion manager, will fill Evans' former post.

Storer Broadcasting Company has declared a quarterly dividend of 45 cents per share of common stock. ... WTVT, Tampa, opens a Central Florida news bureau in Lakeland, Fla., next week. ... WPIX, New York, KTTV, Los Angeles, and WNAC, Boston, have contracted for Sterling Television's new package of 52 Abbott and Costello half-hours. KPIX reports its "Picnic Parties" its top summer promotion success, demonstrating same with cartoon spots thru Labor Day.

Newsweek has purchased a substantial minority interest in KFSD-TV, San Diego, Calif., subject to Federal Communications Commission approval.

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.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Altho they

thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "A" points out programs originating in an overlap market, yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

CLEVELAND

3 TV STATIONS—484,100 TV HOMES
Population—1,616,800 (11th in U. S.)
Buying Income—\$3,597,116,000 (10th)

DETROIT

4 TV STATIONS—986,700 TV HOMES
Population—3,518,600 (5th in U. S.)
Buying Income—\$7,386,946,000 (5th)

PHILADELPHIA

3 TV STATIONS—1,160,300 TV HOMES
Population—4,076,300 (4th in U. S.)
Buying Income—\$7,695,112,000 (4th)

ST. LOUIS

3 TV STATIONS—560,200 TV HOMES
Population—1,849,000 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)

SAN FRANCISCO OAKLAND

5 TV STATIONS—805,200 TV HOMES
Population—2,613,100 (17th in U. S.)
Buying Income—\$5,696,328,000 (6th)

- TOP NETWORK SHOWS
1. I Love Lucy, WJW, M.43.9
2. Wyatt Earp, WEWS, T.40.9

- TOP NETWORK SHOWS
1. Wyatt Earp, WXYZ, T.32.0
2. Playhouse 90, WJBK, Th.30.6

- TOP NETWORK SHOWS
1. Perry Como, WRCV, S.33.9
2. Jerry Lewis, WRCV, S.33.8

- TOP NETWORK SHOWS
1. I Love Lucy, KWK, M.40.5
2. Perry Como, KSD, S.33.6

- TOP NETWORK SHOWS
1. Groucho Marx, KRON, Th.40.9
2. Dragnet, KRON, Th.37.9

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WEWS, M-F.22.4
2. Reporter, Sports Final (11 p.m.), WJW, M-F.13.9

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WXYZ, M-F.19.0
2. Popeye, CKLW, M-F.18.4

- TOP MULTI-WEEKLY SHOWS
1. News, Weather (11 p.m.), M-F.16.4
2. Guiding Light, WCAU, M-F.15.4

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, KWK-13.9, KTVI-4.5, M-F.18.4
2. News, Weather (6 p.m.), KWK, M-F.12.7

- TOP MULTI-WEEKLY SHOWS
1. Queen for a Day, KRON, M-F.17.4
2. NBC News, KRON, M-F.15.1

- TOP FEATURE FILMS
Once-Weekly
1. Lela's Premiere Theater, WJW, S-11:15-12:00 mid.13.6

- TOP FEATURE FILMS
Once-Weekly
1. Hollywood Showcase, WJBK, S-9:30-11:0014.1

- TOP FEATURE FILMS
Once-Weekly
1. Movie 3, WRCV, S-11:00-12 mid.11.9

- TOP FEATURE FILMS
Once-Weekly
1. Ist. Run Theater, KWK, S-10:00-11:0018.1

- TOP FEATURE FILMS
Once-Weekly
1. Major Movie, KRON, F-10:00-11:3017.4

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJW, T-10:3027.7

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJBK, T-9:3027.2

- TOP SYNDICATED FILMS
1. Superman (Flamingo), WCAU, M-7:0021.5

- TOP SYNDICATED FILMS
1. Death Valley Days (U. S. Boras), KWK, S-9:3026.4

- TOP SYNDICATED FILMS
1. Search for Adventure (Bag-nall), KPX, Th-7:3021.5

CNP Stresses Drama in 2 Outdoor Films

NEW YORK — According to California National Productions it is developing a new form, dramatic shows with adventure backgrounds, in its two new series, "Union Pacific" and "Boots and Saddles—The Story of the Fifth Cavalry." Emphasis is on character, emotion and reaction in both the railroad and Army settings.

SHORT SCANNINGS

Foot: Cone & Belding has named Roland W. Taylor, the agency's New York manager, as its new president. . . . Norman, Craig & Kummel have appointed Sidney Lerner and Anne Tolstoi Foster copy group supervisors and Gerard Shapiro senior account executive.

ing Picture Service in New York. . . . Ken Buckridge of William Esty Company and Frank D. Jacoby of Metropolitan Educational TV Association have been appointed to the radio-TV faculty of New York University. . . . Sylvia Spence, former director of the Robert E. Sherwood Awards for the Fund for the Republic, opens her own office as an awards consultant this fall. . . . As part of the NBC deal to supply West of Wales TV in Britain with management services during its development period, Robert Myers, top NBC-International exec, has been assigned to the West of Wales staff in London.

Richard H. Rogers has become an account exec for Modern Talk-

Raymond Scott, identified for seven years with "Your Hit Parade," will serve as music director for three Allied Artists feature

films to be produced by Harold Robbins. . . . Jack Benny will headline a 90-minute Spectacular on BBC-TV in London, August 28. . . . George Antheil, noted classical composer, will provide the musical scores for "The Twentieth Century," CBS-TV documentary series debuting October 20.

Bob Cummings will emcee the seventh annual reunion of the Night Fighter Association in Washington August 3. Arthur Godfrey, Dave Garroway and Milt Caniff will be among the 2,000 World War II pilots attending. . . . Thomas B. McFadden, NBC veepee for owned stations and spot sales, has been named Radio-TV chairman for the upcoming Muscular Dystrophy Association campaign.

Lupton, Fisher Form PMC, Do Grid Recap

NEW YORK—David W. Lupton and Florence Fisher have

Lincoln Series in Search for Actor

HOLLYWOOD—Roland Reed is prepping a dramatic series on the life of Abraham Lincoln. The producer is looking for an actor to portray Lincoln, after which pilot will be filmed here for winter selling.

Also on the pilot front, Ann Miller has been set for the leading role of "The Feminine Touch," romantic comedy being auditioned by MGM-TV.

formed PMC Productions, a packaging firm with offices here. PMC's first offering, aimed at New York, is a half-hour film recap show of the New York Football Giants. The previous games of the current world champions will be emceed by gridiron stars Kyle Rotz and Frank Gifford.

The Billboard Scoreboard

TV PROGRAM REVIEWS

CIVIL RIGHTS DEBATE

'Big Issue' Is Major Contribution by TV

By LEON MORSE

The Big Issue (Net)
 Producer-moderator, Lawrence Spivak. Director, Frank Slingland. Senators: Paul H. Douglas, Jacob Javits, John McClellan and Richard Russell. Reporters: Frank van der Linden, May Craig, Jack Bell and William Lawrence. Sustaining via the NBC-TV network. (NBC-TV, 10-11 p.m., EDT, July 23)

NBC-TV's hour presentation of "The Big Issue," a discussion by four Senators of the issues at stake in the controversial civil rights bill, was a major contribution to the nation's understanding. The program could easily be developed into a series and would perform the highest kind of public service.

For the bill were Senator Jacob Javits of New York, and Paul Douglas of Illinois; against it were Senators John McClellan of Arkansas and Richard Russell of Georgia. They were given five minutes for individual speeches and three minutes was given for a rebuttal by each side. Following the first half hour, four of the nation's top Washington reporters were allowed to throw questions at the Senators. It was the second section of the program which offered a great deal of revelation as to the character of many of the Senators.

Viewers in the first half hour saw four unmistakably sincere men who presented both sides of what undoubtedly is a thorny question. They learned that pro-

\$64,000 Question (Net)

CBS-TV, Tuesday (23), 10-10:30 p.m., EDT (Caught again).

Ginger Rogers made a stunning entrance in a sheath dress, unaware she was the victim of a plot to make the absent Hal March look terrific by contrast. She struggled valiantly with introductions, questions and chatter, but lost every round, forgetting and mispronouncing a dozen words, calling two wrong answers right and behaving as if she were completely unrehearsed. That's going too far to prove the show is spontaneous.

Robbed of its pace and mood, the show seemed ordinary, despite yeoman work by Ben Feit. The contestants tossed off their laugh lines with aplomb, but it was downhill all the way. The lovely Miss Rogers must have been as relieved as the viewers when Lynn Dollar interrupted to close the stanza . . . and furious at whoever talked her into being a guest fessce.

Bob Bernstein.

Stars of Jazz

KABC-TV, Los Angeles, Monday, (22), 10:30-11 p.m., PDT (Caught again).

In a quiet, unassuming way, "Stars of Jazz" has become a solid success as a local show in the year or so it has been on the air. It tends to prove that a program catering to a specialized audience can find its own niche on TV.

Much of the reason for the success is Bobby Troup, who hosts the program in scholarly fashion, conversing on jazz in an erudite yet not pedantic manner.

The show also draws top guests from the music world, the half-hour reviewed having the Conley Graves trio and Connie Raines, who did a medley of numbers from the Dorsey era.

Production is excellent, the low-key lighting creating just the right mood. Altho sets are kept simple, shots are varied and imaginative enough to keep the pace from bogging down. Bob Spelman.

ponents of the bill believe it would restore Negro voting rights in the South. Opponents believe that the controversial Section Three of the civil rights bill would deny Southerners the important privilege of trial by jury.

May Craig of the Portland, Me., Press-Herald; Frank Vander Linde of the Nashville Banner; Jack Bell of the Associated Press and William Lawrence of the New York Times were the questioners. Senators Javits and Russell repeatedly clashed in this section of the program. Lawrence accused Senator McClellan of "dancing around the periphery" instead of answering a question about whether Negroes in the South were denied their voting rights.

The fireworks, the engaged partisanship, may have resulted in stimulating thought on the issues raised. Such thought is central to American Democracy, if it is to remain vitalized. When TV contributes toward making better citizens, it becomes a medium which more than justifies its existence.

Morey Amsterdam Show

Cast: Morey Amsterdam, Jan Rudell. Directed by Robin Clark. Musical Director, Tony Romano. Written and produced by Morey Amsterdam. Participating sponsorship. (KTLA, Los Angeles, 11-12 p.m., PDT, Monday to Friday.)

Long-time nitery comic Morey Amsterdam has gone television, somewhat a la Steve Allen's "Tonight," carrying an hour-long strip show Monday to Friday on KTLA. Amsterdam doesn't have Allen's sophistication and his main appeal is probably to a low to middle-brow audience. He doesn't have Allen's NBC resources either but, much to his credit, writing and producing the show himself, wrings a lot of entertainment out of the herculean task.

Much of his material is old and some has not yet thawed out of the deep freeze, but a great deal of it is also witty. With very little help, Amsterdam does almost an hour of stand-up folksy routine. Now and then Tony Romano breaks in with some music or Jane Rudell chips in with a tune—there's even a guest artist on occasions—but basically it's Amsterdam's show to carry. It's quite likely that he's developing his own gathering of loyal viewers.

Fred Waring Show (Net)

Host, Fred Waring. Producer, Red Wing Productions in association with CBS-TV. Director, Clarence Schimmel. Sponsors, participating. (CBS-TV, July 23, 10-10:30 a.m., EDT)

The dependable Fred Waring offered a pleasant morning entry as a six-week Garry Moore replacement. Missed cues were strewn about with abandon, but the music-and-chat series can take it. On the rolling lawns of Shawnee Country Club in Pennsylvania, nature contributed equally with expert caretakers to provide a marvelous setting for the show.

The orchestra, glee club and soloists of the Waring troupe were as tuneful as ever, but too much time was devoted to rehearsed ad libs between "amateur" musicians and the pro staff, with one lad getting a piano lesson on camera which would have made Liberace blush. The general feeling the show creates, however, is friendly charm, and that Shawnee pool certainly looks inviting.

Bob Bernstein.

Action, Tonight (Net)

Cast includes Ross Elliot, Dorothy Green, Onslow Stevens and Chick Chandler. Produced by Revue Productions. Sponsored by American Tobacco and General Motors' Buick Division thru Batten, Barton, Durstine & Osborn and the Kudner Agency. (NBC-TV, Monday 8:30-9 p.m., EDT July 22.)

"The Woman on the Bus," a selected repeat in the "Action Tonight" series which replaces "Wells-Fargo" for the summer, was an expertly wrought half-hour of suspense.

The story was about a family in the country which gets into trouble by taking in a girl who is waiting for a bus. Two thugs appear and threaten to burn the house down in an attempt to find out where the girl is hiding. When things get too sticky, the girl appears and sacrifices herself so that she can save the family.

The script was well-acted and cast. As the gunmen, Chick Chandler and Onslow Stevens were excellent. Ross Elliot as the male of the house gave another top flight characterization. Leon Morse.

Date With the Angels (Net)

ABC-TV, Friday (19), 9-10:10 p.m., EDT (Caught again).

This pleasant situation comedy hasn't developed any new wrinkles, but hewing to the traditional line doesn't diminish its general appeal. Betty White and Bill Williams, who needed no time to work into their young married roles, are attractive and amusing people with whom a half-hour visit is easy fun.

Latest episode found the Angels battling over the matchmaking of a charming widow with a bachelor obstetrician, Vicki Angel (Miss White) naturally won out and the couple were brought together at a merry barbeque. Gage Clark was excellent as the innocent doctor, with Russell Hicks a big plus in his regular stint as Angel's employer.

Plymouth would do itself a favor if it got Miss White to deliver the commercials. Her affable sincerity and twinkle are easier to take and more of an influence than those slick, musical comedy production numbers. Bob Bernstein.

Hellman, Two Others Form Talent Agency

NEW YORK—Jerome Hellman Associates, a new talent management agency, has been formed by Jerry Hellman and Marian Searchinger, execs at Ashley-Steiner Agency, and casting director James Merrick. Office will package properties for TV, motion pictures and legit as well as agenting for talent.

Jaffe Packaging Hits \$12 Mil Gross

NEW YORK—The Henry Jaffe packaging operation is moving along in high gear, with its gross business for next season already about \$12,166,000. Jaffe's Dinah Shore series for Chevrolet will run \$7,216,000 for 52 hour programs, the 16 Shirley Temple-hosted fairy tales will total \$2,700,000 for Breck-American Dairy and Hill Bros., Texaco's six "Command Performance" American Theater Wing spectaculars will run another \$1,350,000, and Jaffe's three Las Vegas spectaculars for Exquisite Form another estimated \$900,000.

As a packaging combine, Jaffe's is unique because of its roots in showbusiness, connections with talent, and concentration on class programming, both spectacular and weekly. Now Jaffe is beginning to build himself a staff of top

ALCOA HOUR

'He's for Me' Tidy, Lively Musicomedy

By CHARLES SINCLAIR

The Alcoa Hour (Net)
 NBC-TV, Sunday (21), 9-10 p.m., EDT (Caught again).

"He's for Me" neatly reversed the TV trend to larger and fancier musical drama to provide a fast-moving hour of summer musicomedy fare in the live Alcoa series. Staged as a sort of vest-pocket version of "My Sister Eileen," Michael Dreyfuss' book paired off Roddy McDowall and Larry Blyden as bachelor roommates, and Jane Kean (subbing for Elaine Stritch, originally scheduled) and pretty newcomer Joan Hovis as bachelor girls living next door. With two dancers featured in a dream sequence, this was the entire cast.

Storyline was in the lightweight class—but no more so than many of the pretentious 90-minute "spectaculars" of recent memories. The boys, it seemed, were anxious to break the ice. Meeting romantically in the basement laundromat, Roddy finally struck up enough courage to date Joan. Larry almost immediately got into a scrap with Jane. As one romance flowered, the other flared up in musical arguments. Finally, all was

Floor Waxer Enters TV in 50 Markets

NEW YORK—The Shetland Company of Lynn, Mass., manufacturer of floor waxers, is taking the TV plunge for the first time in September with a 50-market campaign of one-minute participations in feature films, syndication strips and other local-level shows. Kickoff drive will be an eight-week affair.

The TV effort will spearhead a move by Shetland to broaden the low saturation—around 6 per cent—achieved in U. S. homes by all electric floor waxers. Shetland's newest model also buffs floors and shampoos rugs, and the firm hopes to use TV's visual impact to make its \$49.95 appliance a companion piece to vacuum cleaners.

Spot campaign is being handled by TV-minded Product Services, Inc., which landed the account from agency Callaway Associates, of Boston, about three weeks ago.

production and programming executives. Producer Bob Banner is being dickered for, with John Cally hired away from NBC's programming department to handle administration along with Alvin Cooperman, another NBC programming executive who has already joined the organization.

WABD to Telecast Labor Hearings

NEW YORK—WABD here will be the only New York outlet televising the Senate Labor Rackets Investigation hearings, starting Wednesday (31) and continuing for about three weeks. Origination will be from WITG in Washington, sister station in the Du Mont Broadcasting Corporation.

straightened out, with both pairs happily altar-bound.

Spinning these frothy problems was a lyrical score of 10 original numbers by Michael Brown, of which the title-song "He's for Me," and the bouncy "Dollar and a Quarter and a Dime" (the state of Roddy's finances on his evening out with Joan) registered well.

The small cast was uniformly high-spirited and competent. Particularly fetching was Joan Hovis, who looks and sings like a younger edition of Mary Martin and who was a nifty choice for the ingenue role as the little girl in the big city. Jane Kean balanced nicely in the kind of part that always seemed to be filled by Eve Arden when enacted before Hollywood cameras. The male counterparts of these roles were ably handled by Messrs. McDowall and Blyden, with former child star Roddy revealing a surprising flair for the timing and styling of musicomedy.

James Starbuck's choreography was somewhat marred by its resemblance to efforts by Agnes De Mille, but carried the story forward smoothly. Philip Barry Jr., produced and Herb Hirschman directed.

Execs Blast Scare Story

• Continued from page 2

penditures being contracted for by sponsors in the coming season. For example, next season Chevrolet will spend \$158,000 an hour on NBC-TV, Sundays 9-10 p.m. for the Dinah Shore Show, exclusive of time.

Costlier Shows

Goodyear and Alcoa reportedly are spending over \$50,000 weekly for the dramatic show they now are programming in the Sunday hour, before time. This upgrading of program purchasing is particularly true on ABC, where virtually all the low cost quiz shows have been moved out, and more expensive programs brought in as replacements.

Top executives in several advertising agencies maintained that there was virtually no prime time period available for sale on any of the networks. By prime time they were referring to the hours between 8 and 10:30 p.m. There are, of course, some alternate week openings available during these hours on the webs, but in all cases the program has already been half bought by another sponsor. Sole free ball is NBC's "Wagon Train," Wednesday 7:30-8:30, but sponsors buying it will clash with both "Disneyland" and reruns of "I Love Lucy," a combination of double-trouble.

One of these agency executives, however, maintained that the webs would ultimately have to make some concessions to sell marginal evening hours, that is, 7:30-8 and 10:30-11, where softness is in evidence. He felt that the time costs of these half hours would either be cut or sponsors would be allowed to cancel more readily. Sponsors see the 7:30-8 hour as a poor buy during the summer.

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

LIEBERSON SOUNDS COL. MEET KEYNOTE

MIAMI BEACH—"We must be as flexible as possible and take advantage of every market opportunity," stated Coddard Lieberson, Columbia Records president, in an interview here on the eve of the company's annual sales convention. "I believe the future of the record business depends upon the exploitation and growth of new markets, and quickest results will come from greater emphasis upon phonograph selling," Lieberson added. Phonographs and records, the Columbia chief feels, can no longer be considered separate businesses. "We are in the entertainment field . . . where it leads we will go . . . the whole cycle includes phonographs . . . and records do not exist without them," he stated.

The new Harmony label, the Columbia Record Club, the expanded phonograph line, rack jobbing, all are instances of venturing into new areas to broaden the total market, Lieberson noted. Another important consideration, he said, is the increase in leisure time made possible by the American economy. "The outlook for the dealer," he added, "is tremendous—and even his competitors who sell phonographs will help his business."

Product Is Cornerstone

"Leadership depends upon product," said Lieberson. This thought, he pointed out, has reference not only to the building of artists but also to advances achieved by engineering and research. "In phonographs we will not stop; both in design and engineering much can be done; this is a key to a flourishing business, and we are leaders and specialists in this field," he added.

The Columbia chief believes there is bound to be increased emphasis on multiple pricing of records, even the general ranges of price may continue. The multiple price concept harks back to the "records are not beans" philosophy, voiced several years ago during the tenure of James B. Conkling.

Lieberson noted that there is no one price for tooth paste, shoes or any other item. "It is silly to have one price for records. Companies should price their products according to what is on the record, according to production cost and according to what they expect to get for it," he added. Columbia's promotional schemes, he said, are not price-cutting schemes but merchandising plans.

The Columbia fall program, Lieberson noted in conclusion, is cumulative in that it is the result of long-range planning. "We are not thinking of merely today or tomorrow. We are thinking of the distant future."

"In any aspect of sound, we shall be there."

Integrated Diversification Keys Potent Col. Program

Combines Huge Phono Push, Album, Tape, Merchandising Expansion

By PAUL ACKERMAN

MIAMI BEACH, Fla.—Columbia Records at its annual sales convention here (25-30) unveiled its most potent fall program to date—one of great industry significance in that it spectacularly epitomizes the policy of integrated diversification. Pegged to the theme, "Hi-Fi for Fun," the program has the following highlights: 1) Crack pop and classical record product backed by an extensive merchandising campaign; 2) A greatly expanded phonograph line, 38 models, considered the most comprehensive in

the industry; 3) Entry into Stereophonic Tape; 4) "Debut of Harmony," the Columbia low-priced LP line retailing at \$1.98 (see separate story); 5) An effective gift merchandising plan; 6) A stock dividend plan wherein distributors and dealers will share.

Most dramatic is label's phonograph line — representing a phenomenal growth since Columbia entered the phono market in 1953 with one model. The latter—the Columbia 360, of course, created a totally new phono field. Since that time, the label has broadened its

phono activity with a view towards creating depth in merchandise. In 1954, the Columbia phono line totaled eight models; in 1955, 11, including two tape recorders; in 1956, 13; and at the beginning of 1957, 16.

Increase \$300-Up Bracket

The Columbia phono models range up to approximately \$2,000. The big increase in models is in the \$300 and up class — where the greatest market increase derives. Two of the models are stereophonic tape recorders and six of the phonos are in the Masterworks Series, with prices from \$600 to nearly \$2,000. The latter represent some of the designs bought from Bell & Howell. All these will carry the Columbia name.

Mirroring the importance of phonos in Columbia's scheme of

(Continued on page 29)

PHONO SALES STIMULANT

Col. Preps Training Program for Clerks

MIAMI BEACH, Fla.—Columbia's phonograph division is crystallizing a training program for clerks, in order to help dealers realize the greatest sales volume. James E. Sparling, general manager of the phono department, stated that the field force was being doubled in order to get this program underway. Hi-fi units manufactured today, Sparling noted, have so many controls that such a training plan is necessary.

The 38 models in the Columbia line range in price from \$29.95 to \$1,995 and encompass portable radio-phonos, portable phonos, table models, consoles and combinations of radio-phono and radio-phonotape, stereophonic tape recorders and a portable transistor radio. Designs are keyed to modern decor, and were created by Paul McCobb and Peter Kai Yang. Consoles feature antique white in the interior, which gives a much more pleasing aspect than the usually gloomy interiors.

Important innovation in the line is a research development called directed electromotive power. It is stated that this provides complete control of low frequencies and a resulting smoothness of bass sounds never before achieved in commercial phonograph production. The D. E. P. device links loudspeaker and amplifier in a negative feed-

back system for eliminating sound distortion in low frequency ranges. It will be incorporated in 14 of the new models, beginning at \$159.95.

Ad Campaign

The \$1,000,000 ad campaign, Sparling stated, would extend over

(Continued on page 58)

Esoteric Issues Three Samplers

NEW YORK — Esoteric Records, now under the sole proprietorship of Bill Fox, has issued its first release under the new set-up. Release is unique in that it consists of three "samplers."

All of these items, with material drawn from previously available collections, list at \$1.98, and cost the dealer \$1.50. They include "Harp Sampler" with Zabaleta, a "Baroque Music Sampler," and a "Siena Pianoforte Sampler." Latter features various artists performing on the highly-publicized instrument.

The label's next regular releases will be sets converted from earlier 10-inch issues. Among these are jazz items and Elizabethan song sets.

Extensive Fall Program Set By Westminster

Dealers Get One Free LP in Each Order of 5 Units

By HOWARD COOK

NEW YORK — Westminster Record's fall plan will go into effect on August 10, and will cover August and September releases as well as the entire large catalogs of previous issues. Dealers who order five units from any series will pay for four and receive the fifth record free.

Highlights of the new August release are Nikolai Chaikin's "Concerto for Accordion," performed by Yuri Kazakov with a Moscow orchestra; Yuri Shishkov's "Concerto for Balalaika," performed by Mikhail Rozhkov and Victor Sminov conducting the State Radio Or-

(Continued on page 29)

Additional News From Columbia Records' Convention in Miami Beach, Fla., May Be Found on Pages 20 and 21.

POST 'SWINGIN' SUMMER'

Atlantic Kicks Off to 'Frantic Fall' Beat

NEW YORK—"After a Swingin' Summer, a Frantic Fall!" That's the slogan adopted by Atlantic Records, as the label kicked off its autumn program of new EP and LP merchandise.

Highlights of the plan include the introduction of 17 colorfully packaged EP's in both jazz and rock and roll idioms, following a one year hiatus on release of any type of EP product; four new jazz LP's, to be followed within several weeks by five additional LP packages; and an extension of the label's summer bonus plan thru Labor Day. The latter called for one free LP with every eight LP's ordered by dealers from the entire catalog. With the release of the EP's, the bonus program is being extended to cover the EP's—that is, one free EP for every eight ordered.

Atlantic follows current industry

practice with a \$1.29 tag on EP's. This section of the new release is divided into 10 rock and roll packages and seven in the jazz field. The former carries previously issued material by Clyde McPhatter, Ruth Brown, Joe Turner, Ray Charles, Lavern Baker, Ivory Joe Hunter, the Clovers, Chuck Willis, the Drifters and a package titled "All-Star Rock and Roll," which features all-new slicings by Lavern Baker, Ivory Joe Hunter, Clyde McPhatter and Ruth Brown. All 10 packages feature the same basic cover design with different color

(Continued on page 28)

HARMONY WITH \$1.98 TAG

Columbia Scores in Low-Price-Field Broad Jump

MIAMI BEACH—Columbia Records is jumping into the low-priced LP field with both feet. The company previewed its highly competitive new \$1.98 line, bearing the Harmony label, for its convened distributors here last week. It served notice that, as of September, Harmony will become a full-fledged, across-the-board pop and classical line.

Harmony will kick off on a pop-styled note, with no less than 50 12-inch LP's in the first release. Of these, 47 are composed of material issued previously on Columbia or its subsidiary labels — including some of the all-time top names and best selling performances. Among

them are such as Danny Kaye, Peggy Lee with Benny Goodman, Kate Smith, Dinah Shore, Charles Magnante, Noro Morales, Woody Herman, Machito, Dorothy Shay, Eddy Howard, Herb Jeffries, Bob Willis, Marion Marlowe and Frank Parker with Archie Bleyer, Stuart Hamblen, Art Tatum, Pete Rugolo, Josef Marais and Miranda, Marek Weber, Martha Lou Harp, Kay Kyser, Dick Jurgens, Eddie Cronet, the Modernaires, Lani McIntyre, Don Baker, the Goldman Band, the Metronome All-Stars and many more.

The new sets will include "Stan Freeman Plays 30 All-Time Hits," "Piano Roll Party in Hi-Fi," with

Jay Lawrence Cook, and a "My Fair Lady" set in dance tempo by the Harwyn Quartet.

Four-Color Covers

In addition to name power, Harmony will feature four-color album covers slanted strongly for impulse sales. Each Harmony album will be factory-sealed in a polyethylene bag, imprinted with price and trademark. These features are interpreted as a potent competitive bid for the rapidly growing rack business.

Harmony will be sold thru all of the present Columbia branches and distributors, with regular discounts on all levels. All items are ex-

(Continued on page 59)



Columbia's gift-wrap merchandiser, designed as a companion unit to the Buy-of-the-Month merchandiser. It's shown here with drawer open.



Browser floor unit for merchandising Columbia's new \$1.98 Harmony line in record shops and rack-type operations.

'Dealer's Choice' Decca Slogan For 40-Package Fall Program

NEW YORK—Decca Records has kicked off one of its most ambitious programs to date with a 1957 fall release of 40 new LP packages and 16 EP units, taken from a number of the pop LP units.

According to sales veepee, Syd Goldberg, the variety of albums is in line with Decca's policy to make its catalog "The Dealer's Choice," which is the theme of this year's fall plan.

Highlight set of the release is the de luxe, four-LP "Musical Autobiography of Louis Armstrong," containing 48 never-before-released bands. The handsomely bound job contains an illustrated booklet, with extensive bio notes by Louis Untermeyer. List price of the set is \$19.50.

Another package due for heavy promotion is a new set by the late Al Jolson, with a group of numbers originally recorded for Kraft Music Hall broadcasts. Other packages in the pop series include "Rockin' the Oldies," by Bill Haley and the Comets; "New Tricks," by Bing Crosby; "Boy Meets Girl," with Sammy Davis Jr. and Carmen McRae; "Shufflin' Along," with the Four Aces, and "Club Durante," with Jimmy Durante and a flock of stars originally featured as guests on Durante's TV shows.

Other pop albums are by Caterina Valente, Burl Ives, Jack Pleis, the Mills Brothers, Wayne King, the Commanders, Roberta Sherwood, Bill Snyder, Werner Muller, Lenny Dee, Jan Garber and Michel Piastro. The jazz por-

Webb Pierce For P. Page 'Big Record'

NASHVILLE — Webb Pierce will be the first country and western name to appear on the new Patti Page TV-er, "The Big Record," which makes its network preem in September. The Pierce booking, made by the Jim Denny Artist Bureau here, is for September 25. Denny has plans to set other c.&w. names at intervals on the same show.

Denny states that since the first of the year his office has set its artists on 85 network TV appearances. These were largely on "The Jimmy Dean Show," originating from Washington over the CBS-TV net, and "Ozark Jubilee," heard via ABC-TV from Springfield, Mo., plus an occasional shot on the various TV-ers emanating from New York.

A big season in fair bookings is also reported by Denny. He says that artists booking thru his office will this season make more than 250 appearances at fairs throuth the country.

Switch Thrown By NARAS

HOLLYWOOD — The executive committee of the National Academy of Recording Arts and Sciences officially got under way last week with the appointment of a membership committee.

Latter body will begin immediately to develop qualifications for membership in the Los Angeles Chapter. The committee includes Sonny Burke, chairman; Dennis Farnon, Lee Gillette, Jesse Kaye and Morris Stoloff.

Applications for Academy membership will be made available in early August. The group also appointed committees in legal, finance and public relations capacities.

tion of the release carries packages by the Amram-Barrow Quartet, Wingy Manone, John Graas, and a set of jazz-inspired interpretations of Moussorgsky's "Pictures at an Exhibition," and Lecuona's "Andalucia (Suite Espagnol)," orchestrated and conducted by Ralph Burns. The package is titled "The Masters Revisited." The country release includes albums by Kitty Wells and the Wilburn Brothers.

Gold Label Toppers
Key releases in the new Gold Label group include "Segovia and the Guitar," "Flamenco," by Carmen Amaya and Sabicas; two albums in the Grand Opera Highlights series — "The Magic Flute" and "Tannhauser," and a package of Schumann and Brahms works by Dietrich Fischer-Dieskau and Jorg Demus.

All Decca salesmen have been provided with attractive leather carrying cases, equipped with full-color bound litho books and a sampler of representative sides from the release. Dealers will get extensive display material, and the second edition of the Decca "Dealer Aid" catalog containing cross-indexing of the entire catalog.

Qualified dealers will get extra discounts ranging from 5 to 10 per cent, depending on quantities of purchase, and a dating plan providing for one-third payments on November 10, December 10 and December 26. Consumer promotion includes one million full-color catalogs with illustrations of selected albums and a listing of the complete catalog. Illustrated merchandising flyers will be included in every new album shipped.

London Ups Price Tag on Packages

Increased Waxing & Overhead Costs Add Retail \$1 to 88 Category Items

NEW YORK—Effective October 1, London Records is raising suggested list price of 79 of its important catalog packages from \$3.98 to \$4.98. At the same time, nine new packages, which previously had been planned for the \$3.98 tag, are being issued to sell at the higher price.

Lee Hartstone, the label's veepee in charge of sales, explained that the increases are due to "increased recording and overhead costs." All material affected will be listed in catalogs and national advertising as part of a new "5000 series." Present supplies of all merchandise involved will remain available on a "first-come, first-served" basis at no increase in prices, until October 1. Conversion tables, showing old and new catalog numbers, will be made available for the next six months.

Catalog material involved in the hike includes more than a dozen opera excerpt and highlight units, four others containing Gilbert and Sullivan items, four packages each of recitals of arias by Renata Tebaldi, Mario del Monaco and Kirsten Flagstad, three by Milde

Gueden and two by Cesare Siepi, as well as a number of others, featuring the Gregorian Chants and many oratorio items.

Among those not previously released, are four spoken-word albums, including "Emlyn Williams as Charles Dickens," "Sherlock Holmes Meets Dr. Watson," etc., together with new recital albums by Peter Pears, Virginia Zeani, Kathleen Ferrier and two by Kirsten Flagstad.

Hartstone also explained that the label, due to the tremendous depth of its catalog, will kick off four separate promotion programs, each of roughly three weeks duration. These will start on August 12. (Continued on page 58)

SALES GUN LOADED

Col. Fall Merch. Plans Spark Dealer Incentive

MIAMI BEACH — Columbia's fall program is loaded with merchandising plans and dealer incentives. Tying in with the theme, "Your Future Is Sound — Take Stock of Your Future," the diskery is declaring a fall dividend allowing distributors, and thru distributors the dealers, to participate. From August 1 thru September 8 qualified dealers thru their distributors will be given extra merchandise of their own choice equivalent to 10 per cent of the order placed. The dividend will apply to all new releases as well that will be shipped during the period. Dividend will be earned on Columbia's entire regular package line; single records, Buy-of-the-Month albums and the Harmony series are excluded.

Merchandising aids include a gift merchandiser, Masterworks theme finder, expanded custom service, etc. Gift merchandiser, pegged on idea that disks make great gifts the year round, is a browser unit designed as a companion piece to the Buy-of-the-Month merchandiser (See illustration.) Thinking here is to get the attention of the consumer right down to the envelopes, ribbons and tags making up a good look package.

Masterworks theme finder takes cognizance of fact that an informed clerk is a good selling agent. The

theme finder puts the dealer and clerk "in the know"; locates selections that sell, etc. First of the theme finder series is devoted to great symphonies. Thru the device clerks will be able to identify 24 most popular symphonies. This sales aid lists the symphonies and themes, gives record number on which band the theme may be found, etc. There are also brief comments regarding the music.

Custom Program

The custom service program, which assists dealers in obtaining (Continued on page 58)

JAZZ HITS 45 GROOVE VIA EP'S AND SINGLES

NEW YORK—Jazz, which has become accepted as album-type repertoire, now appears due for heavy exposure on 45 r.p.m. disks, both singles and EP's. Three different labels, Savoy, Blue Note and just this week, Atlantic, have begun issuing jazz material at the 45 speed in response to requests from distributors and juke operators alike.

About a month ago, Savoy debbed in the field with a pair of jazz single disks. At the time, Herman Lubinsky, chief of the label, declared: "The operators want

NEW EP SERIES

Col. Sets New Push on Hall Of Fame Disks

MIAMI BEACH — Columbia Records' Hall of Fame Series, which includes re-issues of the company's all-time best selling singles, has been reconditioned and is now scheduled for a big fall promotion push on retail and juke box levels. Prime innovation is a new B-2500 series of Hall of Fame 45 r.p.m. Extended Play disks.

The new EP's, the company stresses, will carry nothing but hits — four to a disk. According to Ken Glancy, who is directing this program as well as the new Harmony line, new Hall of Famers will never include any non-hit material as padding.

Packaging of the EP's will be as elaborate as any in the line, with four-color sell-on-sight covers. Included in the initial release are sets by Ken Griffin, Harry James (3), Xavier Cugat, Les Brown, Frank Sinatra (2), Tony Bennett, Gene Krupa Jazz Trio, Doris Day, Rosemary Clooney, Benny Goodman, Jo Stafford, Erroll Garner. (Continued on page 58)

'Big 3' to Hype 1957 Material

NEW YORK—The Big 3 Music Corporation will double its output of new standard and educational material this year, as compared to its 1956 volume.

A primary source of this material will be from the catalogs of Francis, Day & Hunter of England, Hans Gerig of Germany, Reuter & Teuter of Sweden and Gordon V. Thompson of Canada. Many of the European music firm catalog rights were acquired recently as part of the Big 3's new foreign expansion program.

Among the educational and standard material being prepared here for fall distribution are ar- (Continued on page 58)

Fast Inkinings For 2d N. Y. Jazz Fiesta

NEW YORK—Attractions are being signed up rapidly for the Second Annual New York Jazz Festival, to be held on local Randall's Island August 23 and 24.

Don Friedman, the producer, last week inked Stan Getz, Oscar Peterson Trio, Carmen McRae, Australian Jazz Quartet, Anita O'Day, Maynard Ferguson ork. (Continued on page 58)

KENNY BROS. HIT BOONE BONANZA

NEW YORK—It looks as tho those two great naturalists, Charles and Nick Kenny, have struck pay dirt again. Pat Boone, whose current best seller "Love Letters in the Sand," was penned by the pair, has a new one out—"Goldmine in the Sky," also written by the brothers back in the 1930's.

Bourne Music publishes both songs, thereby cashing in on best seller royalties twice in each tune's lifetime. Back in the 1930's, "Goldmine" sold close to 1,000,000 copies of sheet music and had 15 records — the biggest, of course, being the Bing Crosby version.

Still in their naturalistic groove, Nick and Charles Kenny landed a third Pat Boone side last week. Boone warbles their oldie "Cathedral in the Pines" in his new Dot EP.

CLASSIC PITCH

Westinghouse FM Stations Go Longhair

NEW YORK — Beginning August 5, Westinghouse Broadcasting Company, Inc., will program its FM stations as individual operations—spotlighting classical music disks only in four major cities.

It is believed to be the first time that a major broadcasting group has converted its FM stations to separate programming.

Each of Westinghouse's four FM stations (KDKA-FM, Pittsburgh; EX-FM, Portland, Ore.; WBZ-FM, Boston, and KYW-FM, Cleveland) has been provided with (Continued on page 58)

'SECOND GUESSERS' WIN ALBUM COVER PRIZES

By FRANK LUPPINO JR.

NEW YORK—At the NAMM convention in Chicago two weeks ago, The Billboard displayed entries in its second annual Album Cover Contest and invited attending dealers to "second guess" the winning selections previously made by a panel of experts in the industrial design, packaging and graphic arts fields. Varied prizes were offered.

Three dealers correctly picked two of the six first-place winners displayed. These dealers, who will receive The Billboard's Sales Booster Kit twice monthly for three months, are Mrs. Roland Gunn, Gunn Music Company, Hutchinson, Kan.; Roy A. Leeper, Leeper Music, Grinnell, Ia., and Tom Claypool, Diebel's, St. Louis.

There were 36 dealers who correctly identified one of the first-place winners from the six displayed. Each will receive 100 copies of The Billboard's Today's Top Tunes, with their store name imprinted thereon, every two weeks for three months. The winners are L. J. Kohlmeyer, Maison Blanche, New Orleans; Dorothy Mongue, Dorothy's Record Shop, Janesville, Wis.; Hal Summers, Summers Music Store, Washington Court House, O.; Willis H. Ford, The Record Rack, Buffalo; Dale Shonrock, Alexander Record Shop, Chicago; Inez Roach, Roach's Record Store, Stillwater, Minn.

Marcus Blumenthal and Bill Weinberg, both of Comay's Jewelers, Gary, Ind., were winners, as were Arthur Sagorsky, Alaska Music Supply, Juneau, Alaska; Robert Weinert, The Music Shop, Oak Park, Ill.; Robert D. Summers, Dayton's, Minneapolis; Frank Ravenda, Ravenda Music Center, Montreal; Diane Claypool and N. E. Claypool, Diebel's, St. Louis; Helen Plimpton, Bay Music Center, Milwaukee; Ben Waks, Leo Rose Company, Chicago; Charles Fila, Carroll Music Center, Miami; Jack Sanders, Kraft Music Company, Estherville, Ia.; H. J. McGuire, Wolff, Kubly & Hirsig, Madison, Wis., and Virgil Reed, Reed Music Company, Wray, Colo.

Also, Del Schueller, The Music Store, Redwood Falls, Minn.; Carol Murphy, Ray Harsch Music, Milwaukee; Audrey Weitschak, Sears, Roebuck & Company, Milwaukee; Harry Fink, Bandstand Record Shop, Philadelphia; Sam Alexander, Alexander Record Shop, Chicago; Bunny Thorstad, Herslof's, Wauwatosa, Wis.; George Mason, Mason's Music, Toronto; William Shortal, Bill's Radio Shop, Wood River, Ill.; Paul E. Jack Music Company, Denver; Mrs. Alex Rothstein, Leo's Record & Radio Shop, St. Joseph, Mo.; Bob Weintraub, Polk Bros., Chicago; James Store, Veronda's Music, Kankakee, Ill.; Lytt Mahone's, Marshall, Tex.; W. P. Ries, Ries Records, Westgate Village, Toledo; Robert Flank, Music House, Cleveland, and Mrs. Jean Powell, Shroyer Music Company, Bethany, Mo.

Dealer Comments

In space provided on the entry blanks, many dealers commented on the album covers produced. Dave Shonrock, a contest winner, indicated a desire to see album titles placed "closer to the top of the album." Another winner, Willis H. Ford, who runs the Record Rack at the Thruway Plaza shopping center in Buffalo, said: "Print titles in the same place on all albums, even if on the top reverse side. Thus, you wouldn't interfere with the art work." Ford also recommended that albums carry a listing of the entire contents by title and artists, where several of either or both are involved.

Leon Ferguson, Ferguson's Record Shop, Memphis, concurs and "would prefer full names of artists on front cover with a full list of contents on either cover." Hal Summers, another winner, feels that "many of the 'painted' covers appear to be the work of second-class artists" and that "moving" color photos on covers sell better." Joe Roach, who runs his own record shop in Stillwater, Minn., also "would like to see more art work done by contemporary artists."

Edith Voss, of the Brevard Music & Art Center, Cocoa, Fla., feels that "record album covers have greatly improved and that the contest display shows record company co-operation on common-interest grounds." Max Jones, of the Swing Shop, Flint, Mich., would like to see "all record manufacturers put their LP's in inner envelopes for better protection." Alex Levin, of the Record Bar, Erie, Pa., finds "the least amount of imagination and 'second-look' attractiveness in the classical category," while Osa Jay, of the Hecht Company, Washington, stated that "generally covers are good, however, I feel that some covers almost border on vulgarity and are resented by customers." William Green, Wilson Music Company, Rutland, Vt., indicated "too much 'cheese-cake' for our customer's sake."

Interesting to note were the dealer selections as compared to those of the panel of "experts" that had pre-judged entries. In the general popular category, for instance, the judges rated Mercury's "Harpo" album in first place. The dealers voted it in ninth position, preceded by London's "Deep Purple," Dot's "The Ten Commandments," Decca's "Louis and the Angels," Liberty's "Exotica," King's "Dame Dreaming," Top's "My Fair Lady," Bally's "For Sweethearts Only," and Roulette's "Memories of Hal Kemp," in that order.

Pictures of the panel of judges and winning entries appear elsewhere in this issue.

Coral to Unveil Biggest Fall Album Promotion in History

By REN GREVATT

NEW YORK — Coral Records has unveiled the largest single album release in the firm's history—43 LP packages and six EP units, under the general theme, "The World's Finest Music." Slogan for the fall promotion campaign is taken from the title of the highlight album in the release, "The World's Finest Music as Interpreted by Lawrence Welk," a deluxe mood set which uses the services of 78 Hollywood musicians.

The lead-off Welk package is one of five by the maestro included in the release. George Cates, Dick Jacobs, the McGuire Sisters and Teresa Brewer are represented by two albums each. Others in the pop category are by

Johnny Desmond, Don Cornell, Steve Allen, Bill Lee, Wayne Shanklin, the Modernaires, Eddie Lawrence, Dick Marx, the Four Girls, Owen Bradley, Pearl Bailey, Alan Dale, Les Brown, Vincent Lopez, Raymond Scott, the Ames Brothers, Alan Freed's band, Joe Burton and Billy Williams, plus the two sound tracks (one package) for the flicks, "Interlude," and "Tammy and the Bachelor."

In the jazz field, the top item is a set titled "The Jazz Greats of Our Time," among whom are included Gerry Mulligan, Al Cohn, Zoot Sims, Phil Woods, Bob Brookmeyer, Nick Travis, Art Farmer, Osie Johnson, Milt Hinto and Hank Jones. Other jazz sets feature Bob Crosby, the Nat Pierce Quintet, the Hal McKusick Quintet, the

New York Quartet and the Al Cohn Quintet with Zoot Sims.

Dealer Discounts

Qualified dealers will get added quantity discounts of from 5 to 10 per cent, which will cover not only the new releases but all catalog items ordered during the duration of the fall program. Dating plan provides for payments on November 15.

(Continued on page 28)

HAT IN RING

That Juggy Comes Up Punching

NEW YORK — Juggy Gayles has sued United Music, Jack Gale and Joseph Diamond, in New York Supreme Court. Suit seeks to enjoin and restrain Gale and Diamond from "selling, assigning, pledging or voting 50 shares of stock in United" which Gayles had put up as collateral for a \$10,000 loan from Diamond (The Billboard, July 1). It also asks that Gale be enjoined from disposing of any United assets or withdrawing any funds for personal benefit.

Gayles also seeks judgments as follows: 1) that the promissory note executed by Gayles to Diamond in May 1956 be declared null and void, 2) that Diamond be directed to return to plaintiff and/or Gale, \$10,050 paid in redemption of 50 shares of United put up for the note, 3) that Gale be enjoined from assigning to anyone, the promissory notes which he redeemed for Gayles' benefit, but which he redeemed for himself, 4) that a

(Continued on page 28)

Twin CL's Bow As Columbia Fall Bargain

MIAMI BEACH—An important highlight of Columbia's fall product is the introduction of the twin CL series, two-pocket CL sets with a list price of \$6.98. Consumers save one dollar on sets that would ordinarily cost \$7.98.

Product includes instrumental collections of all-time American classics by noted composers. Packages unveiled here are "George Gershwin Played by Percy Faith," "Jerome Kern played by Paul Weston," "Richard Rodgers Played by Andre Kostalantze" and "Cole Porter Played by Michel Legrand"—all instrumentals. Diskery points out that no longer will dealers have to carry the many single albums which duplicate the repertoire in these sets.

The new series is well-suited to display purposes in that the layouts of the cover designs are uniform.

COMMIE BIG BEAT

Tab's Hungarian Cleffing So Much Russian Goulash

By JUNE BUNDY

NEW YORK — The American tunesmith has a soft touch compared to the pop composer behind the Iron Curtain, according to Imre Gordon.

Gordon, one of Hungary's leading pop songwriters, escaped from that country last year, and was brought to New York by the International Rescue Committee.

Under the supervision of the Society of Musical Artists, said Gordon, the pop songwriter in Hungary must submit both lyrics and music of all his tunes to the Ministry for the People's Education which then screens them for "reactionary" lyrics or "cosmopolitan" music, and decides whether or not they may be published.

In 1951, Hungarian songwriters were forbidden to use a musical triplet within a musical bar, or a

dotted eighth followed by a sixteenth, on the grounds that they would give the music a "Western flavor." Consequently, said Gordon, he and other pop writers were forced to "alter and camouflage" sheet music copies submitted to the censor, and later they personally

(Continued on page 28)

Col. Unveils New Tape Line At Sales Meet

MIAMI BEACH, Fla.—Columbia Records introduced the first 10 packages in its stereophonic tape line at the label's annual convention here. The tapes, which will be distributed thru the normal Columbia distributor channels, are seven-inch reels at seven and one-half i.p.s., for stacked (in line) heads. List prices suggested are \$12.95, \$13.95, \$18.95 and \$19.95.

Product includes the original cast "Cinderella"; "Phil Silvers and Swinging Brass"; "The Strings of the Philadelphia Orchestra"; "The Romantic Music of Rachmaninoff" by Kostelanetz; Berlioz' "Symphonie Fantastique," Mitropoulos and the New York Philharmonic; Mozart's "Quintet in B-Flat for Viola and Strings," Budapest String Quartet with Walter Trampler, violist; Prokofiev's "Peter and the Wolf," Ormandy and Philadelphia Orchestra; Stravinsky's "Firebird Suite," Leonard Bernstein and New York Philharmonic; "Pipes, Pedals and Fidelity," Buddy Cole; "For Dancing Sammy"

(Continued on page 28)

Decca Ups 78 Retail Price

NEW YORK — Decca Records is raising the price of its 78 r.p.m. single disks to \$1.15, effective August 5. Dealer cost will be 71 cents.

The move comes in the wake of RCA Victor's recent move to the same higher price. The Decca hike was explained by the higher unit production cost occasioned by smaller runs on 78 pressings.

In another move aimed at liquidation of interest in 78's, Victor recently announced production of new phono models with only two speeds—45 and 33 r.p.m.

SCATTER RUGS MAKE TOP TEN

MIAMI BEACH—Distributors at the Columbia convention were literally "fractured" by Dick Linke's story of the importance of best-selling charts—even to those only remotely connected with the disk business.

A noted Columbia artist with little hair on his pate paid a visit to Bill Richardson, the maker of toupees for many show people. He found Richardson studying the charts.

"I've got six in the top 10 this week," Richardson observed, as he noted the sales progress of his clients.

Columbia too, is chart happy, Linke told the group.

HOUSE BLOCK PROTESTS FOSTER SONG CENSORING

WASHINGTON—Censorship and updating of Stephen Foster songs to eliminate all reference to the color line, by network broadcasters, has Southern Congressmen up in arms. Four Democratic Congressmen from Florida and Kentucky have violently protested alteration to the classic State songs, "Swanee" and "My Old Kentucky Home."

Representative Herlong (D., Fla.) has asked the Federal Communications Commission to investigate the unauthorized "censorship" by networks. Representative John Watt of Kentucky, and Representatives Matthews and Sikes of Florida, have introduced resolutions to ask investigation by the House Commerce Committee of the "arbitrary" network censorship.

The Congressmen want to know if FCC has not the right to prohibit networks acting as censors over song classics. Representative Herlong says, "The next thing will be that the old people will object to the use of the word 'old' in songs."

Riverside to Sponsor New \$3.98 Label

NEW YORK—Bill Grauer Jr. and Orrin Keepnews, proprietors of Riverside Records, are preparing to launch a new label, this one at the popular price of \$3.98.

The label is untitled as yet, but Grauer will leave Thursday (1) on a swing around the country to set

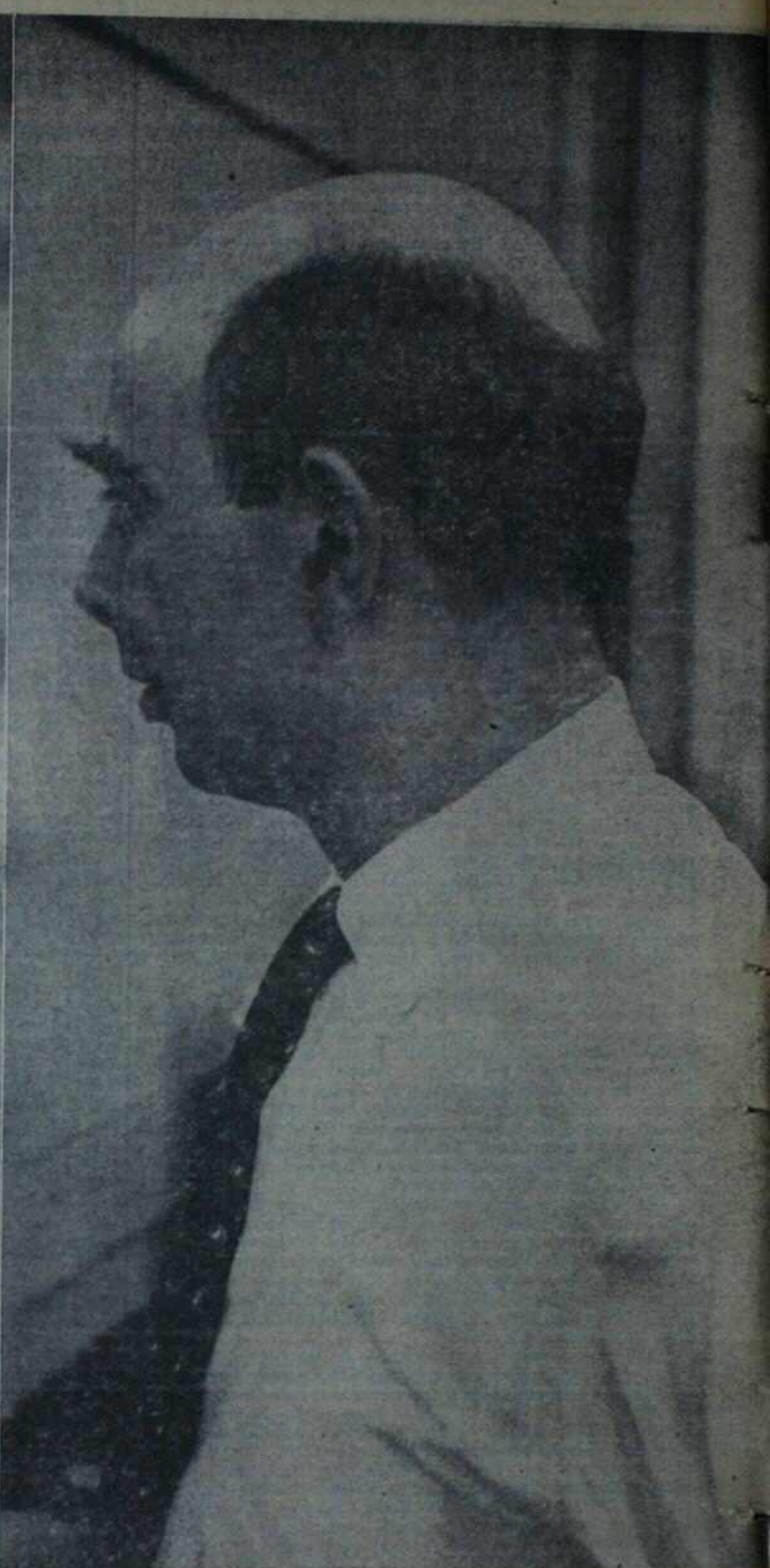
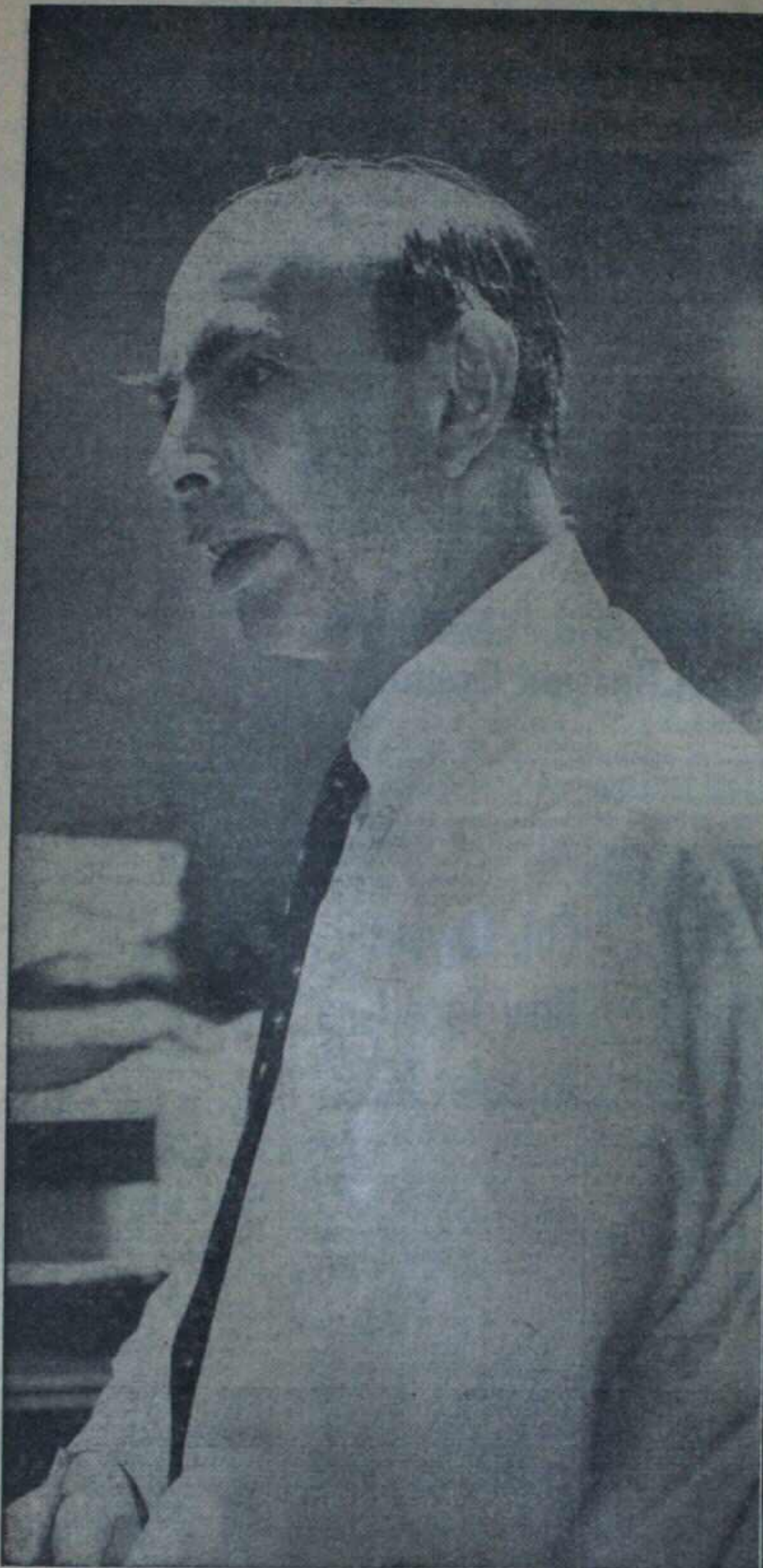
(Continued on page 28)

Distrib-Label Court Hassle

NEW YORK—Leslie Distributors of New England, of Hartford, Conn., has sued Liberty Records for \$14,478 in damages in New York Supreme Court. Liberty has entered a countersuit for \$202,516 in damages.

Leslie claims that under an August, 1955, agreement, it had exclusive distribution rights to Lib-

(Continued on page 28)



THE MAESTRO DIRECTS WITH A BALLPOINT



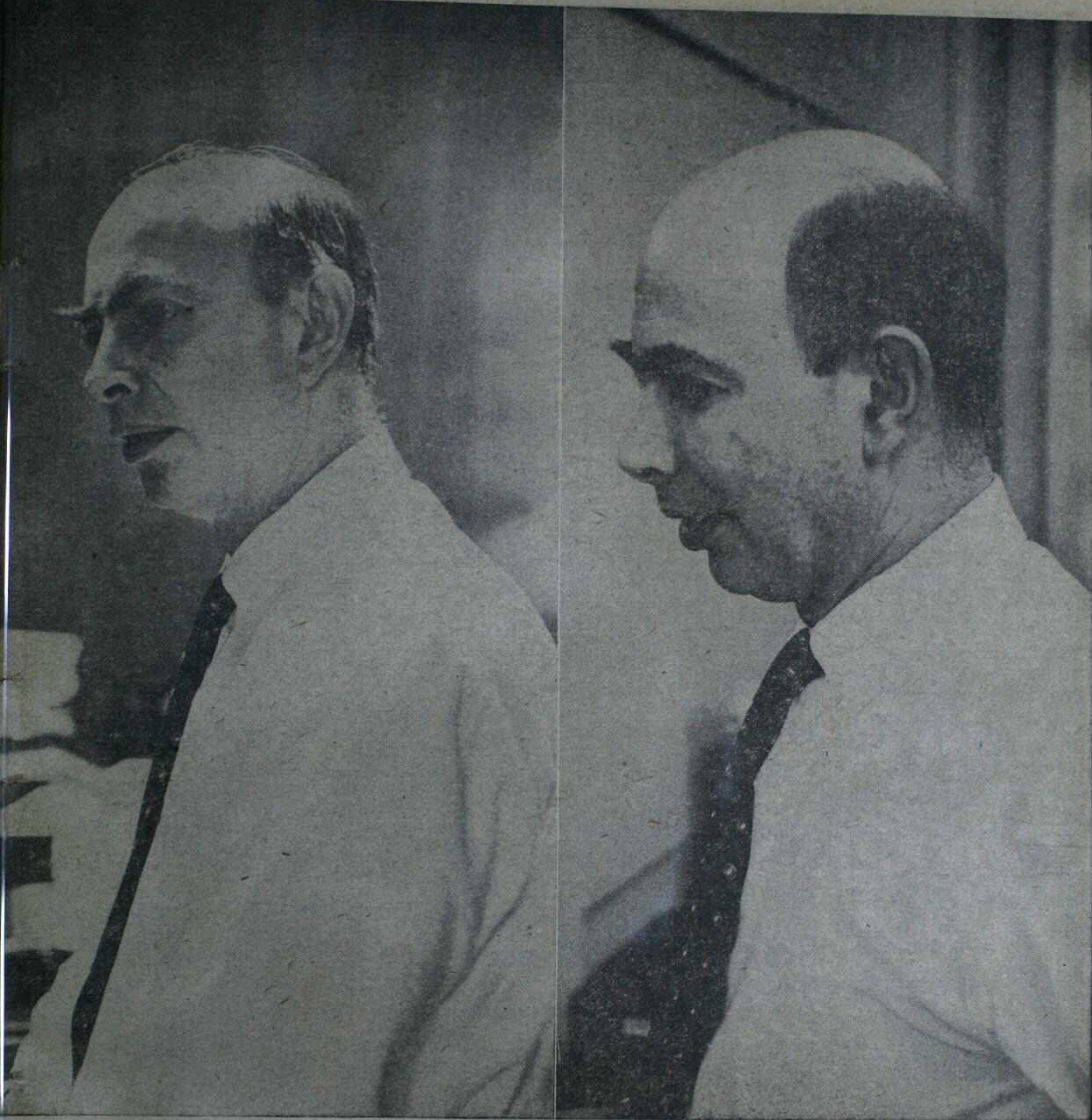
... and his blue-ink refill bill is enormous. Just as every editor the world over, Paul Ackerman uses a blue "pencil" to mark the revisions and deletions necessary to sharpen the news stories and editorials his paper publishes.

Paul Ackerman is Music Editor of The Billboard. And The Billboard is the first line of communication between music writers, artists, publishers, manufacturers, disk jockeys, juke box operators, retail dealers—in short, the whole complex music industry.

Which gives Paul's job as editor a unique responsibility: his chief concern must be reader service. Building reader interest is secondary.

This twist can create something of a nightmare for a responsible writing staff. Frequently it requires "killing" or revising those newsstories which, because of their sensationalism, would sell hundreds more copies of The Billboard . . . but which are useless to anyone in the industry and often could even do untold harm!

Spotting and handling these stories properly calls for vigilant, vigorous writing and editing. Editor Ackerman and his staff get a double workout as they work together . . . reporting the news that will provide the greatest service to the music industry, 52 weeks a year!



Typical Development of an Actual News Story at The Billboard

The Billboard gets a telephone tip of a "blooper" in Tin Pan Alley. To the sensational-minded paper, all that's necessary is a routine check on a name or two and here will be a red-hot scoop, packed with all the human interest angles everybody likes to read about.

But Editor Ack has some questions: Did someone deliberately steal an unfair advantage? Or was it an innocent error? Just how big is this story, anyway? Obviously it won't affect dealer or juke box business, one way or the other. Is someone being made a "fall guy"? Will plastering the guy's name in a three-column, Page one expose story sell more records?

Ackerman persistently directs his staff to research and double-check. Hours and long-distance calls later, at deadline time, his men have the answers . . . so he may make his editor's decision: report the basic facts—omit the flashy headline and the names of the personalities involved. Dealers don't care, nor do ops or jocks . . . leaving out names will have absolutely no effect on record sales. The issue closes—with someone's career and honor intact.

This is how Editor Ackerman and his staff turn out The Billboard week after week . . . and why the whole music industry counts on The Billboard for the facts . . . believes in The Billboard and respects its integrity!



EDITORIAL EXCELLENCE—1957 STYLE

The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.

THE COMMUNICATION CENTER OF THE MUSIC INDUSTRY
The Billboard Publishing Company

HEFTY MONDAY

Decca Growth
Cues 'Street'
Stock Boom

NEW YORK—A report in a leading privately-circulated business newsletter, which sells for \$125 a year, is believed to be largely responsible for unusually heavy activity on Decca Records stock on the New York Stock Exchange last Monday (22). During the day the stock closed up two points on 106,300 shares which changed hands—the biggest single company activity for that day.

In a lengthy statement, the report, mailed Friday (19), pointed out that Decca, together with its subsidiary, Universal Pictures, shows unusual growth possibility for the next few years. Further, it projected gross profits from \$26.8 million in 1956 to a potential \$40,000,000 for the Decca Company alone by 1960.

Another contributing factor was believed to have been a story in the Wall Street Journal on the same day which quoted Columbia Pictures officials to the effect that negotiations are about completed with Universal for 50 feature-length, pre-1948 Universal films. The films would be leased for TV use by Columbia's subsidiary, Screen Gems.

Parsons Now RCA
Distrib Veepee

CHICAGO—C. F. Parsons has been elected sales vice-president of RCA Victor Distributing Company. Parsons will head administrative co-ordination of all sales activities of the division which has branches at Buffalo, Detroit, Chicago, Davenport, Kansas City, Wichita and Los Angeles.

Parsons joined the distributing company as director of sales in July of this year. Previously he was vice-president and general manager of the Chicago branch of the Zenith Radio Distributing Corporation.

His headquarters will be in the Merchandise Mart of the Chicago office.

The Drums Are Beating For
A Routing New Song Hit!

JOHNNY REB
and
BILLY YANK

From the famous Sunday comic page
syndicated by the New York Herald Tribune

Recorded by
GENE AUTRY on Columbia
THE COUNTRY SINGERS on Vik
ROBBINS-MUSIC CORPORATION

Coming Up from the pen of . . .

Leroy Anderson
His next big one—
**FORGOTTEN
DREAMS**

Recorded by
• Leroy Anderson on
Decca Records #30403
• Cyril Stapleton on
London Records #1754
MILLS MUSIC, INC.

35 ARTISTS ON
DECK FOR COL.
BANQUET SHOW

MIAMI BEACH — More than 35 top bracket Columbia artists in all fields planned into Miami for the gala stage show, scheduled to be presented Saturday at the Columbia convention banquet at the Hotel Americana. Diskery President Goddard Lieberman, who brilliantly presided at the label's most important sessions here, had the emcee role. Show, put together by Dick Linke, include the following talents:

Frankie Laine, Erroll Garner, Andre Kostalanetz, Kenny Bowers, Ray Price, Bobby Lord, Norman Petty, Paul Weston, Rhonda Fleming, the Hi-Lo's, Johnny Mathis, Eileen Rodgers, Ray Conniff, Lee Emerson, Les Elgart and orchestra, Ray Ellis, Percy Faith, Sammy Kaye, Stanley Kaye, Joe Sinacore, Frank Comstock, Leonard Bernstein, Jerri Adams, Mel Tillis, Carl Smith, Larry Elgart, Trio Los Panchos, Mitch Miller, Don Cherry and Van Howard.

In addition to a fashion show for the ladies, list of festivities included a luau—or Hawaiian style picnic—under the stars. "We'll have a ball," said Hal Cook, Columbia sales vicepres, as he announced the bash following the termination of the pop album-product session.

Glyndebourne
Cuts for Angel

NEW YORK — Angel Records, one of the local wings of British based Electric and Musical Industries, Ltd., has scheduled its first two complete opera recordings by the newly acquired Glyndebourne Festival Opera Company. Latter previously had been available here exclusively to RCA Victor under latter's old, now expired pact with EMI's HMV label.

The sets, to come out during the 1957-58 season, are Rossini's "Le Comte Ory," a first recording and Mozart's "Idomeneo." Latter will feature such top names as Sena Jurinac and Leopold Simoneau.

Also on tap from Angel is a French-made version of the new Poulenc opera, "Les Dialogues des Carmelites," which was presented in this country this year at San Francisco and on NBC-TV. Recording stars Denise Duval for whom the role was created.

Launches Jazz
Photo Contest

NEW YORK — A nation-wide jazz photography contest has been launched by Don Friedman, producer of the annual New York Jazz Festival, and Ricoh Cameras, Japanese manufacturer. Any professional or amateur, with black and white photos depicting a jazz theme is eligible to enter.

Judges for the 20 best shots are to be selected by Friedman, S. Nomura, importer for Ricoh, and Bill Coss, editor of "Jazz Today" and "Metronome." The 20 prizes will be Ricoh cameras and jazz LP's.

An album cover contest for color transparencies, co-sponsored by RCA Victor and Canon Cameras, another Japanese firm, is currently in progress. That contest is in connection with a forthcoming "Hi-Fi in Focus" album.

Jazz Beams
As Grace BO
Panacea

NEW YORK — Theater Under the Stars, the Michael Grace summer theater venture in Central Park here, apparently found the formula for success last week after a shaky start with several previous productions. The formula is jazz, and the producer has scheduled at least two additional weeks of jazz fare.

Booked for this week's show are two holdovers from last week's bill, which sold out every night—Billie Holiday and the Gerry Mulligan Quartet. In addition, Dinah Washington and the Modern Jazz Quartet will appear, plus drummers Buddy Rich and Jo Jones and the Kai Winding Septet. Rich and Jones will stage a drum "battle." Latter by himself was the consistent show-stopper all last week. Winding's unit will feature its Trombone Panorama routine, a history of the instrument in jazz, which served as basis for the unit's latest Columbia LP.

Grace is presenting the jazz bills in conjunction with jazz impresarios Monte Kay and Pete Kameron. Previous presentations included a revival of "Rosalie," a ballet presentation and a revived Cotton Club-type review. Latter, starring Cab Calloway, was the only show toward which critics and customers showed any tolerance, whatsoever.

Prestige Sets
Sales Booster

NEW YORK — Prestige Records' fall Booster Sales Plan will go into effect during August. During the month dealers will be able to avail themselves a 10 per cent additional discount on the 100 plus jazz albums already in the Prestige catalog. The discount also applies to five new releases.

The new packages are by Sonny Rollins, Gil Melle, Ray Bryant, Ray Draper and Herbie Mann. As an added service to dealers, the company is preparing a brochure of the top 20 proven best-sellers for over-the-counter distribution.

Klipsch Preps
Stereo Tapes

HOPE, Ark.—The Klipsch tape division of the Klipsch sound equipment company here is readying a special fall program, featuring a series of stereo tapes.

The 7000-series, which will be marketed September 15, will be at 7½-ips speed and will present virtually the same material as the firm's 1000-monaural series. Latter retails at \$9.95 on 7-inch reels and at 15-ips. Jazz and organ material are included.

THEMES 'SHOES
OVER MIAMI'

MIAMI BEACH, Fla. — Paul Cohen, popular country a.&c. chief for Decca Records, is admittedly a man of many facets. Yet another turned up this week, as Cohen hovered over Columbia Records' annual sales conclaves here, spiritually, if not in person.

It seems that one of Cohen's publications "My Shoes Keep Walking Back to You," is on its way to becoming a Columbia hit, via a Ray Price disk. A shipment of fancy "Swank" tie pins, each carrying two little shoes, arrived here in time to be presented, with Cohen's compliments, to Columbia salesmen for their help in pushing the disk into the hit category.

NEW 'SAUCER' HITS CHARTS;
PUB HASSLE NOW IN MAKING

NEW YORK—Luniverse's "Flying Saucer the Second" disk made The Billboard's retail best-seller list and the Honor Roll of Hits this week, altho the label still hasn't received licensing permission for the nine top tunes, represented (by brief slices of current best-seller disks) on the platter.

At the same time, another flying saucer-type disk—"All Mixed Up" on the TOD label—appeared in local record shops here, with several of the same tunes ("Little Darlin'," "Mama Look-A-Boo-Boo," "Come Go With Me," "So Rare.") featured on one side. Also recognizable are "School Day," and "Butterfly." Publisher credit on the label is carried by Morty Craft's Craft Music firm.

The Harry Fox office here said it has received complaints from publishers about both disks, and that it hopes to work out some kind of royalty agreement between Luniverse (Dick Goodman's label) and the publishers involved in the hassle. At the same time, the Fox office intends to look into publishing arrangements on the new "All Mixed Up" record.

Goodman has requested licenses from Acuff-Rose, Hill & Range, Fill-Fee Bee and other publishers with tunes on his disk at a rate of a quarter of a cent for each song. However, to date the publishers have rejected this offer and most are holding out for the standard 2-cent rate, which could run into a considerable sum of money if the platter continues to move up the best-seller ladder.

Altho most of the snatches of songs are recognizably taken from current best-selling disks, none of the labels involved have yet registered an official beef, as was the case with the first "Flying Saucer" platter.

Way Cleared
For Action on
Cabaret Tax

WASHINGTON — Legislation designed to lower the cabaret tax to 10 per cent was approved last week (18). Committee action clears the bill for debate on the House floor.

Approved bill was introduced earlier this session by Rep. Aime J. Forand (D., R. I.) Forand originally called for outright repeal of the tax, but his bill was amended by an excise tax subcommittee to ask for reduction rather than repeal.

Lowering the tax from 20 to 10 per cent will reportedly mean a \$21,000,000-a-year loss to Treasury Department.

Indications are that the measure stands a good chance of House passage this session. Senate action is not expected until next session.

Dawn Offers
LP Special
At \$2.98

NEW YORK—Dawn Records, jazz and r.&b. subsidiary label of Sid Siegel's Seeco Records operation, will head its August-September release list with a \$2.98 price special.

The disk, on which price will go up to normal \$3.98 on October 15, is "Rock and Roll Spectacular." It features 15 tunes, some of which were out as singles, by such as the Sophomores, the Treniers, Lincoln Chase, the Royal Jokers, and with arrangements by such as Ray Ellis, Howard Biggs and Maurice King. Dealers and distributors will get regular discounts.

Also on release, at regular price, are new issues by jazzmen Randy Weston, Joe Puma and Les Jazz Modes. Several of these sets are continuations of the "Modern Art of Jazz" series, all produced by Chuck Darwin.

RCA Teen-Age
Pop Concert

MILWAUKEE — A special teen-agers pop concert will be held here in the Temple of Music on August 6, featuring RCA Victor recording stars exclusively.

Appearing on the bill will be Hugo Winterhalter with a 08-piece ork, Julius LaRosa, Pat O'Day, Chet Atkins and the Rhythm Rockers and the Lane Brothers Trio. Artists will be feted at a civic reception the night before.

Jack Burgess, manager of the Victor single records department; Jack Dunn, promotion manager; and Bud Booth and Myron King, Midwest field men, also will be on hand. Affair has been set up for the diskery by Harold Rietz of Taylor Electric, local RCA Victor distrib. It's being sponsored jointly by the Milwaukee Journal and the County Park Commission, celebrating latter's 50th and the former's 75th anniversary.

TWO BIG SMASHES BY PAT BOONE
FROM THE "HOUSE OF BOORNE"

PAT BOONE
"GOLDMINE IN THE
SKY"

PAT BOONE
"LOVE LETTERS IN
THE SAND"

BOORNE, INC.—ABC MUSIC CORP.
156 W. 52 St. N. Y. C.

DRIVE
IN
SHOW

Eddie Cochran
Liberty

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

WANT SONGS

Jimmy Work has set up his own BMI Music Publishing Company. All songs are welcome for consideration. Country and Pop. Send demo or tape of your songs to

WORK MUSIC Publishing Company

8503 South Painter Avenue

Whittier, California

GIVE TO DAMON RUNYON CANCER FUND

DECCA® PRESENTS

the dealer's choice...



DL 8575 NEW TRICKS ...
Bing Crosby



DL 8436 OLE CATERINA
Caterina Valente and Silvio Francesco



DL 8555 THE MASTERS REVISITED
Ralph Burns



DL 8577 TEENAGE HOP
Warren Covington



DL 8610 "SWEET SMELL OF SUCCESS"
Elmer Bernstein



DL 8552 WINNER OF YOUR HEART
Kitty Wells



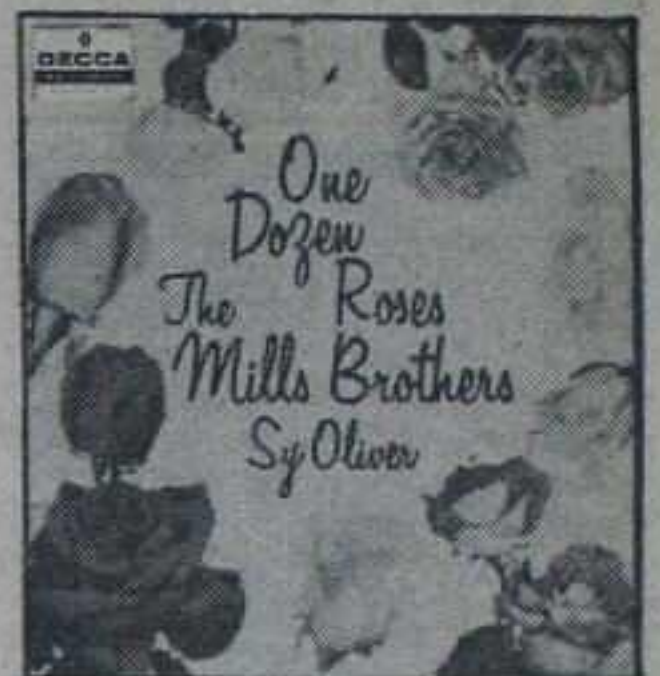
DL 8478 JAZZ LAB 2
John Graas



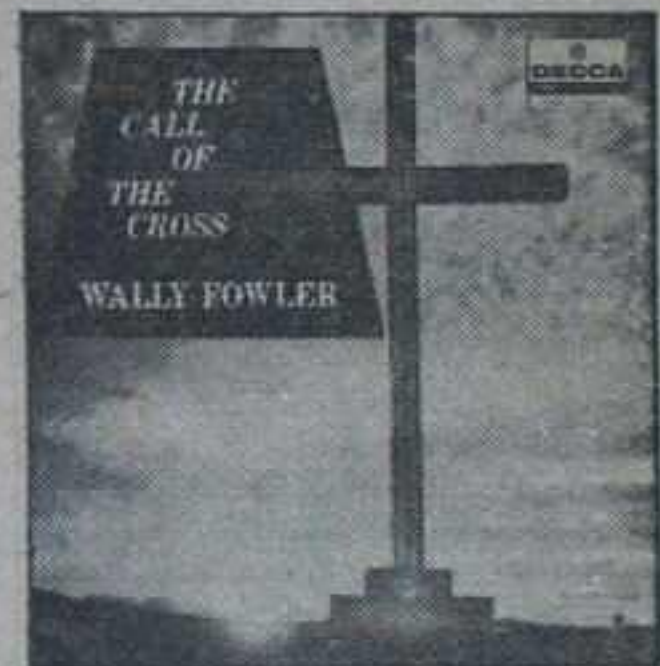
DL 8557 DEBUT
Marcy Lutes



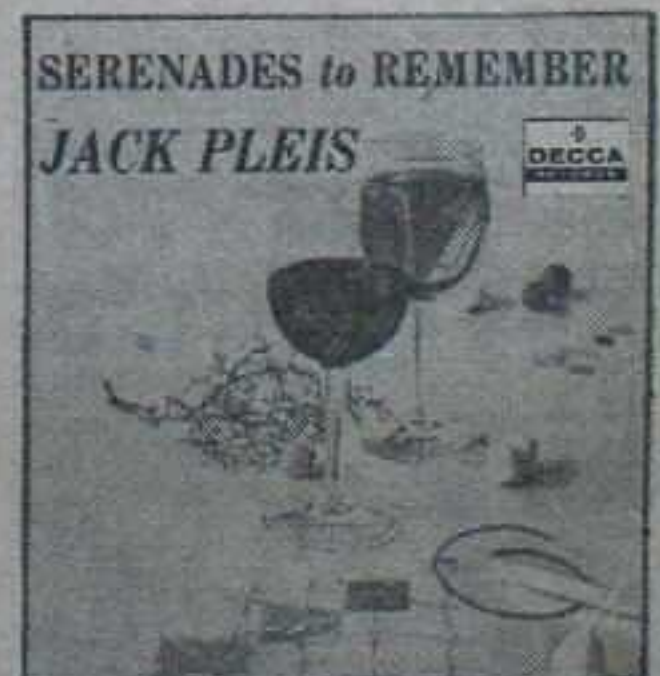
DL 8475 RENDEZVOUS IN PARIS
The Conley Graves Trio



DL 8491 ONE DOZEN ROSES
The Mills Brothers



DL 8560 THE CALL OF THE CROSS
Wally Fowler



DL 8586 SERENADES TO REMEMBER
Jack Pleis

a New World of Sound...
DECCA
THERE'S MORE...

42 BRAND NEW

open your doors to



DL 8490 BOY MEETS GIRL
Sammy Davis, Jr. and Carmen McRae



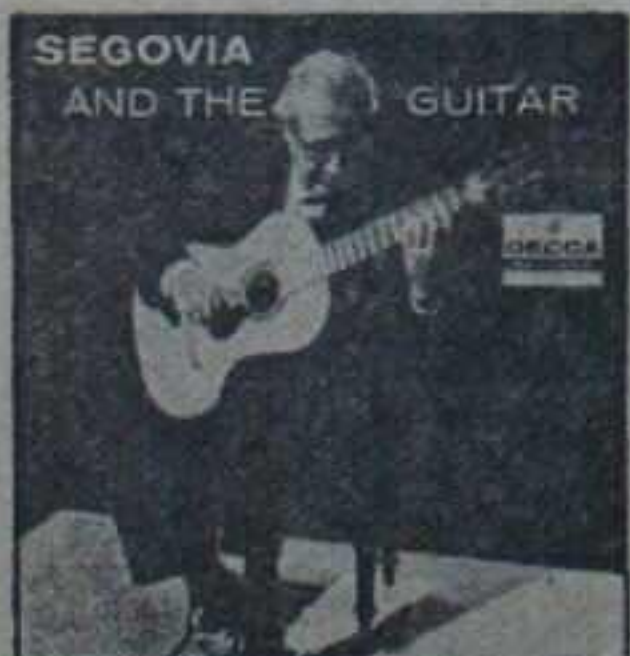
DL 8573 A "POPS" CONCERT IN HI-FI
Mishel Piastro



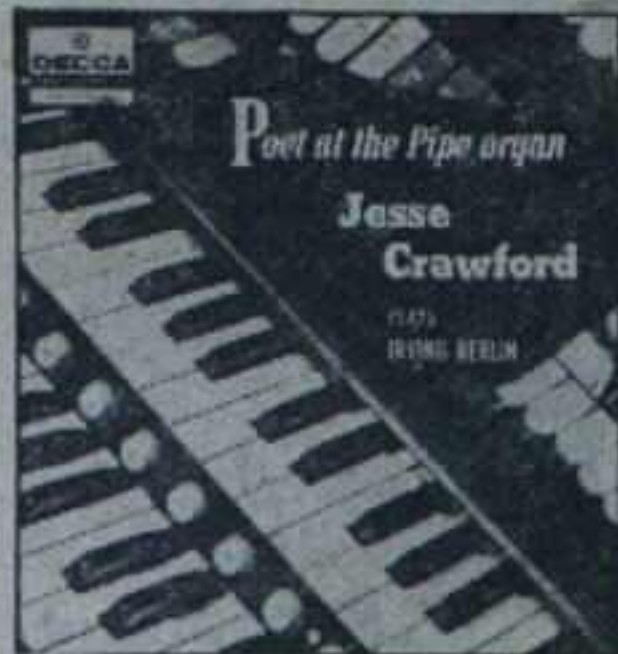
DL 8576 WILBURN BROTHERS
Teddy and Doyle



DL 9925 FLAMENCO!
Carmen Amaya



DL 9931 SEGOVIA AND THE GUITAR
Andres Segovia



DL 8565 POET AT THE PIPE ORGAN
Jesse Crawford



DL 8558 JAZZ STUDIO, NO. 6 THE EASTERN SCENE
The Amram-Barrow Quartet



DL 8473 TRUMPET ON THE WING
Wingy Manone



DL 9932 GRAND OPERA HIGHLIGHTS MOZART: THE MAGIC FLUTE
Various Artists



DL 8556 DANCING ON A RAINBOW
Roger King Mozian



DL 8562 STRINGS OF MY HEART
Mimi Allen



DL 9050 THE JOLSON STORY AMONG MY SOUVENIRS
Al Jolson



DL 8567 SHUFFLIN' ALONG
The Four Aces



DL 8496 ISLE OF GOLDEN DREAMS
Wayne King



DXM 155 Satchmo—A Musical Autobiography of Louis Armstrong. Satchmo himself plays, sings and tells the story behind 48 classics from "Basin Street" to "High Society." Over 2 years in the making. Four long play records, full color brochure, fabulous packaging. \$19.50 (Fed. Tax Inc.)

The most fabulous
AUGUST PROGRAM EVER!
42 Brand New albums
PLUS the great DECCA
12-INCH CATALOG America's
fastest selling albums—
a profit package program
never before tapped
in DECCA RECORDS'
star-studded history!



A NEW WORLD

DECCA® ALBUMS

BIGGEST SALES EVER!



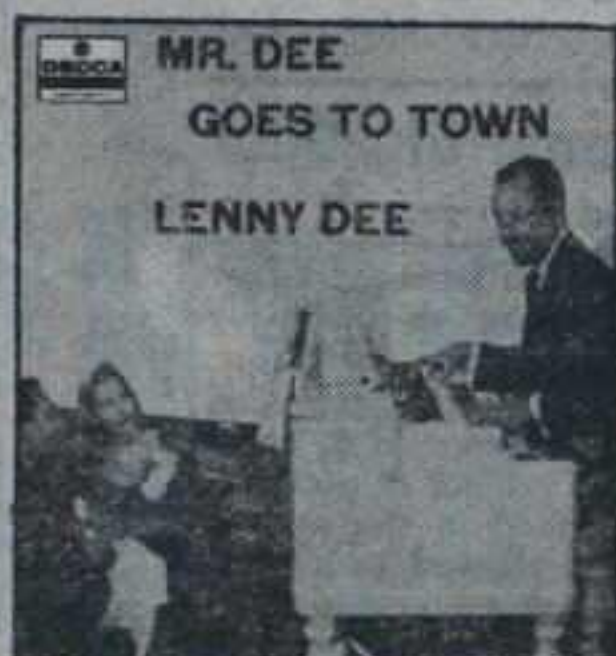
DL 8569 ROCKIN' THE "OLDIES"
Bill Haley and his Comets



DL 8587 CAPT. BURL IVES' ARK
Burl Ives



DL 9049, ED 2526, 2527, 2528
Club Durant — The incomparable Jimmy Durante and his fantastic radio and TV guests—Crosby, Cantor, Hope, Jolson and other great names of show business, in one of the great albums of all time!



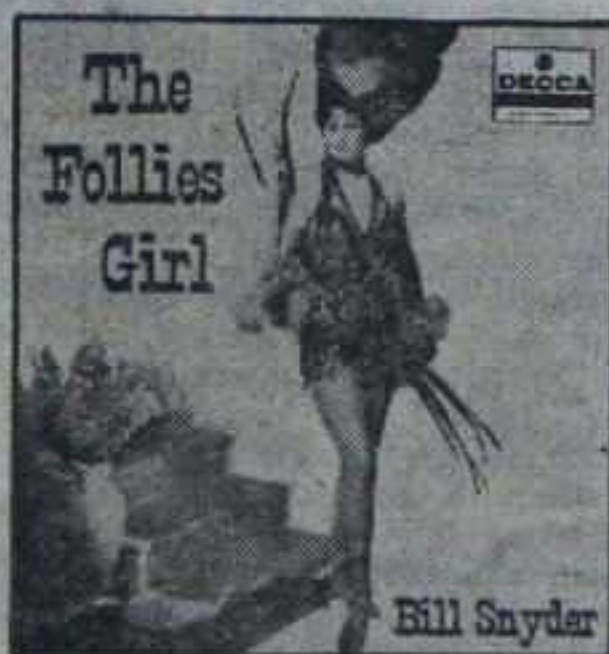
DL 8497 MR. DEE GOES TO TOWN
Lenny Dee



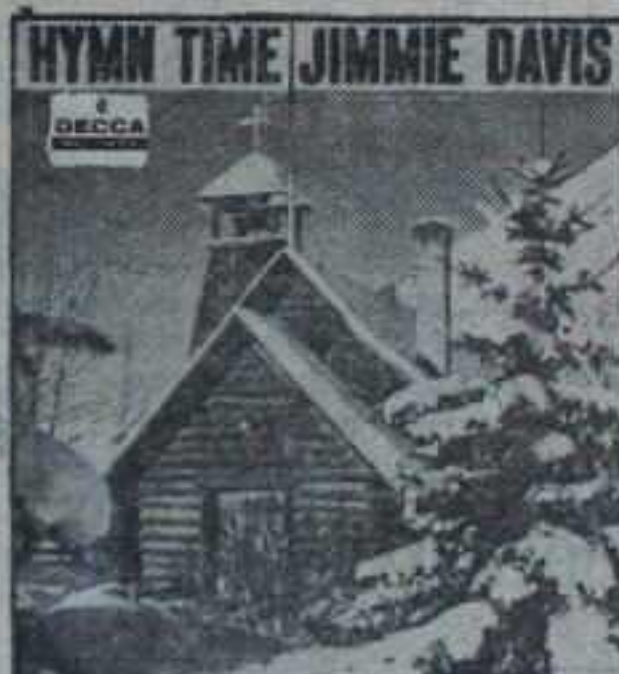
DL 8559 LATIN IMPRESSIONS
Socarras



DL 8611 PATSY CLINE
Sung by Patsy Cline



DL 8495 THE FOLLIES GIRL
Bill Snyder



DL 8572 HYMN TIME
Jimmie Davis



DL 9930 SCHUMANN: DICHTERLIEBE, OP. 48 BRAHMS: 6 SONGS
Various Artists



DXB 144 SCHUBERT - ROSAMUNDE OVERTURE "THE MAGIC HARP"
Various Artists



DL 8584 I GOTTA RIGHT TO SING
Roberta Sherwood



DL 8483 IN A DANCING MOOD
Jan Garber



DL 8499 CASCADING STRINGS
Werner Muller



DL 9928 GRAND OPERA HIGHLIGHTS
TANNHAUSER—RICHARD WAGNER
Various Artists



DL 9927 EIN HELDENLEBEN OP. 40
RICHARD STRAUSS
Saxon State orch., Dresden
Karl Bohm, conductor

You'll find music for every age, taste and trend—backed by the most intensive promotion ever developed to reach Disc Jockeys, Reviewers and the public—Displays, advertising, everything! Your Decca salesman has all the details. See him now!



OF SOUND

Potent Columbia Program

• Continued from page 19

operation is the fact that this segment of the business now totals 22 per cent of the label's dollar volume. The phono sales staff is up 100 per cent over last year.

Thus far this year, Columbia's phono sales are 35 per cent ahead of last year. By the end of the year, the percentage is expected to be closer to 50.

The phono line will be backed by a million-dollar ad campaign in various media. A special finance plan is also set, with August and September shipments not payable until December 15.

Package Goods

The record product and merchandise aids revealed at the convention are outstanding, and include some 40 packages covering the pop, classical, jazz, country and children's fields. Two innovations are included in product. These are the debut of the Harmony label, and the inauguration of the Twin CL Series. (Both covered in separate stories.)

Pop product includes Johnny Mathis' "Wonderful, Wonderful," and Ray Ellis' "Ellis in Wonderland," respectively the August and September Buys-of-the-Month. It's Ellis' first and Mathis' second album. Others are "Songs of the Sea," by the Norman Luboff Choir (one of a series which has sold very well); "Other Voices," by Erroll Garner, with orchestra directed by Mitch Miller; "Phil Silvers and His Swinging Brass"; Frank Comstock's "A Young Man's Fancy"; Xavier Cugat's "Bread, Love and Cha-Cha-Cha"; The Hi-Lo's "Now Hear This"; "The Piano Artistry of Jonathan Edwards"; "Jazz Goes to Junior College," by the best selling Dave Brubeck; another sound track, "An Affair to Remember," from the Cary Grant-Deborah Kerr film, with title song sung by Vic Damone.

The pop release also includes packages by country artists who are big in the pop market. Included are "Ray Price Sings Heart Songs" and Carl Smith's "Smith's the Name."

Kiddie field is represented by two packages by Captain Kangaroo, noted TV personality; and Rosemary Clooney's "Clooney Tunes."

Powerful Classics

The powerful classical product includes "The Romantic Music of Rachmaninoff" by Kostelanetz, and Berlioz' "Symphonie Fantastique" by the New York Philharmonic

Westminster Plan

• Continued from page 19

chestra of Folk Instruments of U.S.S.R. The orchestral series also includes a new recording of Rakhov's "Violin Concerto in E Minor" conducted by the composer with Igor Oistrakh as soloist.

Among the new September releases are a new recording of the "Nutteracker Ballet" conducted by Rodzinski, "Peter and the Wolf" conducted by Scherchen, and Respighi's "Tone Poem for Soprano and String Quartet" with Sena Jurinac. Miss Jurinac will appear at the Metopera next season. Releases of works by Sibelius and contemporary Scandinavian composers, Larsson and Wren are also scheduled. Also listed in the September orchestral series is Julivet's "Concerto for Martenot."

September pop packages include a duo piano excursion in sound, "Sound Blast," with Ferrante and Teisher, and "Peter and the Wolf," narrated by Gary Moore. The deluxe Laboratory Series lists a rehearsal recording, conducted by Sir Adrian Boult, of Britton's "The Sea."

The company also has acquired several sets from the Jewish Music Documentary Society for September release. These will be re-issued now on Westminster.

conducted by Mitropoulos. These are respectively the August and September Masterworks Buys-of-the-Month. Big item in the Masterworks release is the Warner Bros. sound track, "The Pajama Game," starring Doris Day. Eugene Ormandy and the Philadelphia Orchestra are represented by packages by Prokofiev's "Peter and the Wolf," by another package of standards by Tchaikowsky, Borodin, Barber and Vaughan Williams (all featuring the strings of the Philadelphia Orchestra), and a third package of Gliere's "Symphony No. 3."

Of especial interest are four Masterworks packages which include long-awaited new recordings of all the Mozart Quintets by the Budapest String Ensemble. Art work on these packages has a continuous theme, facilitating use of the covers for display by dealers.

Other classical albums are Zino Francescatti and the New York Philharmonic, with Mitropoulos, in Lalo's "Symphonie Espagnole in D Minor," backed by Vieuxtemps Concerto No. 4 by the Philadelphia Orchestra with Ormandy. Another long-awaited item is Sir Thomas Beecham and the Royal Philharmonic in Mozart's 39th and 40th symphonies. These are remakes of great interpretations. An important "first" is Stravinsky's "Persephone," by the New York Philharmonic, conducted by Stravinsky, with Vera Zorina as narrator. Also included are "Anna Russell in Darkest Africa"; "Hail Holy Queen," sung by the Trappist Monks; "William Tell Overtures" by the Philadelphia Orchestra.

The fall program is heavily supported by merchandising aids. These are considered in the companion story on this page.

'Swingin' Summer'

• Continued from page 19

combinations, suggesting natural dealer displays.

The jazz EP group includes disks (from previous albums) by Wilbur de Paris, Bobby Short, Phineas Newborn, Chris Connor, Joe Mooney, and the Modern Jazz Quartet. A Charlie Mingus disk on which the material is all new features an entirely spontaneous session and includes similarly spontaneous comments by WOR jockey Jean Shepherd who gave voice to his thoughts according to how the music moved him.

The LP release leads off with the long-awaited Ray Charles all-instrumental jazz album, in which Charles applies his gospel and blues ideas to modern jazz. Other sets include "Mood Jazz With Joe Castro," with the pianist using voices and strings in three different groupings; "That Satin Doll," "Carol Stevens," and "Dixieland at Jazz, Ltd.," featuring Sidney Bechet, Miff Mole, Muggsy Spanier and other Dixie notables.

Court Hassle

• Continued from page 21

erty for Connecticut and Massachusetts. It is alleged that Liberty failed and refused to ship as ordered" and on July 28, 1956, notified Leslie that its contract was canceled.

Liberty contends that Leslie failed, refused and neglected to maintain an effective sales program, causing the defendant to lose benefits of \$100,000. Liberty also claims that Leslie "willfully and maliciously and in total disregard of its obligation . . . sold records outside of its territory and at prices lower than prevailing market prices," thus interfering with and infringing on rights of other distributors, to the tune of \$100,000.

Logan Quits KWKH to Take Music Post

SHREVEPORT, La. — Horace Logan, producer-director of "Louisiana Hayride," nationally known country music show since its inception and head of the KWKH Artist Service Bureau, here, has resigned to take over management of the Dandelion Music Company, Malibu, Calif.

Logan's resignation, effective August 1, ends an association with KWKH of more than 20 years, during which he held positions as announcer, program director and artist bureau director. Under his direction, "Louisiana Hayride" has aided in the development of an impressive list of country music artists.

As head of Dandelion Music, Logan will work with Fabor Robinson, owner of the Dandelion firm as well as the Fabor and Abbott record companies.

Operation of "Louisiana Hayride" will pass into the hands of Frank Page, KWKH program director.

Commie Big Beat

• Continued from page 21

taught night club performers how to sing the song as originally intended.

Song censorship in the radio and record fields is even stricter, noted Gordon. "The manner of presentation is prescribed to the singers. They are not allowed to sing in modern swing or syncopated style. Orchestra arrangements have to sound 'flat' and without 'Americanism.' Even the breathing technique of the trumpet-player is strictly supervised thru 'cultural-political' regulations."

Gordon said he once made the mistake of writing a letter of complaint about the censorship situation to the head of a Budapest radio station and as a result his songs were banned on all radio shows for two years due to the "reactionary" content of his letter. In 1949, he said, he submitted 14 ballads to the Ministry for the People's education and only one was accepted.

Even that tune — (English title: "All Looks Different in the End") was ultimately blacklisted, following an incensed newspaper editorial, wherein the reporter said he'd overheard a drunk sing the song — "It all looks different in the end of the Communist regime." As a result of this censorship, said Gordon, illegal "sing easy" clubs sprang up all over the country, where muted bands played such subversive items as "Star Dust," etc.

In line with this, reports have it that Elvis Presley's platters are currently being made on old X-Ray plates in Russia and bootlegged there for around \$12.50.

Gordon was put in touch with Broadcast Music, Inc., here by the American Council for Emigres in the Professions this year.

Col. Tape Line

• Continued from page 21

Kaye Swings and Sways Bells Are Ringing."

Herbert Greenspon, Columbia vice-president in charge of operations, stated that there would be monthly tape releases, with point of sale material and merchandising aids.

The Columbia tape packages are Fujita-designed, factory sealed, with individual notes in the package rather than on the back cover.

In producing the tapes, the latest multi-channel tape recorders are used. The conventioners showed great interest in the tape demonstrations.

MUSIC AS WRITTEN

Lenny Lewis Adds Two Songbirds to String . . .

Lenny Lewis, manager of thrush Morgana King, has added Lucy Roberts and Val Anthony to his stable. Miss Roberts, last with Vik, has been signed to Epic, and to a booking pact with Mercury Artists. Anthony signed with VIP Records. Miss King meanwhile, has gone with Shaw Artists, which company has booked her into Birdland for two weeks starting August 1.

Robertson to Cut First Dot Disk . . .

Dot Records last week signed Don Robertson, formerly on the Capitol label. Robertson, who had a best seller in "The Happy Whistler," will cut his first Dot disk with his wife, Lou Dianning.

Whoops, We Slipped! . . .

Thru an error the review of only one side of the new Jim Reeves' release, RCA Victor 6973, appeared in the July 15 issue of The Billboard. "Young Hearts" (Ross Jungnickel, ASCAP) was unintentionally omitted. "Two Shadows on Your Window," the flip side, was a Billboard Spotlight pick.

New York

Joni James takes off shortly for Latin America. She'll do personals in Rio de Janeiro and Sao Paulo, Brazil, starting August 3. . . . Toni Carroll is now touring with the George Jessel unit in New Jersey, New York and Michigan. . . . Eydie Gorme and Steve Lawrence both appeared on the Julius LaRosa show July 27. Miss Gorme

Juggy Punching

• Continued from page 21

duly qualified officer of United be appointed by the court to show that Gayles is legal owner of the 50 shares.

Gayles claimed that as a "trusted friend, confidant and business advisor," he informed Gale he needed funds and proposed to borrow from Diamond on his 50 shares, which he claimed were worth \$50,000.

The complaint further alleges that in violation of trust and confidence by Gayles in Gale and in violation of the fiduciary relationship, Gale secretly and without knowledge of the plaintiff redeemed the stock two days earlier than the date set for repayment and redemption by Gayles. Immediately thereafter, said the complaint, Gale notified Gayles that he had redeemed "for his own benefit," and that plaintiff had no interest in United or in the 50 shares of stock.

Riverside \$3.98

• Continued from page 21

up a chain of distributors, few of whom will be regular Riverside distributors.

The new line will consist of material more in the pop groove than that featured now on the \$4.98 and \$5.95 Riverside series. Latter are mainly folk and jazz specialties. For example, the society dance disks, featuring such as the Chauncey Gray and Lenny Herman orks, will be on the new label. Also certain folk and jazz material of a "less ethnic" nature. There also will be light-classical disks, and some conversions from older 10-inch Riverside LP's. Among the latter are enlarged sets by comic Henry Morgan and calypsoite Geoffrey Holder. Line-up also will include piano packages devoted to individual composers.

Material already is in production and 12 sets or more will ship in September. Along with these will be shipped a low-priced sampler—perhaps the first time a new line has been kicked off with a sampler.

then opens a week's slotting at the Club Bolero, Wildwood, N. J., August 2, while Lawrence goes into the Stage Door, Toronto, for a week on August 7.

Carousel Records' Ziggy Lane is appearing at the Coral Reef Beach Club, Lido Beach, N. Y. His new release is titled "A Man Has Gotta Sing."

Rock 'n' roll queen Lillian Briggs makes her European debut September 23. She will spend six weeks in England, Italy, France and Germany. Following her present three-week engagement at the Riverside Hotel, Reno, Miss Briggs will do a 22-day tour of fairs in Pennsylvania, Ohio and New York.

. . . Jerry Cooper's recent guest shot on the "Jackie Gleason Show," has resulted in the artist being signed to an exclusive contract with Anchor Records. Ernie Krauter, proxy of Anchor, has skedded the singer's first release, "Musie Sets 'Me Free," backed with "Lucky," for next week.

Record Group At-NAMM Meet

CHICAGO—The 56th annual convention of the National Association of Music Merchants, which closed July 18 here, drew an all-time record registration of 9292.

William R. Gard, executive secretary of the NAMM, indicating that "buying was good" at the show, chalked up the increased attendance to down-to-earth business sessions designed to help merchants sell more merchandise, plus the fact that numerous firms this year introduced a bevy of new promotion aids for attending dealers. Dates of next year's show will be July 21 thru 24 at the Palmer House here.

Coral Promotion

• Continued from page 21

ber 10, and December 10 and 26. Highlight of the dealer display material is a simulated gold and white antique frame, 17 inches square, designed for exclusive display of the Lawrence Welk "World's Finest Music" package. Mounted litho units in various sizes of the other packages can be used individually or collectively in the store. Coral salesmen are using three special samplers for dealer calls, as well as the "Colorama" catalog, which enables them to display every album in the label's catalog.

The label has prepared two completely different samplers, containing 22 bands, for jockey and station use. With the new release, the firm debuts a new LP subscription service for stations. A minimum of 60 albums per year is guaranteed for the \$50 annual subscription fee. Shipments will be made monthly. For all new subscribers, Coral is also offering any back LP's released prior to April 1957 but still in the active catalog, at \$1.10 each.

Norm Wienstroer, general sales manager, presented the program at a series of branch and distrib meetings in New York, Chicago and Los Angeles.

Phil Hanna Succumbs To Heart Attack

NEW YORK—Phil Hanna, a one-time recording vocalist for Decca in the early '40's, died last Saturday (20) of a heart attack. Hanna, who had been a tennis champ in the '30's, had just completed a losing match in the New York State championship tourney at Bayside.

In recent years, he had been a free-lance radio and TV announcer. He was 47.

ANOTHER INDUSTRY SERVICE OF THE BILLBOARD

The Second Annual
**RECORD ALBUM
 COVER CONTEST**

conducted by The Billboard to focus attention on the packaging of long playing records and to give recognition to album covers whose design best meet the needs of self-service merchandising.

Here are comments from the leading design consultants that served on

THE JUDGES' PANEL



ROY LARSEN—Vice-President and Director of the Packaging and Graphic Division, Raymond Loewy Associates.

Trademark, package and graphic designs for accounts under his supervision include National Biscuit Company, Armour and Company; Canada Dry Ginger Ale, Inc.; International Harvester, Brown-Forman Distillers Corporation, National Dairy Products Corporation and others.

"This year's album cover contest indicates that a very important phase of graphic treatment has come to maturity. In an era where unaided, and to a large degree, impulsive self-selection is the basis for a major portion of sales, the use of dramatic and imaginative color photography on album covers to brilliantly and instantly convey an initial impression of the music within . . . its mood . . . type . . . emotional appeal . . . is a welcome and progressive note.

"Design potential for record albums in the future could include numbers of undeveloped ideas, especially new materials and textures in regard to the content itself, along with outstanding graphic treatment. This could result in some outstanding and agreeable effects."

FREDA DIAMOND—Internationally known designer and home furnishings consultant.

A stylist and consultant to department stores as well as trade associations, mail order houses and premium users. Among her clients are General Electric's Clock and Timer and Vacuum Cleaner divisions, Libbey Glass, Continental Can Company, Inc.; Window Shade Manufacturers Association and named by the New York Times as the person who . . . probably exercises more influence on the taste of the average home furnishings consumer than any other individual in the United States."

"Generally the designs were more interesting than last year. However, there seemed to be a tendency towards a more obvious and literal treatment of subject matter. This approach, on the whole, is not nearly as exciting nor does it have as much eye appeal as the imaginative or stylized approach to graphic selling. More album covers are catching some of the mood created by the music on the records which they covered."



ALAN BERNI—President of Alan Berni & Associates, package and industrial designers.

Among the accounts handled: Bulova Watch Company, General Food Corporation, National Silver Company, Pepperell Mfg. Co., Lehn & Fink Products Corp., A. C. Gilbert Co. and E. R. Squibb & Sons, Inc.

"We believe the record industry has, as its increased sales volume shows clearly, sped forward and upward in its self-presentation. It is by no means lax in its grasp of merchandising and design; but it will move at a redoubled rate of speed in the coming year. The Billboard's efforts in promoting this design-music link is a vital pivot; from this and other activities must surely stem closer and more skilled merchandising with retailers; with varied record equipment makers and with the public-at-large.

"Design must be utilized skillfully and effectively to promote music further; for what the sense of hearing cannot detect in a store, the sense of sight and the emotional response that arises from that—viz., design—accomplishes."



WILL BURTIN—Designer of publications, posters, exhibits, displays and industrial products.

Among his accounts: IBM, Reynolds Aluminum, American Type Foundry, The Upjohn Company and U. S. Government. Member, Executive Committee, International Design Conference and President, American Group Alliance Graphique Internationale.

"There is a noticeable lack of adequate title or text display in many entries. The pictorial aspects of setting the mood or interpreting the character of the record dominate to a point where lettering and typography appear almost perfunctory. In my estimate this reduces clarity of communication—a prerequisite in terms of display and selling.

"The pictorial quality and the standards of reproduction employed are high. The preponderance of color photography is striking and thought-provoking."

WALTER MARGULIES—Partner, Lippincott and Margulies.

Package design and consultant design firm, whose clients include Campbell's Soups, General Electric, Hilton Hotels, Royal Typewriter, W. T. Grant, Glenn Martin Aircraft, Piel Brothers, Emerson Drug and others. Graduate, Ecole de Beaux Arts, Paris, and author of "Design for Business."

"Packages in the record business are created by artists, gifted or otherwise, who depend on their own hunches and inspiration for their concepts. Few take advantage of the advanced research techniques now available for determining public acceptance of the designs. What is the public image of one musician versus another? One record producer versus its competitor? How can the qualities of music be projected graphically so as to take maximum advantage of the universal human need for music? A good design should make you hear the music—whether it is Casals or Presley."



Now turn the
 page for
THE WINNERS

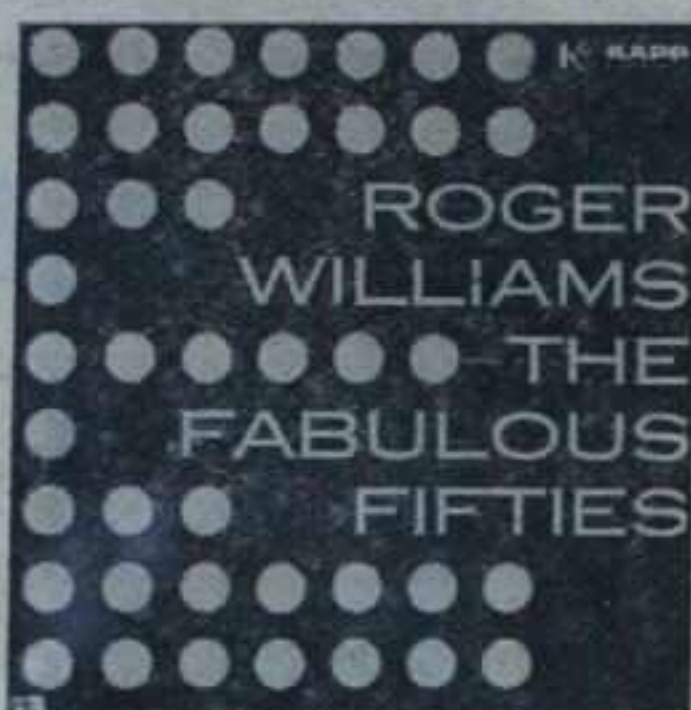
THE WINNERS

There was a first, second and third place selection in each of the seven categories shown.

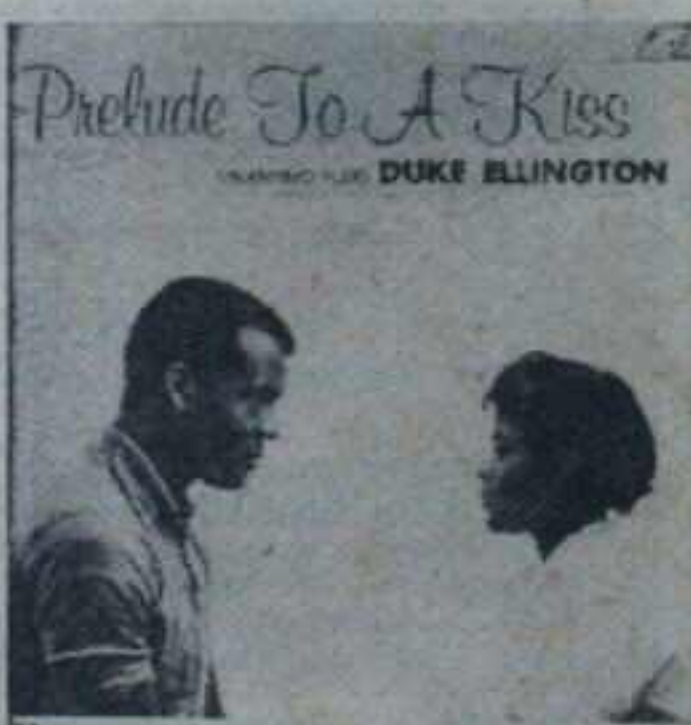
GENERAL POP



1. Harpo in Hi-Fi
Harpo Marx
MERCURY MG 20232



2. The Fabulous Fifties
Roger Williams
KAPP KXL 5000



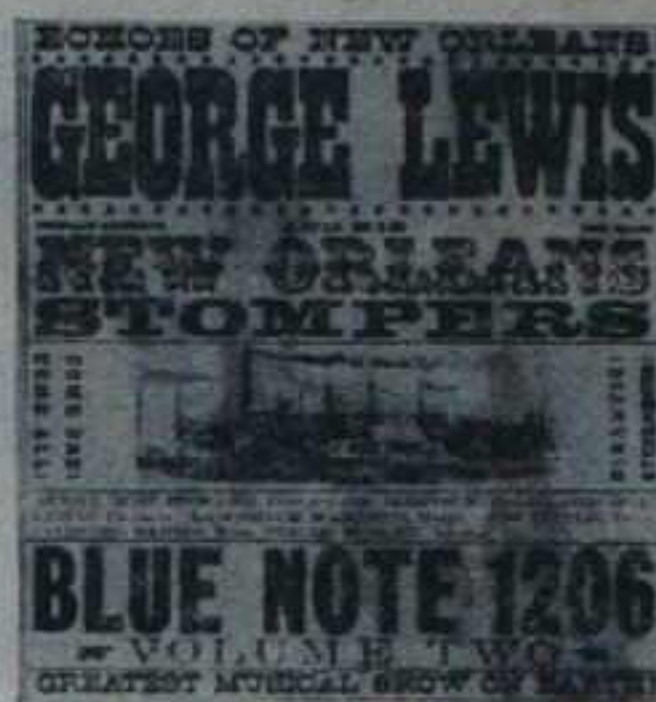
3. Prelude To A Kiss*
Valentino Plays Ellington
ABC-PARAMOUNT 169



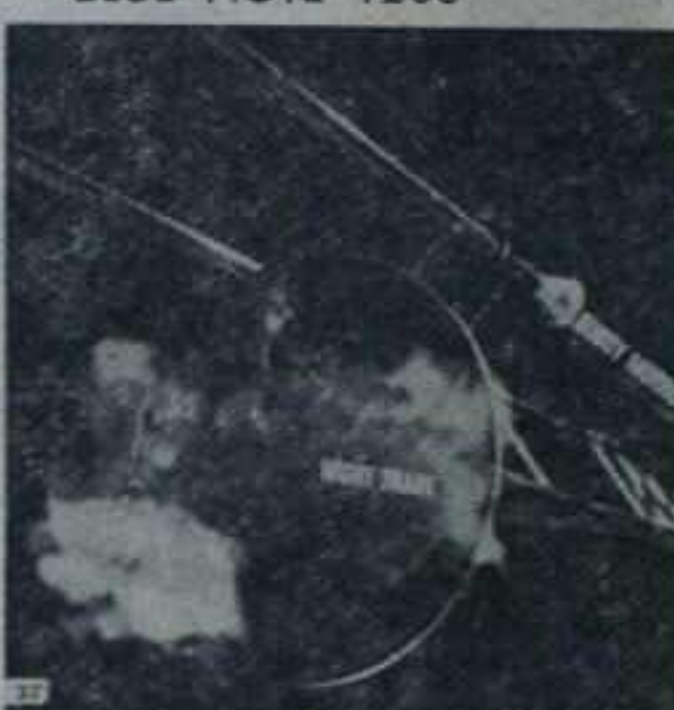
3. All Day Long*
Frank Foster & Others
PRESTIGE 7081

*Tie for third prize

JAZZ



1. Echoes of New Orleans
George Lewis and His
New Orleans Stompers
BLUE NOTE 1206

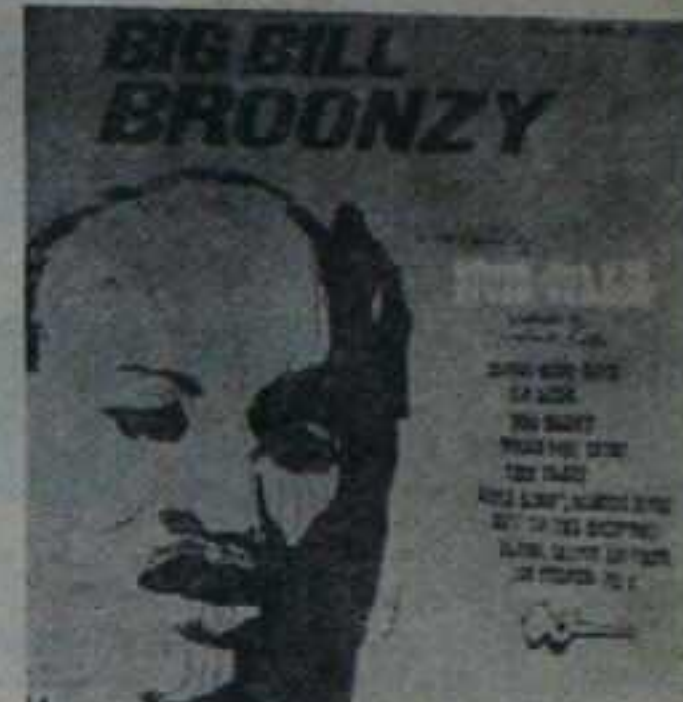


2. Night Train
Buddy Morrow and His
Orchestra
RCA VICTOR LPM-1427



3. Tenor Sax
Don Byas, Stan Getz
& Others
CONCORD 3012

ARTIST VOCALS



1. Big Bill Broonzy
Interviewed by Studs Terkel
FOLKWAYS FG 3586



2. 12x4
The Four Tunes
JUBILEE 1039



3. Sammy Swings
Sammy Davis Jr.
DECCA DL 8486

The Communication

Another Industry Service of The Billboard—The

LATIN AMERICAN



1. Calypso Dance Party
Candido & Others
ABC-PARAMOUNT 178



2. Meringue
Ensemble aux Calebasses
COOK 1186



3. Let's Cha Cha Cha
Hector Rivera & Orchestra
MERCURY MG 20137

INTERNATIONAL



1. We're Not Strangers
Enzo Stuarti
JUBILEE 1041



2. Paris Concert
Gerry Mulligan
PACIFIC JAZZ 1210



3. Bonjour Paris
Michel LeGrand & Orchestra
COLUMBIA CL 947

CLASSICAL ARTIST VOCALS



1. The Restoration Sophisticate
Roger Lewis & Others
CONCORD 4003



2. Ten Songs From The
Hebrew/Hovhaness Works
Varied Artists
COLUMBIA ML 5179



3. Otello
La Scala Opera Company
CAMDEN CCL 101

CLASSICAL INSTRUMENTAL



1. Breaking The Sound Barrier
American Percussion Society
URANIA UX-106



2. Flamenco Guitar
Carlos Montoya
ABC-PARAMOUNT 157



3. Schubert Moments Musicaux
Rudolf Serkin
COLUMBIA ML 5153

Center of the Music Industry

The Billboard

Second Annual Record Album Cover Contest



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING JULY 20

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above.

- 1. LOVING YOU—Elvis Presley... RCA Victor LPM 1515
2. AROUND THE WORLD—Sound Track... Decca DL 9046
3. MY FAIR LADY—Original Cast... Columbia OL 5090
4. LOVE IS THE THING—Nat (King) Cole... Capitol W 824
5. FILM ENCORES—Mantovani... London LL 1700
6. A SWINGIN' AFFAIR—Frank Sinatra... Capitol W 803
7. OKLAHOMA—Sound Track... Capitol SAO 585
7. HYMNS—Tennessee Ernie Ford... Capitol T 756
9. THE KING AND I—Sound Track... Capitol W 740
10. PEACE IN THE VALLEY—Elvis Presley... RCA Victor EPA 4054
11. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
12. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
13. STEADY DATE WITH TOMMY SANDS... Capitol T 848
14. SONGS OF THE FABULOUS FIFTIES—Roger Williams... Kapp KXL 5000
15. AN EVENING WITH HARRY BELAFONTE... RCA Victor LPM 1402

* Not available as a pop album. Available only on RCA Victor EPA 4054.

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated.

Popular Albums

WONDERFUL, WONDERFUL (1-12)—Johnny Mathis. Columbia GL 1028
Having established himself as a star with two best selling singles currently on the chart, the singer's album should move strongly.

Jazz Albums

GO WEST, MAN (1-12)—Quincy Jones and Various Artists. ABC-Paramount ABC-186
A modern date Jones produced on the Coast that has everything: excellent writing, performances and a communicative quality that should hit the jazz initiate or long-time fan with equal impact.

Jazz Special Merit Albums

COOKIN' WITH THE MILES DAVIS QUINTET (1-12)—Prestige 7094
One of the more interesting Davis LP's, offering the modern pace-setter in a more dynamic mood than usual, per the title.

THE HAWK FLIES HIGH (1-12) — Coleman Hawkins. Riverside RLP 12-233
An excellent example of "new" Coleman Hawkins featuring inspired blowing by the Hawk and fine support from such salable names as J. J. Johnson, Jo Jones and Oscar Pettiford.

LES MODES (1-12)—Various Artists. Dawn DLP 1117
This unique jazz group, spotting Julius Watkins on French horn, Charlie Rouse on tenor sax and Gildo Mahones on piano, merits

recognition for its highly original routines and for the players' fabulous individual musicianship. With all their conservatory effects, these are hard swinging modernists.

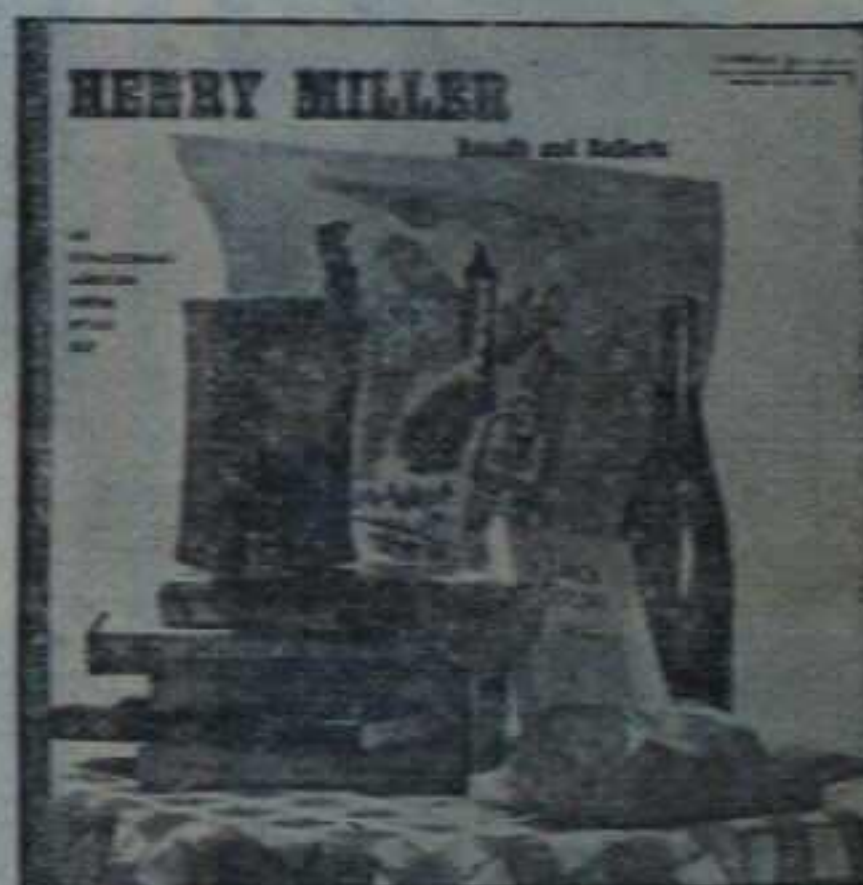
New Jazz Talent

BACK COUNTRY SUITE (1-12)—Mose Allison Trio. Prestige LP 7091
Deeply rooted in the blues and country music, pianist-composer Allison has come up with a strong blend of both on "Back Country Suite," the prime attraction of this collection.

Sound

No selections this week.

Album Cover of the Week



HENRY MILLER RECALLS AND REFLECTS, Riverside RLP 7023. Highly attractive cover photo by Paul Weller captures the flavor of the writer's bold, frank texts.

Reviews and Ratings of New Albums

Popular

JOHNNY TREMAIN (1-12) 78
Dinnerland WDL 4014
Sound track from the pic of the same name is slightly disappointing, tho the set will get heavy promotion from Disney and should make money.

SKITCH HENDERSON'S TRIBUTE TO COLE PORTER, RICHARD RODGERS, JEROME KERN (1-12) 71
Secco CELP-405
Here's a solid triple-threat sales entry for Porter, Rodgers and Kern fans.

STRINGIN' THE STANDARDS (1-12) 77
Gene Bianco and Group RCA Camden CAL 304
As a pleasant new diversion in the mood music field, this rates as a worthwhile buy.

HONEGGER: PACIFIC 231 & OTHER WORKS (1-12)—Phil. Symp. Orch. of London, H. Scherchen, Cond. West.minster XWN 1444
A liberal helping of highly-flavored

Classical

TCHAIKOVSKY: CONCERTO IN D MAJOR; BRUCH: CONCERTO NO. 1 (1-12)—Grammex, Violin, Vienna Symp. Orch., B. Lesevich, Cond. Epic LC 3365 78
Sensible pairing of romantic virtuoso violin works in well-pleased, intelligent performances by Grammex. Competition is so keen, however, that even present glossy package will find it difficult to displace entrenched sellers.

STRAUSS: WALTZES (1-12)—Phil. Symp. Orch. of London, Arthur Rodzinski, Cond. Westminster XWN 18504 77
Good recording and apt style ornament this reissue of material available earlier only in the higher-priced Laboratory series.

MOZART: SYMPHONIES VOL. VIII (1-12)—Phil. Symp. Orch. of London, Erich Leinsdorf, Cond. Westminster XWN 18216 74
Eighth volume of Mozart's Symphonies in Westminster's series contains Nos. 29 thru 32. Leinsdorf traverses these earlier symphonies with grace and insight, combining animation with restraint.

(Continued on page 36)

Jazz

LAST NIGHT WHEN WE WERE YOUNG (1-12) 81
Art Farmer with Quincy Jones Orch. ABC-Paramount 200
A salable set that should be equally appealing to pop and mood clientele. Farmer, a lyrical, modern trumpeter of rare talent, exploits the melodic potential of this essentially standard program with aid of Q. Jones' 'vibron' of background sound to gratifying results.

BILLY TAYLOR AT TOWN HALL (1-12) 79
Prestige 7093
A reissue of an original 10-inch includes stretches of Taylor in a variety of moods. Six numbers range from the softly lyrical to some brilliant displays of right and left hand and contrapuntal improvising.

WILD KITTEN (1-12) 77
Joe Fuma, Mat Mathews, Oscar Pettiford, Dawn DLP 1118
Fuma is one of the most distinctive among modern guitar players, with a fast intricate style and lines of varied length played with rhythmic flexibility.

(Continued on page 37)



Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING JULY 20

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above.

- Dukes of Dixieland, Vol. 3 Dukes of Dixieland Audio Vidality AFLP 1851
For Dancers Also Les Elgart Columbia CL 1008
Here's Little Richard Little Richard Specialty SP 100
Lena Horne at the Waldorf Lena Horne RCA Victor LOC 1028

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 20

Albums 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.

- 1. SWINGIN' AFFAIR—Frank Sinatra Capitol W 803
2. LOVE IS THE THING—Nat (King) Cole Capitol W 824
3. AROUND THE WORLD IN 80 DAYS—Sound Track Decca DL 9046
4. RING AROUND ROSIE—Rosemary Clooney & The Hi-Lo's Columbia CL 1006
5. ABOUT THE BLUES—Julie London Liberty LRP 3043
6. JUNE, FAIR & WARMER—June Christy Capitol T 833
7. S WONDERFUL—Ray Conniff Columbia CL 925
7. STEADY DATE WITH TOMMY SANDS—Tommy Sands Capitol T 848
9. BERGEN SINGS MORGAN—Polly Bergen Columbia EPB 9941
10. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's Columbia CL 052

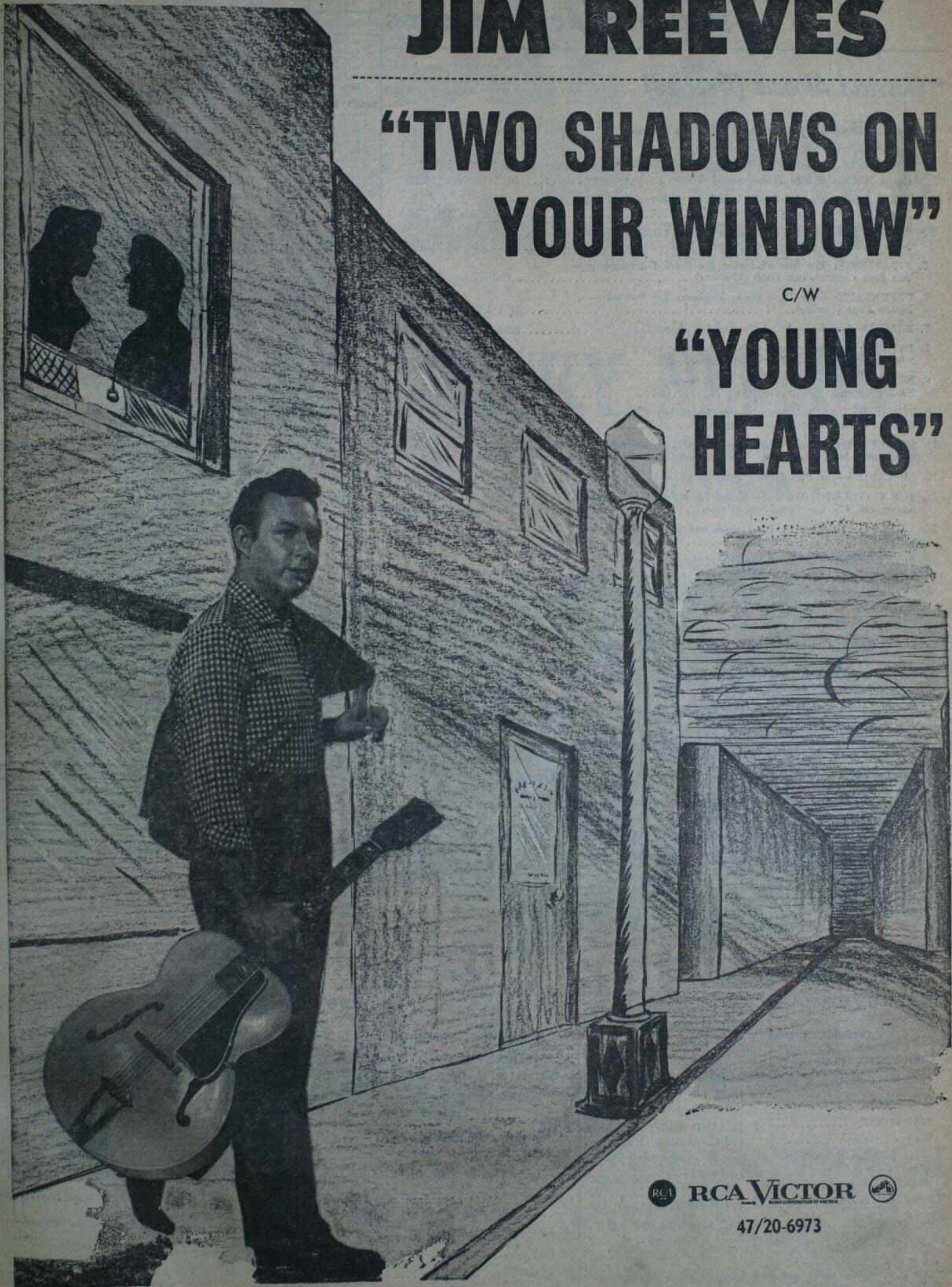
A SMASH FOLLOW-UP TO HIS POP HIT "FOUR WALLS"

JIM REEVES

"TWO SHADOWS ON YOUR WINDOW"

C/W

"YOUNG HEARTS"



RCA VICTOR

47/20-6973

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—
Minneapolis Symphony (Dorati).....Mercury MG 50054
2. HI-FI FIEDLER: Suite From "Le Coq D'Or" (Binsky-Korsakoff); Overture to "William Tell"
(Rossini); Marche Slav (Tchaikovsky)—Boston Pops (Fiedler).....RCA Victor LM 2100
3. STRAVINSKY: Firebird Suite; Tchaikovsky: Romeo and Juliet Overture—
New York Philharmonic (Bernstein).....Columbia ML 5182
4. RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1—
Rubenstein, Chicago Symphony (Reiner); RCA Symphony (Wallenstein).....RCA Victor LM 2068
5. STRAVINSKY: The Rite of Spring (Le Sacre Du Printemps)—
The Paris Conservatoire Orch (Monteux).....Columbia ML 2085
6. OFFENBACH: Gaité Parisienne; Meyerbeer: Les Patineurs—
Boston Pops (Fiedler).....RCA Victor LM 1817
7. BRAHMS: Symphony No. 1—Boston Symphony Orch. (Munch).....RCA Victor-LM 2097
8. DVORAK: Symphony No. 5 ("From the New World")—
NBC Symphony Orch. (Toscanini).....RCA Victor LM 1778
9. BEETHOVEN: Symphonies Nos. 5 and 8—
NBC Symphony Orch. (Toscanini).....RCA Victor LM 1757
10. TCHAIKOVSKY: Nutcracker Suite; Charbrier: Espana—
The Royal Philharmonic Orch. (Beecham).....Columbia ML 5171
11. STRAUSS: Don Juan; Waltzes From "Der Rosenkavakier"; Till Eulenspiegel's Merry Pranks;
Love Scene from "Feuersnot"—The Philadelphia Orch. (Ormandy).....Columbia ML 5177
12. FINLANDIA—The Philadelphia Orch (Ormandy).....Columbia ML 5181
13. THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—
Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 6039
14. MENOTTI: The Unicorn, the Gorgon and the Manticore—
New York City Ballet (Schippers).....Angel 35437
15. BEETHOVEN: Symphonies Nos. 1 and 9—
NBC Symphony Orch. (Toscanini).....RCA Victor LM 6009
16. PUCCINI: Tosca-Highlights—Tebaldi, Del Monaco, Chorus and Orch. of Accademia di Santa
Cecelia, Rome (Ereda).....London LL 1649
17. DINU LIPATTI—His Last Recital.....Angel 3556B
18. BEETHOVEN: Violin Concerto in D—
Milstein, Pittsburgh Symphony (Steinberg).....Capitol P 8313
19. TCHAIKOVSKY: Piano Concerto No. 1—
Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
20. RAVEL: Bolero; Rimsky-Korsakoff; Capriccio Espanol—
Detroit Symphony (Paray).....Mercury MG 50020

• Pop Vocals

1. LOVE IS THE THING—Nat
(King) Cole...Capitol W 824
2. A SWINGIN' AFFAIR—Frank
Sinatra...Capitol W 803
3. STEADY DATE WITH
TOMMY SANDS.....Capitol T 848
4. HYMNS — Tennessee Ernie
Ford.....Capitol T 756
5. BERGEN SINGS MORGAN—
Polly Bergen.....Columbia CL 994
6. ABOUT THE BLUES—Julie
London...Liberty LRP 3043
7. AN EVENING WITH HARRY
BELAFONTE.....RCA Victor LPM 1402
8. SPIRITUALS — Tennessee
Ernie Ford...Capitol T 818
9. CALYPSO—Harry Belafonte...
RCA Victor LPM 1248
10. PAT—Pat Boone.....Dot DLP 3050

• Jazz

1. MY FAIR LADY — Shelley
Manne and His Friends.....
Contemporary C 3527
2. CONCERT BY THE SEA—
Erroll Garner.....Columbia CL 840
3. ELLINGTON AT NEWPORT
—Duke Ellington.....Columbia CL 883
4. JAZZ IMPRESSIONS OF
THE U.S.A.—Dave Brubeck...
Columbia CL 894
5. ELLA FITZGERALD SINGS
THE RODGERS AND HART
SONGBOOK.....Verve MGV 4002-2
6. A DRUM IS A WOMAN—
Duke Ellington.....Columbia CL 951
7. JAI AND KAI—J. J. Johnson
and Kai Winding.....Columbia CL 973
8. DUKES OF DIXIELAND,
Vol. 1...Audio Fidelity AFLP 1823
9. AMBASSADOR SATCH—
Louis Armstrong.....Columbia CL 840
10. FAIR AND WARMER—June
Christy.....Capitol W 833

• Operas

1. PUCCINI: La Boheme (Com-
plete) de los Angeles.....
RCA Victor LM 6042
2. VERDI: La Traviata (Com-
plete)—Tebaldi.....
London VLLA 26
3. PUCCINI: Madama Butterfly
(Complete) — Tebaldi.....
London XLLA 8
4. VERDI: Aida—Milanov.....
RCA Victor LM 6122
5. VERDI: Aida (Complete)—
Tebaldi, Del Monaco.....
London XLLA 13
6. MOZART: The Magic Flute—
Strich.....Decca DX 134
7. VERDI: Aida (Complete)—
Nelli...RCA Victor LM 6132
8. BIZET: Carmen (Complete)—
Albanese.....RCA Victor LM 6102
9. MOZART: Don Giovanni—
Siepi.....London XLLA 34
10. PUCCINI: Tosca—Callas...
Angel 3508

• Reviews and Ratings of New Popular Albums

Continued from page 32

sparkling sound and should be readily available at the bargain \$1.98 tag. One of the new Camden releases featuring color cover and liner notes. Rates display and can even be used as a good hi-fi demo piece.

THIS IS KIM (AS JEANNE EAGLES)...76
Morris Stoloff Ork & Chorus
Decca DL 8574

Fine mood album with tunes creating a musical portrait of the film star in her forthcoming movie biog of Jeanne Eagles. The set includes a new song, "This Is Kim." Except for "Half My Heart," the much recorded theme from the pic, the selections are well-known standards that have no direct connection with the film. Promotional push behind the flick and shots of Miss Novak on both covers will help with sales.

ROCK AND ROLL SPECTACULAR...75
Various Artists (1-12")
Dawn DLP 1119

A lot for the price. Package is available at the suggested list of \$2.98 for two months. There's a flock of interesting talent here including the Sophomores, Carolyn Hayes, the Treniers, Lincoln Chase, Royal Jokers, Tiny Webb and India Adams. Sides contain good blues, rhythm pieces, honking horns and groups and solo vocalists, plus an occasional instrumental. Two of its special merits are the arrangements by Ray Ellis, Howard Biggs and Maurice King and production by Chuck Darwin.

**MARK LAUB ON THE LOWERY
ORGAN**.....75
(1-12")

Golden Crest CR 3022
Laub produces a bright, swifty, novel effect on the electronic organ, via the use of dance band-styled orchestrations. Selections include the usual standards—"Gypsy in My Soul," "Holiday for Strings," etc.—plus an affective original "The Boy With a New Harmonica," which duplicates the sound of a mouth organ with amazing fidelity. A solid stock item for the market.

THE MODERN MINSTREL.....69
Keefe Brasselle (1-12")
RKO Unique ULP-126

This is Brasselle's first LP. The film actor-nitery performer turns in a performance reminiscent of the vaude and nitery circuits. Tunes are either material or great standards, with musical accompaniments similarly reminiscent of the stage. Oldsters and young adults will take to it; not the teens. Generally, it has a happy sound, with such songs as "I'm Sitting on Top of the World," "It All Depends on You," "Carolina in the Morning."

**AN INVITATION TO ROSELAND
DANCE CITY**.....68
Wendell Tracy Ork (1-12")
BIG 808-LP

Billed on the album cover as "Vol. 1," this LP's primary sales appeal is as a souvenir package for terps with fond memories of the Manhattan ballroom. Roseland, Tracy plays a lightly swinging brand of society music with a good terp beat, and is more effective on standards than originals in this album. Pleasant warbling on a few sides by the Streamliners.

Spoken Word

THE RED BADGE OF COURAGE...80
Read by Edmond O'Brien (1-12")
Caedmon TC 1040

Highly dramatic reading from Stephen Crane's famous novel of The War

Between the States. Actor Edmond O'Brien brings intensity to the narrative portions and successfully impersonates the varied characters in dialog.

ECCLESIASTES.....76
Read by James Mason (1-12")
Caedmon TC 1070

Fine sequel to Caedmon's earlier releases of Old Testament excerpts. Mason's reading of The Book of Ecclesiastes has a cadence which preserves its grandeur, and the intelligence to give its aphorisms immediacy.

HENRY MILLER.....70
Henry Miller (2-12")
Riverside RLP 7007/3

A two-hour recollection and reflection of one-time avant-garde expatriate American author. Miller reminisces about life in and about Parisian cafes, comments on sex and love, and discusses the plight of the creative artist. Mainly of interest for literary circles or campus locales. Great cover.

Folk

HI-FI CALYPSO.....78
Peter Ricardo (1-12")
RCA Camden CAL 393

The whole calypso vogue has tapered considerably and this package is not likely to revive it. Ricardo is described as the leading exponent of the form in Britain but his renditions here definitely lack the sound and the enthusiasm of the authentic article. The colorful cover of a calypso couple in action is well enough done to garner some browser attention, particularly with the \$1.98 price. Racks should sell it.

FOLK MUSIC FESTIVAL.....70
Songs and dances of groups within the Soviet Union. (1-12")
Westminster WP 6055

This unusual disk presents song material from five groups within the Soviet Union. The songs and dances represent the culture of the regions of Kazakhstan, Kirghizia, Uzbekistan, Georgia and Moldavia. Material has a haunting quality and some of the voices are amazingly good. This was will fracture the lovers of folk material. Interesting liner notes by Bernard L. Koten are a probable merchandising aid.

LARD ALLEYCAT.....68
Paul Gilbert (1-12")
Cavalier CVLP 6006

Careless, illiterate liner notes and tasteless cover art set the tone for this package. Gilbert is hardly a top performer in this evanescent fad form, and it's hard to see where this can go.

Latin American

VICENTICO VALDES ORCH......78
(1-12")
Secco SCLP 9103

Dealers whose customers want authentic merchandise won't go wrong with this package. One side includes six songs arranged and sung for listening pleasure, while the flip presents another six arranged primarily for dancing. Both sides have vocals. Engineering is excellent. Dealers who wish to demonstrate this should dig Side 2 in preference to the first.

THAT LATIN BEAT.....76
Various Artists (1-12")
Secco SCLP 9104

A fine sampling of Latin-American music by three artists. Vocalists
(Continued on page 36)

Everybody's waiting...

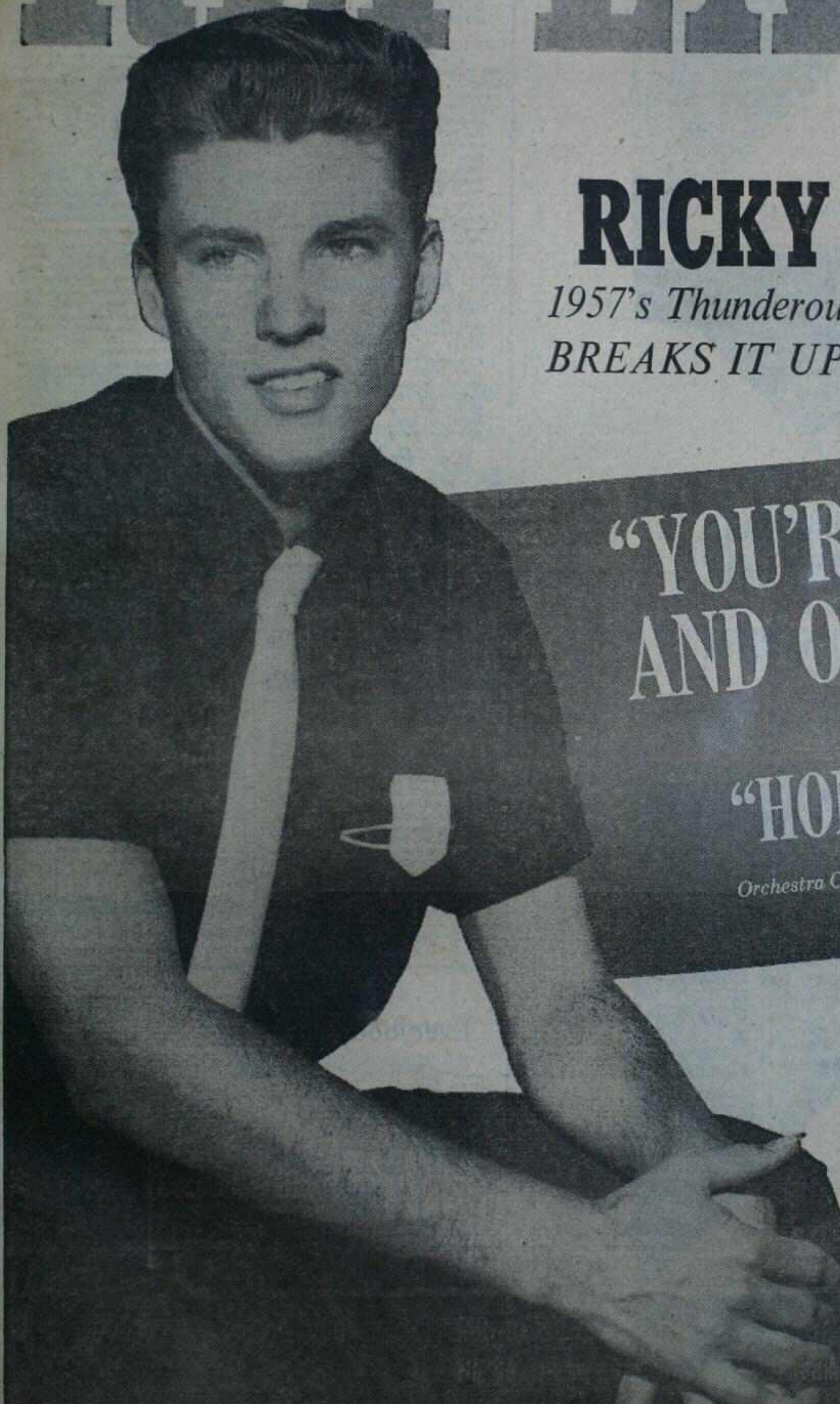


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B/W

"HONEY ROCK"

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OSCAR PETERSON

sings
"WHY, OH WHY?"
 B/W
**"I'VE NEVER
 LEFT YOUR ARMS"**

Orchestra Conducted by **BUDDY BREGMAN**
 V-10073 • V-10073X45

**CHARLIE FUQUA'S
 INK SPOTS**

**"DARLING
 DON'T CRY"**
 B/W
"YOU NAME IT"

Arrangements by **HERMAN FLINTALL**
 V-10071 • V-10071X45

JEFF ALLEN

"WHEN I SEE YOU"
 B/W
**"WHAT WILL I
 TELL MY HEART?"**

Orchestra Conducted by **JACK MARSHALL**
 V-10075 • V-10075X45

Merwe RECORDS
 451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

**• Reviews and Ratings of
 New Popular Albums**

• Continued from page 34

Nelson Fimbo, Joe Valle, Celio Gonzalez and Johnny Lopez, and several instrumental groups including Cortijo, etc. The musical forms include boleros, ballads, rhapsodies, etc. Performances are very authentic, but this package has some potential for general buyers, too, due to variety. Dealers should bear this point in mind, as it is a good way to introduce the line to the not-so-hip.

ENRIQUE RUIZ 68
 (1-12")
 Montilla MS 135
 Romantic, lyric tenor attractively presents a series of Latin-American folk and semi-classical selections. Full orchestra settings by Daniel Mentosio effectively accompany. The set should do well in a limited market. Artist is a former Columbia Records property.

Specialty
THE CADET GLEE CLUB, WEST POINT 82
 (1-12")
 Vox VX 25-390
 Enthusiasm, freshness and their special esprit de corps mark these recorded public performances of the West Pointers. Their selections include traditional cadet songs, some humorous pieces and favorites like "The Ballad of Roger Young," "The Lord's Prayer" and "America the Beautiful." Wide audience will respond to stirring choral effects. Color photo of uniformed marching cadets will help sell package.

International
A VISIT TO BRAZIL 78
 Various Artists (1-12")
 Eeco SCLP 9098
 Aimed at the tourist trade, this package offers a pot-pourri of Brazilian talent—both vocal and instrumental. Seven different artists provide colorful, authentic musical views of Brazilian songs and dance rhythms—samba, haion, etc. Cover has striking display value.

Polka
FOLKA FESTIVAL 76
 Frank Schermann & the Alpines (1-12")
 Rendezvous RLP 1304
 A mixture of polkas, waltzes, schottisches, etc., by a rollicking musical

**• Reviews and Ratings of New
 Classical Albums**

• Continued from page 32

musical fare by a top modernist. "Rogby," "Mouvement Symphonique No. 3" and renowned title selection typify brilliant, restless approach; "Pastorale d'Été" and "Chant de Joie" favor more lyrical side. Expanded reissue of Laboratory release retains fine sound.

BEETHOVEN: THE CREATURES OF PROMETHEUS (1-12")—The Hague Phil. Orch., W. Van Otterloo, Cond. Epic LC 3366 73
 Excellent recording of Beethoven's ballet score that has received scant attention on records. Infrequent concert programming of work calls for some promotion by dealers, but present issue can

(Continued on page 37)

crew. It's good material musically, and the sort that can easily be merchandised by dealers. Renditions here breathe new life into an array of standards, i.e., "Clarinet Polka." Cover work here is excellent and makes a good display piece.

EP

FIDDLIN' FOR FUN 80
 David Rose Orch. (1-EP)
 M-G-M X 1487
 Lush, romantic settings with the emphasis on strings. The popular orchestra's arrangements provide a very listenable mood. Nicely varied selections include the Love Theme from "La Strada," "Summertime in Venice," "Your Home Is in My Arms" and the EP title tune. Set should enjoy good sales, especially on racks.

ROCK'N RAM 75
 Buck Ram (1-EP)
 RCA Camden CAE 435
 Ram debuts as a band leader here, directing a full-complement rock and roll group on four of his own swinging cleffings. Tunes are "Crazy Lips," "Any Hour," "Hey, Operator," and "That's a Lot of Brass." Vocals are handled by Eddie Williams and Don Wyatt, of the Colts, a group managed by Ram. Good sound and good danceable beat here make the 79-cent list package tops for the teen terps.

VERY JERRY 64
 Jerry Styner (1-EP)
 Sand 25-238
 University student Jerry Styner utilizes the multi-track technique—as many as eight on some sides—to accompany his own warbling with guitar, bass, etc. His fresh, attractive vocalizing is in today's teen-age groove, but material and arrangements are on ordinary side. Nevertheless, EP should chalk up sales on West Coast, via plugging by Hollywood jock Gregg Hunter, who produced session and co-authored all four tunes.

THE CHORDETTES LATEST!
"SOFT SANDS"
 b/w
 JUST BETWEEN YOU & ME

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• Reviews and Ratings of New Jazz Albums

• Continued from page 32

taste, as evidenced in such Gershwin items as "Soon" and "But Not for Me." Mathews on accordion makes this set appealing to the legions of squeeze-box fans, and Pettiford on bass also should help. Cover is excellent. If showed, this could sell very nicely.

KENNY BURRELL76

(1-12")
Prestige LP 7088
Good long-run value in this one, since guitarist Burrell is a fast-ascending star. This session "cooks" all the way in a modern blues-based manner, with full swinging guitar lines and some excellent modern baritone sax by Cecil Payne. T. Flanagan on piano is another plus. There's a broad market for this, if it's exposed. Nice cover.

ART PEPPER MEETS THE RHYTHM SECTION76

Art Pepper Quartet (1-12")
Contemporary C 3532
A superior bit of alto, framed by Red Garland, piano; Paul Chambers, bass, and Philly Joe Jones on drums, with Pepper cooking up sparkling improvisations through. Group has a sweet, clean sound, best shown on "You'd Be So Nice to Come Home

To." and a funky attack of "Jazz Me Blues." Well worth stocking.

STRING JAZZ QUARTET74

Vinnie Burke (1-12")
ABC-Paramount ABC-170
The highly off-beat Fran Scott cover has to draw attention to this set, which, musically, also, is unique. Unusual instrumentation—violin, cello, bass, guitar and brushes-on-telephone-hook—makes use of some Mulligan-esque ideas which always are interesting, tho sometimes far from achieving elemental swing. As soloists, Burke on bass, Kenny on guitar, and Calo Scott on cello are superb. Dick Wemora on fiddle gets a lovely sound. Fans on the border of jazz could go for this novel "chamber music."

MUSIC TO LISTEN TO DON EWELL TO71

Don Ewell Trio (1-12")
Good Time Jazz L 12021
An appealing slice of jazz in the traditional New Orleans style, with Darnell Howard on clarinet and Minor Hall on drums. The piano is typically bluesy, and fanciers of this idiom are sure to take to Ewell's sound. For a good demo track, take note of "Can't Believe That You're in Love With Me."

PUB CRAWLING65

Jimmy Deuchar (1-12")
Contemporary C 3529
A brace of originals by English trumpet star Deuchar, with Tubby Hayes on tenor and Dereke Humble featured on alto and baritone sax. The sounds are surprisingly American, and much in the cool, suave manner. Arrangements, all by Deuchar, show good imagination, especially the "Coke Springs" and "E" tracks. Selling unknown artists in this market won't be easy.

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The Playtime
by
Voice of Music

• Reviews and Ratings of New Classical Albums

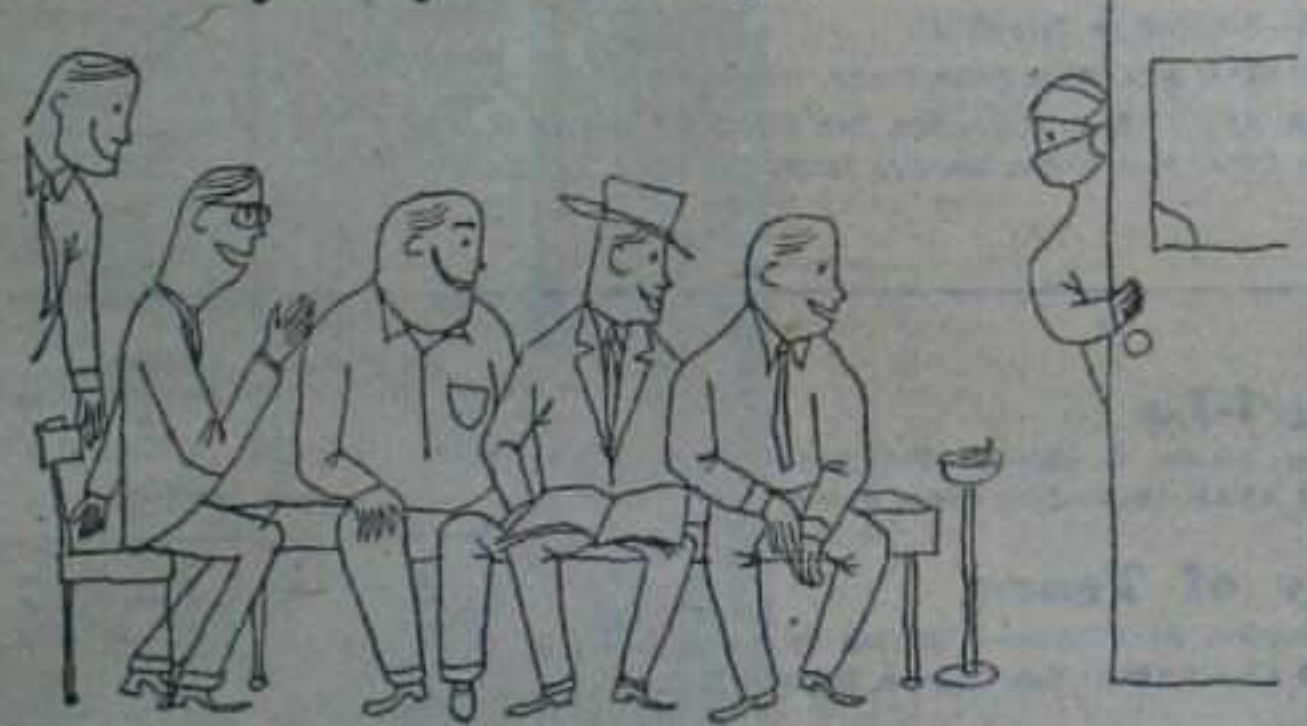
• Continued from page 36

become preferred issue of attractive music by masses.

MOZART: QUARTETS FOR FLUTE AND STRINGS (1-12")—H. Barwaker, flute. Members of the Netherlands String Quartet. Epic LC 336870
Appealing music carefully performed by well-blended ensemble. Group does not stress sensuous beauty of tone; how-

(Continued on page 61)

Everybody's waiting...



FOR COLUMBIA PHONOGRAPHS

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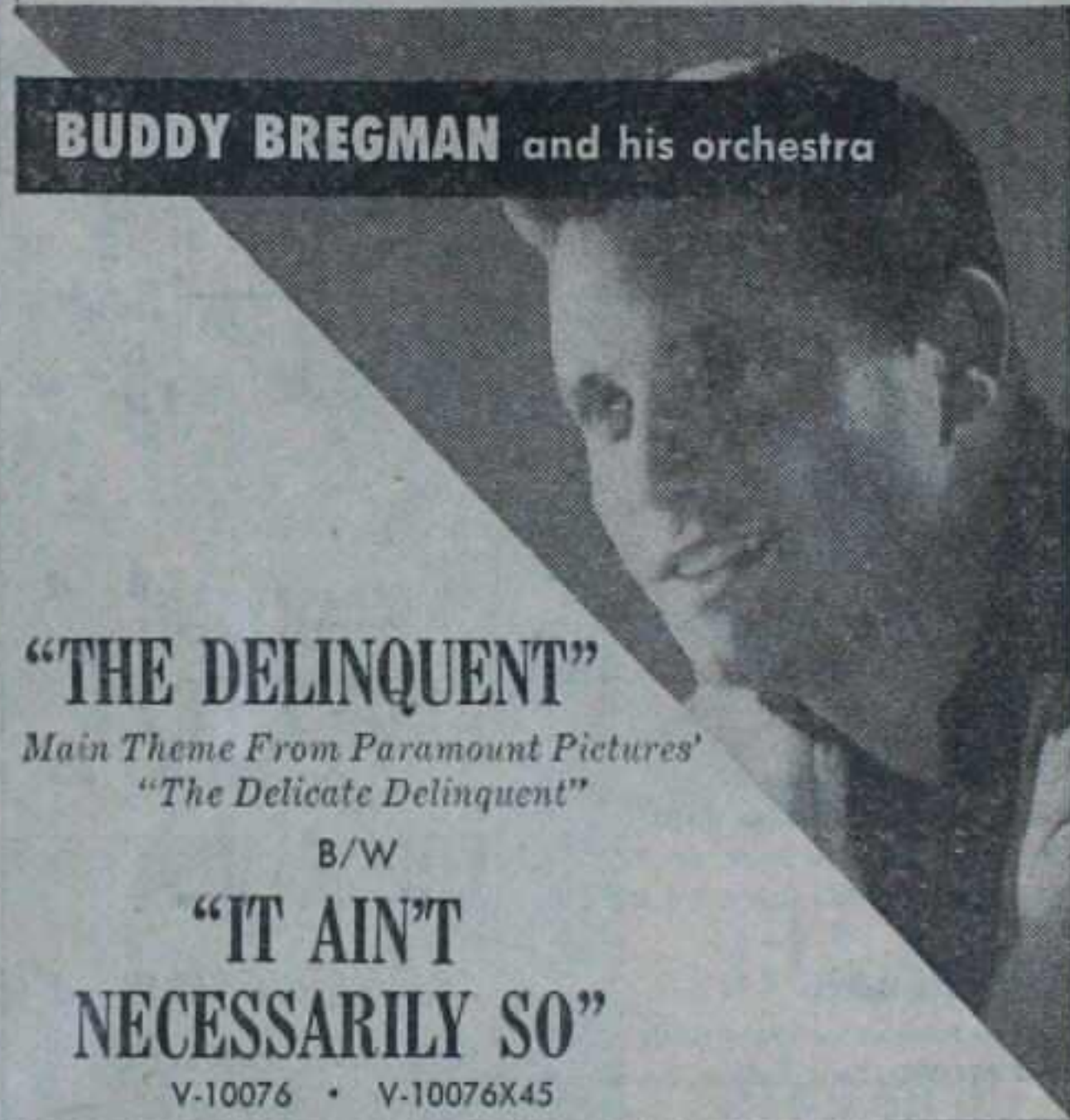


RANDY SPARKS

"ONCE THEY WERE YOUNG"
B/W
"BRIGHT MOON, BRIGHT STAR"

Orchestra Conducted by **BARNEY KESSEL**


V-10066 • V-10066X45



BUDDY BREGMAN and his orchestra

"THE DELINQUENT"
Main Theme From Paramount Pictures'
"The Delicate Delinquent"
B/W
"IT AIN'T NECESSARILY SO"

V-10076 • V-10076X45



ROCK MURPHY and the **ROCKETS**

"BEGIN THE BEGUINE"
B/W
"ELECTRIC GUITAR BOOGIE"

V-10067 • V-10067X45

Nerve RECORDS
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 20

This Week	Last Week	Weeks on Chart
1. Love Letters in the Sand	1	12
By N. Kenny, C. Kenny & Coots—Published by Bourse (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Viens, V.I.P. 1003; Mao Wiseman, Dot 15578.		
2. Bye Bye Love	3	9
By B. Bryant & F. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Deo 30321; T. Tommy, Dot 15576.		
3. Old Cape Cod	5	8
By Rothrock-Wakus-Jeffrey—Published by George Fincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		
4. So Rare	14	16
By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.		
5. Tammy	13	2
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 20-6930; Richard Hayman, Mercury 71123.		

This Week	Last Week	Weeks on Chart
6. Teddy Bear	2	5
By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.		
7. Around the World	6	7
By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec. 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12507; D. Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Lawrence Welk, Coral 61741.		
8. I'm Gonna Sit Right Down and Write Myself a Letter	7	5
By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Larry Storch, Roulette 4014.		
9. White Silver Sands	11	2
By C. Matthews—Published by Fellows-Pect (BMI) BEST SELLING RECORDS: Don Rondo, Jubilee 5288; Dave Gardner, OJR 1002. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Lennon Sisters, Brunswick 55013.		
10. It's Not for Me to Say	8	10
By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORD AVAILABLE: Jane Morgan, Kapp 185.		

Second Ten

11. Searchin'	10	9
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6047.		
12. Send for Me	12	4
By Allie Jones—Published by Winston (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.		
13. Dark Moon	9	15
By Ned Miller—Published by Dandelion (EMI) BEST SELLING RECORD: Gale Storm, Dot 15558. RECORDS AVAILABLE: Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910.		
14. Short Fat Fannie	16	4
By Mary Williams—Published by Venice (BMI) BEST SELLING RECORD: Larry Williams, Specialty 606.		
15. Bernardine	-	1
By Johnny Mercer—Published by Palm Springs (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570.		

16. Whispering Bells	21	2
By S. Lowery-C. Quick—Published by Gil-FeeBee (BMI) BEST SELLING RECORD: Del Vikings, Dot 15592.		
17. Teenager's Romance	15	10
By Gilliam—Published by Artee (ASCAP) BEST SELLING RECORD: Ricky Nelson, Verve 10047.		
18. Stardust	23	2
By Hoagy Carmichael-Parish—Published by Mills (ASCAP) BEST SELLING RECORD: Billy Ward, Liberty 55071.		
19. White Sport Coat	14	15
By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Marty Robbins, Col 40864. RECORDS AVAILABLE: Johnny Desmond, Coral 61835; Don James, Eca 247.		
20. Fallen Star	27	3
By Joiner—Published by Tree (BMI) BEST SELLING RECORD: Ferlin Husky, Capitol 3742. RECORDS AVAILABLE: Hilltoppers, Dot 15594; Bill Monroe, Dec 30327; Jimmy Newman, Dot 15574; Nick Noble, Mercury 71124; Ray Price, Col 2137.		

Third Ten

21. Over the Mountain Across the Sea	19	7
By Rex Garvin—Published by Arc (BMI) RECORD AVAILABLE: Johnnie & Joe, Chess 1654.		
21. Gonna Find Me a Bluebird	23	7
By Marvin Rainwater—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Mahn, Cadence, 1818; Fess Parker, Disneyland F 53; Marvin Rainwater, M-G-M 12412.		
21. Young Blood	22	10
By Leiber Stoller & Pomus—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6047.		
24. Jenny Jenny	29	5
By Johnson-Tenneman—Published by Venice Music (BMI) RECORD AVAILABLE: Little Richard, Specialty 606.		
25. It's You I Love	23	2
By A. Domino-D. Bartholomew—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5442.		

26. Shangri-La	-	3
By Sigman, Malnee, R. Maxwell—Published by Robbins (ASCAP) RECORD AVAILABLE: Four Coins, Epic 9213.		
26. Valley of Tears	-	7
By A. Domino, Bartholomew—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5442.		
26. Wonderful, Wonderful	18	6
By Raleigh & Edwards—Published by E. B. Marks (BMI) RECORDS AVAILABLE: Jan Peerce, Vic 20-6916; Johnny Mathis, Col 4-40784; Denny Vaughn, Glory 256.		
26. I Like Your Kind of Love	29	8
By Melvin Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Melvin Endsley, Vic 20-6891; Andy Williams, Cadence 1323.		
30. Diana	-	1
By Paul Anka—Published by Pamco Music, Inc. (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 9831.		
30. Flying Saucer	-	1
By Buchanan & Goodman—Published by Crazy Music (BMI) RECORD AVAILABLE: Buchanan & Goodman, Luniverse 105.		

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



MARTY ROBBINS

RAY CONNIFF

Please Don't Blame Me
b/w
Teen-Age Dream
Marty Robbins with
Ray Conniff
and His Orchestra
4-40969



JOHNNY BOND

Sale of Broken Hearts
b/w
All I Can Do Is Cry
Johnny Bond
4-40973-c



VIC DAMONE

PERCY FAITH

An Affair to Remember
from the 20th Century-
Fox Picture "An Affair
to Remember"
b/w
In the Eyes of the World
Vic Damone with
Percy Faith
4-40945



JILL COREY

JIMMY CARROLL

Love Me to Pieces
from the CBS Television
"Studio One Summer
Theatre" Production of
the same name
b/w
Love
Jill Corey with
Jimmy Carroll
and His Orchestra
4-40955



THE SURE-FIRE

HITS ARE ON

THE

HOTTEST COMPANY IN

COLUMBIA

RECORDS

THE BUSINESS

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DIAMONDS

ARE A
RECORD BUYER'S BEST FRIEND

GREAT NEW RELEASE

"OH, HOW I WISH"

featuring Dave Sommerville

COUPLED WITH

"ZIP, ZIP"

MERCURY 71165





Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR
SURVEY WEEK
ENDING
JULY 20, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP) LOVING YOU (BMI) Elvis Presley—Vic 20-7000	1	8	10. WHISPERING BELLS (BMI)— Del Vikings Don't Be a Fool (BMI)—Dot 15592	19	3	20. AROUND THE WORLD (ASCAP)— Victor Young (Vocal) (ASCAP)—Decca 30262	21	2
2. LOVE LETTERS IN THE SAND (ASCAP) BERNARDINE (ASCAP) Pat Boone—Dot 15570	2	12	10. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	—	1	21. DIANA (BMI)—Paul Anka Don't Gamble With Love (BMI)—ABC-Paramount 9811	—	1
3. SEARCHIN' (BMI) YOUNG BLOOD (BMI) Coasters—Atco 6187	5	11	12. JENNY, JENNY (BMI) MISS ANN (BMI) Little Richard	13	6	22. WHITE SILVER SANDS (BMI)— Dave Gardner Fat Charlie—GJ 1002	29	2
4. BYE BYE LOVE (BMI)— Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	3	10	13. TEENAGER'S ROMANCE (ASCAP) I'M WALKIN' (BMI) Ricky Nelson	14	13	23. WHITE SPORT COAT (BMI)— Marty Robbins Grown-Up Tears (BMI)—Col 40964	15	14
5. SO RARE (ASCAP)—Jimmy Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	4	16	14. DARK MOON (BMI)—Cale Storm Little Too Late (BMI)—Dot 15558	10	13	23. AROUND THE WORLD (ASCAP)— Mantovani The Road to Ballingarry (ASCAP)—London 1746	30	2
6. SEND FOR ME (BMI) MY PERSONAL POSSESSION (BMI) Nat (King) Cole—Cap 3737	7	5	15. OVER THE MOUNTAIN (BMI)— Johnie & Joe My Baby's Gone On, On (BMI)—Chess 1664	9	10	23. FLYING SAUCER— Buchanan & Goodman Martian Melody (BMI)—Luniverse 105	—	1
7. IT'S YOU I LOVE (BMI) VALLEY OF TEARS (BMI) Fats Domino—Imperial 5442	6	9	16. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55071	24	2	26. C. C. RIDER (BMI)—Chuck Willis Ease the Pain (BMI)—Atlantic 1130	16	8
8. SHORT FAT FANNIE (BMI)— Larry Williams High School Dance (BMI)—Specialty 608	11	4	17. WHITE SILVER SANDS (BMI)— Don Rondo Stars Fell on Alabama (ASCAP)—Jubilee 5288	—	1	26. START MOVIN' (BMI)—Sal Mineo Love Affair (BMI)—Epic 9216	25	11
9. OLD CAPE COD (ASCAP)—Patti Page Wondering (BMI)—Mercury 71101	8	8	18. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams Date With the Blues (ASCAP)—Coral 61830	17	6	28. WONDERFUL, WONDERFUL (BMI)—Johnny Mathis When Sunny Gets Blue (BMI)—Col 40784	18	6
			19. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis Warm and Tender (ASCAP)—Col 40851	12	10	29. ALL SHOOK UP (BMI)—Elvis Presley That's When Your Heartaches Begin (ASCAP)— Vic 20-6670	20	11
						29. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater So You Think You've Got Trouble (BMI)—M-G-M 12412	27	2

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
JULY 20, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP)—Elvis Presley Loving You (ASCAP)—Vic 7000	2	13	10. I LIKE YOUR KIND OF LOVE (BMI)—Andy Williams Stop Teasin' Me (ASCAP)—Cadence 1323	10	7	18. AROUND THE WORLD (ASCAP)— Mantovani The Road to Ballingarry (ASCAP)—London 1746	22	2
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone Bernardine (ASCAP)—Dot 15570	1	12	11. TAMMY (ASCAP)—Ames Brothers Rockin' Shoes (BMI)—Vic 6930	18	2	19. AROUND THE WORLD (ASCAP)— Victor Young Around the World (Vocal) (ASCAP)—Deo 30262	13	3
3. OLD CAPE COD (ASCAP)—Patti Page Wondering (BMI)—Mercury 71101	5	9	12. SHANGRI-LA (ASCAP)—Four Coins First in Line (ASCAP)—Epic 9213	11	3	19. WITH ALL MY HEART (ASCAP)— Jodie Sands More Than Only Friends (ASCAP)— Chancellor 1003	17	7
4. BYE BYE LOVE (BMI)— Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	3	9	13. WORDS OF LOVE (BMI)—Diamonds Don't Say Goodbye (BMI)—Mer 71128	—	2	21. LOVING YOU (BMI)—Elvis Presley Teddy Bear (BMI)—Vic 7000	20	2
5. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams Date With the Blues (ASCAP)—Coral 61830	6	6	14. SEND FOR ME (BMI)— Nat (King) Cole My Personal Possession (BMI)—Cap 3737	9	3	22. DARK MOON (BMI)—Cale Storm Little Too Late (BMI)—Dot 15558	14	13
6. SO RARE (ASCAP)—Jimmy Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	4	13	15. WHITE SILVER SANDS (BMI)— Don Rondo Stars Fell On Alabama (ASCAP)—Jubilee 5288	—	1	23. BERNARDINE (ASCAP)—Pat Boone Love Letters in the Sand (ASCAP)—Dot 15570	—	4
7. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis Warm and Tender (ASCAP)—Col 40851	7	10	16. SHORT FAT FANNIE (BMI)— Larry Williams High School Dance (BMI)—Specialty 608	21	2	23. WHITE SILVER SANDS (BMI)— Owen Bradley Quintet Midnight Blues (BMI)—Deo 30363	—	1
8. TAMMY (ASCAP)—Debbie Reynolds French Heels (ASCAP)—Coral 61851	12	2	17. WONDERFUL, WONDERFUL (BMI)— Johnny Mathis When Sunny Gets Blue (BMI)—Col 40784	14	16	25. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55071	—	1
9. SEARCHIN' (BMI)—Coasters Young Blood (BMI)—Atco 6987	8	9						

DOT RECORDS GIVES YOU



Pat **BOONE**

**REMEMBER
YOU'RE MINE**

**GOLDMINE
IN THE SKY**

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PLaza 7-4877

Now seen in
20th Century Fox production
"APRIL LOVE"

TWO MORE SMASH HITS!

Gale STORM


LOVE BY THE JUKEBOX LIGHT

ON MY MIND AGAIN

15606



Watch the
GALE STORM SHOW
"OH, SUSANNA"
Every Saturday night
on CBS-TV
A Hal Roach production



**SET
FOR A
BIG
SPIN!**

**THE VOICES OF
WALTER SCHUMANN
SOFT SANDS c/w
BAND OF ANGELS**

(from the Warner Bros. film "Band of Angels")
47/20-6986

*

**JANIS MARTIN
LOVE AND KISSES c/w
I'LL NEVER BE FREE**

47/20-6983

* NOW ON NBC-TV *
* EVERY MONDAY 7:30-7:45 PM (EDT) *
* MILLION RECORD SHOW *
* STARRING *
* GEORGIA GIBBS *

Already spinning to the top:

*

Sizzling sales... 18,000 a day!

THE AMES BROTHERS

with JOE REISMAN'S ORCH. & CHORUS

TAMMY (from the Universal-International
film, "Tammy and the Bachelor")

ROCKIN' SHOES c/w

47/20-6930

*

**BOB JAXON
BEACH PARTY c/w**

I'M HANGIN' AROUND

47/20-6945

*

**DINAH SHORE
FASCINATION** (from the Allied Artists film
"Love in the Afternoon")

c/w **TILL**


47/20-6980

*

**KAY STARR
MY HEART REMINDS ME**

c/w **FLIM, FLAM, FLOO**

47/20-6981

America's favorite speed...  45 RPM



RCA VICTOR





Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 20

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, Pmi.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Old Cape Cod, Patti Page, Mer.
Teddy Bear/Loving You
Elvis Presley, Vic.
Teenager's Romance, Ricky Nelson, Vrv.
Young Blood/Searchin' Coasters, Atco
White Silver Sands, Dave Gardner, O. J.

CHICAGO

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down
Billy Williams, Cor.
It's Not for Me to Say
Johnny Mathis, Col.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Rainbow, Russ Hamilton, Kapp
So Rare, Jimmy Dorsey, Fly.
Teddy Bear/Loving You
Elvis Presley, Vic.
White Sport Coat, Marty Robbins, Col.

DETROIT

Bye Bye Love, Everly Brothers, Cdc.
Gonna Find Me a Bluebird
Marvin Rainwater, M-G-M
I'm Gonna Sit Right Down
Billy Williams, Cor.
Jenny, Jenny/Miss Ann
Little Richard, Spe.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Send for Me/Personal Possession
Nat (King) Cole, Cap.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear/Loving You
Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.

EAST TEXAS

C. C. Rider, Chuck Willis, Atl.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Over the Mountain, Johnnie & Joe, Chs.
Searchin'/Young Blood, Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.
Teenager's Romance, Ricky Nelson, Vrv.

FLORIDA

Bye Bye Love, Everly Brothers, Cdc.
Love Letters in the Sand, Pat Boone, Dot
Searchin'/Young Blood, Coasters, Atco
Short Fat Fannie, Larry Williams, Spa.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.
White Silver Sands, Dave Gardner, O. J.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

LOS ANGELES

All Shook Up, Elvis Presley, Vic.
Bye Bye Love, Everly Brothers, Cdc.
Dark Moon, Gale Storm, Dot
I'm Gonna Sit Right Down
Billy Williams, Cor.
Island in the Sun, Harry Belafonte, Vic.
Love Letters in the Sand/Bernardina
Pat Boone, Dot

NEW YORK AND NEWARK

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down
Billy Williams, Cor.
It's Not for Me to Say
Johnny Mathis, Col.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
So Rare, Jimmy Dorsey, Fly.
Teddy Bear/Loving You
Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot
Wonderful, Wonderful, Johnny Mathis, Col.

NORTHERN NEW YORK STATE

Bye Bye Love, Everly Brothers, Cdc.
Dark Moon, Gale Storm, Dot
I'm Walkin'/Teenager's Romance
Ricky Nelson, Vrv.

Love Letters in the Sand/Bernardina
Pat Boone, Dot
Old Cape Cod, Patti Page, Mer.
Searchin'/Young Blood, Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.

NORTHERN OHIO

C. C. Rider, Chuck Willis, Atl.
Flying Saucers
Buchanan & Goodman, Lun.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Old Cape Cod, Patti Page, Mer.
Short Fat Fannie, Larry Williams, Spa.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear/Loving You
Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot
Young Blood/Searchin', Coasters, Atco

NORTHWEST

Bye Bye Love, Everly Brothers, Cdc.
Jenny, Jenny/Miss Ann
Little Richard, Spe.
Let the Four Winds Blow
Roy Brown, Imp.
Rainbow, Russ Hamilton, Kapp
Searchin' Coasters, Atco
So Rare, Jimmy Dorsey, Fly.
Teddy Bear, Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot

PHILADELPHIA

C. C. Rider, Chuck Willis, Atl.
Diana, Paul Anka, Pmi.
I'm Gonna Sit Right Down
Billy Williams, Cor.
It's You I Love/Valley of Tears
Fats Domino, Imp.
Over the Mountain, Johnnie & Joe, Chs.
Rainbow, Russ Hamilton, Kapp
So Rare, Jimmy Dorsey, Fly.
Stardust, Billy Ward, Lbt.
To the Aisle, Five Satins, Emb.
White Silver Sands, Don Rondo, Jub.
Wonderful, Wonderful, Johnny Mathis, Col.

ST. LOUIS AND KANSAS CITY

Bye Bye Love, Everly Brothers, Cdc.
Flying Saucers
Buchanan & Goodman, Lun.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Searchin'/Young Blood, Coasters, Atco
Stardust, Billy Ward, Lbt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You
Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.

SAN FRANCISCO AND OAKLAND

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down
Billy Williams, Cor.
Jenny, Jenny, Little Richard, Spa.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Over the Mountain, Johnnie & Joe, Chs.
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spa.
Teddy Bear/Loving You
Elvis Presley, Vic.

SOUTHERN OHIO

Around the World, Bing Crosby, Dec.
C. C. Rider, Chuck Willis, Atl.
He's Mine, Patters, Mer.
Just to Hold My Hand
Clyde McPhatter, Atl.
Loving You/Teddy Bear
Elvis Presley, Vic.
Old Cape Cod, Patti Page, Mer.
Searchin'/Young Blood, Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
Stardust, Billy Ward, Lbt.
Tammy/Rockin' Shoes, Ames Brothers, Vic.
What Can I Do? Donnie Elbert, Del.

WASHINGTON AND BALTIMORE

Around the World, Victor Young, Dec.
Dark Moon, Gale Storm, Dot
It's You I Love/Valley of Tears
Fats Domino, Imp.
Love Letters in the Sand/Bernardina
Pat Boone, Dot
Rang Tang Ding Dong, Cellos, Apo.
So Rare, Jimmy Dorsey, Fly.
Teddy Bear/Loving You
Elvis Presley, Vic.
Young Blood/Searchin', Coasters, Atco

M-G-M Records



JONI JAMES
SUMMER LOVE
and
I'M SORRY FOR YOU, MY FRIEND

K12480 • MGM 12480



MARVIN RAINWATER
MY LOVE IS REAL
and
MY BRAND OF BLUES

K12511 • MGM 12511



CONNIE FRANCIS
EIGHTEEN
and
FADED ORCHID

K12490 • MGM 12490



ART MOONEY
and orchestra
THE PARADE IS PASSING ME BY
and
HONEST LOVE

K12503 • MGM 12503



DICK HYMAN
THE RED HEAD
and
BAND OF ANGELS
(From the Warner Bros. Film "Band of Angels")
K12516



CHUCK ALAIMO QUARTET
LOCAL 66
and
HOW I LOVE YOU

K12508 • MGM 12508

THE KING'S IV
SUMMERTIME
and
SPARE ME

K12515

HANK WILLIAMS
LOVESICK BLUES

K10352 • MGM 10352

DONN REYNOLDS
ROSE OF OL' PAWNEE
and
ALL ALONE

K12512

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"GOOD MORNING MISTER LOVE"

DECCA 9-30396



A NEW WORLD OF SOUND



Top 100 Sides

FOR SURVEY WEEK ENDING JULY 20

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Pos.	Song, Artist, Label	Pos. Last Wk.
1.	TEDDY BEAR, Elvis Presley, Victor	1
2.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	2
3.	BYE BYE LOVE, Everly Brothers, Cadence	3
4.	SO RARE, Jimmy Dorsey, Fraternity	4
5.	SEARCHIN', Coasters, Atco	5
6.	SHORT FAT FANNIE, Larry Williams, Specialty	11
7.	SEND FOR ME, Nat (King) Cole, Capitol	7
8.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	6
9.	OLD CAPE COD, Patti Page, Mercury	9
10.	I'M GONNA SIT RIGHT DOWN, Billy Williams, Coral	13
11.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	8
12.	WHISPERING BELLS, Del Vikings, Dot	26
13.	DARK MOON, Gale Storm, Dot	10
14.	JENNY JENNY, Little Richard, Specialty	16
15.	WHITE SPORT COAT, Marty Robbins, Columbia	12
16.	C. C. RIDER, Chuck Willis, Atlantic	14
17.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	17
18.	ALL SHOOK UP, Elvis Presley, Victor	15
19.	STARDUST, Billy Ward, Liberty	28
20.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	13
21.	TEENAGERS ROMANCE, Ricky Nelson, Verve	24
22.	TAMMY, Debbie Reynolds, Coral	68
23.	VALLEY OF TEARS, Fats Domino, Imperial	18
23.	YOUNG BLOOD, Coasters, Atco	19
25.	LITTLE DARLIN', Diamonds, Mercury	21
26.	IT'S YOU I LOVE, Fats Domino, Imperial	22
27.	START MOVIN', Sal Mineo, Epic	25
28.	COME GO WITH ME, Del Vikings, Dot	23
29.	WHITE SILVER SANDS, Don Rondo, Jubilee	50
30.	SHANGRI-LA, Four Coins, Epic	27
31.	LOVING YOU, Elvis Presley, Victor	31
32.	BERNARDINE, Pat Boone, Dot	38
32.	WHITE SILVER SANDS, Dave Gardner, OJ	43
34.	AROUND THE WORLD, Mantovani, London	37
35.	AROUND THE WORLD, Victor Young, Decca	42
36.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	33
37.	SUSIE Q, Dale Hawkins, Checker	35
38.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	39
39.	FREIGHT TRAIN, Rusty Draper, Mercury	32
39.	FOUR WALLS, Jim Reeves, Victor	30
41.	WITH ALL MY HEART, Jodie Sands, Chancellor	36
42.	MY DREAM, Platters, Mercury	29
43.	FLYING SAUCER, Buchanan & Goodman, Luniverse	57
43.	SCHOOL DAY, Chuck Berry, Chess	34
45.	JUST TO HOLD MY HAND, Clyde McPhatter, Atlantic	40
46.	TAMMY, Ames Brothers, Victor	48
47.	ISLAND IN THE SUN, Harry Belafonte, Victor	53
48.	TO THE AISLE, Five Satins, Ember	56
48.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	41
50.	DIANA, Paul Anka, ABC-Paramount	46
50.	FALLEN STAR, Ferlin Husky, Capitol	61
52.	GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	45
53.	ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	44
54.	COCONUT WOMAN, Harry Belafonte, Victor	51
55.	FALLEN STAR, Jim Newman, Dot	51
56.	FOUR WALLS, Jim Lowe, Dot	49
57.	I'M WALKIN', Ricky Nelson, Verve	46
58.	BUILD YOUR LOVE, Johnny Ray, Columbia	32
58.	GOODY GOODY, Teenagers, Gee	85
60.	RAINBOW, Russ Hamilton, Kapp	—
61.	FABULOUS, Charlie Gracie, Cameo	63
61.	IT HURTS TO BE IN LOVE, Annie Laurie, Deluxe	67
61.	WHAT CAN I DO? Donnie Elbert, Deluxe	65
64.	IS IT WRONG? Warner Mack, Decca	—
64.	TEARDROPS FROM MY HEART, Terese Brewer, Coml	76
66.	HE'S MINE, Platters, Mercury	66
66.	MISS ANN, Little Richard, Specialty	59
68.	AROUND THE WORLD, Bing Crosby, Decca	64
68.	RANG TANG BING DONG, The Cellos, Apollo	90
70.	DARK MOON, Bonnie Guitar, Dot	59
70.	SUN IS SHINING, Jim Reed, Vee Jay	68
72.	EMPTY ARMS, Ivory Joe Hunter, Atlantic	57
72.	GOING STEADY, Tommy Sands, Capitol	55
74.	GONE, Ferlin Husky, Capitol	77
74.	FALLEN STAR, Hilltoppers, Dot	77
76.	PLEASE SEND ME SOMEONE TO LOVE, Moonglows, Chess	73
77.	NEXT TIME YOU SEE ME, Little Jr. Parker, Duke	74
78.	BYE BYE LOVE, Webb Pierce, Decca	—
78.	JUST BECAUSE, Lloyd Price, ABC-Paramount	68
80.	ARROW OF LOVE, Six Tones, Flip	—
80.	DON'T ASK ME, Dibs, Goue	74
80.	MAMA LOOK AT BOO BOO, Harry Belafonte, Victor	71
85.	COOL SHAKE, Del Vikings, Dot	—
85.	EVERYBODY'S SOMEBODY'S FOOL, Heartaches, Hull	82
87.	CAN'T WAIT FOR SUMMER, Steve Lawrence, Coral	74
87.	I'M WALKIN', Fats Domino, Imperial	82
87.	ROUND AND ROUND, Perry Como, Victor	—
91.	SEND ME SOME LOVIN', Little Richard, Specialty	81
92.	MISS YOU SO, Lillian Offitt, Escelco	—
93.	LUCILLE, Little Richard, Specialty	78
93.	ROCKIN' SHOES, Ames Brothers, Victor	91
95.	OH BABY DOLL, Chuck Berry, Chess	86
96.	SHISH KEBAB, Ralph Marterie, Mercury	97
97.	DESIRIE, Charts, Everlast	—
97.	WHITE SILVER SANDS, Owen Bradley Quintet, Decca	97
99.	CAN I COME OVERT? Velours, Onyx	—
99.	FRAULEIN, Bobby Helms, Decca	78
99.	WHY, BABY, WHY? Pat Boone, Dot	—
99.	PASSING STRANGERS, Sarah Vaughn & Billy Eckstine, Mercury	89
99.	TALKIN' TO THE BLUES, Jim Lowe, Dot	89

An Open letter to Gill Corey



We're beat - and
We know it - but
we "love" you just the same
Gill Corey.

At least we're on the back-side
of your smash hit
"Love Me to Pieces"

hope you sell a million

thank you
-sincerely-

Phil Kahl and Morris Levy

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING JULY 20, 1957

POPULAR

<p>ALL SHOOK UP * * ELVIS PRESLEY * RCA Victor 4870</p> <p>THAT'S WHEN YOUR HEARTACHES BEGIN RCA Victor 4870</p> <p>BYE BYE LOVE * EBBY BROTHERS * * I WONDER IF I CARE AS MUCH * Columbia 1345</p> <p>C. C. BAKER * CHUCK WELLS * * EXCE THE PAIN * Atlantic 1130</p> <p>COME GO WITH ME * DEL WINKOS * * HOW CAN I FIND TRUE LOVE * Dot 15538</p> <p>DAK MOON * GALE SORAL * * UNTIL TOO LATE * Dot 15504</p> <p>For Genea SM Right Down and Write * SAUL WILLIAMS * * Myself a Laddie * * MADE WITH THE BLUES * Coral 69830</p> <p>WHISPERING BELLS * DEL WINKOS * * DON'T BE A FOOL * Dot 16692</p> <p>SHORT FAT FANNIE * LARRY WILLIAMS * * HIGH SCHOOL DANCE * Specialty 608</p> <p>AROUND THE WORLD * BING CROSBY, VICTOR YOUNG * * AROUND THE WORLD * Decca 30262</p> <p>WONDERFUL, WONDERFUL * JOHNNY MATHEIS * * WHEN SUNNY GETS BLUE * Columbia 40784</p>	<p>SEND FOR ME * NAT (KING) COLE * * MY PERSONAL POSSESSION * Capital 3737</p> <p>STARDUST * BILLY WARD * * LUCINDA * Liberty 59071</p> <p>WHISPERING BELLS * DEL WINKOS * * DON'T BE A FOOL * Dot 15592</p> <p>GONNA FIND ME A BLUEBIRD * MAERVIN RAINWATER * * SO YOU THINK YOU'VE GOT TROUBLES * MGW 12412</p> <p>JAMMY * DEBBIE REYNOLDS * * FRENCH HEELS * Coral 61851</p> <p>IT'S NOT FOR ME TO SAY * JOHNNY MATHEIS * * WARM AND TENDER * Columbia 40851</p> <p>JENNY JENNY * LITTLE RICHARD * * MISS ANN * Specialty 606</p> <p>WHITE SILVER SANDS * DON BONDO * * STARS FEEL ON ALABAMA * Jubilee 5288</p> <p>LOVE LETTERS IN THE SAND * PAT BOONE * * BERNARDINE * Dot 15570</p> <p>DIANA * PAUL ANKA * * DON'T GAMBLE WITH LOVE * A&C-Paramount 9831</p>	<p>OLD CAPE COD * PATTI PAGE * * WONDERING * Mercury 71101</p> <p>OVER THE MOUNTAIN * JOHNNIE & JOE * * MY BABY'S GONE ON, ON * Chess 1654</p> <p>WHITE SILVER SANDS * DAVE GARDNER * * FAT CHARLIE * O-J 1002</p> <p>SEARCHIN' * THE COASTERS * * YOUNG BLOOD * A&O 6067</p> <p>SO RARE * JIMMY DORSEY * * SOPHISTICATED SWING * Frontera 755</p> <p>START MOVIN' * SAL MINO * * LOVE AFFAIR * Epic 9216</p> <p>TEDDY BEAR * ELVIS PRESLEY * * LOVING YOU * RCA Victor 7000</p> <p>TEENAGER'S ROMANCE * RICKY NELSON * * I'M WALKIN' * Verve 10047</p> <p>VALLEY OF TEARS * PATTY DOMINGO * * IT'S YOU I LOVE * Imperial 5442</p> <p>A WHITE SPORT COAT * MARTY ROBBINS * * GROWN UP TEARS * Columbia 40664</p> <p>FLYING SAUCER * BUCHANAN & GOODMAN * * MARTIAN MELODY * Luncheon 105</p> <p>AROUND THE WORLD * MAANTOVANI * * THE ROAD TO BALLINGARRY * London 1746</p>
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COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

<p>FALLEN STAR * JIMMY NEWMAN * * I CAN'T GO ON THIS WAY * Dot 15574</p> <p>FRAULEIN * BOBBY HELMS * * HEARTSICK FEELING * Decca 30194</p> <p>FOUR WALLS * JIM REEVES * * I KNOW AND YOU KNOW * RCA Victor 6874</p> <p>FALLEN STAR * FERLIN HUSKEY * * PRIZE POSSESSION * Capital 3742</p> <p>BYE BYE LOVE * WENDY PIERCE * * MISSING YOU * Decca 30321</p> <p>WHOLE LOTTA SHAKIN' GONN' ON * JERRY LEE LEWIS * * IT'LL BE MINE * Sun 267</p>	<p>TO THE AISLE * THE FIVE SALTINS * * WISH I HAD MY BABY * Epic 1019</p> <p>PLEASE SEND ME SOMEONE TO LOVE * MOONGLOWS * * MR. ENGINEER * Chess 1661</p> <p>ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE RU (Parts I & II) * HUET SMITH * Ace 530</p> <p>MISS YOU SO * LILLIAN OFFIT * * IF YOU ONLY KNEW * Epic 2104</p> <p>UNITED * OTIS WILLIAMS & HIS CHARMS * * DON'T DENY ME * DeLuxe 6138</p>
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OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

<p>BEST BUY LEE ANDREWS... Love Lonely Nights Let Me Know Chess 1665</p>	<p>BEST BUY CLAYDE McPHEAT... Long Lonely Nights Heartaches Atlantic 3549</p>
<p>BEST BUY JILL CONRY... Love Me in Pieces Love Columbia 40955</p>	<p>BEST BUY MARVIN RAINWATER... My Love Is Real My Brand of Blues M-G-M 12591</p>
<p>BEST BUY THE CHICKENS... There's No Day The Lookin' For Someone to Love Mercury 71909</p>	

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

<p>OPINION LAVERNE BAKER... Humper Dumper Heart Love Me Right Atlantic 1130</p>	<p>OPINION JIM EDWARD, MAXINE & BONNIE BROWN... I Heard the Bluebirds Sing The Last Third I Want RCA Victor 6995</p>
<p>OPINION PAT BOONE... There's a Good Mile in the Sky Remember Your's Mine Dot 15903</p>	<p>OPINION KITTY WELLS... It's Always Be Your Position What I Believe Decca 30415</p>
<p>OPINION JIMMY DONALD... Trail of the Lonehorn Pine Sound of the Buzzer Decca 30192</p>	<p>OPINION CHECK WILLIS... That Train Has Gone Love Me Cherry Atlantic 1548</p>

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

<p>Eliminated Wanda/Jordan in the Sun Hearty Belafonte, RCA Victor 6883 From "Waka/Jordan" in the Sun Jan. Love, Dot 15599 Friederik Trunk/Serve, Mercury 71902 Lulu Dorian/Trunk and Trunk The Dismal, Mercury 71000</p>	<p>Not Dropped I Wanna Need to Love/Don't Steal My Car M-G-M 12591 M-G-M/Don't Treat Me That Way Dale Hawkins, Checker 388</p>
--	---

SARAH DOES IT AGAIN

a smash hit

BAND OF ANGELS

from the motion picture "BAND OF ANGELS" starring CLARK GABLE

recorded by

SARAH VAUGHAN

MERCURY 71157
71157X45



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Do you know that your MERCURY albums are on a lifetime guarantee

Breaking Big in Chicago!

Slim Whitman

I'LL TAKE YOU HOME
AGAIN KATHLEEN

#8310

Chris Kenner

SICK and
TIRED

#5448

Fats Domino

WHEN I
SEE YOU

#5454

#1 in Dallas!

Bob Luman

RED CADILLAC
and BLACK MUSTACHE

#8311



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young)	3	6
2. LOVE LETTERS IN THE SAND (Bourne)	1	10
3. OLD CAPE COD (Pincus)	2	5
4. BYE BYE LOVE (Acuff-Rose)	4	6
5. TAMMY (Northern)	10	2
6. SO RARE (Robbins)	5	9
7. TEDDY BEAR (Gladys)	11	2
8. IT'S NOT FOR ME TO SAY (Korwin)	12	5
9. DARK MOON (Dandelion)	8	13
10. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson)	12	2
11. WHITE SPORT COAT (Acuff-Rose)	4	6
12. WHITE SILVER SANDS (Fellows-Peer)	6	2
12. BERNARDINE (Palm Springs)	—	1
14. TEENAGER'S ROMANCE (Aztec)	9	5
15. FOUR WALLS (Springfield)	12	12

• **Best Selling Sheet Music in Britain**

(For week ending July 20)

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.

Around the World—Sterling (Young)	Wonderful Wonderful—Leeds (E. B. Marks)
Mr. Wonderful—Chappell (Laurit)	I'd Give You the World—Macmelodias (Shapiro-Bernstein)
We Will Make Love—Melcher-Toff (Artista)	Island in the Sun—Feldman (Clara)
When I Fall in Love—New World (Young)	Yes, Tonight Josephine—Berry (Astor)
White Sport Coat—Frank (Acuff-Rose)	All Shook Up—Belinda (Presley-Shalimar)
Forgotten Dreams—Mills (Mills)	Ninety-Nine Ways—Good Music (Mayland)
Puttin' on the Style—Eaux (Melody Trails)	Dark Moon—Day (Dandelion)
Chapel of the Roses—Victoria (Triangle)	Good Companions—Maurice (Maurice)
Love Letters in the Sand—Day (Bourne)	Rock-a-Billy—Joy (Joy)
Butterfly—Aberbach (Mayland-Presley)	Freight Train—Pan-Music (Maurice)

• **Best Selling Pop Records in Britain**

(For week ending July 20)

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

This Week	Last Week
1. ALL SHOOK UP—Elvis Presley (HMV)	1
2. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa)	2
3. WE WILL MAKE LOVE—Russ Hamilton (Orion)	3
4. TEDDY BEAR—Elvis Presley (RCA)	6
5. LITTLE DARLIN'—Diamonds (Mercury)	4
6. AROUND THE WORLD—Ronnie Hilton (HMV)	5
7. WHITE SPORT COAT—King Brothers (Parlophone)	7
7. LOVE LETTERS IN THE SAND—Pat Boone (London)	10
9. BUTTERFINGERS—Tommy Steele (Decca)	11
10. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	12
11. YES, TONIGHT JOSEPHINE—Johnnie Ray (Phillips)	8
12. AROUND THE WORLD—Bing Crosby (Brunswick)	9
13. LUCILLE—Little Richard (London)	14
14. MR. WONDERFUL—Peggy Lee (Brunswick)	13
14. BYE BYE LOVE—Evelyn Brothers (London)	15
16. ISLAND IN THE SUN—Harry Belafonte (RCA)	16
17. I LIKE YOUR KIND OF LOVE—Andy Williams (London)	18
18. FABULOUS—Charlie Gracie (Parlophone)	15
19. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	—
20. DARK MOON—Tony Brent (Columbia)	20

• **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	Television
A White Sport Coat (R)—Acuff-Rose—BMI	All Shook Up (R)—Shalimar—BMI
An Affair to Remember (R) (F)—Feist—ASCAP	Around the World (R) (F)—Young—ASCAP
Around the World (R) (F)—Young—ASCAP	Come Go With Me (R)—Gil Fex Bee—ASCAP
Band of Angels (R) (F)—Witmark—ASCAP	Come Home Joe (R)—Brenner—BMI
Bye Bye Love (R)—Acuff-Rose—BMI	Girl With the Golden Braids (R)—Ron Conn—ASCAP
Every Little Movement (R)—Witmark—ASCAP	Gonna Find Me a Bluebird (R)—Acuff-Rose—BMI
Fascination (R)—Southern—ASCAP	Half of My Heart (R)—Columbia—ASCAP
Gotta Get to Your House (R)—Larrabee—BMI	I Can't Give You Anything But Love (R)—Mills—ASCAP
I Like Your Kind of Love (R)—Acuff-Rose—BMI	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP	I Like Your Kind of Love (R)—Acuff-Rose—BMI
In the Middle of an Island (R)—E. H. Morris—ASCAP	I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
It's Good to Be Alive (R)—Valyr—ASCAP	In the Eyes of the World (R)—Annabic—BMI
It's Not for Me to Say (R)—Korwin—ASCAP	In the Middle of an Island (R)—E. H. Morris—ASCAP
June Night (R)—Feist—ASCAP	It's Not for Me to Say (R)—Korwin—ASCAP
Love in the Afternoon (R) (F)—Commander—ASCAP	Just in Time (R)—Stratford—BMI
Love Letters in the Sand (R)—Bourne—ASCAP	Little Darlin' (R)—Excellorec—BMI
Mangos (R)—Redd-Evans—ASCAP	Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
My Heart Reminds Me (R)—Symphony House—ASCAP	Love Letters in the Sand (R) (F)—Bourne—ASCAP
Old Cape Cod (R)—Pincus—ASCAP	Marianne (R)—Montclare—BMI
Shangri-La (R)—Robbins—ASCAP	My Love Is Real (R)—Geronimo—BMI
Shenandoah Rose (R)—Planetary—ASCAP	Old Cape Cod (R)—Pincus—ASCAP
So Rare (R)—Robbins—ASCAP	One for My Baby (R)—E. H. Morris—ASCAP
Soft Sands (R)—Weiss & Barry—BMI	Past My Prime (R)—Commander—ASCAP
Swinging Sweethearts (R)—E. H. Morris—ASCAP	Shangri-La (R)—Robbins—ASCAP
Tammy (R) (F)—Northern—ASCAP	Tammy (R) (F)—Northern—ASCAP
Tell My Love (R)—Famitsu—ASCAP	Teddy Bear (R)—Gladys—ASCAP
Through the Eyes of Love (R)—Pickwick—ASCAP	Third Finger Left Hand (R)—Joy—ASCAP
Till (R)—Chappell—ASCAP	Till (R)—Chappell—ASCAP
When My Sugar Walks Down the Street (R)—Mills—ASCAP	When My Sugar Walks Down the Street (R)—Mills—ASCAP
You You Robico (R)—Planetary—ASCAP	White Silver Sand (R)—Fellows Peer—BMI

NEW RELEASES!!

BILL DOGGETT
SHINDIG

b/w

HAMMER HEAD
King 5070

LITTLE WILLIE JOHN
IF I THOUGHT YOU
NEEDED ME

King 5066

DONNY ELBERT
BELIEVE IT OR NOT

b/w

TELL ME SO
Deluxe 6143

THE "5" ROYALES
THINK

King 5053

ROY MILTON
ROCKING PNEUMONIA
AND THE

BOOGIE WOOGIE FLUE

King 5069

TINY TOPSY
MISS YOU SO

b/w

AW! SHUCKS BABY
Federal 12302

KING
RECORDS

the big 5

Don Rondo
WHITE
SILVER SANDS

JUBILEE #5288

Della Reece
AND THAT
REMINDS ME

JUBILEE #5292

Bill Darnel
RAINBOW

JUBILEE #5290

Bob Whalen
ME AND MY
IMAGINATION

JUBILEE #5289

AND ON BLUE CHIP
ECHO, ECHO, ECHO
Don Lee

#0013

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PLAYTHING FOR REVER

Turning Out "HITS"

PLAYTHING

* Review Spotlight on . . .

POP TALENT

TED NEWMAN . . . Rev. 3505 **PLAYTHING**
 (Renda, Fontra, BMI)
UNLUCKY ME (Desert Palms, Fontra, BMI)
 Newman sells rockabilly style with drive and appealing exuberance. "Plaything" is a catchy rocker with a cute answer-gimmick by a ten chorus. Flip is a bright rhythm-ballad. If platter gets exposure, it could be a sleeper.

* BILLBOARD REVIEW
JUNE 22 '57 ISSUE



Ted Newman

% "UNLUCKY ME"

REV 3505

Headed For The Charts

GEORGE PECK sings

"You're The One"
"I Ask of Heaven"^{d/w}

GEORGE PECK *
 (Rev. 1966)
B+ "YOU'RE THE ONE" (2:04)
 [Desert Renda BMI-TAJ Olier]
 The disk has the sound to give it that "extra added attraction" among other issues of its type. Peck does a fluid vocal chorus in a light, intimate vein. Each chorus seems to make the effort more attractive. Could make big noise.
B "I ASK OF HEAVEN" (1:54)
 [Desert Renda BMI-Humble, Sola]
 The side keeps up the quality found in the top track. Peck warmly handles a touching plea with excellent results. This could move, too.

*Cash Box Reviews
July 27, 1957

"TOP GRADE" (Billboard)

"A BEST BET" (Cash Box)



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SOME DISTRIBUTOR TERRITORIES OPEN

An Open Letter to Frankie LYMON



Dear Frankie

In reference to "Goody Goody"

Same goes for you -

see page 47

-sincerely-

Phil Kahl and Morris Levy

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 EP'S
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"DIANA"
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VOX JOX

By JUNE BUNDY

N. Y. JOCKS BEHIND TIMES? Tom Edwards, WERE, Cleveland, who recently snubbed for vacationing Martin Block over WABC, New York, comments: "I came away with a few observations about why New York deejays are so far behind music-wise. 1) Record distributors in the area are not on the ball. 2) Deejays don't know what they're playing (someone else programs for them). 3) Deejays are playing music for the music industry and not for the

area, has decided to apply the same technique to the pop album field. All WWDC deejays are now selecting their "Pick Album of the Week" from new package releases. Sides from the "Pick Album" are aired five times daily and 50 free copies of the LP are awarded to listeners each week.

SOUND INTROS: "Sound" theme songs have been bestowed on all the jocks at WDCY, Minneapolis. Don Kelly has fire engines for "the hottest show in town." Dan Daniels, "The Tall Thin Texan," is heralded by stampeding cattle. The sound of a Mack truck shifting gears means it is time for Stanley Mack, while gales of laughter usher in "Brother Bill" Bennett, and yelping Indians proclaim the air appearance of "the Old Redhead," Ralph Martin.

THIS 'N' THAT: WKDA, Nashville, is the top-rated station in town with 32 per cent of the Nashville radio audience, according to Harvey L. Glascock, vice-president general manager of the outlet. . . . Tracy Carneau, WMMW, Meriden, Conn., is writing a weekly record column for a Connecticut newspaper, in addition to his regular four-and-a-half hour daily show. . . . 10,000 teen-agers jammed the Rocky Point, R. I., Palladium recently when WICE, Providence, R. I., held a record hop to celebrate its first anniversary. Jocks emceeing the event were Jim Holt, Arlie Huff, Jim Mendes, and Shern Strichouser.

GIMMIX: Gene Klaven and Dee Finch, early morning zanies on WNEW, New York, are conducting a contest to find a name for the Earth satellite, which will be launched early next year. First prize in this literally "out of this world" competition is an all-expense 30-day trip around the world for two. . . . Donn Caldwell WHLL, Wheeling, W. Va., is holding telephone interviews with top disk artists, and following each interview session with a 15-minute seg devoted exclusively to waxings by the star in question.

YESTERYEAR'S TOPS—

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

- AUGUST 2, 1947**
1. Peg O' My Heart
 2. I Wonder, I Wonder, I Wonder
 3. That's My Desire
 4. Chi-Baba, Chi-Baba
 5. Across the Alley From the Alamo
 6. I Wonder Who's Kissing Her Now
 7. Ask Anyone Who Knows
 8. Mam'selle
 9. When You Were Sweet Sixteen
 10. Tallahassee
- AUGUST 2, 1952**
1. Auf Wiederseh'n Sweetheart
 2. Here in My Heart
 3. Kiss of Fire
 4. Walkin' My Baby Back Home
 5. Half As Much
 6. I'm Yours
 7. Delicado
 8. Botch-A-Me
 9. Blue Tango
 10. Maybe

listening public—especially on the network stations. I know I had to send out for records that I wanted to play on the Block show. Another thing, not many of the N. Y. deejays want to be a pioneer and start something new."

Change of THEME: Don Blair named host of "Night Trick" over WHAM, Rochester, N. Y. . . . Gay Plummer has moved from KGGF, Coffeyville, Kan., to KLKC, Parsons, Kan. . . . Vince Linder, WMID, Atlantic City, N. J., started his summer season of live dance band remotes (over ABC) from Steel Pier July 12. . . . Charlie Myers, an instructor at Miami University of Ohio, has joined WATG, Ashland, O., for the summer. He is splitting the morning shift with Walt Harrell. . . . Don Gay notes that KUTI, Yakima, Wash., started 24 hours of daily pop programming, July 21, with Wally Nelskog included in the deejay lineup.

GRIPE BAG: Altho Kermit L. Waide Jr., KORT, Grangeville, Idaho, admits that about 70 per cent of his hour show is devoted to Presley records, with Little Richard a close second—based on requests from listeners — he himself yearns for the good old days. The oft-heard complaint takes on new interest in view of Waide's age. He writes "I am only 19 years of age. When I was 16, there were decent songs on the national hit parade. It has been approximately two or three years, and it has taken only this long for the whole music world to fall to pieces."

THIS 'N' THAT: Howard Miller, WIND, Chicago, takes over the emcee spot on NBC-TV's "Club 60" from Dennis James, beginning August 19. . . . Washington station WWDC, which, according to a station spokesman, originated the concept of the "Pick Hit the Week" with single records in the Greater Washington

all POP and chart high!

BOBBY BARE

A BEGGAR

THE LIVIN' END

record no. 3771



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:

- Eau Claire, Wis.
 "Tammy," Ames Brothers, RCA Victor.
- Little Rock
 "I'm Gonna Sit Right Down and Write Myself a Letter," Billy Williams, Coml.
- Hartford, Conn.
 "Swinging Sweethearts," David Carroll, Mercury.
- Lakeland, Fla.
 "Bye Bye Love," Everly Brothers, Cadence.
- New York
 "You, You Romeo," Jay P. Morgan, RCA Victor.
- Columbia, S. C.
 "Around the World," Mantovani, London.
- Chicago
 "With All My Heart," Jodie Sands, Chancellor.
- Fort Worth
 "Gid With the Golden Braids," Perry Como, RCA Victor.
- Sioux Falls, S. D.
 "Angelita," Artis Wayon, Mercury.



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Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

LOVE ME TO PIECES (Acuff-Rose, BMI)—Jill Corey—Columbia 40955—A tremendous plug on a recent TV show has spurred sales for the platter in all markets. The platter is moving strongly and looks like a big one. Flip is "Love" (Kahl, BMI).

THAT'LL BE THE DAY (Nor-Va-Jak, BMI)—The Crickets—Brunswick 55009—The record has been out for a while and has suddenly started to move. All of the top markets report that the disk is doing well. Flip is "I'm Lookin' for Someone to Love" (Nor-Va-Jak, BMI).



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING JULY 20

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

Build Your Love (On a Strong Foundation)

..... **Johnnie Ray**
(BMI) Columbia 40942

Fallen Star..... **Ferlin Husky**
(BMI) Capitol 3628

Goody Goody..... **Teenagers**
(ASCAP) Gee 1039

Is It Wrong?..... **Warner Mack**
(BMI) Decca 30301

Oh Baby Doll..... **Chuck Berry**
(BMI) Chess 1664

Rainbow..... **Russ Hamilton**
(ASCAP) Kapp 184

Tammy..... **Ames Brothers**
(ASCAP) RCA Victor 6930

To the Aisle..... **The Five Satins**
(BMI) Ember 1019

White Silver Sands..... **Owen Bradley**
(BMI) Decca 30363

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Review Spotlight on . . .

POP RECORDS

PAT BOONE...Dot 15602.....**THERE'S A GOLD MINE IN THE SKY**
(Bourne, ASCAP)

REMEMBER, YOU'RE MINE.....(Lowe-Tray, ASCAP)
Highly winning performance by Boone on the old Nick Kenny tune. Soft, easy-going delivery is a smash follow-up to "Love Letters in the Sand," also a Kenny song. Flip, "Remember," is an equally appealing rendition done in a similar light fashion. Strong coupling should easily score.

LAVERN BAKER...Atlantic 1150.....**HUMPTY DUMPTY HEART**
(Progressive-Pinelawn, BMI)

Gay, bouncy tune from the forthcoming pic, "Mr. Rock and Roll," is a strong effort. Usual exuberant delivery by Miss Baker should click both pop and r.&b. The attractive flip is "Love Me Right" (Progressive-Brookville, BMI), also from the flick.

POP DISK JOCKEY PROGRAMMING

LEROY ANDERSON...Decca 30403.....**FORGOTTEN DREAMS**
(Mills, ASCAP)

THE BLUEBELLS OF SCOTLAND.....(Mills, ASCAP)
"Forgotten Dreams," the lovely light Anderson theme, is from his album, "Pop Concert," and is currently an English hit. The Cyril Stapleton version was a recent deejay pick, but the original version should also prove highly attractive fare. "Bluebells," Anderson's arrangement of the folk theme, should also please.

POP TALENT

HAL GOODSON...Solo 108.....**LATER, BABY**
(T-C, BMI)

WHO'S GONNA BE THE NEXT ONE, HONEY?... (T-C, BMI)
Goodson is particularly strong on the original version of "Later, Baby," and handles the medium rocker with excellent know-how. Platter will offer stiff competition to the Johnny Janis version. The artist also turns in a highly attractive warble on the flip. Strong new talent!

RELIGIOUS

GEORGE BEVERLY SHEA...RCA Victor 6993.....**HOW GREAT THOU ART**
(Manna, BMI)

IVORY PALACES.....(Hill & Range, BMI)
Two great sacred sides. She is accompanied by the Billy Graham New York Crusade Choir on both. The sound is terrific, stately and satisfying, with organ background. Both should attract, especially if exposed to Billy Graham followers.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

Reviews and Ratings

JEFF CHANDLER

Half of My Heart.....86

LIBERTY 55092—The ballad from the Columbia film "Jeanne Eagels" is sure to get solid deejay exposure. Disk is tastefully produced, not overburdened with instrumentation, and Chandler's vocal is sincere. (Columbia, ASCAP)

Hold Me....76

The great oldie, sung with heart and affecting simplicity by Chandler. A nice coupling. (Robbins, ASCAP)

DON ESTES

Fraulein.....84

DECCA 30386—Altho country version on same label has been riding the c.&w. charts for some weeks, this strong, somewhat more pop-slanted rock warble could start it all over again. Excellent performance of unusual material. (Fairway, BMI)

Mama, Mama....76

Country-type warbler in pop-styled rock number with great production, including girl group. Most appealing stint here; could do business if pushed. (Trans World, BMI)

RICKY SHAW

Teen-Age Marriage.....83

GOLDEN CREST 109—Shaw has an appealing untutored vocal quality that stands way out on this platter. Tune packs strong commercial appeal for teens. Merits exposure. (Gate, ASCAP)

I'm Reading Between the Lines....81

Sincere vocal interpretation of an attractive ballad with a folksy flavor and good lyrics. (Gate, ASCAP)

RAY ELLIS

Soft Sands.....82

COLUMBIA 40982 — Strong two-sided entry in the sweepstakes for heavily covered tunes. Chorus is featured with ace arranger Ellis here. Coupling could be factor in success of this. (Weiss Barry, BMI)

Fascination....82

Memorable flick tune in version close to that used in "Love in the Afternoon." No vocal chorus, but wordless voices enhance stunning string treatment. Could be one of the bigger versions.

BROOK BENTON

I Wanna Do Everything for You.....80

VIK 285 — Highly attractive warbling on a bright rocker. Cute lyrics could attract. Side should go well if pushed. (Raleigh, BMI)

Come On, Be Nice....78

Former Epic artist is equally strong on a bouncy medium-beat ballad with chorus support. Side sounds like a slow "Tweedle Dee." Easy-going vocal should also attract sales. (Eden, BMI)

BILLY WARD

One Moment With You.....79

FEDERAL 12301 — Strong selling by Ward and the Dominos on a ballad. Shadings and dynamics are well-controlled. Side should get many spins in pop and r.&b. (Ward-Marks, BMI)

St. Louis Blues....75

Yet another recording of the blues classic. This is a bouncy, up-tempo version presented with vigor that should go well. (Handy, ASCAP)

(Continued on page 58)

coming up!



THE BILLBOARD'S THIRD DISK JOCKEY QUARTERLY ISSUE

DATED AUGUST 19

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Jazz is mushrooming all over...

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- on radio and TV
- in concerts and clubs
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This issue will contain a wealth of information on music and jazz that will:

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Frank Jeerling



• Reviews of New Pop Records

• Continued from page 55

FRANK PORTER
Sweet Annabelle 78
REV 3504—Sentimental folk song is handed a wistful reading by Porter and chorus. Good sales potential, with added pop appeal for this side. (Liblow, BMI)

Ring the Wedding Bells... 76
A slyly humorous ditty with a gentle folk-flavored melody, good lyrics and effectively understated vocal job by Porter and chorus. If this gets any exposure, it might be a sleeper. (Ponza, BMI)

AL HIBBLER
Be Fair 78
DECCA 30397—A feelingful vocal treatment of a dramatic ballad, the one-time Don Cornell hit. Strong contender for jockey spins. (Cornell, ASCAP)

When Will I Forget You?.... 75
Another moving warbling stint by Hibbler on a poignant ballad. (Rickl, ASCAP)

JANIS MARTIN
Love and Kisses 77
RCA VICTOR 6983—Cute ditty with traces of rock, but predominantly country flavor, and aimed at a broad pop market. Happy side merits spins. (Trinity, BMI)

I'll Never Be Free... 71
Rockin' blues ballad, a bit of several seasons back, gets an intense warble from the young thrush. Pop and rockabilly buyers may show interest. (Laurie, ASCAP)

GEORGE BARNES
Around the World 76
DECCA 30398—In spite of heavy competition from many wax versions of the movie title theme, this one rates spins on basis of superior guitar work by Barnes and generally unusual instrumental arrangement. (Young, ASCAP)

Tammy... 75
Another rock instrumental version of the movie theme, highlighted by Barnes' great guitar work. Some comment on spin potential in face of heavy competition from earlier waxes. (Northern, ASCAP)

BOBBY BREEN
Rainbow 75
CHIC 1013—Former child star is late with his cover. Versions by Russ Hamilton and Bill Darnell have already had considerable exposure. However, fine interpretation of the medium-beat ballad with chorus support could still cop a fair share of coin. (Tuff-Melchior, ASCAP)

We Will Make Love... 68
Waltz has a folkish quality. Tenor with light chorus backing is attractive here, too, but larger share of coin for the disk will probably go to flip. (Tuff-Melchior, ASCAP)

DICK HYMAN TRIO
Band of Angels 75
M-G-M 12516—A distinctive arrangement of the title theme from the pic, with Hyman on a fancy concertino kick backed up by a high and wailing soprano. Can share juke and jock action with a version by the Voices of Walter Schumann. (Whitmark, ASCAP)

The Red Head... 68
A light, frothy piece with Hyman sharing spotlight with alto sax. Okay instrumental, but flip-is-likely to cull more spins. (AnyB, ASCAP)

TONI ARDEN
It Takes Only One 74
DECCA 30396—Powerful piping by Miss Arden on a solid country theme with a churchy flavor. Merits play. (Ross Jungnickel, ASCAP)

Good Morning, Mister Love... 71
Thrush tries hard on bouncy rhythm tune, but flip is better suited to her style. (Progressive, BMI)

JUDY SCOTT
The Parlor Piano 74
DECCA 30395—Subject matter relates to another era, but there's good rock and roll or honky tonk appeal in this cute concoction. Jocks oughta try it. (Daniels, ASCAP)

A Tender Word... 68
Smart production of a tender country-style weeper with a hymn-like flavor. Thrush emotes heavily and makes a good impression, tho some may prefer more restraint. (Maple Leaf, BMI)

BOBBY BARE
The Livin' End 73
CAPITOL 3771—A rock and roller with a novelty lyric. There's a swinging beat and a relaxed vocal by Bare and chorus. (Fairway, BMI)

The Beggar... 72
This has rock and roll touches in the arrangement, but it is essentially a ballad-style side, slow in tempo and produced very tastefully. Bare chants it well. (Lowery, BMI)

DOTY FERGUSON
I Really Don't Want to Know 72
MERCURY 71160 — Thrush sounds like a more energetic Joan Weber on



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this country-type weeper. Sincerity message could win some support. (Hill & Range, BMI)
It Makes No Difference Now... 69
Catching rhythmic riff from band in back provides most of appeal in this otherwise routine rock version of the country standard. (Southern, ASCAP)

STAN WILSON
Sweet Annabelle 72
VERVE 10068—A pretty waltz with a melody of the old days. Rendition and arrangement have a Western flavor. Good juke box item. (Liblon, BMI)
In the Middle of an Island... 66
Wilson gives a slightly countrified version of the new tune. Tony Bennett is out front with this already and there's added competition from Tennessee Ernie. Little chance for this. (Mayfair, ASCAP)

CLYDE STACY
Dream Boy 71
CANDLELIGHT 1018—This is a cover of the Tampa disk. Stacy's vocal is backed by a rhythmic rock and roll arrangement. Chorus lends a very effective touch. (Pollard, BMI)
A Broken Heart... 70
A weeper, with Stacy's vocal backed by an arrangement which includes a chorus—giving a pop quality to an otherwise c.w. side. Stacy's chanting is good in a forthright way. (Pollard, BMI)

TOMMY EDWARDS
We're Not Children Anymore... 71
M-G-M 12514—A pretty ballad which has the sound of a show tune. Edwards sings it with a Nat Cole touch and the string backing sets the mood nicely. Jocks with soft, mood segs might spin this. (Robert, ASCAP)
Anyplace, Anytime, Anywhere... 66
Edwards sings the dedicated words with a strong, upbeat rhythm. Whether this has a commercial message is doubtful, but couples could use it for cutting a rug. (Skidmore, ASCAP)

GINNY GIBSON
If That Would Bring You Back to Me... 70
M-G-M 12517—The demo queen is off on her own here with a pleasant, slow and danceable tune. Very agreeable thrashing, the arrangement is on the thin side. (Remick, ASCAP)
The Places I've Been... 65
Nothing like being at the guy's side. Arrangement is in dance band style. Gal stands out above the tune and the arrangement. (Mutual, ASCAP)

JOYCE TAYLOR
How Will I Know (If I Love You)... 70
LIBERTY 55090—A slightly offbeat piece of rhythm material ably thrashed by the new chick. Has a snappy beat abetted by male group and hand clappers. Moderate attention possible here. (United, ASCAP)
Dear Diary... 64
Thrash has the sound of a broken-up teen-ager on this slow ballad about the chick who's loving out to a rival. Little that's new here. (Apollo, ASCAP)

BILL FONTANE ORK
Full of Love 69
RKO UNIQUE 409 — From "The Monster That Challenged the World" film. Moody, moving side, with spots of chorus vocal, with harmonica, guitar, etc. Jocks will like it. (Paul, ASCAP)
If You're Askin' Me... 65
From "The Big Caper" flick. Light, breezy tune warbled in gang-band style. Danceable, but hardly distinctive. (Paul, ASCAP)

ROBERT ASHLEY ORK
Frisky (Pase Amore Fantasia)... 68
M-G-M 12518—Descriptive tune is from flick "Bread, Love and Dreams." British ork handles it in appropriately colorful style to a Latin folk rhythm. Good instrumental change of pace, and brief. (Hollis, BMI)
Mambo Bacan (Women of the River)... 68
From flick "Women of the River." Interesting instrumental color, for listening. Jocks can find spots for both sides. (Hollis, BMI)

THE TWO MORROWS
Hands Off 68
CADENCE 1327—Well-produced rock and roller. The two chicks belt it out with tasteful precision and a sharp, staccato beat. Neat musical arrangement by Jesse Stone. (Sylva, BMI)
Who, Why, When, What... 68
A rock and roller, but with a novelty lyric and sophisticated arrangement. The chicks again belt it out smartly in the DeJohn's manner. Like the flip, merits exposure. (Sylva, BMI)

ED CURRY
Ya' Gotta Give Love a Try... 68
ARCADE 148—Rock and roller, with a light romantic lyric. Curry does an adequate vocal and there's a nice tenor interlude. (Music Counter, ASCAP)

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Number of Releases This Week

Label	Pop	R&B	C&W
ARCADE	1	—	1
BUDDY	—	—	1
CADENCE	1	—	—
CANDLELIGHT	1	—	—
CAPITOL	1	—	—
CAROUSEL	1	—	—
CHIC	1	—	—
COLUMBIA	2	—	2
DECCA	6	—	1
ELVITRUE	1	—	—
ENTERPRISE	—	—	3
FEDERAL	1	2	—
FOUR STAR	—	—	2
GOLDEN CREST	1	—	—
IMPERIAL	—	1	—
KING	—	1	—
LIBERTY	2	—	—
MERCURY	1	2	1
M-G-M	5	—	2
OKEH	—	1	—
PEACOCK	—	1	—
RAM	—	—	1
RCA VICTOR	2	—	—
REV	1	—	—
RKO UNIQUE	2	—	—
ROULETTE	1	—	—
RUBY	—	—	1
VERVE	1	—	—
VIK	1	—	—
TOTAL	33	8	15

Forbidden... 63
In contrast to flip, this side is slow in tempo, heavily romantic. Just adequate. (Arcade, ASCAP)

ZIGGY LANE
A Man Has Gotta Sing 66
CAROUSEL 200—Lane's vocal is backed by a rousing chorus and fiery instrumentation. Material is reminiscent of operettas of the late 1920's. Maybe adult listeners will get satisfaction from the side. (Chappell, ASCAP)
A Woman Was the Root of My Trouble... 65
In contrast to the flip, this one is slow in tempo, with an extremely emotional, bluesy lyric. Same big production with chorus and big orchestra sound. (Mariane, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

THE KING'S IV: Spare Me/Summertime—M-G-M 12515
JAYE QUARLES: Rock 'n' Roll/A Sinner's Confession—Elvitrue 11575
JOE TUCKER: The Vampire/Who Knows?—RKO Unique 410

Polka

FRANK WOJNAROWSKI ORK
Far, Far Away (Polka) 80
DANA 3259—Faster than usual polka which this particular maestro's fans will welcome. Brass and saxes spotlighted. (Dana, BMI)
First Love—Obereck... 76
Slow, three-beat rendition has nice sound with triple-tongued trumpets getting the feature spots along with accordion. Danceable pairing. (Dana, BMI)

STEVE ADAMCZYK
Hungry Six (Polka) 78
DANA 3265—Authentic polka material. Adamczyk and his ork deliver really danceable wax which will be appreciated in the Midwest and other polka areas. (Adamczyk, Sajewski)
Carousel Polka... 78
This side has a strain running thru it reminiscent of a carousel. Like the flip, good polka wax for the fans. (Adamczyk, Sajewski)

EDDIE HABAT ORK
Bubble Bounce Polka 73
DECCA 30331—Good, unusual sounding polka rendition, with tenor sax, accordion, strong drumming, etc. Smart stuff, tho not in the most commercial vein. (Hansen, ASCAP)
Lonesome Girl Waltz... 72
Lifting, light, fairly sophisticated little waltz instrumental. Jocks may like, but it may not be corny enough for some juke. Danceable in the Viennese style. (Ludwig, SESAC)

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CHESSE #1664

"OH BABY DOLL"

Chuck Berry

CHESSE #1661

"PLEASE SEND ME SOMEONE TO LOVE"

The Moonglows

ARGO #5276

"DEAR ONE"

b/w

"THAT'LL BE THE DAY"

The Ravens

ARGO #5275

"MAID OF THE MIST"

Johnny Kay

ARGO #5277

"FLAT FOOT SAM"

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MARGIE RAYBURN—Liberty Records
"MISSISSIPPI MOON" and
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BILLBOARD—"REVIEW SPOTLIGHT"
 CASH BOX—"SLEEPER OF THE WEEK"

THE SABRES—RCA Victor Records
"RIDING HIGH WITH THE SABRES"

ALBUM—WATCH FOR NEW E. P.

Just Finished 20 Successful Weeks at Sahara—Los Vegas
 Now Appearing at Terraine Room—Los Angeles

RANDY VAN HORNE
 —RCA Victor Records
"SWINGIN' SINGIN'" ALBUM—WATCH FOR NEW E. P.

The Randy Van Horne Singers Are Appearing Every
 Week on the Nat King Cole Show—NBC Network

THE SUNNYSIDERS—(Hey Mr. Banjo)
Decca Records
 (Watch for the New Sunnysiders Album
 Coming Out Soon)

THE WINDSORS

Just Finished 8 Weeks at El Cortez Hotel—Los Vegas
 Now Appearing at Marineland—Palos Verdes, Calif.
 For Six Weeks

"BIG T" TYLER—ALADDIN RECORDS
 His First Big Record—"King Kong" & "Sadie Green"

ANDRE DELADEEAY "THE GAY PARISIEN"
 Just Completed 20 Unsuccessful Weeks Looking for Work

PERSONAL MANAGEMENT **NORMAN MALKIN**
 HOLLYWOOD, CALIFORNIA

Jazz Fiesta

• Continued from page 20

Max Roach Quintet, Billie Holiday and the Gerry Mulligan Quartet. Friedman told The Billboard that this year he will cut the seating capacity of the stadium by about 4,000 seats, or to a maximum of 10,000, in order to insure better acoustics, visibility and comfort. Last year, the Festival was able to pack in 26,000 people in its two-night run. House will be scaled at \$4.50, \$3.60, \$2.75 and \$2.

The producer, evidently self-conscious about the preponderance of modern-style jazz in his line-up, has instructed his press agents, Elliot Horne and Lillian Pickard, to launch a search for a jazz Jug Band or Jug soloist.

Ed: The Jug itself presents no problem, but the Local 802 Directory doesn't list a single Jug-blowing cut.)

Jazz 45 Groove

• Continued from page 20

metropolitan centers have been "very enthusiastic" about the releases and continue to ask for more. In reply, Blue Note this week brought out one of its biggest releases, 11 disks featuring Jay Jay Johnson, Charlie Mingus, Kenny Clarke, Art Blakey, Clifford Brown and the Horace Silver Quintet.

Atlantic, meanwhile, has issued a special set of seven EP's, handsomely packaged with covers carrying a single basic design, done in a different color combination for each (see separate story). Gary Kramer, the label's promotion chief, said distribs have spoken up voluntarily for material in this field. He added that juke operators have also shown a keen interest in jazz EP's in view of the increased opportunity to program such material on the growing number of 200 selection boxes.

Classic Pitch

• Continued from page 20

a basic library of more than 5,000 new high fidelity classical LP's. At the same time, the WBC FM stations have undergone complete technical overhaul in recent months with new equipment added wherever necessary to assure "quality sound."

The FM stations will operate from 4 p.m. until midnight, seven nights a week, under the direction of a completely separate programming and sales personnel. Westinghouse's AM outlets will continue to place their platter programming emphasis on pop music.

'Big 3' to Hype

• Continued from page 20

rangements of top Big 3 standards by leading instrumental soloists; school dance band arrangements and a considerable number of choral works; and "Themes and Moods," a new band work, featuring selections from composer Miklos Rozsa's film scores.

In addition, Ferde Grofe's "Grand Canyon Suite" for concert orchestra and "Death Valley Suite" for symphonic band — heretofore available only on a rental basis — for the first time will be offered for sale.

London Ups Price

• Continued from page 20

and wind up about November 3. During each program, a specific selection of items will be pushed to help salesmen pinpoint their efforts on a more limited number of packages. For all packages ordered during the 12-week period a dating plan will be in effect for dealer payments on the first day of November, December and January.

Harmony \$1.98 Tag

• Continued from page 19

changeable provided the poly-bag seals are unbroken.

Harmony will enter the classical field as early as September, at which time 15 longhair disks will be issued simultaneously. Initially this repertoire will be selected from the cream of the company's original \$1.98 label, Entre, which now will be officially discontinued. All such releases will come in completely redesigned full-color packages.

In October, Harmony promises to go on a regular release schedule, to include five or six new issues at a crack; pop and classical. Artist-repertoire-packaging stress will be on merchandise with "immediate impulse acceptance."

To aid Harmony selling, the company has designed a sturdy, three-color browser which can hold the entire line at this time. (See illustration.) It is divided in two sections, for classical and popular. This comes with or without a floor base. Stores also will be provided with hanger displays, a window streamer and handy mailer lists. Co-op ads, which include a complete listing of the line, are available in three sizes.

Product manager for Harmony is Ken Glancy, who also is the Columbia New York district manager.

The Harmony name itself is hardly new to the disk business. Years back, in the late 1920's and early 1930's, this was the trademark of one of the subsidiary labels of the American Recording Corporation, forerunner of the present day Columbia disk operation.

Sales Gun Loaded

• Continued from page 20

fast service for special orders, is being expanded to include the ML and CL catalogs. Thus, no dealer need lose a sale on any disk on which he may be out of stock.

There is also a new consumer catalog and much point-of-sale material on the twin CL series, outstanding albums, etc.

Bill Gallagher, Columbia's field sales manager, has given all distribs a run down of details on all the merchandising plans, urging practical application to each distribs particular market.

New EP Series

• Continued from page 20

Carl Smith, Lefty Frizzell, Roy Acuff and Ray Price.

According to Glancy, re-introduction of the series is in response to persistent demand from all segments of the trade. In conjunction with this, the company will make available a permanent browser box. This also comes with heavy-duty dividers, one for each selection, constituting a built-in inventory system. New dividers will be shipped with new releases. Streamers and complete catalog listings also are available, latter in mailing size. Co-op ad material also can be provided.

Future additions to the series will be in EP's only.

Columbia Training

• Continued from page 19

a four-month period. This is understood to be considerably more than any phono manufacturer has allocated. In addition to national magazines, the allocation will include TV spots, radio scripts tying in with local dealers, etc.

The expanded phono line, Sparling said: "Represents the fruition of Columbia's rounded concept of sound—the marriage of instruments and records." He added: "This is definite planning, which began with the Columbia 360. We should make the blade as well as the razor."

AUTHENTIC BAVARIAN
FOLK MUSIC!

**FRANZ SCHERMANN
and THE ALPINERS**

"LILY"

b/w

"OBEREK"

Polish National Dance
No. 2

Bowery 217

Send for our catalogue!

THE BEST IN POLKAS AND NOVELTIES

Bowery

RECORDS

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SO. CALIFORNIA'S NEWEST
AND MOST COMPLETE

ONE STOP

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78's 65c

E.P.'s 98c

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Phone: RE 1-7258-1-7259
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"I LOVE YOU SO
MUCH IT HURTS"

and

"WANDERIN' EYES"

Cameo 2111

CAMEO
RECORDS

MOVING

"BY THE BEND
OF THE RIVER"

JOE LEAHY

RKO-Unique #397

**RKO
UNIQUE**

Destined for the Charts!

'DREAM BOY'

Clyde Stacy

CA 1018

CANDLELIGHT RECORDS

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Phone: Circle 7-5947

Next Number One Song in
the Nation

"HONEYCOMB"

b/w

"THEIR HEARTS WERE
FULL OF SPRING"

Song by

JIMMIE RODGERS

ROULETTE #4015

ROULETTE RECORDS
659 Tenth Ave. New York 36, N. Y.

GIVE TO DAMON RUNYON
CANCER FUND

THE MUSIC BOX

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Give your song a PROFESSIONAL Recording.

We furnish TOP MALE AND FEMALE VOCALISTS IN ALL STYLES.

Voice and Piano \$18.00 per song

Organ Voice and Piano 25.00 per song

Voice, Bass, Drums and Piano 37.50 per song

Either 45 or 78 r.p.m. Duplicates at reasonable rates.

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payment enclosed bill me

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

BULLETIN:

D.J. plans to leave radio after 5 years. Will try and seek contact in this ad. Has no relatives in music business (hoped). Wanted: By any company seeking young man (28) with pulse, poise, integrity and willing to work. Reward! An excellent addition to your company. If interested write immediately.
BOX 2111, The Billboard
1564 Broadway, New York 36, N. Y.

FOR SALE

Old established and fully equipped Recording Studio. Sacrifice to quick buyer. Write to BOX 112, The Billboard, 1564 Broadway, New York 36, N. Y.

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 30

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

This Week	Last Week	Weeks on Chart
1. BYE BYE LOVE (BMI)—Everly Brothers	1	11
1 Wonder If I Care as Much (BMI)—Cadence 1315		
2. FOUR WALLS (BMI)—Jim Reeves	2	14
1 Know and You Know (BMI)—Vic 20-6874		
3. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater	4	14
SO YOU THINK YOU'VE GOT TROUBLE (BMI)—M-G-M 12412		
4. FALLEN STAR (BMI)—Jimmy Newman	5	9
1 Can't Go on This Way (ASCAP)—Dot 15574		
5. WHITE SPORT COAT (BMI)—Marty Robbins	3	16
Grown-Up Tears (BMI)—Col 40864		
6. FRAULEIN (BMI)—Bobby Helms	7	18
Hearisick Feeling (BMI)—Dec 30194		
7. TEDDY BEAR (ASCAP)—Elvis Presley	6	5
Loving You (BMI)—Vic 20-7000		
8. FALLEN STAR (BMI)—Ferlin Husky	11	3
PRIZE POSSESSION (BMI)—Cap 3742		
9. BYE BYE LOVE (BMI)—Webb Pierce	10	9
Missing You (BMI)—Dec 30321		
9. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	—	6
It'll Be Mine (BMI)—Sun 267		
11. GONE (BMI)—Ferlin Husky	11	24
Missing Persons (BMI)—Cap 3628		
12. NEXT IN LINE (BMI)—Johnny Cash	9	10
DON'T MAKE ME GO (BMI)—Sun 266		
13. TANGLED MIND (BMI)—Hank Snow	13	2
MY ARMS ARE A HOUSE —Vic 20-6955		
14. MY SHOES KEEP WALKING BACK TO YOU (BMI)—Ray Price	—	1
Don't Do This to Me (BMI)—Col 40951		
15. HONKY TONK SONG (BMI)—Webb Pierce	15	19
SOME DAY (BMI)—Dec 30255		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JULY 20

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

This Week	Last Week	Weeks on Chart
1. BYE BYE LOVE —Everly Brothers	3	12
Cadence 1315—BMI		
2. FOUR WALLS —Jim Reeves	1	14
Vic 20-6874—BMI		
3. FALLEN STAR —Jimmy Newman	4	11
Dot 15574—BMI		
4. WHITE SPORT COAT —Marty Robbins	2	16
Col 40864—BMI		
5. TEDDY BEAR —Elvis Presley	6	4
Vic 20-7000—ASCAP		
6. GONNA FIND ME A BLUEBIRD —M. Rainwater	5	17
M-G-M 12412—BMI		
7. THREE WAYS —Kitty Wells	12	7
Dec 30288—BMI		
8. MISSING YOU —Webb Pierce	12	7
Dec 30321—BMI		
8. FALLEN STAR —Ferlin Husky	12	3
Cap 3742—BMI		
8. FRAULEIN —Bobby Helms	9	16
Dec 30194—BMI		
11. BYE BYE LOVE —Webb Pierce	7	9
Dec 30321—BMI		
11. GONE —Ferlin Husky	8	23
Cap 3628—BMI		
13. WHOLE LOTTA SHAKIN' GOIN' ON —Jerry Lee Lewis	15	2
Sun 267—BMI		
14. NEXT IN LINE —Johnny Cash	10	10
Sun 266—BMI		
15. ON MY MIND AGAIN —Billy Walker	—	3
Col 40920—BMI		
15. HONKY TONK SONG —Webb Pierce	11	19
Dec 30255—BMI		

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 20

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. Bye Bye Love, Everly Brothers, Cdc.
2. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
3. Missing You, Webb Pierce, Dec.
4. Four Walls, Jim Reeves, Vic.
5. Fallen Star, Jimmy Newman, Dot

Dallas-Fort Worth

1. Bye Bye Love, Everly Brothers, Cdc.
2. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
3. Fallen Star, Ferlin Husky, Cap.
4. Four Walls, Jim Reeves, Vic.
5. Fraulein, Bobby Helms, Dec.
6. Blue Velvet, Benny Barnes, Mer.
7. Bye Bye Love, Webb Pierce, Dec.
8. Teddy Bear, Elvis Presley, Vic.

Houston

1. Bye Bye Love, Everly Brothers, Cdc.
2. Teddy Bear, Elvis Presley, Vic.
3. Fraulein, Bobby Helms, Dec.
4. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
5. White Sport Coat, Marty Robbins, Col.
6. Fallen Star, Jimmy Newman, Dot
7. Too Much Water, George Jones, Mer.

Memphis

1. Bye Bye Love, Everly Brothers, Cdc.
2. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M

Nashville

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Four Walls, Jim Reeves, Vic.
4. Teddy Bear, Elvis Presley, Vic.
5. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M

New Orleans

1. White Sport Coat, Marty Robbins, Col.
2. Fallen Star, Jimmy Newman, Dot
3. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
4. Four Walls, Jim Reeves, Vic.
5. Is It Wrong? Warner Mack, Dec.

Richmond, Va.

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Four Walls, Jim Reeves, Vic.
4. Try to Take It Like a Man, Carl Smith, Col.
5. Fraulein, Bobby Helms, Dec.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Cathie Taylor, 12-year-old performer appearing on "California Hayride" over Channel 13, Stockton, Calif., has been chosen Miss Country Music of Central California and will compete in the finals at the Country Music Convention at Salinas, Calif., August 23-24, for the title of Miss Country Music of the West Coast. . . . Peggy Upton, Starday artist from Oklahoma City, is due on the West Coast this weekend to work a string of dates arranged by J. E. Swarr, of Maywood, Calif. . . . Tex Ritter and Johnny Bond, who are teamed in the operation of three music publishing firms, namely Vidor Publications, Red River Songs and Tex Ritter Music, all on the Coast, are compiling a list of deejays who do not receive records from the record companies. Tex and Johnny may be addressed in care Vidor Publications, Inc., 5927 Sunset Boulevard, Hollywood 28.

Johnny Cash returned to his home in Memphis last week after a vacation trip to Las Vegas and the Southwest. Last Sunday (28), Johnny played West Grove, Pa., and his manager, Bob Neal, has him skedded for appearance at McNeil, Miss., August 1, and Clarksdale, Miss., August 2. Cash makes the Jimmy Dean morning show from Washington August 12-16. On August 11, Johnny stops off at Pennsylvania's Himmelreich Grove, and August 16 plays Salem, Va.

Shorty and Smokey Warren and the Western Rangers are set for a week's stand at Toronto's Brown Derby Tavern, starting August 12, and then follow with a string of one-nighters thru New York, Pennsylvania and Maryland for GAC-Hamid. On the same bill will be Marvin Rainwater, Betty Foley, the Polka Dots, Elton Britt and the Ramblin' Hoedowners. Tour was arranged by Smokey Warren. . . . Last Saturday (27), "Ozark Jubilee," recently retitled "Country Music Jubilee," passed the two-and-a-half-year mark as a network TV attraction. Guestar on the show August 3 will be Carl Smith, with Sonny James occupying that slot August 10.

"Grand Ole Opry's" Everly Brothers will appear on "Arthur Murray's Dance Party" over the NBC-TV network August 3. . . . Ray Price and Bill Monroe take the spotlight on the Prince Albert portion of "Grand Ole Opry" over the NBC radio net Saturday night, August 3. . . . Les Moore and His Rhythm Playboys appear nightly, Wednesday thru Saturday, at the Cromwell Club, St. Paul. . . . Carl Butler, Walter and Frankie Bailes and James Carson are set for a Labor Day stand at Thurston Moore's Verona Lake Ranch, Verona, Ky., about 30 miles south of Cincinnati.

Smiley Burnette's itinerary thru August is as follows: What Cheer, Ia., August 3; Great Bend, Kan., 8; Terre Haute, Ind., 12; Russell, Kan., 16; Hellam, Pa., 18; Marysville, Mo., 20; West Liberty, Ia., 21; Washington, Ia., 24; State Fair, Indianapolis, 28-29; Oelwein, Ia., 30, and Decorah, Ia., 31. . . . Hal and Ginger Willis, of "Grand Ole Opry," guested last week with

(Continued on page 61)

St. Louis

1. Teddy Bear, Elvis Presley, Vic.
1. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
3. Fallen Star, Jimmy Newman, Dot
4. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
5. Bye Bye Love, Everly Brothers, Cdc.

This Week's C&W Best Buys

MY LOVE IS REAL (Geromino, BMI)—Marvin Rainwater—M-G-M 12511—Looks like the second in a row for the artist who is still scoring well with "Gonna Find Me a Bluebird." All of the country markets list the platter as a strong one, and it's also building in the pop marts. Flip is "My Brand of Blues" (Geromino, BMI). A previous Billboard Spotlight pick.

Review Spotlight on . . . C&W RECORDS

KITTY WELLS

I'll Always Be Your Fraulein (Stryker, BMI)
What I Believe (Cedarwood, BMI)—Decca 30415—Top side is the fem version and answer to "Fraulein," the current c&w. best seller. Miss Wells with typical strong selling registers solidly, and side should chalk up many sales. Flip is another solid delivery on a ballad sung with feeling and sincerity.

JIM EDWARD, MAXINE AND BONNIE BROWN

I Heard the Bluebirds Sing (Peer International, BMI)—RCA Victor 6995—Very strong trio performance on a medium-beat folksy theme that features an interesting and attractive three-part statement and answer effect on the choruses. Side should move well. Flip, "The Last Thing I Want" (Acuff-Rose, BMI), is also a very listenable rendition.

JIMMY DONLEY

Trail of the Lonesome Pine (Shapiro-Bernstein, ASCAP)
South of the Border (Shapiro-Bernstein, ASCAP)—Decca 30392—"Trail" is a sock new Domino-influenced treatment of the oldie that has Donley singing country style, while the backing is strictly rock and roll. The flip is accorded similar treatment, with the artist warbling spiritedly to a rockin' accompaniment. Side should click in all three markets, if properly exposed.

C&W DISK JOCKEY PROGRAMMING

JAY T. STARR

Wa-Na-Chee (4 Star, BMI)
Darker Clouds Ahead (4 Star, BMI)—4 Star 1708—Country jocks should find "Wa-Na-Chee" a very interesting side. Sad story tells of a man who loved an Indian maid, but lost her to a stronger fella, per custom. Listeners will follow the tale intently. Flip is also an off-beat item that warns a cheatin' gal that there are "Darker Clouds Ahead." This side is also done with attractive country-style savvy. Great material.

Reviews of New C&W Records

JOHNNY BOND

Sale of Broken Hearts . . . 80
COLUMBIA 40973—A sock weeper with a haunting "High Noon"-type rhythm pattern. Bond chants with sincere heart-break about a gal who sold his heart to the highest bidder. Watch this one. (Travis, BMI)
All I Can Do Is Cry . . . 76
Effective weeper theme is wrapped up in a strong vocal job and a steady hypnotic beat. (Cedarwood, BMI)

ROY DRUSKY

Walkin' . . . 78
COLUMBIA 40964—Artist is strong on a bouncy weeper. Sparkling guitar and soft chorus backing assist effectively. Attractive, pop-flavored side should get a lot of play. (Lowery, BMI)
I Walk to Heaven . . . 76
Pretty country ballad is attractively read with chorus and rhythm backing. Reprise is a dual track with spoken lyrics echoed by the singer and chorus. Side can go well. (Lowery, BMI)

VAUGHN HORTON'S PINETOPPERS

The Blue Skirt Waltz . . . 75
DECCA 30366—One-time Yankovic hit, smoothly sung, makes for good juke side in both country and pop locations. (Mills, ASCAP)
Consolation . . . 72
Plucked strings, harmonium and crisp back-beat suggest country, while Anita Kerr chorus sings in smooth pop style on a meaningful song. Quality stuff, primarily for country markets. (Amber, ASCAP)

LINDA BRANNON

I Wanna Be There . . . 73
RAM 8771—Unusual piece of material, very rhythmic, and with a folk quality in the lyric. Arrangement behind the chick's good vocal has both r.&b. and c&w. qualities, with horns and strings—which means it can sell pop. (Hip Hill, BMI)
I'll Be Lonesome
When You're Gone . . . 73
Folk-flavored song, delicately chanted by Linda Brannon. Smart touch is the faint whistle in the arrangement. Can sell both pop and c&w. (Hip Hill, BMI)

CARL STORY

Got a Lot to Tell My Jesus . . . 73
MERCURY 71143—Story and the Rambling Mountaineers sing this luscious sacred opus in chorus backed by the banjo and fiddles. Real down-country flavor here which can get its share of juke and jock action. (Nash, BMI)
Banjo on the Mountain . . . 72
A real hoe-down here with harmony fiddles and banjo pickin' in the

spotlight on the breezy instrumental. Lots of sound makes it a good bet for rural juke. (Starrite, BMI)

TEX ZARIO

Fortune Is a Fickle Lady . . . 68
ARCADE 145—Country ballad chanted in the traditional style, with
(Continued on page 61)

THE ONE YOU CAN'T HEAR

TOO MANY TIMES!

Wiley Barkdull's

TOO MANY

HICKORY 1065

For Booking
North, East, South, West

WSM's Grand Ole Opry
Show and Dance Unit
Cousin Jody 'n Odie
and The Country Cousins

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Phone Canal 8-4416

C & W—POP HIT

JOHNNY CASH

"NEXT IN LINE"

and

"DON'T MAKE ME GO"

Sun 266

BIGGER THAN THE EMPIRE STATE

CHESS #1667

'COME HOME BABY'

Muddy Waters

CHESS #1668

'SOMEBODY IN MY HOME'

Howling Wolf

CHECKER #867

'TEMPERATURE'

Little Waters

CHECKER #870

'FLAT FOOT SAM'

T. V. Slim

CHESS- CHECKER RECORD CO.

2120 So. Michigan Avenue
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All Phones:
CAhmet 5-2770

• This Week's R&B Best Buys

LONG LONELY NIGHTS (Arc, BMI)—Lee Andrews—Chess 1665
LONG LONELY NIGHTS (Arc, BMI)—Clyde McPhatter—Atlantic 1149—It's a toss-up at this point as to the best selling version of the song. Most markets report that both are attracting heavy sales, and both are building. Flip of the McPhatter disk is "Heartaches" (Leeds, BMI). The Andrews platter is backed by "Let Me Know" (Dare, BMI). Both are previous Billboard Spotlight picks.

• Review Spotlight on . . .

R&B RECORDS

CHUCK WILLIS

That Train Has Gone (Rush, BMI)
Love Me, Cherry (Rush, BMI)—Atlantic 1148—"That Train," a bluesy rhythm ballad, is a fine successor to "C. C. Rider," which is still going well. Willis has a way with a lyric and presents an appealing, earthy vocal that should attract. Flip is an equally strong vocal on another, slightly faster rhythm ballad. Great backing on both sides.

LAVERN BAKER

Humpty Dumpty Heart (Progressive-Pinelawn, BMI)—Atlantic 1150—See review in Pop Spotlight section.

R&B TALENT

TINY TOPSY

Aw! Shucks, Baby (Hennessy, BMI)
Miss You So (Excellorec, BMI)—Federal 12302—Two virtuoso stylings by a fine new artist. Chick sounds like a blend of Little Richard and Donnie Elbert on "Baby," and her shoutin' approach on the up-tempo novelty-blues is highly effective. Flip is a strong cover of the Lillian Offitt best seller. Chorus and ork backing help set the mood on both flavorsome sides. Rhythm and blues jocks can give audiences a real treat with spins.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 20

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Searchin', Coasters, Atco
2. Miss You So, Lillian Offitt, Eaz.
3. Short Fat Fannie, Larry Williams, Spe.
4. Jenny Jenny, Little Richard, Spe.
5. Send for Me, Nat (King) Cole, Cap.

Charlotte

1. Teddy Bear, Elvis Presley, Vic.
2. Short Fat Fannie, Larry Williams, Spe.
3. Jenny Jenny, Little Richard, Spe.
4. Searchin', Coasters, Atco
5. To the Aisle, 5 Satins, Ember
6. Love Letters in the Sand, Pat Boone, Dot
7. Bye Bye Love, Everly Brothers, Cdc.

Chicago

1. Teddy Bear, Elvis Presley, Vic.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Send for Me, Nat (King) Cole, Cap.
4. Love's a Hurting Game, Ivory Joe Hunter, Atl.
5. Sussie Q, Dale Hawkins, Chk.

Cincinnati

1. United, Otis Williams & His Charms, Del.
2. Just to Hold My Hand, Clyde McPhatter, Atl.
3. Whispering Bells, Del Vikings, Dot
4. Jenny Jenny, Little Richard, Spe.
5. C. C. Rider, Chuck Willis, Atl.

Detroit

1. Send for Me, Nat (King) Cole, Cap.
2. Stardust, Billy Ward, Lbt.
3. Searchin', Coasters, Atco
4. Next Time You See Me, Little Jr. Parker, Duke
5. Rockin' Pneumonia, Huey Smith, Ace

Los Angeles

1. Send for Me, Nat (King) Cole, Cap.
2. So Rare, Jimmy Dorsey, Fly.
3. Searchin', Coasters, Atco
4. Stardust, Billy Ward, Lbt.
5. Love Letters in the Sand, Pat Boone, Dot
6. Short Fat Fannie, Larry Williams, Spe.
7. Teddy Bear, Elvis Presley, Vic.

New Orleans

1. Searchin', Coasters, Atco
2. Rockin' Pneumonia, Huey Smith, Ace
3. Short Fat Fannie, Larry Williams, Spe.
4. To the Aisle, 5 Satins, Ember
5. Miss Ann, Little Richard, Spe.

New York

1. Searchin', Coasters, Atco
2. Whispering Bells, Del Vikings, Dot
3. Bye Bye Love, Everly Brothers, Cdc.
4. C. C. Rider, Chuck Willis, Atl.
5. Stardust, Billy Ward, Lbt.
6. Long Lonely Nights, Clyde McPhatter, Atl.
7. Next Time You See Me, Little Jr. Parker, Duke
8. Over the Mountain, Johnnie & Joe, Chs.

Philadelphia

1. C. C. Rider, Chuck Willis, Atl.
2. Stardust, Billy Ward, Lbt.
3. Please Send Me Someone to Love, Moonglows, Chs.
4. Send for Me, Nat (King) Cole, Cap.
5. Rockin' Pneumonia, Huey Smith, Ace
6. Searchin', Coasters, Atco
7. To the Aisle, 5 Satins, Ember

St. Louis

1. Send for Me, Nat (King) Cole, Cap.
2. Teddy Bear, Elvis Presley, Vic.
3. So Long, Fats Domino, Ing.
4. So Rare, Jimmy Dorsey, Fly.
5. Everyone's Laughing, Spaniels, Vee Jay

Washington, D. C.

1. Searchin', Coasters, Atco
2. Send for Me, Nat (King) Cole, Cap.
3. Please Send Me Someone to Love, Moonglows, Chs.
4. Long Lonely Nights, Clyde McPhatter, Atl.
5. Short Fat Fannie, Larry Williams, Spe.
6. Jenny Jenny, Little Richard, Spe.
7. Just to Hold My Hand, Clyde McPhatter, Atl.
8. Oh Baby Doll, Chuck Berry, Chs.
9. So Rare, Jimmy Dorsey, Fly.
10. Teddy Bear, Elvis Presley, Vic.

• Reviews of New R&B Records

CHUCK CARBO

The Bells Are Ringing . . . 82
IMPERIAL 5452—Carbo chants this in great style, shouting the lyrics to a backing featuring a catchy figure by the tenor. Solid, authentic wax. Watch it. (Commodore, BMI)

Poor Boy . . . 82

Pleasant chanting, and a good backing by the chorus and musicians; tenor passages are fine. (Travis, BMI)

BUDDY JOHNSON ORK

I've Surrendered . . . 77
MERCURY 1545.—Johnson sings with plaintive distinction on a bluesy theme with good lyrics. Fine backing. (Sophisticate, BMI)

Slide's Mambo . . . 75

Johnson attempts a Kenton technique on an exotic instrumental with a fast tempo. The results, while not wholly successful quality-wise, are interesting enough to grab off jockey plays —ho h pop and r.&b. (Sophisticate, BMI)

THE FIVE CHANCES

Tell Me Why . . . 75
FEDERAL 12303—Rhythm ballad is attractively presented with listenable ork support. Brief recitation near the end of the side. Side should find favor. (Armo, BMI)

My Days Are Blue . . . 78

Pretty ballad with rhythm backing also gets an appealing delivery. Side should also go. (Armo, BMI)

TITUS TURNER

Have Mercy Baby . . . 75
KING 5067—Attractive vocal on a medium-beat blues with excellent backing. Side should cop a lot of play. (Ward-Starks, BMI)

You Turned the Lamps Too Low . . . 73
Artist shines on a rhythm ballad. Soft, bluesy backing is effective, but flip appears stronger. (Jay & Cee, BMI)

DOC BAGBY

Sylvia's Callin' . . . 72

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 20

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 on Week Chart

This Week	Last Week	Weeks on Chart
1. SEARCHIN' (BMI)—Coasters	1	12
YOUNG BLOOD (BMI)—Atco 6087		
2. SEND FOR ME (BMI)—Nat (King) Cole	3	5
My Personal Possession (BMI)—Cap 3737		
3. SHORT FAT FANNIE (BMI)—Larry Williams	2	6
High School Dance (BMI)—Specialty 608		
4. JENNY, JENNY (BMI)—Little Richard	4	7
MISS ANN (BMI)—Specialty 606		
5. TEDDY BEAR (ASCAP)—Elvis Presley	5	4
Loving You (BMI)—Vic 20-7000		
6. C. C. RIDER (BMI)—Chuck Willis	6	12
Ease the Pain (BMI)—Atlantic 1130		
8. SO RARE (ASCAP)—Jimmy Dorsey	7	10
Sophisticated Swing (ASCAP)—Fraternity 755		
9. BYE BYE LOVE (BMI)—Everly Brothers	8	6
I Wonder If I Care as Much (BMI)—Cadence 1315		
10. TO THE AISLE (BMI)—Five Satins	15	2
Wish I Had My Baby (BMI)—Ember 1019		
11. VALLEY OF TEARS (BMI)—Fats Domino	9	10
It's You I Love (BMI)—Imperial 5442		
11. MISS YOU SO (BMI)—Lillian Offitt	—	1
If You Only Knew (BMI)—Excella 2104		
13. OVER THE MOUNTAIN (BMI)—Johnnie & Joe	14	11
My Baby's Gone On, On (BMI)—Chess 1664		
14. WHISPERING BELLS (BMI)—Del Vikings	—	1
Don't Be a Fool (BMI)—Dot 15592		
15. PLEASE SEND ME SOMEONE TO LOVE (BMI)—Moonglows	12	4
Mr. Engineer (BMI)—Chess 1661		

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 20

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

This Week	Last Week	Weeks on Chart
1. SEARCHIN'—Coasters	1	8
Atco 6087—BMI		
1. SHORT FAT FANNIE—Larry Williams	8	4
Specialty 608—BMI		
3. SEND FOR ME—Nat (King) Cole	8	2
Cap 3737—BMI		
4. TEDDY BEAR—Elvis Presley	2	5
Victor 7000—ASCAP		
5. JENNY, JENNY—Little Richard	8	5
Specialty 606—BMI		
6. C. C. RIDER—Chuck Willis	3	14
Atlantic 1130—BMI		
7. VALLEY OF TEARS—Fats Domino	6	8
Imperial 5442—BMI		
8. JUST TO HOLD MY HAND—Clyde McPhatter	12	8
Atlantic 1133—BMI		
9. COOL SHAKE—Del Vikings	—	2
Mercury 71132—ASCAP		
9. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER—Billy Williams	—	1
Coral 61830—ASCAP		
11. WHISPERING BELLS—Del Vikings	—	1
Dot 15592—BMI		
12. SO RARE—Jimmy Dorsey	4	5
Fraternity 755—ASCAP		
13. OVER THE MOUNTAIN—Johnnie & Joe	11	7
Chess 1664—BMI		
13. YOUNG BLOOD—Coasters	—	12
Atco 6087—BMI		
15. ROCKING PNEUMONIA—Huey Smith	—	1
Ace 530—BMI		
15. MY BABY'S GONE, ON, ON—Johnnie & Joe	—	1
J & S 1664—BMI		
15. TO THE AISLE—Five Satins	—	2
Ember 1019—BMI		

OKEH 7688 — Blues instrumental, deep Southern in style. Fine wax, combining an authentic funky sound with good production. Merit exposure. (Blackwood, BMI)

Dumplin' . . . 70

Another instrumental. This one has a striding beat. Like the flip, it's Southern in feeling, and is sure to appeal to lovers of good blues. (Carney, BMI)

JOE THOMAS

St. Louis Blues 70
MERCURY 71151—Organ takes a long break on this swinging rendition of the W. C. Handy opus. Finally the tenor man breaks in with sharp licks of his own. Good bit of sound on this and it could qualify for some juke use. (Handy, ASCAP)

Fat Back . . . 64

A very slow walking style instrumental with organ, tenor sax and drums. Side starts well but seems to let down. Flip swings more. (Annis, BMI)

THE UNIQVES

Somewhere 65
PEACOCK 1677—Slow r.&b. ballad with a tenderly emotional lead, backed with contrasting voices of deep bass and male soprano. Little that's original here, however, and chances would seem limited. (Lion, BMI)

Right Now . . . 63

This side's a swinger with little to offer. Material is on the weak side and the group could use polish. (Lion, BMI)

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ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Alan Freed's ABC-TV series has enjoyed such good ratings, that some of the more ambitious plans afoot for the famous jock may have to be delayed. The current 13-week series runs into late September and carries an option for an additional 13-week seg. If this is picked up, as traders now feel it will be, Freed's TV chores would carry him till close to the end of the

year. This means that plans for a British tour, which originally carried an early fall date, would have to be cancelled or delayed for a considerable time. Then too, Jolly Joyce, Freed's personal manager, said this week that he has been negotiating with Shaw Artists to send a Freed package on a tour of the nation's biggest auditoriums and arenas. According to Joyce, this too might have to be delayed in view of the TV success, altho it's possible that Freed could do the Friday night Tver from wherever he happened to be on the tour, utilizing artists appearing with him. At any rate, Freed's TV success, coupled with the demand from the field for his appearances, is viewed as a healthy sign for the continued well-being of the "music with the beat."

Archer Associates has inked Percy Mayfield for bookings starting August 1. The agency has also pacted Chess' stylish new cat, Jody Williams. . . . Louis Jordan and the Tympany Five have returned to the Coast for a series of one-nighters and club engagements. Dates include the Cave Club, Vancouver (29), the Hollywood Room, Oakland, (August 14-18) and the Elks Ballroom, Los Angeles, (August 25). Working with Louis are Jackie Davis, Hammond organ, Dottie Smith, vocalist and bongo drums specialist, and guitarist Austin Powell. . . . Fats Domino was in New York to appear on the Alan Freed ABC-TV show, Friday (26). Imperial Records mahoff, Lew Chudd, was also here to catch the proceedings.

As a follow-up package to the successful "Fantabulous" show, Shaw kicked off another unit in Milwaukee Friday (26). This group features Sonny (Long Gone) Thompson and his band, the Coasters, the Five Satins, the Cellos, Gene and Emmice, and Lula Reed. The unit will work a minimum of six weeks in the Midwest and California and the trek may be extended to 10 weeks. . . . Bill Haley and the Comets have been set for the Casino Cafe, Sea Isle City, N. J., for late August and will play the Artillery Ballpark in Kingston, Pa., August 2 and 3 in company with the Moonglows and other acts.

The "Fabulous Platters," according to flack Jean Bennett, are now stars of a musical extravaganza at the famous Opera Theater, Buenos Aires. Before returning to the States they'll tour many Latin American nations and cities. The junket, originally set for 12 weeks, has been extended six extra weeks, and follows close on the heels of the group's highly successful tour of Great Britain. Reports indicate that the group and their road manager can't even appear on the streets without being swamped with requests for autographs. In the past, the group has also scored in the Philippine Islands, Australia and Ireland and Scotland. . . . Ken Charles of the Ken label reports he has signed the following acts to his disk roster: Tommy Panto and his Marvelers, Don Hess, Frank De Rosa and his De Mens, Two Kats and a Kitten and the Playboys.

FOLK TALENT AND TUNES

Continued from page 59

Jimmy and Ardis Wells, who still have their two bands at the Flame in Minneapolis. . . . Bud Auge, writer of "Simple Simon," recorded by Hank Thompson, is back in St. Paul after a trip thru the Southland, where he spent part of his honeymoon visiting artists and deejays.

Ann Jones and Her Western Sweethearts, who have put in most of the last two years entertaining members of the Armed Forces in Japan, Okinawa, Korea, Europe and North Africa, have just concluded a trek thru Texas, New Mexico and Arizona and are currently showing their wares in the Pacific Northwest, where they will remain until fall. "The Miller Brothers" and Hank Thompson bands are in the same area," writes Ann from Portland, Ore. "We never get to see them but we have reports that they are doing well." . . . Billy Walker, currently creating a stir with his new Columbia release, "On My Mind Again," appears for country music promoter Sally Starr in Philadelphia August 2-4.

Sonny James left Dallas last week in his new Cadillac bought the week before in Detroit to spend a fortnight's vacation at his home in Hackleburg, Ala. On August 10, Sonny guests on "Country Music Jubilee" from Springfield, Mo., and August 16 does a shot on the new "Big Beat" TV show with Alan Freed. . . . Johnny Horton guests on "Big D Jamboree," Dallas, August 3. . . . Gene Vincent, sporting a new Chrysler station wagon, is set for the remainder of the month along the Eastern Seaboard. . . . "Big D Jamboree" bossman, Ed McLeMore, now handling the managerial reins on both Sonny James and Gene Vincent, has purchased two more radio stations, one in Tyler, Tex., and the other in Shreveport, La.

Lucky Moeller, of Top Talent, Inc., Springfield, Mo., has Brenda Lee set for another

guest shot on the Steve Allen TV'er August 3. On August 9, dynamic Brenda headlines the grandstand show at the Illinois State Fair, Springfield, moving on to the Wisconsin State Fair, Milwaukee, August 19; the Missouri State Fair, Sedalia, August 20-21; the Iowa State Fair, Des Moines, August 23-24; and the Minnesota State Fair, St. Paul, August 26. . . . Marvin Rainwater is guesting with Jimmy Dean on the latter's early-morning CBS-TV show Monday thru Friday of this week (29-August 2). Show originates from WTOP-TV, Washington.

Hank Snow and His Rainbow Ranch Boys, with Wilma Lee and Stoney Cooper and daughter, Carol, the Clinch Mountain Clan, Cowboy Copas, Mother Maybelle Carter and Jimmie Rodgers Snow, are reported to be bumping into solid box offices on their extended Canadian tour. Unit is currently in Newfoundland and Nova Scotia, after a swing thru Ontario and New Brunswick. They'll wind up the Canadian trek August 1 in Glace Bay, N. S., and en route back to Nashville will stop off at Santa Fee Ranch, Reading, Pa., August 4. . . . Pappy Anderson, a veteran of many years in the c.&w. promotion field, has just concluded his second season with the Tom Packs Circus, handling advance promotion for the Packs Western unit thru Montana, Colorado, New Mexico and Oregon. He plans to return to the Pack organization in the spring.

Reviews of New C&W Records

Continued from page 59

pleasant guitar and piano styling in the backing. Unpretentious and with a legit sound. (Seabreeze, BMI)
Pretty Little Love Words. . . 68
Country rhythm side. Zario chants it in traditional vein, as he does the flip. Pleasant. (Howard, BMI)

DONN REYNOLDS
Rose of Ol' Pawnee. . . . 68
M-G-M 12512—Soft rockabilly is of the honky-tonker sort. New artist attractively presents the song and vocal rates over material. (Milene, ASCAP)

All Alone
(With No One by My Side) . . . 64
Swift honky-tonker is a weeper and gets an okay warble, but flip appears to be stronger side. (Acuff-Rose, BMI)

BOBBY COLLINS
What Do I Miss? 67
ENTERPRISE 1182—Weeper waltz with listenable piano and fiddle support is attractively sung. Singer is joined by a chorus on the bridge. Fair chances. (Adair, BMI)
After Laughter Came Tears. . . 67
Bill harmony on an up-tempo weeper is also nicely presented. Side should do as well as flip. (Adair, BMI)

STAN JOHNSON
Big Blue Train 67
RUBY 280—Compelling vocal wrap-up of a fast-moving rhythm-ballad with colorful lyrics. Good jockey material. (Cedarwood, BMI)
Six White Horses. . . 66
Equally powerful reading by Johnson on an unusual folk theme with a hard riding pace. (Peer Int'l., BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

ANDREW BROTHERS: I'll Make It Up to You Somehow/Sundown—M-G-M 12513
ROY BURKS: Short Cotton/I Just Don't Care—Enterprise 1185
JIM HADLEY: Nobody Knows But Mommy/I've Walked the Floor a Thousand Miles—Buddy 111
DON MAHONEY: Old Shep/Saddle Up Your Rocky-Horse—Enterprise 1146
JOHNNY MILLER: Away From Home/Sports Car—4 Star 1709

Reviews and Ratings of New Classical Albums

Continued from page 37

ever, intimate, lively recording and sparse competition promise good acceptance among chamber music buyers.

MEYERBEER: LES HUGENOTS (ABRIDGED) (2-12")—Orch. de l'Association de Concerts Pasdeloup, J. Alain, Cond. Westminster OPW 1204. 69
The most extensive excerpts yet recorded of opera almost completely unknown today save for isolated arias. French production is better as a whole than its individual performers, among whom soprano Renee Doris is most praiseworthy. Album can be suggested with little fear of duplication, but many shoppers may find contents too unfamiliar or too dated.

TCHAIKOVSKY: FRANCESCA DA RIMINI; GLINKA: SUMMER NIGHT; SYMPHONY (1-12")—State Symph. Orch. of U. S. S. R., State Radio Orch. of U. S. S. R., K. Ivanov, A. Gauk, Cond. Westminster XWN 18457. 63
Chief interest concerns debut recordings of mild Glinka pieces: "Summer Night in Madrid" and "Symphony on Two Russian Themes." Version of Tchaikovsky program music cannot compete with sound or performances of best existing diskings of work.

SPENDIAROV: "ALMAST"; SARIAN: "MELOTCH" (1-12")—Armenian Phil. Orch., M. Malumjian, Cond. Westminster XWN 18487. 61
Two orchestral suites by Armenian composers draw upon operatic and cinematic works, respectively. Both are rather conservative, lightly spiced with regional flavor and might be offered successfully as a supplement to Khatchaturian. Recording is only fair.

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SASKATOON EX SHOOT FOR MANY NEW MARKS

Gate, Grandstand, Midway, Mutuels Rush Sharply Ahead of '56 Figures

SASKATOON, Sask. — The Saskatoon Exhibition set a record-shattering pace thru Wednesday (24), third day of the six-day event, and with clear weather Thursday (25) and like weather promised for the following two days appeared headed for a string of new records.

Figures for the first three days

showed gate and grandstand attendance, midway spending, pari-mutuel betting, and auto parking all substantially high than at the corresponding point of previous record years.

Attendance thru the first three days was 27 per cent higher than last year, the previous record. Midway spending was up 15 per cent over '56, also the record year for the fun zone. Pari-mutuel betting topped the previous peak by 6 per cent. Biggest gain of all was in auto parking, which was up 57 per cent over the previous record.

A stronger program was credited with the record-setting pace. Steve Mac Eachern, exhibition manager, pointed out that the livestock show was one of the largest in exhibition history, that the commercial exhibits were larger in number and more varied, and that added

features, such as an outstanding floral show, plus a powerful line-up of amusement attractions were responsible for the increases.

The Dream House promotion, presented here for the third time, also contributed to the heavy turnout, Mac Eachern said.

The Royal American Shows were on the midway, and Mac-Eachern ascribed the increase in the Royal's gross in part to the Royal's stronger line-up of attractions and the exhibition's record attendance.

Running horse races were presented each afternoon. A revue (by GAC-Hamid Inc.) and fireworks (by Interstate Fireworks Co.) were presented nightly. The Larry Ruhl-Sandy Winters helicopter act was presented before the start of each grandstand show, afternoon and night.

Okay Bingo For N. Y. Nov. Ballot

ALBANY, N. Y.—One of the six proposed amendments to the State Constitution which will appear on the ballot at the November election will be the legalization of bingo.

During the last few years there have been sporadic crackdowns and seemingly disorganized official attitude toward the game, and growing support has backed an amendment which would be similar to that of New Jersey's Constitution. This sets up a State commission to supervise the game and places stringent controls over sponsors, operations, prizes and locations.

Both major political parties pledged efforts toward legalizing bingo during their 1954 gubernatorial campaigns. If the November vote okays the amendment, then bingo would be put up to communities to make their own decisions on whether to allow the game. A few New Jersey communities voted against bingo.

The 1957 Legislature approved the amendment for the second time, which means it must be placed on the ballot.

Edmonton Cracks Gate, Mutuel Marks

Pulls 326,803 Paid Attendance; Mutuels Up 65G; RAS Up 12%

EDMONTON, Alta. — Edmonton Exhibition, third of the Western Canadian Class A fairs, closed a record-breaking run here Saturday (20) by pulling a total paid attendance of 326,803, topping last year's 306,000.

In cracking its all-time gate mark the big exposition was required to overcome bad weather the early part of the run which cut into attendance, grandstand turnouts and carnival grosses. Weather the final three days was excellent.

The fair on Friday (19) racked up the biggest single day on record when an estimated 80,000 people swarmed over the grounds. Pari-mutuel handle for the week was up \$65,000 over last year and another high point was reached at Saturday's program of races when a whopping \$380,000 passed thru the wickets. On one race alone, Albert Anderson, fair manager, reported that \$63,000 was wagered.

The night grandstand show, a GAC-Hamid production brought in by Ernie Young, failed to make up the earlier losses and wound up the run about even with 1956. The car bingo, in which three automobiles a night were given away, proved popular and netted the fair a handsome profit, Anderson reported.

Royal American Shows displayed strength in the closing days, overcame earlier losses and wound up with a ride and show gross 12½ per cent ahead of 1956. Show officials reported it was their best year here.

E. J. Lee Named Mgr. Of Chi Bldg.

CHICAGO — Edward J. Lee, special events expert, has been appointed general manager of the proposed Metropolitan Fair and Exposition authority to spearhead development of a lakefront exposition center here.

Lee, a brother-in-law of orchestra leader Fred Waring, has been vice-president and general manager of Waring Enterprises, New York, for 20 years. He was in charge of developing Waring commercial products and other enterprises.

Herb Dotten

Top Draw for New Building

ROY ROGERS—the biggest box-office draw in fair business—is scheduled to appear at only one fair this year, the New Mexico State Fair at Albuquerque.

To those who know the New Mexico State Fair and Leon Harms, its manager since its inception 20 years ago, it is not surprising that the Albuquerque fair is the only one which succeeded in contracting Rogers.

Plenty tried, and many were willing to pay the price—steep by normal fair standards. These fairs knew that Rogers last year gave Ohio State Fair the biggest success in its long history and that he also was a terrific gate hypo at the Iowa State Fair.



LEON HARMS

Albuquerque succeeded where others failed because of the characteristic determination of Harms and others associated with the fair that everything possible be done to mark another milestone in the fair's history—the opening September 29 of the fair's new air-conditioned \$1,500,000 Arena.

This arena, now being completed, will be used for the first time during the fair, and Rogers and his full company will be presented each of the nine nights as an added attraction to a rodeo presented by the Beutler brothers.

Total cost of the maiden bill, covering Rogers, his full company and the rodeo, will be about \$90,000, and indications are that the fair will make it, and then some.

The arena will seat 12,000 for the Rogers-headed rodeo, and general admission seats will go at \$2 for adults, \$1 for children.

Less venturesome people than Harms would back away from such an outlay. The timid would figure that the mere dedication of a new arena would carry a low-budgeted show.

Seek 'Success' Brand From Outset

But, Harms and others associated with the fair's operation take a dim view of this. They want the new building to be an acknowledged success from the start. That's why they bought the strongest possible attraction for the opening. In their eyes, nothing breeds success like success.

And, the New Mexico State Fair has been an outstanding success. Its attendance is strong. Close to 400,000 people—a remarkable number considering New Mexico's population—last year attended the fair. And, this year's attendance should be even higher, not alone because of the Rogers show in the auditorium but for other reasons.

Each afternoon, the arena will be used for other events, principally involving horses, because of the great interest in horses in the State. The grandstand, additionally, will, as in the past, have both matinee and night programs, with the afternoon given over to running horse races and the night grandstand shows to a program of circus-type acts and fireworks.

Harms figures that there will be enough repeat night business at the fair to sustain both the Rogers show in the arena and the circus-type show in the afternoon. The only concession being made is that the night grandstand bill will be priced at half that for the arena show, with night grandstand general admission prices to be \$1 for adults, 50 cents for children.

The new arena, incidentally, is a concrete block structure, as contrasted with the adobe buildings which dot the picturesque fairgrounds.

Operates Own Concrete Block Plant

"The cost of adobe was just too high because of the manpower which would have been involved," Harms explains.

To cut costs on the 380 by 240-foot building, the fair made its own concrete blocks, setting up a block-making plant on the fairgrounds.

In many respects, the fair has cut its own pattern. It is, to our knowledge, the only fair that operates a package liquor store on its grounds, selling both bottled goods and mixed drinks underneath its grandstand.

Moreover, it is remarkably low in incidents caused by drinking—a marked contrast with the findings at many other fairs where even the sale of beer is not permitted.

The 210-acre plant has one of the most picturesque settings of any fair in the country, with its grandstand facing beautiful Sandia Mountain. The adobe buildings add to the appeal. So, too, do the many Indians who visit the fair each day and who turn out, brightly garbed, on their own special day.

The adobe buildings, the Indians and the cowboy attire of many fairgoers smack of the Old West, but the operation of the fair is ultra-modern. Outstanding is the use of turnstiles, both at the front gate and grandstand. Money from the stiles at the front gates pour directly into large counting rooms built under the roadway, and the use of that facility saves manpower and also obviates otherwise needed security measures.

Harms himself is now busier than at any time in his 20 years at Albuquerque. Besides managing the fair and attending to the many details connected with completing the arena, he is doubling as the arena manager. To follow Rogers and the rodeo in the building, he has already contracted "Icecapades" and the Ringling-Barnum Circus, both for appearances in November. Those attractions should serve further to establish the expected success of the new arena.

SPRING WEATHER A BOON

At Last: Still Dates Not So Bad in East

NEW YORK — Eastern carnivals are heading into the fair season in much smoother fashion than at this time last year, when fairs seemed an awfully long time coming. It had been a springtime of cold, rain and mud, with even the most optimistic showmen getting down in the mouth after a few weeks of it.

This year, however, has seen the weather much more favorable than in recent seasons, and the resultant increase in attendance has brought bigger grosses up and down the line. Most shows have had it good, as still dates go, and are not heading into fairs, figuratively, on their hands and knees.

The spring was generally balmy and conducive to family driving and pleasure-seeking, and wherever the communities were, the citizens were not long on the road before meeting up with a carnival.

Fairs Look Good

First indications from the fairgrounds show nothing to be apprehensive about. Several phases of the construction industry are killed because of strikes, but this

does not seem to have curtailed spending. Crop conditions in the South are not bad despite an extended dry spell.

The Atlantic seaboard got a rain drenching at long last during the week to alleviate what had looked like the worst drought since 1930. Virginia corn was hardest hit, except in the western section which has had sufficient rain. Further south, sales of flue-cured tobacco in the Georgia-Florida area hit a very high volume after a record price average of \$54.68 a hundred, highest ever in the belt. Astute showmen didn't mind the rain if it promised better earnings for farmers as the fair season approaches.

First shows into the South say business is satisfactory. Those still playing up North are reaping better dollar harvests in general than they have been accustomed to.

There were a couple of week-ends lost to weather this season but nowhere near the number of 1956, for instance, when one show made six tear-downs in mud out of a possible eight.

Fairs, Big and Small, Go All Out for Names

Continued from page 1

for instance, will offer Herb Shriner, Leo Carrillo and Guy Mitchell. Tupelo, Miss., birthplace of Elvis Presley, will have the rock-and-roller back for a second year at its fair. In 1956 his one-day appearance created a traffic jam and gave the fair its biggest day on record.

Inks Mitchell

The Montgomery County Fair, Dayton, O., which in 1956 was also treated to its biggest single day on record with Pat Boone, has signed Guy Mitchell, the Lone Ranger and Lassie. The Colorado State Fair, Pueblo, is one of the latest to follow the trend. The Mariners will be included in its offering, and Rex Allen will head up its popular rodeo. Harrington, Del., will offer the Four Lads; Jackson, Tenn., Cisco Kid; Springfield, Mo., Emmett Kelly and Pinky Lee; Waco, Tex., will have Eddie Dean, and Memphis, the Lone Ranger and Preston Foster.

Also among the new users of name talent is the fair at Newport, Tenn., which has signed Preston Foster, Billy Williams, Candy Candido, Tex Ritter and Randy Brown; Youngstown, O., where the Lenons will appear; Salem, Ore., has the Ames Brothers; Fairfax, Va., Jack Bailey and his "Queen for a Day" video show, and Owatonna, Minn., will feature Preston Foster and Pee Wee Hunt. The Columbia, Tenn., fair has inked Leo Carrillo and Tommy Bartlett.

From the performer standpoint, fairs are the only large live-audience media left. Big-capacity grandstands, which make low admission prices possible, give the artists a chance to make money and also hypo interest in their TV shows and sales or records.

Russell Arms, veteran of the "Hit Parade," will appear at fairs in Lewisburg, W. Va., Superior and Seymour, Wis., Altamont, Ill., and Davenport, Ia., among others.

The Mariners, former Godfrey performers will play grandstands at Burlington and Davenport, Ia.; Austin and Alexandria, Minn.; Morrison, Ill., and Marshfield, Wis. Billy Williams has been set into Sac City and Monticello, Ia.; Albion, Neb., and Berryville, Ark.

Long List for Ritter

Tex Ritter's string of fair appearances is long and includes Iowa events at What Cheer, West Liberty and Maquoketa, in addition to Stockton, Kan.; Herrington and Tyler, Tex.; Terre Haute, Ind.; Washington, Mo., and Fort Smith, Ark. Smiley Burnette will also make a number of these fairs with Ritter. Jimmy Wakely will, after the fair season, be better known to grandstand patrons at West Union and Monticello, Iowa, and Casper, Wyo.

In addition to major fairs and rodeos, Gene Autry and Annie Oakley will be at Terre Haute, Ind., fair and Duke Ellington and orchestra will be featured at La-Crosse, Wis.

Leo Carrillo, who made a highly successful guest (free) appearance at the recent Calgary (Alta.) Exhibition and Stampede, has lined up a long list of fair appearances. Included are Coruma, Mich., Chippewa Falls, Wis., and Jacksonville, Fla.

Preston Foster has also been booked at a long list of fairs. On his itinerary are Iowa events at West Liberty, Sac City, Monticello, West Union and Cresco, plus dates at Morgan City, La.; Newport Tenn.; Madison, Minn.; Ellettsville, Ind., and Abbeville, La.

While there is a growing list of fairs using names, those that have been longtime employers of TV, motion picture and record artists

show no indication of changing their policy.

The big Canadian National Exhibition at Toronto this year will feature Bob Hope, as will the Eastern States Exposition, Springfield, Mass. The Michigan State Fair, Detroit, has broadened its use of names.

The Tulsa State Fair has signed Sonny James, Preston Foster and Randy Brown. Brockton (Mass.) Fair will offer Guy Mitchell and the Four Lads, and the New York State Fair, Syracuse, among others, will feature Gene Autry, and will have Ray McKinley and the Glenn Miller orchestra in its bandshell.

Continues Names

The Du Quoin (Ill.) State Fair, which has long prided itself on its name programs, will not cut down this year even tho it will be the site of the Hambletonian, harness racing's Kentucky Derby. Set for the grandstand there are such performers as Guy Mitchell, Joni James, Four Aces, Fontane Sisters, Betty Johnson, the Mills Brothers and the Wiere Brothers.

Pat Boone, who last year scored a smash success at the Indiana State Fair, Indianapolis, is scheduled to return. Also on the big Hoosier event's bill are the Lennon Sisters, Joni James, Guy Mitchell, Georgia Gibbs, the Four Lads and the Jan Garber orchestra. The Illinois State Fair, Springfield, which has in the past offered such performers as Bob Hope and Jack Benny, this year will feature Russell Arms, Brenda Lee, Bambi Linn and Rod Alexander, Mimi Benzell, the Vikings, James Arness, Dennis James, Dick Shawn, the Diamonds and Duke Ellington and orchestra.

Even Arthur Godfrey will get into the fair picture this year. The redhead and his pet horse, Goldie, will be the feature of the Grand National Livestock Exposition, Horse Show and Rodeo in San Francisco, November 1-10.

In the fair business 1957 should be remembered as the year of names.

Taylor Brown, Wisconsin Exec, Succumbs at 67

OSHKOSH, Wis. — Funeral services were held here Monday (22) for Taylor G. Brown, 67, veteran Wisconsin fair executive, who died Thursday (18) following a brief illness. He was secretary of the Winnebago County Fair here since 1918, was secretary of the Wisconsin Association of Fairs in 1935 and 1936, and in 1938 served as a special adviser to a world's fair organization in Mexico City.

Brown was a former mayor of Oshkosh and served as a State senator from 1940 to 1952. He was a director of the New American Bank here and a former director of the chamber of commerce.

Survivors include his widow, Bergina; a son, Taylor, Jr., and three daughters.

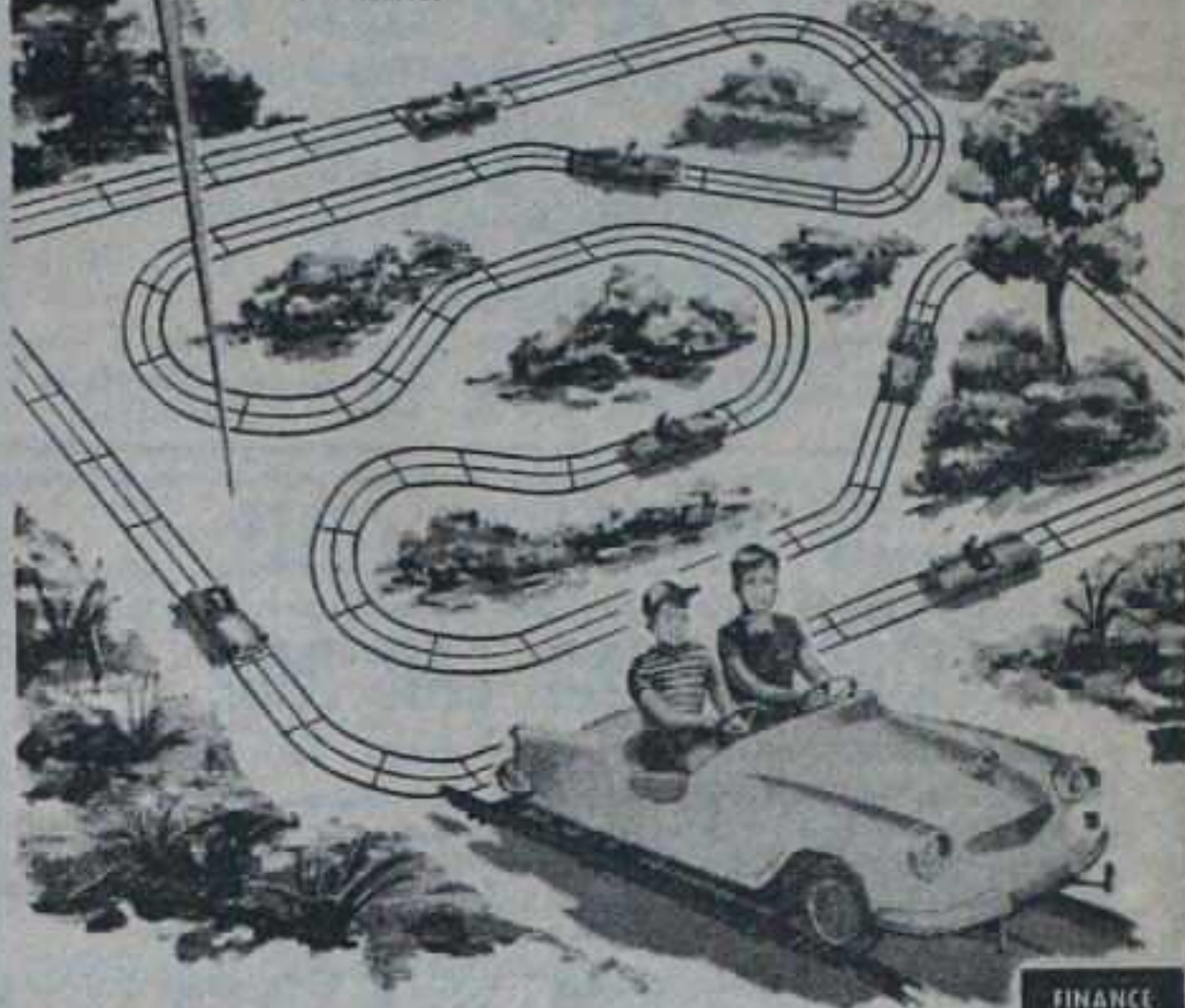
Oakland Aud Names Goss

OAKLAND, Calif. — Howard L. Goss has been named supervisor of the Oakland Auditorium, Lindsley Lueddeke, director of the building, announced.

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YORK TALENT ROUND-UP

Ink Hope, Mack, LaRosa, Pierce

YORK, Pa. — A star-studded week of name attractions has been rounded up for the York Inter-State Fair by veteran manager Samuel S. Lewis, it has just been announced.

In addition to Bob Hope, who was signed earlier this year for an appearance on Friday, September 13, Lewis said the grandstand lineup will feature a Webb Pierce Country music unit on opening Tuesday; Julius LaRosa, on Wednesday; Ted Mack and his Amateur winners, on Thursday, and the Bill McGaw Motor Circus on closing Saturday.

The name artists appear in addition to the regular revue specialties and vaudeville, provided for 35 years by Frank Wirth of New York. Details of these supporting elements are being completed, Lewis said.

Chesaning, Mich., Boat Pulls 26,000 At Week-Long Cele

CHESANING, MICH. — The 16th annual Chesaning Showboat drew a record attendance of 26,000 to the week's celebration which closed Saturday (20).

Opening night difficulties included high water which pushed the boat out of its position and several workers had to go wading and bring it back into position with the aid of ropes.

Talent in the show included Pegleg Bates; Jo, Jac and Joni; Curry, Byrd and Leroy; Julinda Family, and Ken Whitmer.

The Lewis-Wirth talent association is among the longest in outdoor show business. Lewis for years has jammed the grandstand with one-day appearances of big-name stars of the music, film and TV field. The fair's covered grandstand and stage, making rain-outs almost an impossibility, have sown ideas in the thinking of many fair boards.

USE AMATEURS

Revive Pyros, Cut Out Acts At Marshfield

MARSHFIELD, Mass. — Despite being hampered by various strikes affecting the building trades, Marshfield Fair officials are pushing a face-lifting for the old grounds. Biggest project is the grandstand, which has done its duty for more than 75 years.

The entire stand is being remodeled for the August 18-24 dates. The old boxes are being torn out and new steel ones, fire-proof and weatherproof, are being installed. The entire grounds will also have a fresh look with new fences and a paint-up.

As an added attraction, Dick Sullivan, "the Smiling Irishman," has been booked for his second year. He will appear every evening giving away \$2,500 in merchandise. Only other major attraction this year will be the Ward Beam auto thrill show which will be presented, opening Sunday (18).

Orgs to Perform

Except for these two, professional acts will be dispensed with. Amateur acts, bugle and drum corps and various organizations will put on shows afternoons and evenings. Fireworks, dropped for a number of years, will be revived with a display the final night, Saturday (24).

President Granville M. Thayer reports the biggest list of entries in all of the various show classes. The usual six days of thoroughbred horse racing will be held.

Del Mar, Calif., Tabs 233,511 Gate; Announces '58 Dates

DEL MAR, Calif. — Dates of next year's Southern California Exposition and County Fair here are June 27-July 6, Paul T. Manner, secretary-manager of the 10-day event, said.

Unofficial attendance for the 18th annual event, which closed July 7, was 233,511, slightly under the '56 figure. Paid attendance was 166,961. A new kids' day record was established on Friday when 6,003 were guests of the exposition.

An all-time high was recorded in the sale of advance tickets. There were 27,489 adult and 5,845 children tickets sold by participating Parent-Teacher associations.

Barnes Icer Signed by Seven Fairs

CHICAGO — "Ice-time of 1957," produced by Harry Hirsch, has been booked by Barnes-Carruthers into seven fairs in the Midwest and East, Sam J. Levy Sr., B-C president announced.

The icer will repeat at Monroe, Wis., where it is booked for a three-day stand after a profitable run there last year. Other fairs on the route include Norwich, N. Y.; Caro, Mich.; Bethany, Mo.; Spencer, Ia.; Hillsdale, Mich., and Lehigh, Pa., all for from two to six days.

The show was staged by Helene Vinson, who produces similar shows for a number of hotels, including the Conrad Hilton, Chicago; Benjamin Franklin, Philadelphia, and the Hotel New Yorker.



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Good Season Spurs Summer Park Meet

PROVIDENCE — The usual big turnout had even more to be happy about than usual, at the annual summer meeting of the New England Association of Amusement Parks and Beaches. Assembling Thursday (25) at Crescent Park, Riverside, the parkmen reported generally fine business this year, with very few exceptions. Among these, understandably, were operators of Salisbury Beach, where a "dry" vote has cut into attendance this year. There was just a sprinkling of manufacturers' representatives and virtually no park operators from outside the New England area. Paul Huedepohl, of the national association, attended, as did Lloyd Vogel, of Spokane, Wash. Russell Jones presided as NEAAPB president. Jim McHugh represented Funspot magazine. Attendance thru early afternoon was light but picked up later. Food is Lavish. The hospitality of hosts Arthur Simmons and Frederick McCusker was evidenced from the moment lunch was served, a catered affair ranging from chicken a la king thru ham, turkey and roast beef, with little to be desired in the way of trimmings. It was kiddie day and the park was well attended. The hosts displayed several of

the interesting aspects of their operation. Interest was displayed in the 14-room, air-conditioned and heated office, central ticket system, cash check-in system, and payroll operation. Heading the operation for the last seven years, the operators told of their improvement plans which are projected as far as 10 years ahead.

Frontier Days Starts Strong At Cheyenne

CHEYENNE, Wyo. — An estimated average of nearly 10,000 people a day jammed the rodeo grounds here last week for the 61st annual Frontier Days. Largest single delegation came on opening day in a special train sponsored by the Denver Post. More than 900 city, State and government officials were guests of Palmer Hoyt, publisher of the Denver Post. Forsythe and Dowis provided the midway contract along with Valare's Rotor. Street parades were held three days. The grandstand show featured Red Ingle, Paulette Sisters, Al Galante and his orchestra, Style Masters, Ruie and Louie, Willard Parker, of the TV series, "Tales of the Texas Rangers," and Virginia Fields, actress.

CINCINNATI — Duncan Renaldo, TV's Cisco Kid, will appear Thursday and Friday afternoons and nights at this year's 102d Carthage Fair here, September 11-14, Secretary Clarence A. Peters announced last week. There will also be races for two and three-year-olds on those afternoons and a polo game is set for late Wednesday, opening day.

CISCO Kid Set for Two Days at Cincy Annual

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**Hughesville
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HUGHESVILLE, Pa. — The Lycoming County Fair here, September 9-14, is dropping paid admissions to its grandstand this season.

Clyde Kiess is announcing that the GAC-Hamid show will be offered free with each outside gate admission. Morris Hannum Shows is on the midway.

**McGaw Circus
Gets Turnouts
At Memphis**

MEMPHIS—The Bill McGaw Motor Circus pulled an estimated 8,500 to its first showing here Monday (22) in Crump Stadium. The Oklahoma City stand on Thursday (18), pulled an estimated 16,600 into the grandstand at the fairgrounds there. According to Pete Baker, fair manager, it was one of the largest turnouts to use the stand, which was built a couple of years ago.

ARENAS & AUDITORIUMS

**Agency Views Disappoint
Auditorium-Arena Mgrs.**

By TOM PARKINSON

THE IAAM convention just closed in New York was expected by many to be a show case at which major agencies and others would come to get acquainted with—and maybe unveil a new show plan for—a growing, thriving branch of show business that continues to beseech the bookers for attention and business.

This field, of course, is that comprised of auditoriums and arenas—more and more of them, and most of them well-equipped places that the public likes to visit.

At the convention, however, the agency participation proved to be without much value or interest. There was one exception.

SEVERAL BOOKING agencies had been invited to appear on the program at the auditorium managers' convention, and they were asked to speak about what they could do for the auditorium and arenas.

What they said was interpreted by most of the building managers as indicating that nothing can yet be expected from these quarters. One of the speakers said the topic should be reversed to ask instead what the buildings can do for the bookers. Another one made a similar amendment.

There is no change in the impasse about guarantees. The offices and talent are going to insist upon them and often neither the buildings nor their promoters are in a position to make them. There is no change in the over-all picture which finds name personalities reneging on road tours when they are prompted by whim, by apprehension about advance sales, or by a more promising alternative. As the agency men repeat, big salaries at Las Vegas, Nev., and on TV networks probably are out of line, but nevertheless they make it feasible for top talent to work only a few weeks a year.

MOST IMPORTANT, arenas and auditorium management came away from the convention sessions firmly convinced that the major booking agencies speak glibly about buildings, but that they simply do not get the picture. They don't seem to understand the potential or how to achieve it.

A long list of individual managers, each with a big house waiting for shows, left the meeting shaking their heads and saying that the bookers don't catch on.

As they see it, the agencies are making an effort along old, often outmoded lines, to get talent and buildings together. Apart from other shortcomings, they are trying to force auditorium and arenas into a mold to fit their ways of doing things. They are hoping to make the big-capacity halls stand in for the vaude houses that are gone and the big-band ballroom business that is gone.

Building managers state that their new facilities aren't limited to the dimensions of the demised halls. The arenas and auditoriums want something more than transplanted shows. They want a set of shows on a new format.

THE FORMAT WOULD encompass the concepts of in-the-round, of Paul Gregory production, of spectacles, of size and color, and new surroundings.

The New York convention points up that nothing like this appears to be in the thinking of major booking agencies. With the exception of Columbia Artists' Bureau, which is talking auditorium-arena language, those who appeared before the convention might just as well have gotten in the wrong room so far as most building managers were concerned.

The thought now is developing that the inevitable production for auditoriums-arenas may not come from the standard agency sources. Just as originators of the big-building standbys—ice shows, indoor circuses and walk-around shows—came from other directions, so the new type of show that's needed now may come from elsewhere in show business.

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New Hotel Aud To Seat 2,000

DENVER — The convention hall and auditorium to be built in connection with Webb and Knapp's new Court House Square Hotel will have a seating capacity of 2,000, according to William Zeckendorf, president of a New York investment company.

The building will encompass 14,000 square feet and will be combination auditorium, stage, ballroom and convention hall. A balcony will run around three sides of the hall with the stage covering the full length of the fourth side. The hall will be two stories high with a roof top garden and swimming pool. The main part of the hall will seat 1,500 people with additional seating for 410 in the balcony.

North of the ballroom, separated by collapsible walls, will be a 1,400 square-foot assembly

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D. C. Stadium Is Advanced

WASHINGTON — Chances that the nation's capital will soon have a new, big stadium were bettered last week when the Senate District Committee approved a bill calling for construction of the project.

Approval of the measure is expected to free \$35,000 in funds from the Housing and Home Finance Agency for a full economic and engineering study. Present plans call for the stadium to be constructed on federally-owned land near the Armory.

Stadium is expected to have a seating capacity of 50,000 (The Billboard, May 27).

room, an exhibition area covering 2,600 square feet, a bar and seven smaller private dining rooms. The convention facilities will be accessible from the main lobby of the hotel and a special banquet kitchen will adjoin the main kitchens of the hotel.

Direct TV circuits will be installed in the hall and parking space for 1,200 cars will be provided.

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Alamo Expo.: Burwell, Neb.; York Aug. 5-10.
All American: Hinton, W. Va.
Amusements of America: Canonsburg, Pa.
Baker United: (Fair) Osgood, Ind.; Delphi Aug. 7-10.
Beam's Attrs.: (Fair) Frostburg, Md.; Charles Town, W. Va., Aug. 5-6.
Bee's Old Reliable: (Fair) Shelbyville, Ky.; (Fair) Germantown Aug. 5-10.
Belle City: (Fair) Antigo, Wis., Aug. 1-4; (Fair) Merrill 5-8; (Fair) Neillsville 9-11.
Big Four: Rockford, Ill., Aug. 7-11.
Blue Grass: Charleston, Ill.; Converse, Ind., Aug. 5-10.
Blue Valley: Princeton, Mo., 31-Aug. 3.
Bogle, F. C.: (Fair) Columbia, Mo., 31-Aug. 4.
Brasch Bros.: Watertown, Wis., Aug. 1-4.
Brodbeck & Schrader: Casper, Wyo.
Brown, Al. Tri-State: Comfrey, Minn., 30-31; Howard Lake Aug. 1-4; Minneota 6-7; Montevideo 8-11.
Buck, O. C.: Plattsburg, N. Y.
Buckeye State: (Westgate Park) Columbus, O., 30-31; West Lafayette Aug. 2-3.
Burkhart, No. 1: Blandinsville, Ill.; (Fair) Mendon Aug. 3-7.
Burkhart, No. 3: Wheaton, Ill.

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Byers Bros.: Jefferson, Ia., 29-Aug. 1.
Capital City, No. 1: (Fair) Corbin, Ky.
Carpenter Bros.: Liberty Center, O.
Carroll's Greater: Buffalo, Minn., Aug. 1-4; (Fair) Anoka 8-11.
Central States: Phillipsburg, Kan.
Cetlin & Wilson: New-Castle, Pa., 29-Aug. 1; (Fair) Ionia, Mich., 5-10.
Chanos, Jimmie: Portland, Ind.
Cherokee Am. Co.: (Fair) Fredonia, Kan.; (Fair) Fort Scott Aug. 5-10.
Collins, Wm. T.: (Fair) Minot, N. D.; (Fair) Cedar Rapids, Ia., 11-18.
Continental: Carthage, N.Y.
Crystal Amusements: Johnsonville, S. C.
Cumberland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage Aug. 5-10.
Davidson-Brannen: Defiance, Ia., 29-31; (Fair) Harlaug Aug. 5-7; Prairie City 8; Baxter 9-10.
Davis Am. Co.: Myrtle Creek, Ore., 30-Aug. 4.
D. & D. Am. Co.: Hopkinton, Ia., 29-31.
Del Flore Am.: Bentleyville, Pa.
Dixie Amusements: (Fair) Odebolt, Ia., Aug. 1-2; (Fair) Leon 6-9; (Fair) Clarinda 12-17.
Dobson's United: St. Paul, Minn., 29-31; St. Croix Falls, Wis., Aug. 2-4; (Fair) Glenwood City 5-7; (Fair) Bayport, Minn., 9-11.
Down River Am. Co.: Livonia, Mich., 30-Aug. 4.
Drago, No. 1: Hartford City, Ind.; Rochester Aug. 5-10.
Drago, No. 2: (Fair) Flora, Ind.; (Fair) Greencastle Aug. 5-10.
Drew, James H.: (Fair) Nappanee, Ind.; (Fair) Valparaiso Aug. 5-10.
Dudley, D. S.: Dalhart, Tex.
Dumont: Berea, Ky.; Monticello Aug. 5-10.
Dyer's Greater: Byron, Ill.; Manchester, Ia., Aug. 5-9.
Eddie's Expo.: (Fair) Apollo, Pa.; Hawthorn Aug. 5-10.
Empire State: (Fair) Raymondsville, Tex.; (Fair) De Leon Aug. 5-10.
Evans United: Glasco, Kan., 29-31; Hoxie Aug. 1-3; Dighton 7-9.
Fidler's United: (Chase & Collins) Joliet, Ill.
Franklin, Don: Faribault, Minn., 1-4; Austin 6-11.
Frontier: Heber, Utah, Aug. 6-10.
Funland: (Fair) Memphis, Mo., 30-Aug. 2; (Fair) Kirksville 5-9.
Gala Expo.: Buffalo, Mo.; Houston Aug. 5-10.
G. & B.: (Fair) Gassaway, W. Va.; (Fair) Summerville Aug. 5-10.
Gem City: (Fair) Decatur, Ill.; Kankakee Aug. 4-10.
Gentsch, J. A.: Kosciusko, Miss.; Philadelphia Aug. 5-10.
Georgia Am. Co.: Chatworth, Ga.
Glades Am. Co.: Montross, Va.; White Stone Aug. 5-10.
Gladstone Expo.: (Fair) Columbia, Ky.; (Fair) Russell Springs Aug. 5-10.
Gold Bond: (Fair) Tomah, Wis., 30-Aug. 4; (Fair) Wilmet 6-11.
Golden Gate: Lakeport, Calif., 29-Aug. 4; Ferndale 9-17.
Gold Medal: Hinton, W. Va.
Gooding Am. Co., No. 1: (Fair) Xenia, O.
Gooding Am. Co., No. 2: (Fair) Franklin, Ind.
Gooding Am. Co., No. 3: Huntington, Ind.
Gooding Am. Co., No. 4: (Fair) Centerville, Ind.
Gooding Am. Co., No. 5: (Fair) Greentown, Ind.
Gooding Am. Co., No. 6: (Fair) Rushville, Ind.
Gooding Am. Co., No. 7: (Fair) Elnora, Ind.
Gooding Am. Co., No. 8: (Fair) Warren, O.
Gooding Am. Co., No. 9: (Fair) Sidney, O.
Gooding Am. Co., No. 10: Cleveland, O.
Gooding Am. Co., No. 11: Columbus, O.
Gopher State: St. Cloud, Minn.; Grand Marais Aug. 8-11.

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(Continued on page 68)

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Carnival Routes

• Continued from page 67

Grand American: Ackley, Ia., 29-30; (Fair) Allison Aug. 1-4.
Great Western: Firebaugh, Calif., 29-Aug. 4.
Hamés, Bill: McKinney, Tex.
Hammond, Bob: (Fair) Hico, Tex.; Granbury Aug. 4-10.
Hannah's Am. Co.: Republic, Pa.
Hannoum, Morris: (Fair) Conshohocken, Pa.
Happyland: Imlay City, Mich., 30-Aug. 3.
Hartscock Bros.: Bucklin, Mo., Aug. 1-3; Albia, Ia., 5-8; Jameson, Mo., 8-10.
Hartscock, Roy: Canton, Ill.
Heth: Olney, Ill.; Cassville, Mo., Aug. 5-8.
Holiday Am. Co.: Prairie Home, Mo., 29-Aug. 1; Eudora, Kan., 2-3; Girard 5-9.
Hottle, Buff, No. 2: Mt. Sterling, Ill.; (Fair) Lincoln Aug. 5-10.
Hugo's Novelty Expo.: (Fair) Netawaka, Kan.; (Fair) Lawson, Mo., Aug. 5-7; (Fair) Orick 8-10.
Ideal Rides: (Fair) Clay City, Ind.; (Fair) Brazil Aug. 6-9.
Imperial: (Fair) Knoxville, Ill.; (Sweet Corn Cole.) Mendota

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Aug. 5-8; (Cole.) Princetonville 9-10.
Inland Empire: Grangeville, Idaho, 30-Aug. 4; Priest River 7-11.
I. T.: (Fair) Middletown, N. Y., Aug. 3-11.
Johnny's United: (Fair) Huntington, Ind.
Kemp: Kellerton, Ia., 29-31; Savannah, Mo., Aug. 7-11.
Kenny's Attrs.: Colfax, Ind.
Key City: Peru, Ind.; Greenfield Aug. 5-10.
Kile, Floyd O.: Linn, Mo.; Knoxville, Ia., Aug. 6-10.
King Bros.: La Junta, Colo., Aug. 1; Chappell, Neb., 6-8.
Latin American: Alice, Tex., 29-Aug. 4; San Diego 9-23.
Lawrence Greater: Henderson, Ky.; Evansville, Ind., Aug. 5-10.
Lee United: Barryton, Mich., Aug. 1-3.
Lindle: Kane, Ill., 29-31; Hull Aug. 1-3.
Lone Star Am.: Phillips, Tex.
Lynn's Midway: Minnesota Lake, Minn., Aug. 6-7; Remer 9-11.
McKenna's Rides & Am.: (Fair) Crandon, Wis., Aug. 1-4; (Fair) Cedarburg 8-11.
Maddox Bros.: Nelson, Neb., 31-Aug. 2; Halstead, Kan., 7-9.
Manning, Ross: Charleston, S. C.
Marvel: Leaf River, Ill.; Minier Aug. 2-4.

Rocco Takes Run Sharply Ahead of '56

MINNEAPOLIS — Business on the iron range of Minnesota has been good for North American Shows and in almost all stands grosses have substantially topped '56, Carlos Rocco, manager, announced.

The July 4 week at Cloquet and the Cook Timber Days were both big for rides, shows and concessions, he reports.

Refurbishing operations, which began after the show left winter quarters, are completed, and the midway is now lit with fluorescents. A new front gate has been finished and two caterpillars have been purchased, along with a new jeep and a pick-up truck.

Helping to brighten the picture this season is the fact that the show hasn't lost one night to weather, altho some rain has fallen in the afternoons.

A new bingo top was delivered at Cook and a game was held for the benefit of the Ladies' Auxiliary, Hot Springs Showmen's Association. Mr. and Mrs. Tex Chambers arrived with six concessions.

Byers Chalk Steady Takes

PISGAH, Ia. — Business for Byers Bros. Shows has been rocking along on an even keel. Altho rain threatened on July 4 at Osceola, Ia., business was good, with rides, shows and concessions all doing okay, Carl Byers, co-owner reported.

The Scrambler continues to top the ride line-up, altho the new three-abreast Merry-Co-Round is racking up good money.

Show entered its fair route here last week which includes 14 fairs and celebrations in this State, including the Vinton Sweet Corn and Labor Day celebration. Show then moves to the Camden, Ark., fair and five other fairs in Louisiana.

Morris Brown of the I.T. Shows became a father on Sunday (21) when wife Ann gave birth to a boy weighing 7 pounds 14 ounces, in Menorah Building of Beth-El Hospital, Brooklyn.

Wade Expo Biz Looks Up After Rainy Still Dates

DETROIT — Wade Exposition Shows enjoyed good business on a large lot on the outskirts of Fraser, Mich., last week under auspices of the Lions Club. Support by the sponsoring committee was strong, and it looked like an all-time record for this celebration.

The midway was laid out in an unusual square format, providing plenty of room for crowds and convenient parking around two sides. A large exhibit tent occupied one side of the square, and the unusual high of 750 front feet of commercial displays gave this event much of the aspects of a community fair. Special concessions and gimmicks managed by the sponsor proved an added draw for the event.

The Exposition Shows are now in their 10th season with W. Glenn Wade Jr., the founder, still the sole owner. To clear up considerable confusion existing among showmen between similarly-named units, Wade pointed out that he is also the sole owner and operator of the W. C. Wade Shows, established and operated by his father until the latter's death a year and a half ago, while the Wade Greater Shows, formerly also owned by the late W. G. Wade Sr., is now owned and operated by the latter's daughter and son-in-law, Mr. and Mrs. Patrick Manley.

Business Turns Up
Wade Exposition Shows had been running about 20 per cent under the record year of 1956, badly handicapped by weather, but the past couple of weeks have reversed this trend, Wade said. They are carrying 12 rides, 1 show and 25 concessions.

Season opening was on April 29 for the annual Builders' Show sponsored by the Junior Chamber of Commerce at Jackson, Mich., which was hurt by cold weather. A Builders' Show at Ann Arbor followed and, despite rain and cold, business was equal to last year. The show returned to Ann Arbor four weeks later for a six-day stand sponsored by the Junior Chamber of Commerce. This stand, believed to be the first within the city limits for an organized carnival in a decade, did well, tho again hampered by rain.

Last year's route of still dates in Southeastern and Central Michigan was closely followed, with a five-day July Fourth celebration at Mount Pleasant the furthest north to date. This annual was the turning point for business, proving one of the best of the eight years this show has played it.

Shows then moved to St. Clair, playing on the streets in the center of town for four days. A featured event was the International Unlimited Powerboat Race on Sunday, closing day, which drew a crowd estimated at 25,000, and the stand ran 10-15 per cent above last year.

Books Four Fairs

The shows moved this week to Clio under sponsorship of the local firemen, and continue with their Michigan route. Two up-State fairs are scheduled, Berrien County Youth Fair, Berrien Springs, and the Hudsonville Youth Fair, August 30 the shows move to Detroit for the Michigan State Fair, where they will be joined also by W. G. Wade Shows for this 10-day stand. Following the State Fair closing, Wade Exposition Shows will play the Saline Fair, and then return to winter quarters on the Ingham County Fairgrounds at Mason, Mich.

Personnel includes: Staff: Wade, owner-manager; H. L. (Andy) Anderson, secretary; George Kubat, superintendent; Claeburn McGinnis, lotman; Walter (Wiogy) Schaefer, billposter.

Show-owned rides: Merry-Co-Round, Frank Elliot, Nate Cooklin, Patsy Anne Davis; Ferris Wheel, Wayne Van Wye, Alda Cunningham; Tilt-a-Whirl, Harold Cunningham, Paul Davis, Richard Evans, Theodore Hawley, Eunice Hansen; kid rides (4), Hans Hansen, Donald Reynolds, Lucille Elliot. Three rides owned by Eddie Ingalls: Dodgem, Forest Westfall, Chuck Clamer, Ted Hall, Marilyn Ingalls; Turupike, Robert Ingalls, Corbett Klein; Crazy House, Mary Ingalls. Two owned by H. L. (Andy) Anderson: Rock-a-Plane, O'da's Carpenter, Daniel Anderson, Louise Carpenter; Spinaroo, Richard Green, Arnold Youngs, Mildred Green. Pony ride is owned by Mr. and Mrs. Floyd Varty with Ruth Varty assisting. Tito and Geraldine Moreno have the Wild Life and Funhouse, assisted by Tom Walman.

Concessionaires include: W. O. King, long range gallery, with B. Z. Lee; Curley and Alice Stevenson, 2; John Mulder, merchandise wheel with Jack Jilfoth; Gladys McGinnis, 2, with Mrs. Loretta Hancock; Gene and Ruth Ancil, 2, with Ronald Hancock and Sandra Ancil; Smitty Fraser, 2, with Raymond and Opal Fraser; George Frazee, 2, with Helen Frazee; Fred J. LaFontaine and Bill Capps, bazooka gun; Mr. and Mrs. John Johnson, floss; Dan Petralias, popcorn, with Richard and Margaret Foster; Joe and Rosie Bevans, scales; Eddie Bennett, novelties; Gerald Brown, short range gallery; Butch Thompson, 3, with Sandra Lee Thompson, Roberta Rose Thompson, Rod Marzoff and Dave Wakefield; Mr. and Mrs. Harold Emerick, Coke bottles, and Mr. and Mrs. Nathiah Goldberg, jewelry.

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THE FINAL CURTAIN

AIKEN—William E., 76, long-time outdoor showman who for 20 years operated the Aiken Shows, July 14 in a Dallas hospital after a long illness. He entered show business soon after graduating from high school in Paris, Tex., buying a Ferris Wheel and operating it there on the square. A few years later he took the ride to the State Fair of Texas, Dallas, and later to the St. Louis World's Fair. Before retiring in 1955 he served as advance agent for the United Exposition Shows. Survived by four sisters, Mrs. W. E. Wallace, Temple, Tex.; Mrs. Victor D. Miller, Cleveland, and Mrs. L. P. Puckett and Mrs. Fred Belk, both of Dallas. Services July 16 and burial in Showmen's Rest, Grove Hill Memorial Park, Dallas.

BEARD—Madam Rosena, 65, wife of A. J. Jack Beard, pitcher and demonstrator, July 16 of a heart attack in Natchitoches, La.

BROWN—Taylor G., 67, veteran Oshkosh, Wis., fair executive, July 18 following a short illness. (Details in General Outdoor section.)

FINZEL—William, 77, Detroit bandmaster and booker, July 17 in Detroit after a long illness. He directed and

produced bands and orchestras, at one time having a number of orchestras on Great Lakes cruise ships, including craft making amusement parks such as Bob-Lo, Tashmoo, Sugar Island and Put-in-Bay. He directed a band for many years before Michigan State Fair grandstand. Survived by his widow, Lillian May, and a son, Arthur.

GREEN—Thomas H., carnival and circus man, July 21 in Centralia, Ill. Services July 23 in Gaffney, S. C. Survived by his widow, Grace, and a sister, Mrs. Mannie Crocker, both of Gaffney.

HILL—M. L. (Sycamore), 79, active in the early 1900's in dramatic stock in Central Illinois and who later toured the Orpheum circuit in the Hill and Kight vaude act, July 17 in St. Anthony Hospital, Effingham, Ill. Surviving are his widow, Flora, Greenup, Ill., and two sisters, Bertha, Casey, Ill., and Mrs. Jennie Smith, Montezuma, Ind., Burial July 19 in Casey.

JESTER—Frances, wife of E. C. Jester, mentalist, July 8 of a heart attack. (Details in Pipes column.)

KLEEMAN—Charles A., 67, Miami musician, July 19. He was a trumpet player in Caesar LaMonica's band. Surviving, besides his widow, are two brothers and two sisters. Interment in Woodlawn Park, Miami.

LARKEE—Marvin, owner-manager of the Tip Top Shows, July 23 of a heart attack en route by auto to St. Paul from his home in Waupaca, Wis. (Details in Carnival section.)

PARSON—Robert J., brother of Carl F. Parson, formerly of the James E. Strates Shows, July 24 in Richmond, Va. Services July 27 with burial in Riverview Cemetery, Richmond.

RAMSEY—Ted, 52, operator of a swinger on Eddie's Exposition Shows, July 5 in Butler, Pa., from injuries suffered 17 days previously in an auto accident. (Details in Carnival section.)

TREVOR—James P., 56, veteran fireworks man and plant superintendent of Thearle-Duffield Fireworks, Inc., Chicago, July 21 in that city. (Details in Parks section.)

YOUNG—Charles W. (Toby), 65, retired rep show owner, July 18 of a heart attack in a Tulsa, Okla., hospital. After operating Toby's Comedians for 25 years, he retired in 1942 to become a tourist court operator near Tulsa. He was born in Ardmore, Okla., and was a Mason and Shriner. Survived by his widow, the former Dolly Pilington; a son, Charles W. Jr., and a daughter, Mrs. Dolly King, Little Rock.

MARRIAGES

DELP-ARCHER—Robert Delp, of Lee Amusement Company, and Joan Archer, daughter of Mr. and Mrs. H. L. Archer, of the Lee show, July 7 in Northport, Ala.

BIRTHS

ENGLISH—A son, William J., Jr., to Mr. and Mrs. William J. English recently in Reading, Pa. Father is national advertising manager for the Clyde Beatty Circus.

New Exhib Hall Plans Set for Auglaize Fair

WAPAKONETA, O.—Auglaize County Fairgrounds here will get a new 60-by-200-foot building for industrial and mercantile displays in time for the 1958 fair, said Secretary Harry Kahn following a recent meeting between fair officials and county commissioners. The building will be erected on the site of the Art Hall, a 60-year-old structure which will be moved further back on the grounds and be used for stock purposes.

Improvements to be completed in time for this year's fair, August 3-9, including black-topping of the fruit hall floor, midway, the area in front of the grandstand and drives on the grounds. To improve home-stretch viewing of races the fair board is installing 15 reflectors. Other improvements include re-wiring of the grandstand and better lighting thruout the grounds. Attractions at this year's fair will include the return of a bird exhibit, which in former years drew more than 10,000 people; State Shropshire show, district Holstein show, midget auto races and auto, animal and pony shows.

Blessinger Signs Fairs

MUNCIE, Ind.—E. G. Blessinger, for many years an indoor and outdoor show general agent, is returning to the field after a lapse of several years, having signed to supply the midway at the August 7-10 Steuben County Fair, Angola, Ind. Contracting for the fair was David Ford.

Blessinger also announced that he has contracted to provide the midway at Miamisburg (O.) Street Fair, August 19-24. Everett Russell signed for the committee.

Pleasanton, Calif., Breaks All Records With 388,000 Gate

PLEASANTON, Calif.—With all reports checked, all-time attendance records were established at the Alameda County Fair that closed a 14-day run here July 4.

Estimated attendance for the event was 388,000, an increase of 25,000 over the previous high of 363,000.

Entertainment attractions were 12 days of pari-mutuel horse racing grandstand shows presented by Isabelle Whall's Fun Unlimited Productions, Foley & Burk Combined Shows, "Dancing Waters," "Fort Frontier," John A. Strong's

R. H. Shepherd Named Manager Of Detroit Aud

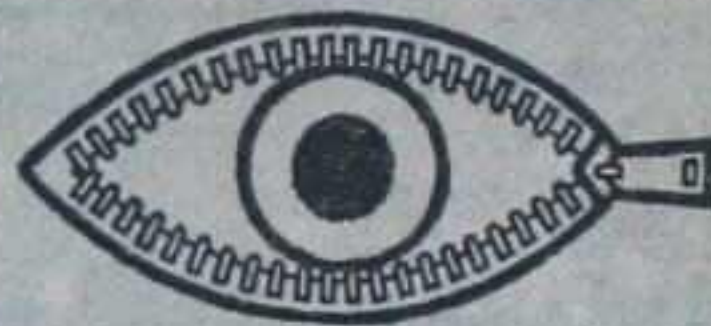
DETROIT — Rufus H. Shepherd, managing director of the Civic Center at Sturgis, Mich., the past three years, has been appointed manager of the new Henry and Edsel Ford Auditorium by the Detroit Civil Service Commission. He succeeds Roy Brown, who filled the post on a consulting basis since last fall.

Shepherd is a former Detroit, and was with United Detroit Theaters for 25 years, including posts as manager of principal first-run downtown theaters.

Circus, Eddie (Eddie Spaghetti) Edwards, clown, and a queen contest.

New entry marks were established in floriculture, livestock, home economics, and agricultural arts. Commercial sales soared under the direction of Jordan Associates of San Francisco.

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PHILIPP KREIS



Who left us
July 29, 1950

MAMA KREIS
HELEN-RIETTA
WALLEDA FAMILY
GROTEFENT FAMILY

Dear Philipp, You Are Sadly Missed.

IN LOVING MEMORY

Of My Father

EARL TAYLOR

July 29, 1944

FRANK TAYLOR

IN REMEMBRANCE

PHILIPP KREIS

WHO PASSED AWAY

JULY 29, 1950

JACK A. LEONTINI

1957 Fair Dates

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RETAIN THIS LIST

Additional to this list will appear in the Fair Department of each issue of The Billboard. Additional copies of 1957 Fair Dates available at 35 cents each. Write Reader Service Dept., The Billboard, 2160 Patterson St., Cincinnati 22, O.

Alabama

Anniston—Calhoun Co. Fair Assn. Oct. 7-12. A. S. Mathews Jr.
 Athens—Limestone Co. Agri. Assn. Sept. 2-7. David V. Patton
 Athens—Limestone Co. Negro Fair Assn. Sept. 23-25 Odell Smith
 Attala—Etowah Co. Fair Assn. Sept. 23-28 Ralph Burgess
 Auburn—Aix-Flora Fair Assn. Sept. 30-Oct. 5. J. O. Lumpkin
 Birmingham—Alabama State Fair. Sept. 30-Oct. 5. H. H. McIntosh
 Centerville—Bibb Co. Fair Assn. Sept. 18-21. Wm. E. Henderson
 Clanton—Chilton Co. Fair Assn. Sept. 3-7. C. P. Jones
 Cullman—Cullman Co. Fair Assn. Sept. 18-22. V. E. Walters
 Decatur—Jaycee Morgan Co. Fair. Sept. 9-14. Daren H. Easter
 Duthan—Houston Co. Fair Assn. Oct. 1-12. Mrs. L. J. Lunaford
 Dothan—Natl. Peanut Festival & Fair. Oct. 14-18. Henry B. Kennedy Jr.
 Florence—N. Alabama State Fair. Sept. 18-21. C. H. Jackson
 Greenville—Butler Co. Fair Assn. Oct. 14-19. Bob Wurland
 Heflin—Cibola Co. Fair Assn. Aug. 18-24. R. S. Campbell
 Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 23-28. Marie Dickson
 Jasper—Northwest Alabama Fair Assn. Sept. 23-28. Christy V. Summers
 Lexington—Lexington Fair Assn. Sept. 23-28. Jeanette Newton
 Loxley—Crawshaw Co. Fair Assn. Oct. 28-Nov. 2. W. J. Bell
 Mobile—Gulf State Fair. Oct. 21-28. Jim Hamran
 Montgomery—B. Ala. Fair Assn. Oct. 7-17. William B. Lyon
 Robertsdale—Baldwin Co. Fair Assn. Oct. 14-18. J. D. Bellars
 Scottsboro—Jackson Co. Fair Assn. Sept. 29-Oct. 3. J. P. James
 Tuscaloosa—West Ala. Fair Assn. Sept. 23-28. Ferrell Snow

Arizona

Duncan—Duncan Fair Assn. Oct. 4-6. Albert C. Williams
 Holbrook—Navajo Co. Fair Assn. Sept. 13-15. J. H. Miller
 Kingman—Mohave Co. Fair. Sept. 29-30. Mildred E. Phillips
 Phoenix—Arizona State Fair. Nov. 2-11. George N. Goodman
 Prescott—Yavapai Co. Fair Assn. Sept. 13-15. Alton Townsend
 Tucson—Pima Co. Fair Assn. Oct. 24-27. John D. Frazer
 Young—Gila Co. Fair Assn. Sept. 28. Mrs. C. A. Haughl

Arkansas

Arkadelphia—Clark Co. Fair & Livestock Assn. Sept. 19-21. George S. Dewe
 Batesville—Independence Co. Fair & Livestock Assn. Sept. 18-19. Mrs. Beriel Gray
 Benton—Gulfport Co. Fair Assn. Sept. 4-7. Milton Scott
 Bentonville—Benton Co. Fair Assn. Sept. 10-13. Franklin Miller
 Berryville—Carrall Co. Fair & Livestock Show. Sept. 4-7. Kathleen M. Simpson
 Blytheville—Northwest Ark. Dist. Fair. Sept. 17-22. Raleigh Elyester
 Camden—Ouachita Co. Fair & Livestock Show. Sept. 9-14. W. C. Perryman
 Clarksville—Johnson Co. Fair Assn. Sept. 12-14. Gerald Deuthlit
 Clinton—Van Buren Co. Fair & Livestock Show. Sept. 12-14. Mrs. Feilder Hutson
 Conway—Faulkner Co. Fair Assn. Sept. 22-23. C. Homer Jones
 Danville—Yell Co. Free Fair Assn. Sept. 23-28. Onelia May
 DeQueen—Sevier Co. Fair. Sept. 23-25. Victor Ivy
 Eudora—Chicot Co. Fair. Sept. 18-21. A. O. Hooper
 Fayetteville—Washington Co. Fair Assn. Sept. 17-21. J. Austin Parish
 Fordyce—Dallas Co. Fair Assn. Sept. 19-21. Jim Barnes
 Fort Smith—Ark. Okla. Dist. Free Fair. Sept. 23-28. Paul Lettice
 Glenwood—Pike Co. Fair Assn. Sept. 13-14. Jack Gardner
 Greenwood—Sebastian Co. Free Fair Assn. Sept. 13-14. Pat Graham Jr.
 Hamburg—Ashley Co. Fair Assn. Sept. 12-14. Marvin Hankstich
 Harrisburg—Polk Co. Fair Assn. Sept. 25-28. Allen L. Waddie
 Harrison—N. W. Ark. Dist. Fair Assn. Sept. 18-21. Joe Watkins
 Hope—Third Dist. Show. Sept. 23-28. Bob Daniels
 Hot Springs—Garland Co. Fair Assn. Sept. 17-21. A. B. Jeffries
 Hubertville—Madison Co. Fair. Sept. 13-21. Leroy Barber
 Incheon—Lawrence Co. Fair Assn. Sept. 28-31. Lois M. Brady
 Jonesboro—Crawford Co. Fair Assn. Sept. 9-14. Harold Crall
 Little Rock—Ark. Livestock Expo. Sept. 30-Oct. 5. Clyde E. Byrd
 Lonoke—Lonoke Co. Fair & Livestock Show. Sept. 5-7. Mrs. Perkins
 McCarty—Woodruff Co. Fair. Sept. 23-28. Clyde Felt
 Malvern—Hot Springs Co. Fair Assn. Sept. 13-14. Lloyd Hardage
 Marshall—Sevier Co. Fair Assn. Sept. 5-7. Morrison
 Mountain Home—Baxter Co. Fair & Livestock Show. Sept. 12-14. Clint Alexander
 Mulberry—Crawford Co. Fair Assn. Sept. 18-21. Clyde Chastain
 Magnolia—Columbia Co. Fair & Livestock Show. Sept. 23-28. Ed Williamson
 Marvel—Phillips Co. Fair Assn. Sept. 18-21. Ike Van Meter
 Mena—Polk Co. Fair Assn. Sept. 7-9. B. W. Bl. John
 Monticello—Drew Co. Livestock Show & Fair. Sept. 17-21. Jack Shelton
 Mount Ida—Montgomery Co. Fair & Livestock Show. Sept. 18-21. L. D. Stanley

Nashville—Howard Co. Fair Assn. Sept. 19-21. Mrs. Edgar Branch
 Ozark—Franklin Co. Fair Assn. Sept. 16-21. C. C. Cooley
 Paragould—Greene Co. Fair Assn. Sept. 11-14. B. C. Lloyd Jr.
 Paris—North Logan Co. Fair Assn. Sept. 18-21. Van Pennington
 Ferrysville—Perry Co. Fair & Livestock Show. Sept. 13-14. F. O. Hammon
 Piggott—Clay Co. Fair Assn. Sept. 5-7. Ira Hartness
 Pocolonia—Randolph Co. Fair Assn. Sept. 13-14. Russell M. Sloan
 Prescott—Nevada Co. Fair Assn. Sept. 18-20. W. B. Roe Jr.
 Russellville—Pope Co. Fair Assn. Sept. 26-27. Robert F. Hines
 Searcy—White Co. Fair Assn. Sept. 26-28. Cecil Morgan
 Stamps—Lafayette Co. Fair & Livestock Show. Sept. 23-28. Briner Thomas
 Star City—Lincoln Co. Fair Assn. Sept. 9-11. Clyde E. Fish
 Waldron—Scott Co. Fair Assn. Sept. 18-21. Mrs. Helen Parker
 Warren—Ark. Fair & Market Assn. Sept. 11-14. Loran Johnson
 Winthrop—Little River Co. Fair Assn. Sept. 26-28. Claude S. Hawkins
 Wynne—Cross Co. Fair. Sept. 9-14. Mrs. Jack Bartlett
 Yellville—Marion Co. Fair Assn. Sept. 14-16. Sadie Hudspeth

California

Anderson—Shasta Dist. Fair Assn. Aug. 23-25. Joseph J. Speer
 Antioch—Contra Costa Co. Fair Assn. Aug. 1-4. Herman D. Sandberg
 Auburn—20th Dist. Fair Assn. Sept. 19-22. R. W. Towler
 Bakersfield—Kern Co. Fair Assn. Sept. 22-25. Edward H. Clevidence
 Bishop—Eastern Sierra Tri-County Fair Assn. Aug. 30-Sept. 2. O. F. Davis
 Bonville—Mendocino Co. Fair & Apple Show. Sept. 27-28. Austin B. Hubbert
 Caruthers—Caruthers Dist. Fair Assn. Oct. 17-19. Ella Magnusson
 Cedarville—Modoc Co. Fair Assn. Aug. 23-25. R. J. Christiansen

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Costa Mesa—Orange Co. Fair Assn. Aug. 9-15. R. M. C. Pullenwider
 Crescent City—Del Norte Co. Fair Assn. Aug. 23-25. C. W. Glover
 Ferndale—Humboldt Co. Fair Assn. Aug. 9-17. Dr. Joe N. D. Hindley
 Fresno—Fresno Dist. Fair Assn. Oct. 4-12. T. A. Dodge
 Grass Valley—Nevada Co. Dist. Fair Assn. Aug. 23-25. Edith B. Scott
 Gridley—Butte County's Golden Feather Fair. Aug. 29-Sept. 2. Joseph E. Whitaker
 Hanford—Kings Co. Fair Assn. Sept. 12-18. Jim King
 Hayfork—Trinity Co. Fair Assn. Aug. 18-19. J. D. Berry
 Hemet—Farmers Fair of Riverside County. Aug. 21-25. Bud Nelson
 Lakeport—Lake Co. Fair Assn. Aug. 20-30. Sept. 1. Phil Lewis
 Lancaster—Antelope Valley Fair & Alfalfa Festival. Sept. 5-8. A. O. Marguardi
 Lodi—Lodi Grape Festival & Wine Show. Sept. 13-15. C. O. Jackson
 McArthur—Inler-Mountain Fair of Shasta County. Aug. 31-Sept. 2. George Ingram
 Madras—Madras Dist. Fair Assn. Sept. 28-29. E. W. Dixon
 Mariposa—Mariposa Co. Fair Assn. Aug. 31-Sept. 2. Dale K. Campbell
 Merced—Merced Co. Fair Assn. Aug. 21-25. W. C. Wuxberg
 Monterey—Monterey Co. Fair Assn. Aug. 21-25. George T. Wise
 Los Angeles—Great Western Livestock Show. Nov. 29-Dec. 4. A. M. Mathews
 2125 E. Eastern Ave.
 Napa—Napa Dist. Fair Assn. Aug. 8-11. Thomas F. Camp
 Northridge—San Fernando Valley Fair. Aug. 23-Sept. 2. Max P. Schoenfeld
 Orland—Glen Co. Fair Assn. Sept. 11-15. W. R. Killgore
 Paso Robles—San Luis Obispo Co. Fair Assn. Aug. 14-18. Lawrence W. Lewis
 Petaluma—Fuerth Dist. Fair Assn. Aug. 1-4. Don Pusaro
 Placerville—El Dorado Co. Fair Assn. Aug. 16-18. Guy W. Davenport
 Plymouth—Amador Co. Fair Assn. Aug. 23-25. Mrs. Goula M. Wall
 Pomona—Los Angeles Co. Fair. Sept. 18-28. C. B. Afterbaugh
 Quincy—Plumas Co. Fair Assn. Aug. 9-11. Tules E. Scott
 Red Bluff—Tehama Co. Fair Assn. Aug. 1-3. Joseph A. Soares
 Roseville—Placer Co. Fair Assn. Aug. 9-11. Les McClure
 Sacramento—Calif. State Fair. Aug. 28-Sept. 8. Dudley T. Fortin
 San Fernando—San Fernando Valley Fair. Aug. 29-Sept. 2. Max P. Schoenfeld
 San Francisco—Grand Natl. Livestock Expo. Nov. 1-19. Nye Wilson
 San Jose—Santa Clara Co. Fair Assn. Sept. 9-13. William A. Straub
 San Mateo—San Mateo Co. Fair & Floral Fiesta. Aug. 3-16. William M. Wilson
 Sonoma—Mother Lode Fair Assn. Aug. 1-4. C. B. Mathews
 Stockton—San Joaquin Co. Fair Assn. Aug. 19-23. R. E. Walker

Susanville—Lassen Co. Fair & Livestock Show. Aug. 14-18. A. A. Jensen
 Tulare—Tulare Co. Fair Assn. Sept. 11-20. A. J. Elliott
 Tulalake—Tulalake-Butte Valley Fair Assn. Sept. 7-9. William Whitaker
 Turlock—Stanislaus Co. Fair Assn. Aug. 8-10. C. A. Rigbee
 Ukiah—Redwood Empire Fair & Sports Show. Aug. 22-25. Robert M. Baker
 Ventura—Ventura Co. Fair Assn. Oct. 2-6. L. E. Ver Huden
 Victorville—San Bernardino Co. Fair Assn. Oct. 2-8. Owen Robertson
 Watsonville—Santa Cruz Co. Fair Assn. Sept. 16-20. E. P. Johnson
 Woodland—Yolo Co. Fair Assn. Aug. 11-18. Stuart B. Waite
 Yreka—Siskiyou Co. Fair Assn. Aug. 16-18. Edward B. Mathews

Colorado

Akron—Washington Co. Fair Assn. Aug. 13-17. Alfred Gebauer
 Arvada—Arvada Harvest Festival. Sept. 8-7. Don W. Brown
 Brighton—Adams Co. Fair Assn. Aug. 8-11. Morris Peterson
 Brush—Morgan Co. Fair Assn. Aug. 8-10. Allen Koeneke
 Burlington—Kit Carson Co. Fair Assn. Aug. 16-17. Melvin D. Butterfield
 Canon City—Canon City Fair Assn. Aug. 5-7. James H. Doyle
 Castle Rock—Douglas Co. Fair Assn. Sept. 13-15. Charles E. Kirk
 Cheyenne Wells—Cheyenne Co. Fair & Rodeo. Sept. 5-7. James W. Read
 Del Norte—San Luis Valley Seed Show & Jr. Livestock Fair. Oct. 24-26. Ben L. Prosch
 Denver—Denver Fair. Aug. 14-15. Robert D. Buck
 Durango—La Plata Co. Fair Assn. Sept. 20-22. Beverly Flansburg
 Eads—Kowa Co. Free Fair Assn. Sept. 12-14. T. T. Robinson
 Golden—Jefferson Co. Fair Assn. Aug. 5-11. James Rodgers
 Greeley—Weld Co. Jr. Fair Assn. Aug. 5-7. James C. Kemp
 Hayden—Routt Co. Fair & Rodeo. Sept. 13-14. George A. Simonton
 Holly—Holly Community Fair. Oct. 11-12. William Patis
 Holyoke—Phillips Co. Fair Assn. Aug. 15-17. R. E. Kruminger
 Hotchkiss—Delta Co. Fair & Race Meet. Sept. 18-19. Bud LaPlatt
 Hugo—Lincoln Co. Free Fair Assn. Aug. 13-14. Bob Izon
 Julesburg—Sedgewick Co. Fair Assn. Aug. 8-10. Carl J. Hoffman
 Lamar—Prowers Co. Free Fair Assn. Aug. 30-31. Alan H. Pett
 Littleton—Arapahoe Co. Fair Assn. Aug. 14-17. Forrest P. Hammas
 Longmont—Boulder Co. Fair Assn. Aug. 15-17. Fred Walker
 Loveland—Larimer Co. Fair & Rodeo. Aug. 11-14. Don H. Moon
 Meeker—Rio Blanco Co. Fair Assn. Aug. 20-21. Mrs. Weaver Barrett
 Montrose—Montrose Co. Fair & Rodeo. Aug. 28-30. American Legion

North Haven—New Haven Co. 4-H Fair. Aug. 8-11. Myra Willenbrock
 North Haven—North Haven Fair. Sept. 8-9. Gertrude N. Miller
 North Stonington—New London Co. 4-H Fair Assn. Aug. 30-31. Grace Miner
 Norwich—Norwich Orange Fair. Sept. 13-14. Luella P. Browning
 Norwich—Prattville City Fair. Aug. 17. Mrs. Mary M. Peckham
 Old Lyme—Old Lyme Fair & Horse Show. Aug. 3. N. R. Sheffield
 Pachaug—Pachaug Community Fair. Aug. 9-10. Mrs. Mary Medbery
 Portland—Middlesex Co. 4-H Fair. Aug. 18-18. Barbara Szymanski
 Portland—Portland Fair Assn. Sept. 21-23. Karl Newsum
 Riverton—Riverton Fair. Oct. 12-13. Grace D. Seymour
 Rocky Hill—Rocky Hill Grange Fair. Sept. 7. Dorothy B. Herrick
 South Glanstonbury—Glanstonbury Orange Fair. Oct. 12. Harry W. Hall
 Southington—Southington Fair. Aug. 24-25. Joseph Bell
 Southbury—New Haven Co. 4-H Fair Assn. Aug. 9-11. Myra Willenbrock
 South Woodstock—Woodstock Agri. Soc. Aug. 31-Sept. 2. Donald B. Williams
 Stafford Springs—Stafford Fair. Oct. 3-4. Louise L. Benton
 Hesper Depot—Fairfield Co. 4-H Fair Assn. Aug. 18-18. Donna Wolfe
 Terryville—Terryville Fair. Sept. 14-15. Lions Club
 Thomaston—Litchfield Co. 4-H Fair Assn. Aug. 27-24. Elizabeth Helleich
 Vernon—Tolland Co. 4-H Fair. Aug. 23-24. Carolyn Blinn
 Wallingford—Wallingford Orange Fair. Sept. 14. Flora E. Hough
 Wapping—Wapping Fair. Sept. 7. Oressa Bartz
 Warren—Litchfield Co. 4-H Fair. Aug. 23-24. Elizabeth Helleich
 Waterford—Columbia Fair. Aug. 9-10. D. W. Johnston
 Wethersfield—Orange Fair. Sept. 3-8. Marion L. Parks
 Winchester Center—Winchester Fair. Aug. 11-11. Harriet Ramsey
 Windsor Locks—Hartford Co. 4-H Fair. Aug. 23-25. Carol Comstock
 Windsor—Winchester Fair Assn. Aug. 10-11. Kingsley Brecher
 Woodstock—Woodstock Fair Assn. Aug. 31. West 2. Donald B. Williams. Putnam
 Woodstock—Windham Co. 4-H Fair. Aug. 10-11. Nancy Hart

Florida

Arcadia—De Soto Co. Fair Assn. Jan. 13-18. W. L. Woods
 Crestview—Okaloosa Co. Harvest Fair. Sept. 29-Oct. 5. H. A. King
 Fort Myers—Southwest Fla. Fair. Feb. 3-8. Robert Hippenheuer
 Inverness—Citrus Co. Fair Assn. Nov. 11-18. Quentin Medlin
 Jacksonville—Greater Jacksonville Agri. & Industrial Fair. Nov. 14-23. S. E. Lorimer, 24 Buckman Bldg.
 Live Oak—Suwannee Co. Fair & Livestock Show. Oct. 21-26. Paul Cross
 Marianna—Jackson Co. Fair Assn. Oct. 21-26. Louis W. Seay Sr.
 Orlando—Central Fla. Fair. Inc. Feb. 24-March 1. Crawford T. Nickford
 Palatka—Putnam Co. Fair & Livestock Show. Nov. 11-16. H. E. Maltry
 Pensacola—Pensacola Interstate Fair. Oct. 31-27. John E. Frankel. City Hall
 Quincy—Gadsden Co. Tobacco Festival & Fair Assn. Oct. 19-22. A. G. Driggers
 Tallahassee—N. Florida Fair Assn. Oct. 28-Nov. 1. Lloyd Rhoden. P. O. Box 387
 Tampa—Fla. State Fair & Gasparilla Assn. Feb. 4-15. J. C. Haskinson Sr. P. O. Box 1231
 Webster—Sumter Breeder Show & Co. Fair. Nov. 6-9. O. M. Maines. Bushnell
 West Palm Beach—Palm Beach Co. Fair Assn. Jan. 24-Feb. 1. Lamar Allen

Georgia

Albany—Southwest Ga. Exchange Club Fair. Nov. 4-9. D. S. Houtman
 Athens—Athens Agri. Fair Assn. Oct. 14-19. F. N. Williams
 Atlanta—Southeastern Fair Assn. Oct. 3-12. E. Lee Carter. P. O. Box 4888
 Augusta—Exchange Club Fair. Oct. 28-Nov. 2. Alvin M. Usher
 Barnesville—Lamar Co. Kiwanis Fair Assn. Sept. 16-21. Wyatt W. Childs
 Baxley—Appling Co. Lions Club Fair. Sept. 30-Oct. 5. James D. Branch
 Blakely—Blakely Co. Fair & Peanut Festival. Oct. 21-26. Chester Clardy
 Brunswick—Exchange Club Fair. Oct. 21-28. W. A. Harrington
 Blue Ridge—Fannin Co. Kiwanis Club Fair. Aug. 19-24. Paul Pitts
 Camilla—Milledge Co. Farm Bureau Fair. Oct. 28-Nov. 2. D. S. Harden
 Cartersville—Bartow Co. Legion Fair. Sept. 23-28. Victor H. Waldrop
 Carrollton—West Ga. Legion Fair. Oct. 7-12. Haskell Uphaw
 Clayton—Evans Co. Farm Bureau Fair. Oct. 21-26. E. W. Strickland
 Columbus—Chattahoochee Valley Expo. Oct. 14-19. F. L. Jenkins
 Conyers—Rockdale Co. Legion Fair. Sept. 30-Oct. 4. Victor Harper
 Cordale—Central Ga. Lions Club Fair. Oct. 28-Nov. 2. L. H. Gilbert
 Covington—Newton Co. Legion Fair. Oct. 7-12. Luke Hill
 Cumming—Forsyth Co. Fair Assn. Sept. 16-21. Mrs. C. A. Bagwell
 Dalton—North Ga. Fair Assn. Sept. 23-28. Burt Scoggin
 Dawsonville—Dawson Co. Lions Club Fair. Sept. 3-7
 Decatur—DeKalb Harvest Festival. Sept. 16-21. Dr. C. C. Von Gramp
 Douglas—Coffee Co. Legion & Lions Club Fair. Oct. 7-12. J. P. Barnett
 Dublin—Orange Fair Assn. Oct. 28-Nov. 3. D. N. Owens
 Elberton—Elberton Fair Assn. Sept. 9-14. Loris Clark
 Ellijay—Oglethorpe Co. Lions Club Fair. Aug. 28-31. O. L. Huff
 Fayetteville—Fayette Co. Kiwanis Club Fair. Sept. 14-21. W. E. Green
 Fitzgerald—American Legion Fair. Oct. 7-12. Marvin Roberts
 Franklin—Heard Co. Lions Club Fair. Aug. 12-17. Arnold Spradlin
 Gainesville—Northeast Ga. Jaycees Fair. Sept. 18-21. Glenn Oilreath
 Griffin—Kiwanis Spalding Co. Fair Assn. Sept. 23-24. O. H. Wear
 Habers—Habers County Fair Assn. Oct. 14-19. C. P. Scruggs
 Hartwell—Legion Hart Co. Fair Assn. Sept. 33-38. Lee E. Carter
 Hiawassee—Ga. Mountain Lions Club Fair. Aug. 13-17. E. N. Nicholson
 Jackson—Bulke Co. Exchange Club Fair. Oct. 7-12. R. F. Armstrong
 Jeffersonville—Twiggs Co. Men's Club Fair. Oct. 7-11. Gene Akin
 Lawrenceville—Owinett Co. Fair. Sept. 18-21. Unland Freeman
 Macon—Georgia State Fair. Oct. 31-38. Robert M. Wade. P. O. Box 738
 Manchester—Tri-County Fair Assn. Sept. 23-28. Wally Griffith

Marietta—Cobb Co. Fair Assn. Sept. 18-21. J. H. Henderson
 McDonough—Henry Co. Kiwanis Club Fair. Sept. 23-28. George Alexander
 McRae—Doolittle Fair Assn. Oct. 14-19. C. W. Denson
 Metter—Candler Co. Fair Assn. Sept. 9-14. L. C. Anderson
 Monroe—Walton Co. Legion Fair. Sept. 23-28. H. H. Shores
 Montezuma—Macon Co. Fair Assn. Oct. 7-12. Clarence Hair
 Moultrie—Colquitt Co. Farm Bureau Fair. Oct. 7-12. Coy Dekle
 Newman—Coweta Co. Kiwanis Club Fair. Sept. 23-28. B. T. Brown
 Rome—Cocoa Valley Exchange Club Fair. Sept. 23-28. Arthur Bagdala
 Sandersville—Washington Co. Fair Assn. Sept. 30-Oct. 5. D. E. McMaster
 Savannah—Coastal Empire Fair Assn. Nov. 4-9. Ben P. Rawls. P. O. Box 2027
 Springfield—Effingham Co. Legion Fair. Oct. 14-19. P. W. Clifton
 Summerville—Chatham Co. Fair Assn. Oct. 3-5. W. M. Storey
 Swainsboro—Emmett Co. Fair Assn. Oct. 7-12. Earl Varner
 Sylvester—Worth Co. Kiwanis Club Fair. Oct. 21-26. J. D. Brown
 Thomason—West Central Ga. Fair Assn. Sept. 30-Oct. 5. James E. Hays
 Thomasville—Thomas Co. Exchange Club Fair. Oct. 28-Nov. 2. Alex Crittenden
 Tifton—Coastal Pines Fair. Oct. 14-19. L. E. Ireland
 Valdosta—South Ga. Legion Fair. Nov. 4-11. Howard S. Hall
 Vienna—Dooly Co. Legion Fair. Sept. 29-Oct. 5. Ralph Cannon
 Waycross—Okfevukue Fair Assn. Nov. 3-8. J. Edmund Peddie
 Winder—Barrow Co. Lions Club Fair. Sept. 2-7. James Lay

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 10-14. Mrs. Ruth Hartoff
 Boise—Western Idaho State Fair. Aug. 27-31. Ambrose W. Johnson
 Burley—Cassia Co. Fair & Rodeo. Aug. 23-24
 Cambridge—Washington Co. Fair & Rodeo. Aug. 23-25. Chet Jones
 Council—Adams Co. Fair & Rodeo. Aug. 2-4
 Emmett—Gem Co. Fair & Rodeo. Aug. 14-17. Erling Johannsen
 Piler—Twin Falls Co. Fair & Rodeo. Sept. 4-7. Thomas Parks
 Gooding—Gooding Co. Fair & Rodeo. Aug. 15-17
 Grace—Cariboo Co. Fair & Rodeo. Aug. 8-10
 Jerome—Jerome Co. Fair & Rodeo. Aug. 19-24
 Malad—Owens Co. Fair Assn. Sept. 4-7. William Evans
 Montpelier—Bear Lake Co. Fair & Rodeo. Aug. 30-31. Ross Parker
 New Plymouth—Payette Co. Fair. Aug. 21-24
 Newport—Lewis Co. Fair Assn. Sept. 24-28. Gordon Dalley
 Orofino—Clearwater Co. Fair & Lumber-Jack Days. Sept. 20-22
 Reburge—Madison Co. Fair. Sept. 8-7
 Elsie—Jefferson Co. Fair. Aug. 28-31. Carl M. Shamer
 Salmon—Lemhi Co. Fair & Rodeo. Sept. 6-8
 Sandpoint—Shoshone Co. Fair Assn. Sept. 13-14. Walt McPherson
 Shoshone—Lincoln Co. Fair. Aug. 9-18
 Terreton—Mud Lake Fair & Rodeo. Aug. 23-24

Illinois

Alton—Edwards Co. Fair Assn. Aug. 3-8. Paul Waite
 Altamont—Effingham Co. Fair Assn. Aug. 3-8. Royce Majors
 Anna—Southern Ill. Fair Assn. Aug. 19-23. Robert Brown
 Belleville—St. Clair Co. Fair Assn. July 29-Aug. 4. Geo. L. Gerken
 Belvidere—Boone Co. Fair Assn. Aug. 9-11. Mrs. Frieda Spencer
 Bloomington—McLean Co. Fair Assn. Aug. 5-8. Roy Barclay
 Bridgeport—Lawrence Co. Fair Assn. Aug. 19-23. Louis Bloom
 Cambridge—Henry Co. Fair Assn. Aug. 6-9. Mrs. D. Soberg
 Carmi—White Co. Fair Assn. Aug. 12-17. Ben Bertels
 Charleston—Coles Co. Fair Assn. July 28-Aug. 3. Robert Blackford
 Cullom—Cullom Fair Assn. Aug. 9-10. E. L. Sandusky
 Danville—Eastern Ill. Fair Assn. July 30-Aug. 2. Robert Banks
 Decatur—Macon Co. Fair Assn. July 27-Aug. 1. Donald Baird
 Du Quoin—Du Quoin State Fair Assn. Aug. 23-Sept. 2. D. M. Hayes
 East Moline—Rock Island Co. Fair Assn. Aug. 20-24. Jack Hayden
 Elizabeth—Elizabeth Comm. Fair & 4-H Show. Aug. 7-9. R. J. Stans
 Fairbury—Livingston Co. Fair Assn. Aug. 30-34. Warren Wrensis
 Franklin Grove—Franklin Grove Fair Assn. Aug. 18-20. LaVerne N. Baker
 Freeport—Stephenson Co. Fair Assn. Aug. 20-24. Clarence Scheider
 Geneseo—Kane Co. Fair Assn. July 21-Aug. 4. John White Jr.
 Georgetown—Vermilion Co. Fair Assn. Aug. 25-31. Richard Neff
 Greenup—Cumberland Co. Fair Assn. Aug. 18-24. H. O. Ewart
 Greenville—Bond Co. Fair Assn. Aug. 18-23. Chafin Young
 Harrisburg—Saline Co. Fair Assn. July 27-Aug. 2. Mrs. George Johnson
 Havana—Mason Co. Fair Assn. July 31-Aug. 2. Max S. Tessler
 Henry—Marshall-Pulaski Co. Fair Assn. Aug. 27-30. R. H. Mosier
 Highland—Madison Co. Fair Assn. July 31-Aug. 4. Alvin Schumacher
 Jacksonville—Morgan Co. Fair Assn. July 31-Aug. 4. Gene Johnson
 Kankakee—Kankakee Fair Assn. Aug. 4-8. Percy E. Lohelle
 Knoxville—Knock Co. Fair Assn. July 28-Aug. 1. Ray Swanson
 Lincoln—Logan Co. Fair Assn. Aug. 3-8. Wilbur E. Layman
 McLeansboro—Hamilton Co. Fair Assn. Sept. 9-14. H. (Bud) Mead
 Marion—Williamson Co. Fair Assn. Aug. 3-10. John K. Miller
 Marshall—Clark Co. Fair Assn. Aug. 5-18. Mrs. Norma Cline
 Mason—Grundy Co. Fair Assn. Aug. 28-Sept. 2. Wayne F. Carter
 Melvin—Ford Co. Fair Assn. Sept. 4-8. L. A. Ferrell
 Mendon—Adams Co. Fair Assn. Aug. 3-7. L. M. Brumback
 Mendota—Tul-County Fair Assn. Aug. 31-Sept. 2. E. A. Loreck
 Milford—Ironquois Co. Fair Assn. July 30-Aug. 3. Duane Crist
 Milledgeville—Cerro Co. Fair Assn. Aug. 7-11. Art Meehan
 Morrison—Whiteside Co. Fair Assn. Aug. 14-17. Harold Malbow

Mount Sterling—Brown Co. Fair Assn. July 26-Aug. 3. Clyde Cutforth.
 Nashville—Washington Co. Fair Assn. Aug. 12-16. Warren Morrison.
 New Berlin—Sauganaw Co. Fair Assn. July 24-27. Charles Reimer.
 Newton—Jasper Co. Fair Assn. Sept. 2-6. L. Batman.
 Peoria—Tazewell Co. Fair Assn. July 31-Aug. 2. James Hoyt.
 Okonago—Crawford Co. Fair Assn. Aug. 26-30. O. B. Price.
 Ouel—Odell Community Fair Assn. Aug. 26-28. James Summers.
 Okawville—Okawville Fair Assn. Sept. 14-15. A. L. Koetting Jr.
 Olney—Richland Co. Fair Assn. July 29-Aug. 3. Arol Preston.
 Oregon—Ogle Co. Fair Assn. Aug. 31-Sept. 2. E. D. Landers.
 Ottawa—La Salle Co. Fair Assn. Aug. 6-8. Lawrence Whalen.
 Pana—Christian Co. Fair Assn. Aug. 29-Sept. 2. Wayne Hunter.
 Peocatonia—Winnebago Co. Fair Assn. Aug. 16-18. Wallace Belshaw.
 Peotone—Will Co. Fair Assn. Aug. 23-25. Fred R. Meyer.
 Pultneyburg—Menard Co. Fair Assn. Aug. 19-23. Carl Lens.
 Pleasant Hill—Pike Co. Fair Assn. Aug. 26-28. J. L. Laugharn.
 Pontiac—Livingston Co. Fair Assn. Aug. 6-8. Guy K. Gee.
 Princeton—Bureau Co. Fair Assn. Aug. 20-24. J. Fred Baker.
 Roseville—Warren Co. Fair Assn. Aug. 5-8. John Peit.
 Sandwich—Sandwich Fair Assn. Sept. 4-8. C. R. Brady.
 Shelbyville—Shelby Co. 4-H & Junior Fair. July 30-Aug. 2. Woodrow Donnel.
 Springfield—Illinois State Fair. Aug. 9-18. J. Ralph Peak.
 Stronghurst—Henderson Co. Fair Assn. Aug. 19-21. Earl Brokaw.
 Sullivan—Moultrie Co. Fair Assn. Aug. 2-3. Paul M. Krows.
 Swaneetown—Gallatin Co. Fair Assn. Sept. 4-8. Charles Oldham.
 Symamore—De Kalb Co. Fair Assn. Aug. 6-7. Robert Howty.
 Virginia—Cass Co. Fair Assn. Aug. 21-24. Leland Sweetman.
 Warren—Warren Co. Fair Assn. Aug. 14-16. Charles Bartell.
 Waterloo—Monroe Co. Fair Assn. Aug. 22-24. Edgar S. Amrine.
 Wheaton—Wheaton Dist. Fair Assn. Aug. 2-4. William Hills.
 Winchester—Scott Co. Jr. Agril. Fair. Aug. 7. C. Warren Breeding.
 Woodstock—McHenry Co. Fair Assn. Aug. 1-4. Mrs. J. C. Heiser.
 Wyoming—Stark Co. Jr. Fair Assn. Aug. 8. Glenn S. Garvin.

Indiana
 Akron—Akron Agril. Fair Assn. Sept. 11-14. Dale Sheetz.
 Alexandria—Madison Co. 4-H Club Assn. Aug. 6-9. W. C. Haynes.
 Auburn—DeKalb Co. Free Fall Fair Assn. Sept. 24-26. Harry L. Provinces.
 Argos—Marshall Co. 4-H Fair Assn. Aug. 5-9. Otto Gates.
 Aurora—Aurora Farmers' Fair Assn. Oct. 4-5. Irene Cutter.
 Becknell—Knox Co. Farm Fair Assn. Aug. 5-10. Erwin D. Scott.
 Bloomington—Monroe Co. Fair Assn. Aug. 6-10. Robert W. Eberhardt.
 Bluffton—Bluffton Free Street Fair. Sept. 17-21. Herman W. Myers.
 Boswell—Benton Co. Fair Assn. Aug. 19-22. Lendall Lowman.
 Bourbon—Bourbon Fair Assn. Aug. 20-25. H. J. Dillingham.
 Brazil—Clay Co. Agril. Soc. Aug. 6-9. R. D. McHargue.
 Brookville—Franklin Co. 4-H Agril. Assn. July 29-Aug. 2. Mrs. Ray Selter.
 Brownstown—Jackson Co. Fair Assn. Aug. 4-10. Edgar Hackman.
 Cannelton—Perry Co. 4-H Fair Assn. Aug. 14-17. Hazel Gayler.
 Centerville—Wayne Co. 4-H Club Fair. July 28-Aug. 2. Mrs. Marion Kitchel.
 Columbia City—Whitley Co. 4-H Clubs. Inc. Aug. 20-23. Mrs. Kenneth Nix.
 Connersville—Fayette Co. Free Fair. Aug. 11-16. J. W. Funk.
 Converse—Miami Co. Agril. Assn. Aug. 6-10. Wilbert Riggs.
 Corydon—Harrison Co. Agril. Soc. Aug. 18-24. J. Ward Walker.
 Covington—Fountain Co. 4-H Fair. Aug. 5-8. Mrs. Earl Cunningham.
 Crown Point—Lake Co. Fair Assn. Aug. 17-24. D. S. Powers.
 Danville—Hendricks Co. 4-H & Agril. Fair Assn. Aug. 1-3. J. Robert Leak.
 Denver—Denver Community Fair Assn. Aug. 26-31. Mrs. Hazel Coner.
 Ellettsville—Monroe Co. Fall Festival Assn. Sept. 12-14. Mrs. Bernice Baird.
 Ellettsville—Davies Co. Fair Assn. July 29-Aug. 3. Vernon L. Chestnut.
 Evansville—Scott Vanderburg Fair Assn. Aug. 7-9.
 Flora—Carroll Co. 4-H Fair Assn. July 29-Aug. 3. Jack Driggs.
 Fort Wayne—Allen Co. 4-H Clubs, Inc. Aug. 6-8. Mrs. Esther Salomon.
 Frankfort—Clinton Co. Fair. Aug. 18-24. Aaron Oulter.
 Franklin—Johnson Co. 4-H & Agril. Fair Assn. July 29-Aug. 2. L. H. McAtee.
 Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 5-10. Thomas R. Hendricks.
 Greenfield—Hancock Co. 4-H Club Agril. Soc. Aug. 5-9. Mrs. Fred Cook.
 Greensburg—Decatur Co. 4-H Agril. Fair Assn. Aug. 13-16. Robert Wolfe.
 Greentown—Howard Co. 4-H Fair Assn. July 26-Aug. 3. Gene Pickett.
 Hamlet—Starke Co. 4-H Fair Assn. July 26-Aug. 3. Tom Bell.
 Harford City—Blackford Co. 4-H & Open Fair Assn. July 26-Aug. 3. Glenn Schwarzkopf.
 Huntingburg—Dubois Co. Fair Assn. July 28-Aug. 3. K. N. Ruttger.
 Huntington—VFW Street Fair & Homecoming. July 29-Aug. 3. Floyd Althouse.
 Indianapolis—Marion Co. Agril. & 4-H Club Fair. Aug. 4-10. Estel Callahan.
 Indianapolis—Indiana State Fair. Aug. 28-Sept. 6. Earl J. Bailey.
 Kendallville—Eastern Ind. Agril. Assn. Aug. 12-17. Clinton S. Rimmel.
 Kentland—Newton Co. Fair Assn. Aug. 27-31. John M. Connell.
 Lafayette—Tippecanoe Co. 4-H Exhibit Assn. Aug. 12-15. Mrs. Sarah Jane Norris.
 LaGrange—LaGrange Co. 4-H Fair Assn. Aug. 6-8. Mrs. Harold Bouce.
 LaPorte—LaPorte Co. Fair Assn. Aug. 12-18. Robt. M. Morse.
 Lyons—Lyons Community Club Fair. Aug. 26-31. A. F. Foster.
 Marion—Grant Co. 4-H Club Fair. Aug. 13-17. Guy T. Harris.
 Martinsville—Morgan Co. Fair & 4-H Assn. Aug. 13-16. Lawrence Wilson.
 Monticello—White Co. Agril. Assn. Aug. 6-10. Mrs. Audrey Zarsc.
 Muncie—Delaware Co. Fair Assn. July 26-Aug. 1. Ray Brookman.

New Albany—Floyd Co. 4-H Fair Assn. Aug. 6-9. Forrest Averitt.
 New Castle—Henry Co. 4-H Exhibit. Aug. 5-8. W. G. Smith.
 Osgood—Ripley Co. Agril. Assn. July 28-Aug. 2. Rollin Crum.
 Peru—Miami Co. 4-H Club & Livestock Show. July 29-Aug. 3. Hob Mathes.
 Portland—Jay Co. Fair Assn. Aug. 4-9. Mrs. Forrest Elliott.
 Princeton—Gibson Co. Agril. Soc. Aug. 11-17. Pud Caniff.
 Rensselaer—Jasper Co. Fair Assn. Aug. 12-17. Cecil D. Sutton.
 Reynolds—White Co. Agril. Assn. Aug. 6-9. Audie Earls.
 Rochester—Fulton Co. 4-H Fair Assn. Aug. 5-10. L. R. Churchill.
 Rockville—Parke Co. Fair Assn. Aug. 12-17. Geo. Schwin Jr.
 Rushville—Rush Co. Agril. Assn. July 29-Aug. 2. Harold Clifton Jr.
 Salem—Farmers & Merchants' Fair Assn. Aug. 12-17. Zaring Hudson.
 Scottsburg—Scott Co. Agril. Soc. July 29-Aug. 2. Tommy West.
 Shelbyville—Shelby Co. Fair Assn. Aug. 3-9. Glen V. Bass.
 South Bend—St. Joseph Co. 4-H Fair. Aug. 7-10. Mrs. Michael Desich.
 Spencer—Owen Co. Fair Assn. Aug. 19-24. Bill Franklin.
 Terre Haute—Wabash Valley Fair Assn. Aug. 11-18. Jack Thrasher.
 Valparaiso—Porter Co. Agril. Soc. Aug. 5-11. Tom Womack.
 Wabash—Wabash Co. 4-H Fair Assn. Aug. 12-17. Dale J. Miller.
 Warsaw—Kosciusko Co. Fair Assn. Aug. 5-10. Henry Butler.
 Williamsport—Warren Co. 4-H Fair Assn. Aug. 12-16. Mrs. Earl Kirkpatrick.
 Winamac—Pulaski Co. 4-H & Community Fair Assn. Aug. 13-17. Mrs. Robert Lisensy.
 Winchester—Randolph Co. 4-H Show. Aug. 5-9. Mrs. Kenneth Comer.

Iowa
 Adel—Dallas Co. Fair Assn. Aug. 12-13. J. D. Brown.
 Afton—Union Co. Fair Assn. Aug. 20-23. P. F. Hillery.
 Albia—Monroe Co. 4-H Fair Assn. Aug. 5-8. Lester Poole.
 Algona—Kossuth Co. Fair Assn. Aug. 13-16. L. W. Nitchals.
 Allison—Butler Co. Fair Assn. Aug. 1-4. Charles J. Miller.
 Alta—Buena Vista Co. Fair Assn. Aug. 5-8. G. A. Saderquist.
 Atlantic—Cass Co. 4-H & FFA Fair Assn. Aug. 5-9. Gail Harris.
 Audubon—Audubon Co. Agril. Assn. Sept. 9-13. D. C. Perley.
 Avoca—Pottawattamie Co. Fair Assn. July 30-Aug. 2. H. E. True.
 Bedford—Taylor Co. Fair Assn. Aug. 21-24. Bob Burt.
 Bloomfield—Davis Co. Agril. Soc. Aug. 13-16. Clayton Morlan.
 Boone—Boone Co. Fair Assn. Aug. 13-15. T. N. Nelson.
 Britts—Hancock Co. Agril. Soc. Aug. 13-18. Mitchell Beck.
 Burlington—Des Moines Co. Fair Assn. Aug. 5-10. Wallace J. Rayer.
 Cedar Rapids—All-Iowa Fair Assn. Aug. 11-18. Andrew C. Hanson.

Central City—Linn Co. Fair Assn. Aug. 2-4. T. W. Lewis.
 Charles City—Floyd Co. Fair Soc. Aug. 12-15. Harold L. Friedrich.
 Chariton—Lucas Co. 4-H Achievement Show. Aug. 6-8. Mrs. Lee Cuttingham.
 Cherokee—Cherokee Co. Fair Assn. Aug. 12-14. Sherman Peterson.
 Clarinda—Page Co. Fair Assn. Aug. 14-16. Ole Winholm.
 Colfax—Jasper Co. 4-H & FFA Fair Assn. Aug. 12-15. Mrs. Fred Jentima.
 Columbus Junction—Louisa Co. Fair Assn. Aug. 12-16. N. W. Pederson.
 Coon Rapids—Four-County Fair Assn. July 28-31. M. D. Peterson.
 Corning—Adams Co. Fair Assn. Aug. 10-14. Ray L. Reese.
 Corydon—Wayne Co. Fair Assn. Aug. 19-22. Margaret H. Ward.
 Council Bluffs—West Pottawattamie Co. Fair Assn. Aug. 13-17. Ed Fischer.
 Cresco—Howard Co. Fair Assn. Aug. 22-25. Ralph Fitzgerald.
 Davenport—Mississippi Valley Fair Assn. Aug. 11-17. Frank Harris, 2815 West Locust.
 Decorah—Winnebago Co. Fair Assn. Aug. 15-18. Leon R. Brown.
 Dennison—Crawford Co. Fair Assn. Aug. 12-15. Bryan Haberg.
 Des Moines—Iowa State Fair. Aug. 23-Sept. 1. L. B. Cunningham.
 Des Moines—Polk Co. 4-H Fair Assn. Aug. 6-8. Elmer A. Weir.
 De Witt—Clinton Co. 4-H Fair Assn. Aug. 5-9. Jimmy Miller.
 Donnellson—Lee Co. Fair Assn. July 29-Aug. 3. C. I. Redfern.
 Dubuque—Dubuque Co. Fair Assn. Aug. 15-18. Clem Welsh.
 Eagle Grove—Eagle Grove Dist. Jr. Fair Assn. Aug. 19-21. J. Paul Yon.
 Eldon—Wapello Co. Fair Assn. Aug. 19-22. L. W. Hall.
 Eldora—Hardin Co. Fair Assn. Aug. 12-16. W. H. Hadley.
 Elkader—Elkader Fair Assn. Aug. 24-26. Ed A. Burlingame Jr.
 Emmetsburg—Palo Alto Co. Fair Assn. Aug. 12-14. Andrew Vandervelde.
 Estherville—Emmet Co. Agril. Show. Aug. 5-8. Robert O. Beckley.
 Fairfield—Jefferson Co. Jr. Agril. Show. Aug. 12-15. Henry McCleary.
 Fort Dodge—Webster Co. 4-H Achievement Show. Aug. 6-8. Paul Harms.
 Gladbrook—Tama Co. Fair Assn. Aug. 7-10. Greta Rogers.
 Greenfield—Adair Co. Fair Assn. Aug. 19-22. Robert R. McDowell.
 Grinnell—Potosi Co. Agril. Assn. Aug. 5-8. Roger Sandage.
 Grundy—Center—Grundy Co. Fair Assn. Aug. 7-10. Henry R. Wesley.
 Guthrie Center—Guthrie Co. Fair Assn. Sept. 4-7. G. W. Prince.
 Hampton—Franklin Co. Fair Assn. Aug. 19-21. Kenneth Showalter.
 Harlan—Shelby Co. Fair Assn. Aug. 4-7. Aulden Schiatter.
 Humboldt—Humboldt Co. Fair Assn. Aug. 19-22. Mr. James M. Kieve.
 Ida Grove—Ida Co. Fair Assn. Aug. 21-24. Bob Plunkett.
 Independence—Buchanan Co. Fair Assn. Aug. 6-9. Alva M. Norton.

Indiana—Warren Co. Fair Assn. Aug. 7-10. Lewis Johnson.
 Iowa City—Johnson Co. Agril. Assn. Aug. 5-9. H. J. Montgomery.
 Jefferson—Greene Co. Fair Assn. July 29-Aug. 1. Paul Mears.
 Kossauqua—Van Buren Co. Fair Assn. Aug. 6-9. Arthur J. Secor.
 Knoxville—Marion Co. Fair Assn. Aug. 5-10. M. A. Trabert.
 LeMars—Plymouth Co. Fair Assn. Aug. 19-21. Arlis A. Pierson.
 Leon—Decatur Co. 4-H & FFA Fair. Aug. 6-9. Harold Flanagan.
 Malvern—Mills Co. Fair Assn. Aug. 6-11. L. J. Knop.
 Manchester—Delaware Co. Fair Assn. Aug. 6-9. Truman Ingels.
 Manson—Calhoun Co. Fair Assn. Aug. 2-4. Bill Partlow.
 Maquoketa—Jackson Co. Fair Assn. Aug. 8-11. Kenneth Ehlinger.
 Marengo—Iowa Co. Fair Assn. Aug. 7-10. Robert W. Higgins.
 Marshalltown—Central Ia. Fair Assn. Aug. 17-20. Wendell L. Collins.
 Mason City—North Ia. Fair Assn. Aug. 5-11. Hans Henriksen, 205 First Nat'l Bank Bldg.
 Missouri Valley—Harrison Co. Fair Assn. Aug. 1-3. Mrs. Kathryn Risney.
 Monticello—Great Jones Co. Fair Assn. Aug. 20-24. Claude Appleby.
 Mount Airy—Ringgold Co. Fair Assn. Aug. 13-17. Stewart W. Hoover.
 Moveille—Woodbury Co. Fair Assn. Sept. 4-7. William McElrath.
 Nashua—Big Four Fair Assn. Aug. 15-18. Darrell Weiland.
 National—Clayton Co. Fair Assn. Aug. 9-12. Arthur W. Seeland.
 Nevada—Story Co. 4-H Fair Assn. Aug. 12-15. Glenn Randau.
 Northwood—Worth Co. Fair Soc. Aug. 11-14. Clifford Tenold.
 Onawa—Monona Co. Fair Assn. Aug. 18-21. Charles W. Ross.
 Osage—Mitchell Co. Fair Assn. Aug. 15-18. Fred B. Hanson.
 Osceola—Clarke Co. 4-H Fair Assn. Aug. 13-16. Richard Ford.
 Okaloosa—Southern Iowa Fair Assn. Aug. 5-11. Mrs. Clyde Hanna.
 Pocahontas—Pocahontas Co. 4-H Club Fair Assn. July 29-Aug. 1. Jane Shelgren.
 Postville—Big-4 Fair Assn. Aug. 20-Sept. 2. Chuck Roth.
 Pringhar—O'Brien Co. Fair Assn. Aug. 6-8. John H. Longstreet.
 Red Oak—Montgomery Co. Fair Assn. Aug. 5-8. R. E. Cleveland.
 Rock Rapids—Greiner Lyon Co. Fair Assn. Aug. 9-11. P. Jack Splitler.
 Sac City—Sac Co. Fair Assn. Aug. 19-21. Ray Deibert.
 Sidney—Fremont Co. Fair Assn. Aug. 6-9. Corby Fletcher Jr.
 Sioux Center—Sioux Co. Youth Fair Assn. Aug. 13-15. M. E. Eldridge.
 Spencer—Clay Co. Fair Assn. Sept. 9-14. Bill Woods.
 Spirit Lake—Dickinson Co. 4-H & FFA Fair Assn. Aug. 14-16. L. E. Hendricks.
 Thompson—Winnebago Jr. Show Assn. Aug. 19-21. Roger Iverson.
 Tipton—Cedar Co. Fair Assn. Aug. 6-9. Eugene R. Moore.

Vinton—Benton Co. Fair Assn. Aug. 9-8. K. B. Spaulding.
 Washington—Washington Co. Fair Assn. Aug. 5-8. Tom Rebb.
 Waterloo—Natl. Dairy Cattle Congress. Sept. 27-Oct. 3. E. S. Estel, Box 298.
 Waukon—Allamakee Co. Fair Assn. Aug. 9-11. Jon Dreney.
 Webster City—Hamilton Co. Fair Assn. July 31-Aug. 4. R. B. Douglas.
 West Liberty—West Liberty Fair & Night Show. Aug. 19-22. Kenneth L. Jehle.
 West Union—Fayette Co. Fair Assn. Aug. 20-22. E. T. Alcorn.
 What Cheer—Keokuk Co. Fair Assn. Aug. 13-16. Tom Baxter.
 Winterport—Madison Co. Fair Assn. Aug. 12-15. J. Earl Graves.

Kansas
 Abilene—Central Kan. Free Fair Assn. Aug. 19-23. Don C. Steffen.
 Alma—Wabaunsee Co. Fair Assn. Aug. 21-24. Norman Winkler, McFarland.
 Ashland—Clark Co. Fair Assn. Aug. 18-22. Arthur Ganson.
 Auburn—Shawnee Co.—Auburn Grange Fair Assn. Oct. 4-5. Mrs. Irene Brobit.
 Belleville—Republic Co. Fair Assn. Aug. 26-31. Carl H. Beyer.
 Beloit—Mitchell Co. Fair Assn. Aug. 28-31. Dean D. Haddock.
 Blue Rapids—Marshall Co. Stock Show & Fair Assn. Aug. 26-28. Mrs. R. D. Riegle.
 Burden—Cowley Co. Fair Assn. Aug. 13-15. Don Alexander.
 Burlington—Coffey Co. Fair Assn. Sept. 3-6. Park J. Shepp.
 Caldwell—Sumner Co. Fair Assn. Sept. 6-7. James Branson.
 Canton—McPherson Co. Fair Assn. Aug. 15-17. Dorothy B. Sebring.
 Cheney—Seiwick Co. Fair Assn. Aug. 29-31. Frank Ryniken.
 Clay Center—Clay Co. Free Fair Assn. Aug. 27-29. Ernest Tolin.
 Coffeyville—Montgomery Co. Fair Assn. Aug. 28-Sept. 1. Lawrence M. Smith.
 Colby—Thomas Co. Fair Assn. Aug. 13-16. J. B. Kuska.
 Columbus—Cherokee Co. Legion Fair. Aug. 19-24. Joe W. Cook.
 Council Grove—Morris Co. Fair Assn. Aug. 14-16. Warner Harris.
 Dighton—Lane Co. Free Fair Assn. Aug. 7-9. E. A. Bryant.
 Dodge City—Ford Co. Fair Assn. Aug. 27-30. K. L. Rock.
 Effingham—Atchison Co. Fair Assn. Aug. 26-28. R. D. Morgan.
 El Dorado—Butler Co. Fair Assn. Aug. 20-23. P. A. Reder, Atlanta.
 Elkhart—Morton Co. Fair Assn. Sept. 5-7. Floyd Coen.
 Ellis—Ellis Co. Jr. Free Fair Assn. Aug. 21-24. Freda Henriksen.
 Erie—Neosho Co. Fair Assn. Aug. 26-28. Ivan Green.
 Eureka—Greenwood Co. Fair Assn. Aug. 21-23. L. E. Hawthorne.
 Fort Scott—Bourbon Co. Fair Assn. Aug. 6-10. F. R. Myers.
 Garden City—Finney Co. Fair Assn. Aug. 27-29. Hoy B. Eiling.
 Gardner—Johnson Co. Free Fair Assn. Aug. 28-31. Shelby Jones.

Set a match to your old tent...

Look closely. This is no ordinary concession trailer! Serving counters are at table height. That makes it easy for customers—whether you're selling hamburgers or hats. *Easy for you, too*, because you and your helper stand inside open hatches* (see first photo) with table-high counters in front and 140 square feet of display and stock area to back and side.

When you're ready to move on, simply drop floor boards over hatches, lower sides, and hitch to your car or truck. No need to pack—your merchandise as well as your equipment are safely locked inside.

Best of all, the "Huckster" can pay for itself. You'll attract more customers, because a "Huckster" is downright handsome. You can move to where business is best—wherever moves a day if need be. And with reasonable care, this ruggedly built cross-country trailer will stay like new for many years. Send today for full particulars.



GET A "HUCKSTER"
 Set up for business the fast, easy way!

Your feet are on the ground

Close shop in few minutes

Hitch to car in 3 minutes

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Mail coupon for factory prices & models
 *Patent pending

WELLS CARGO, Division of Prairie Schooner, Inc., Dept. C Elkhart, Indiana

Please send new catalog on Wells Cargo Jr. Semi-trailers, including new "Huckster" model.

NAME _____

ADDRESS _____

CITY, STATE _____

Garnett-Anderson Co. Fair Assn. Aug. 24-29. K. O. Knousa.
 Girard-Crawford Co. Fair Assn. Aug. 8-9. Marvin Green.
 Glasco-Cloud Co. Fair Assn. Aug. 19-21. Mrs. Clive Cramer.
 Goodland-Sherman Co. Fair Assn. Aug. 20-23. Larry Shaw.
 Great Bend-Barton Co. 4-H Fair. Aug. 13-15.
 Hardiner-Harber Co. Fair Assn. Aug. 12-14. Kenneth Wolgamott.
 Harper-Harper Co. Agri. Fair Assn. Aug. 22-24. R. H. Zimmerman.
 Hays-Elli Co. 4-H Fair Assn. Aug. 13-15. Charles Hund.
 Harrington-Tri Co. 4-H Fair Assn. Aug. 7-10. Chad A. Wymer.
 Hill City-Graham Co. Fair Assn. Aug. 8-9. Ralph Bethel.
 Hillsboro-Marion Co. Fair Assn. Aug. 27-30. Dr. W. M. Theist.
 Hulton-Jackson Co. Fair Assn. Aug. 19-21. Orris Blossom.
 Horton-Tri-Co. Fair Assn. Aug. 24-30. Jules A. Bourquin.
 Howard-Elk Co. Fair Assn. Aug. 7-9. Noel Mullendorfer.
 Bozie-Sheridan Co. Fair Assn. Aug. 1-3. Mrs. Florie Biza.
 Hutchinson-Kansas State Fair. Sept. 14-19. Virgil Miller.
 Hutchinson-Reno Co. 4-H Fair Assn. Aug. 19-21. James R. Childers.
 Independence-Montgomery Co. 4-H Club Fair. Aug. 20-23. Merle Garr.
 Iola-Allen Co. Agri. Soc. Aug. 26-30. Ralph E. Smith.
 Kincaid-Kincaid Farmers' Fair Assn. Sept. 20-21. David L. Booher.
 Kingman-Kingman Co. Fair Assn. Aug. 27-29. Lee Baldwin.
 La Crosse-Rush Co. Agri. Fair Assn. Aug. 12-14. Harold Rife.
 LaCrosse-Rush Co. Agri. & Fair Assn. Aug. 12-14. Harold Rife.
 Lawrence-Douglas Co. Free Fair. Aug. 15-17. Max Bahnmaler.
 Liberal-Seward Co.-Five-State Fair Assn. Aug. 24-Sept. 2. Charles E. Kulow.
 Lindsay-McPherson-Lindsay Dist. Fair Assn. Oct. 1-2. S. E. Dahlsien.
 Longton-Elk Co. Fair Assn. Sept. 13-15. Bert Speer.
 Minneapolis-Ottawa Co. Fair Assn. Aug. 14-17. Loyd Farrington.
 Mount City-Linn Co. Fair Assn. Aug. 21-24. John H. Morse.
 Neodesha-Wilson Co.-Twin Valley Fair Assn. Aug. 22-24. Carl Lovett.
 Ness City-Ness Co. Free Fair Assn. Aug. 15-17. Clyde Strobel.
 Newton-Harvey Co. Fair Assn. Aug. 20-23. R. D. Roberts.
 Norton-Norton Co. Agri. Fair Assn. Aug. 12-14. Jean W. Kissell.
 Oberlin-Decatur Co. Fair Assn. Aug. 7-9. E. R. Woodward.
 Onaga-Pottawatomie Co. Fair Assn. Aug. 18-20. Eula Kolterman.
 Osage City-Osage Co. Fair Assn. Aug. 21-23. Floyd T. Hepworth.
 Osborne-Osborne County Fair Assn. Aug. 12-13. Irene Walker.
 Oswego-Labette Co. Fair Assn. July 31-Aug. 3. Merrill W. Christy.
 Ottawa-Merrick Co. Agri. Soc. Aug. 29-31. Glen A. Hayward.
 Overbrook-Overbrook-Osage Co. Fair Assn. Aug. 8-10. James Shandy.
 Paola-Miami Co. Fair Assn. Aug. 19-21. Alfred E. Rockers.
 Phillipsburg-Phillips Co. 4-H & FFA Fair. Aug. 19-21.
 Pratt-Pratt Co. Fair Assn. Aug. 8-10. E. Wayne Ayres.
 Richmond-Franklin Co.-Richmond Free Fair Assn. Aug. 21-23. John E. Rockers.
 Russell-Russell Co. 4-H Fair Assn. Aug. 20-22. Dean Banter.
 St. Francis-Cheyenne Co. Fair Assn. Aug. 27-30. Harold D. Shull.
 Salina-Salina Co. Fair Assn. Aug. 27-30. Albert Fretsch.
 Seaton-Chautauque Co. Free Fair & Reunion Sept. 12-14. Gerald Caldwell.
 Sharon Springs-Wallace Co. Fair Assn. Aug. 18-17. Mrs. Nell Klone, Wessan.
 Smith Center-Smith Co. Fair Assn. Aug. 20-22. Lee Selts.
 South Haven-Sumner Co.-S. Hares Fair Assn. Aug. 29-31. M. C. Heiber.
 Stafford-Stafford Co. Fair Assn. Aug. 15-17. A. B. Hartzmann.
 Stockton-Rooks Co. Free Fair Assn. Aug. 19-21. Geo. F. Ostermeier.
 Syracuse-Hamilton Co. Fair Assn. Aug. 29-31. Emory Potter.
 Thayer-Neosho-Thayer Co. Fair Assn. Sept. 4-6. H. M. Mionich.
 Tonganoxie-Lyonsburgh Co. Fair Assn. Aug. 28-30. Walt Neubarger.
 Topeka-Kansas Free Fair. Sept. 7-13. Maurice Payer.
 Tribune-Greeley Co. Fair Assn. Aug. 8-10. Les Toadvins.
 Diggins-Grant Co. Free Fair Assn. Aug. 22-24. Marshall F. Walker.
 Wakefield-Glenn Co. Inst. & Fair. Sept. 25-28. Dale Newell.
 Wakeyney-Trego Co. Free Fair Assn. Aug. 13-15. Leo H. Calloway.
 Washington-Washington Co. Fair Assn. Sept. 5-7. Bert Chapin.
 West Mineral-Cherokee Co. Free Fair Assn. Aug. 22-25. Harold Bhdeler.
 Wetmore-Nemaha Co. Free Fair Assn. Aug. 15-17. L. M. DeForest.
 Winfield-Cowley Co. Agri. Fair Assn. Aug. 27-30. Noble Bradbury.
 Yates Center-Woodson Co. Fair Assn. Aug. 12-14. Mrs. Mary Reid, Neosho Fair.

Kentucky

Alexandria-Alexandria Fair Assn. Aug. 31-Sept. 2. Thomas J. Caroes.
 Barbourville-Knox Co. Fair Assn. Aug. 19-24. Turner Lumpkins.
 Beattyville-Lee Co. Fair Assn. Sept. 23-28. Clarence Watkins.
 Booneville-Owsley Co. Fair Assn. Sept. 18-23. Fred W. Gabbard.
 Broadhead-Broadhead Fair Assn. Aug. 20-24. Charles Hurt.
 Burlington-Boone Co. 4-H Club Fair. Aug. 22-24. Mrs. Vernon Pope.
 Burkeville-Cumberland Co. Fair Assn. Aug. 28-31. Earl Kilbourne.
 Cadiz-Trigg Co. Fair Assn. July 31-Aug. 2. John R. Vinson Jr.
 Calhoun-McLean Co. Fair Assn. Sept. 5-7. J. Eddy Clark.
 Campbellsville-Taylor Co. Fair Assn. Aug. 12-17. Boyer Jones.
 Campton-Wolfe Co. Fair Assn. Sept. 9-18. H. Pignam.
 Carrington-Carrill Co. Fair Assn. Aug. 7-10. Paul H. Williams.
 Columbia-Adair Co. Fair Assn. July 31-Aug. 3. J. M. Marshall.
 Dry Ridge-Grant Co. Fair Assn. July 21-Aug. 3. J. H. Hain.
 Eminence-Henry Co. Fair Assn. Aug. 13-17. Wm. McKay.
 Falmouth-Palmouth Fair Assn. Aug. 14-18. Mrs. Nelson Brown.

Franklin-Simpson Co. Fair Assn. Sept. 24-28. Mrs. Lawrence Fleming.
 Georgetown-Scott Co. Fair Assn. Aug. 14-16. Carrick James.
 Germantown-Germantown Fair Assn. Aug. 6-10. R. K. Asbury.
 Greenup-Greenup Co. Fair Assn. Sept. 23-29. Mrs. Agnes Miller.
 Hardinsburg-Breckenridge Co. Fair Assn. Sept. 25-28. E. B. Kennedy.
 Hartford-Ohio Co. Fair Assn. Aug. 20-Sept. 3. J. R. Russell.
 Hodgenville-LaRue Co. Fair Assn. Aug. 21-24. Jack H. Kargis.
 Jeffersonville-Jefferson Co. Fair Assn. Aug. 14-17. R. Willis Stout.
 LaGrange-Oldham Co. Fair Assn. Aug. 28-31. Mrs. Hugh Martin.
 Leitchfield-Grasson Co. Fair Assn. Aug. 29-Sept. 2. Albert R. Hamason.
 Lexington-Fayette Co. Youth Fair Assn. Aug. 15-17. Robert H. Huffman.
 Louisville-Kentucky State Fair Assn. Sept. 6-15. H. Clyde Reeves.
 Mumfordsville-Hart Co. Fair Assn. Sept. 3-7. Andrew Bird.
 Owensville-Bath Co. Agri. Fair Assn. Aug. 21-24. Joe R. Thompson.
 Princeton-Caldwell Co. Fair Assn. Aug. 24. Wood Holloway.
 Prospect-Oldham Co. Fair Assn. Aug. 25-31. Ernest Harris.
 Providence-Webster Co. Fair Assn. Aug. 13-17. J. D. Rayburn.
 Richmond-Madison Co. Fair Assn. Aug. 7-10. H. E. Richardson.
 Russell Springs-Russell Co. Fair Assn. Aug. 7-10. Leonard E. Wilson.
 Russellville-Logan Co. Fair Assn. Aug. 26-31. Jack Stengall.
 Shelbyville-Shelby Co. Fair & Horse Show July 20-Aug. 1. Phil W. Messer.
 Stanford-Lincoln Co. 4-H & FFA Fair Assn. Aug. 2-3. Mrs. John Clayton.
 Tompkinsville-Monroe Co. Fair Assn. Sept. 4-7. Gene Hagan.
 Vanceburg-Lewis Co. School & Agri. Fair Sept. 12-21. David Timmer.
 Verdes-Harlan Co. Fair Assn. Aug. 20-24. Chester Smith.
 Versailles-Woodford Co. Fair Assn. Aug. 1. West Liberty-Morgan Co. Fair Assn. Sept. 23-24. Glen Lacey.
 Whitley City-McCreary Co. Fair Assn. Sept. 27-29. Ora Wilkins Neely.

Louisiana

Abbeville-La. Dairy Fair & Fair Assn. Oct. 25-28. Roy R. Theriot.
 Alexandria-Central La. State Fair Assn. Oct. 23-25. L. L. Walters.
 Amite-Tangipahoa Parish Fair. Oct. 4-7. Harvey E. Hutchinson.
 Bastrop-North La. Cotton Festival Sept. 19-21. John M. Smith.
 Clarks-Caldwell Parish Fair Assn. Sept. 26-28. James M. Gregory.
 Clinton-East Feliciana Parish Fair Assn. Oct. 17-19. A. H. Cain.
 Colfax-Grant Parish Negro Fair Assn. Oct. 3-4. Ellen B. Jerns.
 Coushatta-Red River Parish Fair. Sept. 18-21. Ed Lester Jr.
 Covington-St. Tammany Parish Fair Assn. Sept. 27-30. S. H. Marsolan.
 Delcambre-Iberia Parish Shrimp Festival & Fair Assn. Aug. 17-18. Perry Paul LeBlanc.
 DeRidder-Beauregard Parish Fair Assn. Oct. 1-3. Merle Harper.
 Donaldsonville-South La. State Fair Oct. 3-6. Adolphe Netter.
 Erath-Vermilion Parish Agri. Fair & Quarter Horse Show. Oct. 4-6. C. Bourgeois Jr.
 Eunice-Southwest La. Fair Assn. Oct. 9-13. Mrs. Wilma Bedell.
 Farmerville-Union Parish Fair & North La. Hybrid Corn Show. Oct. 2-5. S. D. Reech Sr.
 Ferriday-Concordia Parish Fair Assn. & Pecan Festival. Oct. 1-12. Mrs. W. W. (Sara) Kelly.
 Franklin-St. Mary Parish Fair Assn. Oct. 4-6. Dalton P. Landry.
 Franklinton-Washington Parish Fair Assn. Oct. 9-12. Frank Hayward.
 Haynesville-Claborn Parish Fair Assn. & Northwest La. Dairy Festival. Sept. 30-Oct. 5. W. J. Sherman.
 Jena-LaSalle Parish Fair Assn. Sept. 23-28. H. D. Gaddis.
 Jennings-Jeff Davis Parish Fair & Oil Expo. Oct. 24-26. L. R. Delalosse.
 Jonesboro-Jackson Parish Agri. & Livestock Fair Assn. Sept. 23-28. W. W. McDonald Jr.
 Jonesville-Catahoula Parish Fair & Boy Scout Festival. Oct. 7-12. Elmer I. Gibson.
 Kaplan-La. Livestock Cross Breeding Fair & Festival Assn. Sept. 21-22. Allen L. Broussard.
 Livingston-Livingston Parish Fair Assn. Oct. 15-19. M. E. Curtis.
 Many-Sabine Parish Fair. Sept. 23-28. George Cook.
 Minden-Bossier-Webster Fair & Forest Festival. Oct. 5-12. Brodie Pugh.
 Morgan City-La. Shrimp Festival & Fair Assn. Aug. 31-Sept. 2. Philomena Sircusa.
 Napoleonville-Assumption Parish Fair Assn. Sept. 14-15. Lena Dugas.
 New Iberia-Louisiana Sugar Cane Festival & Fair Assn. Sept. 27-29. Mrs. Frank Oubre.
 New Orleans-Louisiana State Negro Fair Assn. April 25-28. Valma W. Hawkins.
 New Orleans-Mid-Winter Fair & Fair Assn. Nov. 15-17. Mrs. Frances Smith.
 New Roads-Pointe Coupee Parish Fair Assn. Oct. 11-13. Hazel Roney.
 Oak Grove-West Carroll Parish Fair. Oct. 18-19. J. Wayland Smith.
 Oberlin-Allen Parish Fair Assn. Oct. 3-3. G. Meaux.
 Olla-North Central La. Fair. Sept. 30-Oct. 3. H. Vinyard.
 Opelousas-La. Yambilee. Ina. Oct. 4-3. Billy M. Smith.
 Misquimine-Iberville Free Fair Assn. Sept. 13-15. Leon Mira.
 Port Allen-West Baton Rouge Parish Fair Assn. Sept. 20-22. L. C. Marinneau.
 Prairieville-Ascension Parish Negro Fair Assn. Sept. 28-29. Cleavien LeBlanc.
 Raceland-Lafourche Parish Fair Assn. Sept. 13-15. S. P. Blanchard.
 Ringgold-Bienville Parish Fair Assn. Oct. 2-3. John T. Nolas.
 Ruston-North Louisiana State Fair Assn. Oct. 10-12. J. H. Bailey.
 Ruston-Lincoln Parish Fair Assn. Oct. 8-9. J. H. Shealey.
 Shreveport-State Fair of Louisiana. Oct. 19-27. J. T. Monaurer.
 Shreveport-Cade Parish Fair & Junior Livestock Show. Oct. 17-18. Billy J. Baker.
 Sulphur-Calcasieu-Cameron Bi-Parish Fair. Oct. 14-19. Mrs. Irene Ornes.
 Tallulah-La. Delta Fair Assn. Oct. 14-18. J. M. Oilfoll.
 Verdes-Grant Parish Fair Assn. Oct. 15-18. Odella Purvis.
 West Monroe-Ouachita Valley Fair Assn. Oct. 7-12. John H. Birdsong.
 Winnfield-Winn Parish Fair Assn. Oct. 2-3. William C. Cummings.
 Winnahora-Franklin-Highland Bi-Parish Fair Assn. Oct. 14-19. George Soteman.

Acton-York Co. Agri. Assn. Aug. 23-24. Leon E. Credford.
 Bangor-Bangor Fair. Ins. July 27-Aug. 1. I. W. Mann.
 Blue Hill-Hancock Co. Agri. Soc. Aug. 31-Sept. 2. Phil O'Brien.
 Cherryfield-West Washington Agri. Soc. Aug. 21-24. Palmer Hart.
 Cumberland Center-Cumberland Farmers Club Fair. Sept. 23-24. Harold P. Small.
 Dover-Powcroft - Piscataquis Valley Fair Assn. Aug. 24. Arno D. Emery.
 Farmington-Franklin Co. Agri. Soc. Sept. 16-21. Frank E. Knowlton.
 Fryeburg-West Oxford Agri. Soc. Sept. 20. Oct. 5. David H. Hastings.
 Gullford-Gullford Fair Assn. Sept. 10. LeRoy Knowlton.
 Lewiston-Maine State Fair Assn. Sept. 7-7. J. J. Bourisk.
 Litchfield-Litchfield Farmers Club Fair. Sept. 6-7. Weston R. Allen.
 Machias-Washington Co. Agri. Fair. Sept. 12-15. Herald J. Beckett.
 Monmouth-Cochewegan Fair Assn. Sept. 27-28. Clarence Maxim.
 North Waterford-World's Fair Assn. Sept. 27-28. Wilbur L. Butson.
 Norway-S. Paris-Oxford Co. Agri. Soc. Sept. 9-14. Gordon F. Grant.
 Pittston-Pittston Fair Assn. Aug. 9-10. Marion Moody.
 Presque Isle-Northern Me. Fair Assn. Aug. 3-10. Robert D. Andrews.
 Readfield-Readfield Grange Fair Assn. Sept. 7. Ruth F. Hight.
 Skowhegan-Skowhegan State Fair Aug. 10-13. Roy E. Symons.
 South Paris-Oxford Co. Agri. Soc. Sept. 9-14. Gordon Grant.
 Springfield-North Penobscot Agri. Assn. Aug. 31-Sept. 2. Paul H. McKenney.
 Topsham-Sagadahoc Agri. & Hort. Soc. Oct. 7-12. Emery W. Booker.
 Union-Knox Agri. Soc. Aug. 20-24. Ivan Sherman.
 West Cumberland-Cumberland Farmers Club Fair. Sept. 23-28. Harold P. Small.
 Windsor-South Kennebec Agri. Soc. Aug. 27-Sept. 2. E. R. Hayes.

Maryland

Annapolis-Anne Arundel Co. Fair Assn. Sept. 11-14. William E. Kirk.
 Bel Air-Harford Co. Fair Assn. Sept. 17-21. Charles Kunkel.
 Cumberland-Cumberland Fair Assn. Aug. 19-24. Carl P. Schmitz.
 Ellicott City-Howard Co. Fair Assn. Aug. 13-17. William H. Hill.
 Frederick-Great Frederick Fair. Oct. 1-3. Wade F. Hursey.
 Gaithersburg-Montgomery Co. Fair. Aug. 20-24. R. H. Whippo.
 Hagerstown-Great Hagerstown Fair. Aug. 12-17. M. H. Beard.
 Hearsford-Hearsford Jr. Farm Fair. Aug. 24. Leib McDonald.
 LaPlata-Charles Co. Fair Assn. Oct. 4-6. Gilbert Keech.
 Leonardtown-St. Mary's Co. Fair Assn. Sept. 20-22. Mary E. O. Goddard.
 Leonardtown-St. Mary's Co. Farmers & Homemakers Fair Assn. Sept. 27-29. Stephen Young.
 McHenry-Garrett Co. Fair Assn. Aug. 12-17. H. G. Gortner.
 Pomeroy-Charles Co. Farmers Fair Assn. Sept. 27-29. Spearman Butler.
 Prince Frederick-Calvert Co. Fair Assn. Oct. 9-11. Robert M. Hall.
 Timonium-Mid State Fair & Agri. Soc. Aug. 26-Sept. 1. John M. Hill.
 Upper Marlboro-Prince George's Co. Fair Assn. Sept. 26-29. Ed Farrell Jr.

Massachusetts

Barrington-Great Barrington Fair Assn. Sept. 8-14. Edward J. Carroll.
 Blackstone-East Blackstone Fair. Aug. 18-18. Jesse E. Deacon.
 Blandford-Union Agri. & Hort. Soc. Sept. 1-3. Lee E. Wyman.
 Brockton-Brockton Agri. Soc. Sept. 8-14. C. J. Larson.
 Cummington-Hillside Agri. Soc. Aug. 23-25. Thelma P. Whiting.
 Dalton-Berkshire Co. 4-H Fair. Aug. 17. Mary Lou Alessio.
 Dighton-Rehoboth Fair. Aug. 18-24. John W. Ryan.
 Greenfield-Franklin Co. Fair. Sept. 8-11. O. Lewis Wyman.
 Greenfield-Franklin Co. 4-H Fair. Aug. 7-4. Mrs. Hazel Hamilton.
 Lakeville-Middleboro Agri. Soc. Aug. 25-21. Thomas Senna.
 Littleville-Littleville Community Fair Assn. Sept. 28-29. Leon J. Kelso.
 Marshfield-Marshfield Fair Assn. Aug. 18-24. Granville M. Thayer.
 Martha's Vineyard-Martha's Vineyard Agri. Soc. Aug. 22-24.
 Middleboro-Middleboro Agri. Soc. Aug. 4-10.
 Middlefield-Highland Agri. Soc. Aug. 30-31. Mrs. H. Francis Pease.
 Northampton-Hampshire, Franklin & Hampden Agri. Soc. Sept. 1-7. John L. Banner.
 South Weymouth-Weymouth Agri. & Indus. Soc. Aug. 11-17. Wm. F. McIntyre.
 Spencer-Spencer Agri. Assn. Aug. 31-Sept. 3. Philip A. Quinn.
 Spencer-Worcester Co. 4-H Fair. Aug. 23-24. Roderick Stuart.
 Spencer-State 4-H Fair. Aug. 26-28. Leon O. Marshall.
 Taunton-Rehoboth Fair. Ins. Aug. 18-24.
 Topsfield-East Agri. Soc. Sept. 1-7. Paul Corson.
 Walpole-Norfolk Co. FFA Fair. Sept. 12-13. John F. Kiley.
 West Springfield-Eastern States Expo. Sept. 14-22. Jack Reynolds.
 Westfield-Westfield Community Fair. Aug. 17-18. Mrs. Harold Bick.
 Westford-Middlesex Co. 4-H Fair. Aug. 23-24. Mrs. Betty Costa.
 West Tisbury-Martha's Vineyard Agri. Soc. Aug. 22-24. Mrs. Edward S. Child.
 Weymouth-Weymouth Agri. Soc. Aug. 11-17.

Michigan

Adrian-Lenawee Co. Fair Assn. Sept. 18-21. M. R. Mohr.
 Allegan-Allegan Co. Fair. Sept. 8-14. J. H. Snow.
 Allenewick-Mackinac Co. Fair Assn. Aug. 30-Sept. 2. Harry Schollard.
 Alma-Gratiot Co. Fair for Youth. Aug. 14-18. O. W. Munell.
 Alpena-Alpena Co. Agri. Soc. Aug. 28-30. Victor Werth.
 Alton-Laird Twp. Dairy Assn. Aug. 30. Mrs. Agnes Macbita.
 Armada-Armada Agri. Soc. Aug. 22-25. Roy Conner.
 Atlanta-Montmorency Co. 4-H Fair Assn. Aug. 14-17. Beaman G. Smith.
 Bad Axe-Huron Co. Fair. Aug. 6-10. Russell Erb.
 Barryton-Barryton Community Fair. Oct. 2-3. Forrest N. Arnock.
 Bay City-Bay Co. Fair Assn. Aug. 3-10. Byron Rubenstetter.
 Belleville-Wayne Co. 4-H Fair Assn. Aug. 12-13. P. R. Biebschelm.

Berrien Springs-Berrien Co. Youth Fair Assn. Aug. 14-18. Mrs. Theo B. Siedman.
 Brown City-Brown City Agri. Assn. Aug. 15-17. Murdoch MacLennan.
 Cadillac-Northern Dist. Fair Assn. Sept. 3-6. Paul Kari.
 Caro-Tuscola Co. Fair Assn. Aug. 19-24. Carl F. Manter.
 Carletonville-Carletonville Agri. Fair Soc. Sept. 26-28. Clifford Sowers.
 Cass City-Chamber of Commerce Fair. Aug. 1. Wm. Johnston.
 Cassopolis-Cass Co. Fair. Aug. 6-11. Mrs. Erma Spencer.
 Cedar Springs-Cedar Springs Jr. Community Fair. Aug. 3. Harold L. Barber.
 Centerville-St. Joseph Co. Grange Fair. Sept. 16-22. Lester R. Schrader.
 Charlotte-Eaton Co. 4-H Fair. Aug. 27-31. Sidney Phillips.
 Chassell-Houghton Co. Agri. Soc. Oct. 24. L. L. Best.
 Cheboygan-Northern Mich. Fair. Aug. 13-17. George D. Judd.
 Chelsea-Chelsea Community Fair Assn. Sept. 4-7. Lloyd Gray.
 Coldwater-Branch Co. 4-H Fair Assn. Aug. 20-24. Luella Hamilton.
 Corunna-Shiawassee Co. Agri. Soc. Aug. 12-17. Blair Woodman.
 Delton-Delton-Kellogg FFA-FFA Agri. School Fair. Oct. 14. Harold Burpee.
 Detroit-Michigan State Fair. Aug. 30-Sept. 8. Donald L. Swanson.
 Eben Junction-Alger Co. Agri. Soc. Aug. 2. Walter Maki.
 Escanaba-Upper Peninsula State Fair. Aug. 20-23. Ray L. Porte.
 Evart-Oscoda 4-H-FFA Fair Assn. Aug. 14-17. Marjorie Tiedt.
 Falmouth-Missaukee Falmouth Agri. Show. Aug. 13-14. Willard Bosserman.
 Fowlerville-Fowlerville Agri. Soc. July 20-Aug. 2. Wm. Bruce Campbell.
 Fremont-Newaygo Co. Fair Assn. Aug. 20-23. Garret DeBoer.
 Gaylord-Otsego Co. Fair Assn. July 31-Aug. 3. Joseph Eckel.
 Goodells-St. Clair Co. Agri. Co. Soc. Aug. 13-17. Richard S. Austin.
 Grand Island-Genesee Co. 4-H Agri. Soc. Aug. 14-15. Harold E. Rice.
 Greenville-Montcalm Co. Fair Assn. Aug. 21-24. Chester Johnson.
 Harrison-Clare Co. Agri. Soc. Aug. 6-10. Albert Haley.
 Hart-Oceana Co. Agri. Soc. Sept. 5-7. Newell Gale.
 Harford-Van Buren Co. Agri. & Hort. Soc. Sept. 4-7. Jas. F. Thar.
 Hastings-Barry Co. Agri. Co. Soc. Aug. 12-17. Forrest Johnson.
 Hastings-Barry Co. Agri. H.S. Expo. Oct. 23-24. T. N. Knopf.
 Hesperia-Hesperia Fair Assn. Aug. 29-31. Lloyd Culburn.
 Hillsdale-Hillsdale Co. Agri. Soc. Sept. 22-23. H. B. Kelly.
 Hudsonville-Hudsonville Community Fair. Aug. 20-23. Robert Van Noord.
 Imlay City-Eastern Mich. Fair Assn. July 20-Aug. 2. Kenneth D. Ruby.
 Ionia-Ionia Free Fair. Aug. 8-10. Ross Starlow.
 Iron River-Iron Co. Agri. Assn. Aug. 27-29. V. C. Vaughan.
 Ironwood-Genesee Co. Fair Assn. Aug. 15-18. Ruben Maki.
 Jackson-Jackson Co. Agri. Soc. Aug. 24-30. Ione Storms.
 Kalamazoo-Kalamazoo Co. Agri. Soc. Aug. 18-24. R. G. Dillingham.
 Kirtos-Chippewa-Mackinaw 4-H Club Fair. Aug. 31-Sept. 2. Anita Hopkins.
 Lowell-Kent Co. 4-H Agri. Soc. Aug. 12-15. Wm. Rupp.
 Ludington-Welton Michigan Fair. Sept. 18-21. Mabel Matenich.
 Manchester-Manchester Community Fair. Aug. 22-24. Willis Upham.
 Manistee-Manistee Co. Agri. Soc. Sept. 25-28. Volney Reynolds.
 Manton-Manton Harvest Festival. Sept. 28-30. Robert McBrian.
 Marion-Marion Farm Exhibit Assn. Sept. 2. Paul S. Timkenich.
 Marquette-Breitt Fair. July 30-Aug. 3. R. M. Oesevaars.
 Marshall-Calhoun Co. Fair Assn. Aug. 19-24. Don C. Sweeney.
 Mason-Ingham Co. Fair Assn. Aug. 12-17. Harry A. Spenny.
 Midland-Midland Co. Agri. & Hort. Fair. Soc. Aug. 22-17. H. D. Parish.
 Monroe-Monroe Co. Fair. Aug. 5-10. Clifford Storms.
 Morley-Morley Agri. Fair Assn. Sept. 19-20. Harold A. Dunn.
 Mount Pleasant-Isabella Co. Youth & Farm Fair. Aug. 20-24. Maynard S. Gilmore.
 Nashville-Nashville Agri. Soc. Aug. 23-24. Roger D. Buxton.
 Newaygo-Newaygo Co. Agri. Fair Assn. Aug. 20-23. Garret DeBoer.
 Newaygo-Garfield Community Fair. Sept. 11-14. Mrs. Milan Parcell.
 Norway-Dickinson-Memummins Co. Agri. Soc. Aug. 30-Sept. 2. Frank J. Mollare.
 Owasco-Shiawassee Valley Mid-Winter Fair. Dec. 3-5. Lawrence Hannan.
 Petoskey-Emett Co. Fair Assn. Aug. 26-31. Winfield B. Hods.
 Pincuncheon-Pincuncheon Community Fair Assn. Aug. 8-11.
 Pontiac-Oakland Co. 4-H Agri. Fair Assn. Aug. 5-10. Mrs. Stanley Klop.
 Ravenna-Ravenna 4-H Fair Assn. Aug. 22-24. Samuel McKitt.
 Saginaw-Saginaw Fair. Sept. 6-14. C. H. Harnden.
 St. Johns-Clinton Co. 4-H Club Fair. Aug. 19-21. Donald J. Walker.
 Saline-Saline Community Fair. Sept. 11-14. Robert L. Hammond.
 Sandusky-Sandusky Co. 4-H Agri. Soc. Aug. 20-24. Kelch C. Sowerby.
 St. Albans-St. Albans Agri. Soc. Sept. 6-7. Mildred Warren.
 Standish-Arenac Co. Agri. Soc. Aug. 31-24. Paul Penock.
 Tappan-Houghton 4-H Fair Assn. Aug. 18. Mrs. Dorothy Ruska.
 Traverse City-Northwestern Michigan Fair Assn. Aug. 27-31. Arnel Engstrom.
 Unionville-Unionville Agri. Soc. Sept. 23-28. Duffie Smith.
 Wayland-Wayland Community Fair. Sept. 20-21. Harold Samuehood.

Minnesota

Aitkin-Aitkin Co. Agri. Soc. Aug. 19-21. Charles Schoepf.
 Albert Lea-Frederick Co. Agri. Soc. Aug. 19-22. Herman D. Jensen.
 Alexandria-Douglas Co. Agri. Assn. Aug. 22-25. Win Lauge.
 Anoka-Anoka Co. Agri. Soc. Aug. 8-11. Henry C. Hammer.
 Appleton-Swift Co. Fair Assn. Aug. 23-25. J. G. Anderson.
 Arlington-Sibley Co. Agri. Assn. Aug. 8-11. Ed C. Dorret.
 Austin-Mower Co. Fair & Midwest Livestock Show. Aug. 8-11. D. J. Holand.
 Bagley-Clearwater Co. Agri. Soc. Aug. 13-15. John B. Arneson.
 Barnum-Carlton Co. Fair Assn. Aug. 22-23. R. S. Goodell.

Bayport-Washington Co. Agri. Soc. Aug. 9-11. Fred S. Lammer.
 Bemidji-Bemidji Co. Agri. Assn. July 29-31. Ray H. Witt.
 Bird Island-Benville Co. Agri. Soc. Aug. 19-21. Harold Baumgartner.
 Blue Earth-Faribault Co. Agri. Soc. Aug. 13-14. W. E. Hertel.
 Brainerd-Crow Wing Co. Fair Assn. Aug. 14-16. B. C. Wilkins.
 Caledonia-Houston Co. Fair. Aug. 21-24. Merle O. Almo.
 Clinton-Big Stone Co. Agri. Soc. Aug. 9-11. O. E. Taylor.
 Detroit Lakes-Becker Co. Fair. Aug. 23-24. A. L. Bone.
 Elk River-Sherburne Co. Agri. Soc. Aug. 13-14. E. E. Bluge.
 Fairmont-Martin Co. Free Fair. July 31-Aug. 4. John S. Livermore.
 Faribault-Rice Co. Agri. Soc. Aug. 1-4. Frank H. Duggan.
 Farmington-Dakota Co. Agri. Assn. Aug. 8-11. E. W. Ahlberg.
 Fergus Falls-Otter Tail Co. Fair Assn. Aug. 26-29. Knute Hanson.
 Garden City-Blue Earth Co. Agri. Soc. Aug. 12-14. Daniel J. James.
 Glenwood-Pope Co. Agri. Soc. Sept. 13-15. Orville C. Swenson.
 Grand Marais-Cook Co. Agri. Soc. Aug. 14-18. Mrs. Hugh Ridgway.
 Grand Rapids-Itasca Co. Agri. Assn. Aug. 15-18. James Haasman.
 Herman-Grant Co. Agri. Assn. Aug. 23-25. Dean Brenner.
 Hibbing-St. Louis Co. Fair Assn. Aug. 1-4. Bulo J. Ojakangas.
 Howard Lake-Wright Co. Agri. Soc. Aug. 1-4. Jerome Specht.
 Hutchinson-McLeod Co. Agri. Assn. Sept. 7-11. Everett Olson.
 Jackson-Fair Assn. of Jackson Co. Aug. 8-11. Anton C. Geiger.
 Jordan-Scott Co. Fair Assn. Aug. 15-18. R. J. Schuchman.
 Kasson-Dodge Co. Free Fair. Aug. 1-4. L. Bahr.
 Le Center-Le Sueur Co. Fair Assn. Aug. 19-21. R. D. Evans.
 Little Falls-Morrison Co. Agri. Soc. Aug. 16-18. J. V. Haine.
 Littlefork-Northern Minn. Dist. Fair Assn. July 29-31. Archie E. DeWack.
 Litchfield-Mecker Co. Agri. Soc. Aug. 13-15. L. C. Wogenson.
 Long Prairie-Todd Co. Fair. Aug. 13-15. Logan O. Snow.
 Luverne-Rock Co. Agri. Soc. Aug. 8-9. Donald Landstede.
 Madison-Lac qui Parle Co. Agri. Soc. Sept. 6-8. H. W. Swenson.
 Mantato-Tri-Co. 4-H Fair Assn. Sept. 17-19. Ben Jones.
 Marshall-Lyon Co. Agri. Assn. Aug. 22-25. Albert V. Nelson.
 Monticello-Chippewa Co. Fair Assn. Aug. 8-11. S. O. Sverson.
 Morris-Stevens Co. Agri. Soc. Aug. 15-18. Ralph E. Smith.
 New Ulm-Brown Co. Agri. Soc. Aug. 16-18. E. J. Herriges.
 Northome-Koochiching Co. Fair. Aug. 19-22. Betty Bequist.
 Owatonna-Sterle Co. Free Fair. Aug. 13-18. Stan Mookis.
 Pillager-Cass Co. Agri. Soc. Aug. 13-14. C. J. Stark.
 Pine River-Cass Co. Agri. Assn. Aug. 19-21. Wayne Hoff.
 Pipestone-Pipestone Co. Agri. Soc. Aug. 18-21. R. S. Owens.
 Preston-Pillmore Co. Agri. Soc. Aug. 8-8. Ernest Wubbels.
 Proctor at Duluth-St. Cloud Co. Community Fair Assn. Aug. 1-4. Roy W. Larson.
 Red Lake Falls-Red Lake Co. Agri. Assn. Aug. 2-4. Ralph J. Pelterson.
 Redwood Falls-Redwood Co. Agri. Soc. Sept. 5-8. Wm. Paulsen.
 Rochester-Olmsted Co. Agri. Assn. Aug. 7-11. Christy Owecht.
 Ruah City-Chicago Co. Agri. Soc. Aug. 15-17. Geo. W. Larson.
 St. Charles-Winona Co. Agri. Assn. Aug. 8-11. Warren C. Magnuson.
 St. James-Watonwan Co. Fair Assn. Aug. 9-11. Hubert Ransom.
 St. Paul-Minnesota State Agri. Soc. Aug. 24-Sept. 2. D. K. Baldwin.
 St. Peter-Nicollet Co. Fair. Aug. 21-25. W. M. Gustafson.
 Sauk Centre-Stevens Co. Agri. Soc. Aug. 5-11. A. J. Bromsenthel.
 Sauk Rapids-Benton Co. Agri. Soc. Aug. 16-18. C. H. Varner.
 Skyline-Murray Co. Agri. Soc. Aug. 13-17. Orville E. Grieme.
 Two Harbors-Lake Co. Fair. Aug. 27-30. Torstein Grinager.
 Tyler-Lincoln Co. Agri. Soc. Aug. 15-18. Henry M. Jacobsen.
 Warona-Carver Co. Agri. Soc. Aug. 19-21. Ralph J. Effertz.
 Wadena-Wadena Agri. Soc. Aug. 14-17. Don Brown.
 Waseca-Waseca Co. Fair. Aug. 1-4. Less R. Sexton.
 Wiscasset-Traverse Co. Agri. Assn. Sept. 5-8. A. W. Vys.
 Windom-Cottonwood Co. Fair Assn. Aug. 23-24. Andrew Schoun.
 Willmar-Kandiyohi Co. Fair. Sept. 11-14. Albert E. Thompson.
 Worthington-Nobles Co. Fair Assn. Aug. 12-14. L. A. Hons.

Mississippi

Aberdeen-Monroe Co. Fair & Livestock Assn. Sept. 24-28. Robert C. Couch.
 Cleveland-Bolivar Co. Fair Assn. Sept. 30-Oct. 3. Preston Riley.
 Columbus-Columbus Fair & Livestock Assn. Sept. 16-21. F. W. Tribble.
 Jackson-Mississippi & Al State Fair. Oct. 7-13. N. S. Hand.
 Jackson-Miss. Negro State Fair. Oct. 14-18. J. D. Boyd, Alcorn A&M College, Lorman.

Appleton City - Appleton City Fair Assn. Aug. 26-28. C. D. Peeler.
Ava-Douglas Co. Fair Assn. Sept. 5-7. E. C. Gauding.
Belle-Belle Fair, Inc. Aug. 8-10. A. T. Hidenhour.
Bethany-Northwest Mo. State Fair. Sept. 1-5. H. L. Henry.
Bowling Green-Pike Co. Fair Assn. Sept. 4-7. James Millan.
Buffalo-Dallas Co. Fair Assn. July 21-Aug. 2. Harold L. Wayne.
California-Montezuma Co. Fair Assn. Aug. 7-10. Harold Kinkle.
Cape Girardeau-Southwest Mo. Dist. Fair Assn. Sept. 9-14. Frank Stock.
Carrollton-Carroll Co. Fall Festival. Sept. 11-14. Eva Chaney.
Caruthersville-American Legion Fair. Oct. 2-8. Harry E. Melloure.
Chilhowee-Chilhowee Community Fair. Aug. 30-31. M. A. Pickett.
Clark-Orange Flower Show & Farm Festival. Aug. 3. Mrs. Beulah Schroeder.
Clinton-Henry Co. Fair & Horse Show. July 28-31. C. L. Adams.
Cole Camp-Cole Camp Fair. Sept. 12-14. John W. Ragland.
Columbia-Boone Co. Fair Assn. Aug. 1-4. Richard Jacobs.
Concordia-Concordia Fall Festival. Sept. 26-28. Dr. P. G. Gaemann.
Cuba-Cuba Community Fair. Aug. 7-10. J. I. Brewer.
Dexter-Slocard Co. Fair Assn. Sept. 16-21. W. L. Arnold.
Edon-Edon Community Fair Assn. Aug. 7-10. H. E. Bruner.
Farmington-St. Francois Co. Fair Assn. Sept. 6-8. Floyd E. Becker.
Green City-Green City 4-H Fair Assn. Sept. 7. Mrs. Velma Mason.
Higginsville-Lafayette Co. 4-H Fair Assn. July 30-Aug. 2. Mrs. Robert Tempel.
Holden-Holden Pies Fall Fiesta. Sept. 25-27. C. A. Rice.
Houston-Old Settlers' Reunion & Fair. Aug. 7-10. Idnylle C. Hardin.
Humboldt-Humboldt Fall Festival. Sept. 13-14. E. H. Primm.
Huntsville-Huntsville Fair & Festival. Sept. 13-14. J. D. Bagby.
Independence-Jackson Co. 4-H Fair Assn. Aug. 1-3. Laurence Presley.
Jefferson City-Jaycee Cele Co. Fair. July 18-20. Charles Mueller.
Kahoka-Clark Co. Fair Assn. July 24-27. Gilbert Sargent.
Kansas City-American Royal Livestock Show. Oct. 19-26. C. M. Woodward.
Kennett-Kennett Fall Festival. Sept. 9-14. George P. Blitney.
Kirksville-Northeast Mo. Fair. Aug. 6-9. N. G. Allen.
Lamar-Lamar's Farm & Industrial Expo. Sept. 8-14. Bud Moore.
Laredo-Laredo Community Fair Assn. Sept. 5-7. M. P. Brick.
Lee's Summit-Jackson Co. Fair Assn. Aug. 5-11. C. H. Garrison.
Linn-Osage Co. Fair Assn. Aug. 1-3. John Kieba.
Marshall-Saline Co. Fair Assn. Aug. 30. J. Leo Hayob.
Marshall-Webster Co. Fair. Aug. 28-31. Ellis A. Jackson.
Memphis-Scotland Co. Fair Assn. July 30-Aug. 2. Harold Tippitt.
Mendon-Northwestern Fall Festival. Sept. 20-21. Mrs. L. L. Ehrlich.
Mexico-Audrain Co. Fair Assn. Aug. 6-9. James H. Higga.
Moberly-Randolph Co. Jr. Agri. Show. Aug. 1. A. T. Johnson.
Montgomery City-Montgomery Co. Fair Assn. July 25-27. E. F. Kamer.
Nevada-Vernon Co. Youth Fair. Sept. 6-7. Jim McCall.
Newtown-Tri-County 4-H Show. Sept. 7. James Hendrix.
Oregon-Autumn Fall Festival. Sept. 4-7. Mrs. N. D. Kac.
Owensville-Gaston Co. Fair Assn. Aug. 15-17. Oscar Hallemann.
Ozark-Christian Co. Jr. Show. Aug. 8. Gerald P. Page.
Palmyra-Palmyra Fall Festival & Homecoming. Sept. 4-7. Mrs. Mildred L. Briscoe.
Paris-County Fall Festival & Jr. Show. Aug. 14-15. Lewis H. Vaughan.
Perryville-Perry Co. Fair. Sept. 6-7. Gerald Papp.
Platte City-Platte Co. Fair Assn. July 31-Aug. 4. J. Frank Sexton.
Pollock-Pollock 4-H Club Achievement Day. Aug. 3. James H. Streeter.
Prairie Home-Cooper Co. A. & M. Soc. July 30-Aug. 1. Robert M. Kirkpatrick.
Princeton-Mercer Co. Fair Assn. July 21-Aug. 2. Harvey Wright.
Rolla-Central Mo. Regional Fair. Aug. 14-17. J. R. Smith.
Safe-Safe Community Fair Assn. Aug. 15-17. D. R. Copeland.
Savannah-Andrew Co. Legion Fair. Aug. 7-11. Francis E. Turner.
Sedalia-Missouri State Fair. Aug. 17-25. M. C. Ervin.
Springfield-Ozark Empire Dist. Fair Assn. Aug. 16-18. A. G. Eckert.
Stewartsville-Southwest DeKalb & North-west Clinton Co. Fall Festival. Sept. 12-14. Mrs. Mary Lou Powell.
Trenton-M. Central Mo. Fair. Aug. 16-18. Homer Browning.
Union-Jr. Achievement Fair Assn. July 12-13. Shirley Burnett.
Unionville-Fulton Co. Agri. Show. Sept. 3-6. Marple Wyckoff.
Vandalia-Vandalia Community Fair Assn. Aug. 28-31. Mrs. Nell Ueberback.
Versailles-Morgan Co. Fair. Sept. 4-7. James R. Scribner.
Vienna-Maria Co. Fair Assn. Aug. 20-31. Roy L. Hagar.
Warrenton-Warren Co. Fair Assn. Aug. 1-3. Alfred Graue.
Washington-Washington Fair Assn. Aug. 8-11. Anthony J. Beckman.
Wellington-Wellington Community Fair. Sept. 5-7. Herbert W. Wiperman.
West Plains-Hower Co. Fair Assn. Sept. 4-7. Mrs. Virginia R. Hard.

Montana

Baker-Fallon Co. Fair. Aug. 23-25. Gene Hoff.
Billings-Midland Empire Fair. Aug. 12-17. H. L. Pilton.
Chinook-Blaine Co. Fair. Aug. 21-Sept. 2. Floyd Bowen.
Deer Lodge-Fossil-Deer Lodge Co. Fair. Aug. 23-25. LeRoy P. Kennesat.
Dillon-Beaverhead Co. Fair. Aug. 31-Sept. 2.

Dodson-Phillips Co. Fair & Rodeo. Aug. 10-11. William B. Black.
Forsyth-Rosbush Co. Fair & Rodeo Assn. Aug. 26-27. Mrs. Lucille Burer.
Fort Benton-Chesteau Co. Fair. Sept. 1-2. W. J. Sullley.
Glasgow-Valley Co. Fair. Aug. 28-30. Francis W. Loomer.
Glendive-Dawson Co. Fair. Sept. 1-3. Richard Rigg.
Great Falls-North Montana State Fair. Aug. 5-10. Leo O. Dalley.
Hamilton-Ravalli Co. Fair. Sept. 1-7. Glenn Chaffin.
Havre-Hill Co. Fair. Aug. 15-17. E. J. Bronson.
Kalispell-Northwest Montana Fair. Sept. 12-14. Russell Marsh.
Lewistown-Central Montana Fair. July 31-Aug. 3. James Schultz.
Miles City-Eastern Montana Fair. Aug. 29-31. J. H. Bohling.
Missoula-Missoula Co. Fair. Sept. 5-8. Katherine M. Jourdonnais.
Plains-Rocky Mountain Fair Assn. Aug. 23-25. Garth P. Hower.
Society-Daniels Co. Fair. Aug. 6-8. John Harmon.
Sidney-Richland Co. Fair. Aug. 26-28. Don Nuttner.
Terry-Fairfax Co. Fair. Aug. 16-18. Philip R. Wilson.
Twin Bridges-Madison Co. Fair. Aug. 16-18. Don Kalstad.

Nebraska

Albion-Boone Co. Fair Assn. Aug. 21-24. Tom Johnson.
Arlington-Washington Co. Fair Assn. Aug. 21-23. H. C. McClellan.
Auburn-Nemaha Co. Fair & Livestock Assn. Aug. 14-17. Tom J. Adamson.
Aurora-Hamilton Co. Fair Assn. Aug. 26-29. Wesley Huenschel.
Bassett-Rock Co. Fair Assn. Aug. 3-5. Earl L. Anderson.
Beaver City-Furnas Co. Fair Assn. Aug. 19-21. W. L. Bonser.
Benkelman-Dundy Co. Agri. Soc. Aug. 26-28. Eddie Schwartz.
Bladen-Webster Co. Fair Assn. Aug. 5-7. Bernard Buschow.
Bloomfield-Knox Co. Fair Assn. Aug. 28-29. P. E. Stepp.
Broken Bow-Custer Co. Agri. Soc. Aug. 19-23. M. L. Gould.
Burwell-Osage Co. Fair Assn. July 31-Aug. 3. H. D. DeLashmuit.
Central City-Merrick Co. Fair Assn. Aug. 12-14. R. Stanley Torpin.
Chadron-Dawes Co. Fair Assn. Aug. 26-28. Harry F. Meyer.
Chambers-Holt Co. Fair Assn. Aug. 14-17. J. H. Gibson.
Chappell-Deuel Co. Fair Assn. Aug. 15-16. Wilmer Castle.
Clay Center-Clay Co. Fair Assn. Aug. 3-5. Lisle Hanna.
Columbus-Platte Co. Fair Assn. Aug. 26-29. W. L. Boettcher.
Concord-Dixon Co. Fair Assn. Aug. 28-30. Roy E. Johnson.
Crete-Saline Co. Fair Assn. Aug. 15-18. Kenneth Mcneppenny.
Culbertson-Hitchcock Co. Fair Assn. Aug. 15-18.
David City-Butler Co. Fair Assn. Aug. 18-20. Robert Gingery.
Deshler-Thayer Co. Fair Assn. Aug. 8-10. M. E. Becker.
Dunning-Blaine Co. Fair Assn. Aug. 26-28. J. Richard G. Harris.
Elwood-Gosper Co. Fair Assn. Aug. 14-16. M. R. Morgan.
Eustis-Eustis Agri. Soc. & Corn Show. Aug. 21-23. Dean Hueftle.
Fairbury-Jefferson Co. Fair Assn. Aug. 6-9. S. M. Creaman.
Franklin-Franklin Co. Fair Assn. Aug. 25-28. Carleton Hutchins.
Premont-Dodge Co. 4-H Fair Assn. Aug. 7-9. Robert L. Voss.
Fullerton-Nance Co. Fair Assn. Aug. 12-15. E. M. Black.
Geneva-Fillmore Co. Fair Assn. Aug. 26-28. Sylvester J. Weis.
Gordon-Sheridan Co. Fair & Rodeo. Sept. 5-8. Geo. B. Comer.
Grand Island-Hall Co. Fair Assn. Aug. 20-23. Howard Rainforth.
Grant-Perkins Co. Fair Assn. Aug. 21-24. Elsie Stevens.
Harrison-Sioux Co. Fair Assn. Aug. 3-5. Dean Lundy.
Hartington-Cedar Co. Fair Assn. Aug. 17-19. James A. Walk.
Hastings-Adams Co. Fair Assn. Aug. 26-29. Wallace Chaloupka.
Hemlingford-Box Butte Co. Fair Assn. Aug. 25-28. Harry C. Knight.
Holdrege-Phelps Co. Fair Assn. Aug. 18-19. Edgar M. Borg.
Humboldt-Richardson Co. Fair Assn. Sept. 11-13. L. E. Watson.
Hyannis-Grant Co. Fair Assn. Aug. 24-26. Mrs. Earl Hayward.
Johnstown-Brown Co. Fair Assn. Aug. 31-Sept. 2. Allen Boyd.
Keatney-Buffalo Co. Community Fair. Aug. 27-30. Orrin Kohlsmeier.
Lawler-Garden Co. Fair Assn. Aug. 21-23. Arlyn Klein.
Lexington-Dawson Co. Fair Assn. Aug. 26-28. Monte Kiffin.
Lincoln-Lancaster Co. Fair Assn. Aug. 21-23. E. Clarence Patterson.
Lincoln-Nebraska State Fair & Expo. Aug. 31-Sept. 6. Edwin Schultz.
Loup City-Sherman Co. Agri. Soc. Aug. 4-6. Clark Reynolds.
McCook-Red Willow Co. Fair Assn. Aug. 12-14. Dale Thompson.
Mitchell-Scotts Bluff Co. Fair Assn. Sept. 4-6. G. L. Williams.
Neligh-Antelope Co. Fair Assn. Aug. 28-30. Clinton Stonebraker.
Nelson-Nuckolls Co. Fair Assn. July 31-Aug. 2. H. McAdams.
Norden-Keya Paha Co. Fair Assn. Sept. 12-14. Leonard McCormick.
North Platte-Lincoln Co. Fair Assn. Aug. 18-22. Clark Herd.
Oakland-Burt Co. Fair Assn. Aug. 21-24. Orrin Kohlsmeier.
Ogallala-Keith Co. Fair Assn. Aug. 12-21. Roy C. Nelson.
Omaha-Ar-Sar-Bon Livestock Show & Rodeo. Sept. 20-29. J. L. Thurmond.
Ord-Loup Valley Agri. Soc. Aug. 18-20. Stanley Nolte.
Orleans-Harlan Co. Fair Assn. Aug. 14-17. James H. Mitchell.
Osceola-Polk Co. Agri. Soc. July 21-Aug. 2. Ray A. Conrad.
Pawnee City-Pawnee Co. Fair Assn. Aug. 28-30. Max Martin.
Pierce-Pierce Co. Fair Assn. Aug. 15-18. H. G. Scheer.
St. Paul-Howard Co. Fair Assn. Aug. 27-30. H. E. Blottemeier.
Scribner-Dodge Co. Fair Assn. Sept. 11-13. Elmer Stolizman.
Seward-Seward Co. Fair Assn. Aug. 1-7. N. Gerkenmeyer.
Sidney-Chayenne Co. Fair Assn. Aug. 14-17. L. W. Lindell.
Spalding-Cheyenne Co. Fair Assn. Aug. 13-14. Clem Burshan.
Spencer-Boggs Co. Fair Assn. Aug. 18-21. W. C. Brink.
Springfield-Burby Co. Fair Assn. Aug. 23-24. Elmer P. Whitmus.
Stanton-Stanton Co. Fair Assn. Aug. 24-26. Ken McCormick.

Stapleton-Logan Co. Fair Assn. Aug. 22-25. V. K. Magnuson.
Stockville-Frontier Co. Fair Assn. Aug. 26-27. Mrs. Lucille Burer.
Syracuse-Otoe Co. Fair Assn. Aug. 27-29. Frank Serrail.
Wahoo-Saunders Co. Fair Assn. Aug. 22-24. E. J. Erickson.
Walsh-Thurston Co. Fair Assn. Aug. 26-28. Ronald Samuelson.
Waterloo-Douglas Co. Fair Assn. Sept. 11-14. R. D. Harrington.
Wayne-Wayne Co. Fair Assn. Aug. 10-13. Al Baber.
Weeping Water-Cass Co. Fair Assn. Aug. 13-16. Joe Bender.
West Point-Cuming Co. Fair Assn. Aug. 25-28. Ed M. Baumann.
York-York Co. Fair Assn. Aug. 7-10. Robert V. Jones.

Nevada

Elko-Elko Co. Fair & Livestock Show. Aug. 30-Sept. 2.
Ely-Nevada Fair of Industry. Aug. 23-25. Tom W. Cook.
Reno-Washoe Co. Fair Assn. Sept. 12-13. C. J. Thornton.

New Hampshire

Atkinson-Atkinson Fair Assn. Aug. 23-25. Eleanor C. Peeler.
Canaan-Mascoma Valley Fair Assn. Aug. 22-25. Bernard B. Goss.
Center Sandwich - Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz.
Contoocook-Contoocook Valley Fair Assn. Aug. 30-Sept. 2. Charles Jones.
Deerfield-Deerfield Fair Assn. Sept. 26-29. W. C. Maxwell.
Hopkinton-Contoocook Valley Fair Assn. Aug. 30-Sept. 2. Charles A. Jones.
Keene-Cheshire Fair Assn. Aug. 22-25. Clifford H. Cole.
Lancaster-Cosmos & Essex Agri. Soc. Aug. 30-Sept. 2. A. J. Kenney.
North Haverhill-North Haverhill Fair Assn. Aug. 4-6. Max G. Robinson.
Northwood-Northwood Fair Assn. Sept. 6-8. Hugh Prestley.
Plymouth-New Hampshire State Fair. Aug. 15-18. Delbert B. Gray.
Rochester-Rochester Fair Assn. Sept. 16-21. Albert Brown.
Sandwich-Sandwich Town & Grange Fair Assn. Oct. 12. Doris Benz.

New Jersey

Anta-Gloucester Co. 4-H Fair Assn. Aug. 7-8.
Branchville-Sussex Co. Farm & Horse Show. Aug. 16-18. John W. Reab.
Bridgeton-Cumberland Co. Fair Assn. Sept. 2-7. Raymond R. Riley.
Burlington-Burlington Co. Farm Fair. July 25-27. D. L. Kessler.
Cold Spring-Cape May Co. 4-H Fair Assn. July 25-27. William S. Lefex.
Dunham's Corner-Middlesex Co. Fair Assn. Aug. 21-24.
Far Hills-Somerset Co. 4-H Fair Assn. Aug. 5-10.
Flemington-Flemington Fair Assn. Aug. 27-Sept. 2. William J. Kinnaman.
Freehold-Manmouth Co. 4-H Fair Assn. July 19-20. Mrs. Robt. Dudley. 20 Court St.
Harmony-Warren Co. Farmers Fair Assn. Aug. 14-17.
Lakewood-Ocean Co. Fair Assn. Aug. 7-8. Francis S. Manue.
Parsippany-Morris Co. Fair Assn. Aug. 19-24. Swante C. Swenson.
Pomona-Atlantic Co. 4-H Fair Assn. Aug. 15-17. Joan Anderson.
Ereknese-Passaic Co. 4-H Fair Assn. Aug. 1-3. Melville Lockwood.
Trenton-Mercer Co. Farmers' Picnic & 4-H Show. Aug. 2-3. James H. Rice.
Trenton-New Jersey State Fair. Sept. 27-29. Antoinette L. Jemison. P O Box 669.
Troy Hills-Morris Co. Fair Assn. Aug. 19-24. Swante C. Swenson.
Woodbury-Gloucester Co. 4-H Fair Assn. Aug. 7-8. J. L. Glass.

New Mexico

Alamogordo-Otero Co. Fair Assn. Sept. 13-14. Joe Roessler.
Albuquerque-New Mexico State Fair. Sept. 28-Oct. 6. Leon H. Harms.
Capitan-Lincoln Co. Fair Assn. Sept. 13-14. Mrs. Mary Warner.
Chacon-Chacon Community Fair. Oct. 12. Epifanio Romero.
Clayton-Union Co. Fair Assn. Sept. 24-26. John Whessley.
Clovis-Curry Co. Fair. Sept. 18-21. Phillip E. Crystal.
Deming-Tri-State Fair Assn. Oct. 10-13. Thelma Innon.
Farmington-San Juan Co. Fair Assn. Sept. 20-22. Cecil McGee.
 Lordsburg-Hidalgo Co. Fair Assn. Sept. 15-21. Ed H. Hinson.
Lovington-Les Co. Fair Assn. Sept. 12-14. Mrs. Bea Hessler.
Portales-Roosevelt Co. Fair Assn. Sept. 23-27. W. G. Vinsant.
Scorro-Scorro Co. Fair & Rodeo. Sept. 21-22. Udell S. Virgil.
Truth or Consequences-Sierra Co. Fair Assn. Sept. 13-15. Allan H. Beck.

New York

Afton-Afton Fair Assn. Aug. 12-17. Guy L. Marvin.
Albion - Orleans Co. Extension Service Assn. Aug. 8-11. David M. Barnes.
Alexander-Genesee Co. Agri. Soc. Aug. 13-16. M. J. Finnegan.
Altamont-Altamont Regional Fair Assn. Aug. 19-24. Stewart Bombough.
Angelica-Allegany Co. Fair Assn. Aug. 9-13. L. L. Stillwell.
Avon-Genesee Valley Breeders' Assn. Sept. 1-2. Joseph C. O'Dea.
Ballston Spa-Saratoga Co. Agri. Soc. Aug. 26-30. Wendell Townley.
Bath-Stauben Co. Agri. Soc. Aug. 27-29. J. J. Victor Paucetti.
Boonville-Boonville Fair Assn. July 30-Aug. 3. C. H. Fickbohm.
Brookfield-Brookfield-Madison Co. Agri. Soc. Aug. 30-31. Raymond F. Burdick.
Caledonia-Caledonia Fair Assn. Aug. 7-11. Victor Scroger.
Oswego-Ontario Co. Agri. Soc. July 31-Aug. 4.
Chatham-Columbia Co. Agri. Soc. Aug. 30-Sept. 2. J. V. Harrigan.
Cobleskill-Cobleskill Agri. Soc. Sept. 11-15. Dr. D. Beard.
Corland-Corland Co. Extension Service Assn. Aug. 6-11. Robert Blachley.
DeRuyter-DeRuyter Fireman's Fair. Aug. 22-25. R. E. Wells.
Dundee-Dundee Fair Assn. Sept. 19-21. Lewis R. Hamner.
Dunkirk-Oswego Co. Agri. Assn. Sept. 2-7. Harold T. Patton.
Fonda-Montgomery Co. Agri. Soc. Aug. 30-Sept. 4. Fred L. Lowe.
Elmira-Chemung Co. Fair. Aug. 11-17. Robert S. Turner.
Gouverneur-Gouverneur Agri. Soc. Aug. 6-11. Bligh A. Dodds.
Gouverneur-St. Lawrence Co. Agri. Soc. Aug. 5-10. Bligh A. Dodds.
Gramerville-Sullivan Co. Extension Service Assn. Aug. 28-30. Karl L. Grant.

Greenwich-Cambridge Valley Agri. Soc. Aug. 20-22. Edwin Russell.
Hamburg-Erie Co. Agri. Soc. Aug. 18-20. Frank A. Slade.
Hemlock-Hemlock Lake Union Agri. Soc. Aug. 28-Sept. 1. Charles R. Irwin.
Henrietta-Monroe Co. Fair & Recreation Assn. Aug. 19-24. Albert Lockner.
Hotchkiss-Chemung Co. Agri. Soc. Aug. 12-15. Robert Turner.
Ithaca-Tompkins Co. Agri. & Hort. Soc. Aug. 5-10. H. K. Hatchley.
Kingston-Ulster Co. Agri. Soc. Aug. 18-19. Albert Kurdi.
Little Valley-Cattaraugus Co. Agri. Soc. Aug. 27-31. J. W. Watson.
Lockport-Niagara Co. Extension Service Assn. Aug. 14-18.
Lowville-Lewis Co. Agri. Soc. Aug. 12-17. Assn. Gordon.
Malone-Franklin Co. Agri. Soc. Aug. 19-23. M. J. Finnegan.
Middleton-Orange Co. Agri. Soc. Aug. 3-11. Fred Germain.
Morris-Otsego Co. Fair Assn. Aug. 26-31. Robert M. Halbert.
Morrisonville-Clinton Co. Agri. & Ind. Fair Assn. Aug. 28-31. W. E. Hudson.
Norwich-Chenango Co. Agri. Soc. Aug. 8-10. Len Tyler.
Palmyra-Palmyra-Union Agri. Soc. Aug. 13-17. W. Ray Converse.
Pike-Wyoming Co. Fair Assn. Aug. 20-24. Henry Wagenblaas.
Plattsburgh-Agri. & Indus. Fair of Clinton County. July 30-Aug. 3. W. E. Hudson.
Queensbury-Warren Co. Ext. Service Assn. Aug. 14-17. Myron Cameron.
Rhinebeck-Dutchess Co. Agri. Soc. Aug. 23-25. Richard C. Murray.
Sandy Creek-Sandy Creek Fair Assn. Aug. 13-18. Seymour S. Hicks.
Schaghticoke-Rensselaer Co. Agri. & Hort. Soc. Aug. 31-Sept. 4. Gordon Harker.
Schaghticoke-Agri. & Lib. Arts. Soc. of Rensselaer Co. Aug. 31-Sept. 4. Nelson B. Betts.
Syracuse-New York State Fair. Aug. 30-Sept. 7. William P. Baker.
Trumansburg-Trumansburg Fair. Sept. 11-14. Lloyd Ellis.
Walton-Delaware Co. Fair. Aug. 20-24. Warrenburg-Warren Co. Extension Service Assn. Aug. 16-18. John Schulze.
Watkinsburg-Seneca Co. Agri. Soc. Aug. 27-31. J. G. Grisfield.
Watrous-Jefferson Co. Agri. Soc. Aug. 20-25. Glenn L. Feistel.
Westport-Essex Co. Agri. Soc. Aug. 13-17. Keeton B. Lobdell.
Whitney Point-Broome Co. Agri. Soc. July 28-Aug. 3. Dr. Charles Leahy.
Windham-Greene Co. Extension Service Assn. Aug. 10. Stewart H. Fish.

Albion-Albion Fair Assn. Sept. 24-26. Donald A. Hess.
Fargo-Bed River Valley State Fair. Aug. 18-24. Albert D. Scott.
Furman-Sargent Co. Fair. Sept. 7-4. R. H. Weber.
Havans-Sargent Co. Fair. Sept. 1-4. R. H. Weber.
Lakota-Nelson Co. Fair. Sept. 18-21. W. A. Garcke.
Minnewaukan-Henron Co. Fair. Sept. 13-15. V. A. Hefberg.
Minot-North Dakota State Fair. July 28-Aug. 1. Merrel O. Dahle.

Devils Lake-Ramsey Co. Fair. Sept. 24-26. Donald A. Hess.
Fargo-Bed River Valley State Fair. Aug. 18-24. Albert D. Scott.
Furman-Sargent Co. Fair. Sept. 7-4. R. H. Weber.
Havans-Sargent Co. Fair. Sept. 1-4. R. H. Weber.
Lakota-Nelson Co. Fair. Sept. 18-21. W. A. Garcke.
Minnewaukan-Henron Co. Fair. Sept. 13-15. V. A. Hefberg.
Minot-North Dakota State Fair. July 28-Aug. 1. Merrel O. Dahle.

Ohio

Andover-Andover Street Fair. Sept. 4-8. Wm. S. Grabert.
Ashland-Ashland Fair Assn. Sept. 24-31. James E. Nelson.
Athens-Athens Co. Agri. Soc. Aug. 7-16. Emory Allen.
Attica-Attica Fair Assn. Aug. 7-10. Mrs. Ruth Hornett.
Barlow-Barlow Fair Assn. Sept. 27-28. P. H. Proctor.
Bellville-Bellville Fair Assn. Sept. 11-14. Victor Roberts.
Bellevue-Logan Co. Fair Assn. Aug. 15-21. C. Emory Johnston.
Berua-Cuyahoga Co. Agri. Soc. Aug. 12-18. Wm. H. Kresens.
Bowling Green-Wood Co. Fair Assn. Aug. 5-10. John L. Clarke.
Bucyrus-Crawford Co. Fair Assn. July 30-Aug. 3. Richard Shenly.
Burton-Geauga Co. Fair Assn. Aug. 20-Sept. 2. C. H. Lamoreaux.
Cadiz-Harrison Co. Fair Assn. Sept. 12-14. L. H. Harner.
Caldwell-Noble Co. Fair Assn. Aug. 28-31. K. Walkenshaw.
Canfield-Mahoning Co. Fair Assn. Aug. 29-Sept. 2. Grace E. Williams.
Canton-Sara Co. Fair Assn. Sept. 2-6. Mrs. Fern Saal.
Carrollton-Carroll Co. Fair Assn. Sept. 25-28. E. W. Casper.
Celina-Mercer Co. Agri. Soc. Aug. 10-15. W. F. Atcher.
Chillicothe-Hess Co. Fair Assn. Aug. 18-23. J. K. Haddell.
Cincinnati-Cincinnati-Hamilton Co. Fair Assn. Sept. 11-14. C. A. Peters, 410 Court House.
Circleville-Pickaway Co. Fair Assn. Sept. 11-14. Henry Reid Jr.
Circleville-Circleville Pumpkin Show. Oct. 16-19. Fred H. Dresbach.
Columbus-Ohio State Fair. Aug. 28-30. D. Robert Jones.
Coshocton-Coshocton Fair Assn. Oct. 2-5. John Senter.
Croton-Hartford Co. Fair Assn. Aug. 6-10. William Arter.
Dayton-Montgomery Co. Fair Assn. Aug. 31-Sept. 4. Goldie V. Scheible, 710 Reibold Bldg.
Delaware-Delaware Co. Fair Assn. Sept. 13-20. Wm. E. Deal.
Dover-Tuscarawas Co. Fair Assn. Sept. 17-20. W. G. Findley.
Eaton-Preble Co. Agri. Soc. Aug. 7-10. Carol O. Gauch.
Findlay-Hancock Co. Fair Assn. Sept. 3-5. Wade Marshall.
Fremont-Sandusky Co. Fair Assn. Aug. 21-Sept. 4. Russell S. Hull.
Gallipolis-Gallia Co. Fair Assn. Aug. 7-10. Jimmie Evans.
Georgetown-Brown Co. Fair Assn. Oct. 2-5. Luther Kestel.
Greenville-Darke Co. Fair Assn. Aug. 17-23. Robt. Brumbaugh.
Hamilton-Butler Co. Fair Assn. Sept. 23-27. Barton Truster.
Hicksville-Defiance Co. Fair Assn. Aug. 18-24. Gerald Massie.
Hilliards-Franklin Co. Fair Assn. Aug. 14-17. Harold Hart.
Hillsboro-Highland Co. Fair Assn. Sept. 4-7. Clarence Larkin.
Jefferson-Ashtabula Co. Agri. Soc. Aug. 6-10. E. P. Walburn.
Kenton-Hardin Co. Fair Assn. Sept. 24-27. Frank Bondl.
Lancaster-Fairfield Co. Fair Assn. Oct. 8-12. Russell W. Alt.
Lima-Allen Co. Fair Assn. Aug. 17-22. Robt. G. Pickering.
Lisbon-Columbiana Co. Fair Assn. Aug. 20-24. Clarence Grosser.
Logan-Hocking Co. Fair Assn. Sept. 25-28. J. E. Matheny.
London-Madison Co. Fair Assn. Aug. 18-22. Lloyd Roby.
Loudonville-Loudonville Fair Assn. Oct. 2-4. Walter Luse.
Lucasville-Scioto Co. Fair Assn. July 30-Aug. 3. L. W. Burns.
McConnellsville-Morgan Co. Fair Assn. Sept. 4-7. Ray G. Smith.
Mansfield-Richland Co. Fair Assn. Aug. 6-10. James Day.
Marietta-Washington Co. Agri. & Mechanical Assn. Sept. 1-4. V. C. Schriver.
Marion-Marion Fair Assn. Aug. 17-22. Wm. Haley.
Marysville-Union Co. Agri. Soc. Sept. 19-13. Walter Low.
Maumee-Lucas Co. Fair Assn. Aug. 1-4. John Brown.
Medina-Medina Fair Assn. Sept. 4-7. C. W. Mape.
Millersburg-Holmes Co. Fair Assn. Aug. 14-17. Verdie H. Spreng.
Montpelier-Williams Co. Fair Assn. Sept. 8-14. Wendell Schlegel.
Mount Glenn-Morrow Co. Fair Assn. Aug. 12-17. Dwight McClarren.
Napoleon-Henry Co. Fair Assn. Aug. 12-16. James D. Murray.
New Lexington-Percy Co. Fair Assn. July 21-Aug. 3. Edgar W. Newlon.
Norwalk-Huron Co. Agri. Soc. Sept. 10-14. Mrs. Effreda Clayton.
Old Washington-Guernsey Co. Fair Assn. Sept. 25-28. Thomas E. Gracy.
Ottawa-Fulton Co. Fair Assn. Sept. 17-21. Gene Spinalis.
Owensville-Clermont Co. Fair Assn. Aug. 13-17. L. D. Lewis.
Paulding-Paulding Fair Assn. Aug. 28-31. A. E. Allenworth.
Painesville-Lake Co. Fair Assn. Aug. 21-25. Herbert Belcher.
Plain City-Plain City Fair Assn. July 21-Aug. 2. Walter Minchall.
Pomeroy-Meigs Co. Fair Assn. Aug. 14-17. Allen C. Hill.
Randolph-Randolph Fair Assn. Sept. 8-11. R. P. Hamilton.

North Carolina

Ahoke-Atlantic Dist. Fair Assn. Oct. 15-19. C. E. Robbins.
Albemarle-Stanly Co. Fair Assn. Sept. 16-21. Clyde A. Skidmore.
Anhebor-Center of N. C. Fair Assn. Sept. 16-21. W. C. York.
Baufort-Carteret Fair, Inc. Oct. 21-26. T. E. Kelly.
Burgaw-Pender Co. Fair Assn. Oct. 9-12. Burlington-Alamance Co. Veterans' Agri. Fair. Sept. 2-7. Joe Coble.
Carthage-Moore Co. Agri. Fair. Oct. 31-26. Harry Scott.
Charlotte-Southern States Fair Assn. Oct. 1-5. J. S. Dorton Jr.
Cherokee-Cherokee Indian Fair Assn. Sept. 24-28. Charlotte R. Sneed.
Concord-Cabarrus Co. Agri. Fair Assn. Sept. 16-21. Clyde L. Probst Jr.
Durham-Durham Co. Fair Assn. Sept. 30-Oct. 5. R. Z. Long.
Drexel-Drexel Community Fair. Aug. 20-24. Ralph Abernethy Jr.
Enfield-Firemen's Agri. Fair Assn. Sept. 29-Oct. 5. Harold H. Burrows.
Fayetteville-Cape Fear Fair Assn. Sept. 30-Oct. 5. Alex G. McBryde.
Goldboro-Wayne Co. Fair Assn. Sept. 16-21. Oland P. Peele.
Greensboro-Greensboro Agri. Fair. Oct. 1-5. Mrs. Clyde Kendall.
Greenville-Pitt Co. Agri. Fair Assn. Sept. 30-Oct. 5. Norman Y. Chambliss.
Henderson-Golden Belt Fair, Inc. Oct. 7-12. C. M. Hight.
Hendersonville-Vance Co. Colored Fair. Oct. 14-19.
Hendersonville-Western N. C. Fair. Aug. 12-17.
Hickory-Catawba Fair Assn. Sept. 9-14. Corbin Green.
High Point-High Point Fair Assn. Sept. 23-28. T. C. Potts.
King-Stopes Co. Fair Assn. Sept. 23-28. Glenn Ashburn.
Kings Mountain-Beth-Ware Community Fair. Sept. 11-14. Stokes Wright.
Laurinburg-Scotland Co. Agri. Fair Assn. Oct. 14-19. T. C. Terry.
Lenoir-Caldwell Co. Agri. Fair. Sept. 16-21.
Lexington-Davidson Co. Agri. & Ind. Fair. Sept. 23-28.
Littleton-Tri-Co. Fair Assn. Oct. 7-12. T. R. Walker.
Lumberton-Farmers' Festival. Sept. 30-Oct. 5. A. M. Sharpe.
Madison-Madison Agri. Fair Assn. Sept. 2-7. Donald Stephens.
Monroe-Union Co. Fair Assn. Oct. 7-12. M. W. Williams.
Morganton-Burke Co. Fair, Inc. Sept. 2-7. C. M. Sigmon.
Mount Airy-Surry Co. Agri. Fair Assn. Oct. 7-12. James R. McNeil.
New Bern-Tri-Co. Agri. Fair Assn. Sept. 16-21. W. B. House.
Pittsboro-Chatham Co. Colored Fair. Sept. 9-14.
Raleigh-North Carolina State Fair. Oct. 15-19. Dr. J. S. Dorton.
Reidsville-Reidsville Fair Assn. Sept. 30-Oct. 6. Mrs. Katsy F. Oliver.
Roanoke Rapids - Halifax-Northampton Agri. Fair. Sept. 16-21. Fay D. Gilford.
Rocky Mount-Rocky Mount Agri. Fair Assn. Sept. 23-28. Norman Y. Chambliss.
Roanoke-Person Co. Agri. Fair Assn. Oct. 14-19. Thomas A. Bowles.
Rutherfordton-Rutherford Co. Fair Assn. Sept. 10-14. John H. Jones.
Salisbury-Robeson Co. Agri. & Ind. Fair Assn. Sept. 23-28. David S. Clay.
Sanford-Lee Co. Agri. Fair. Sept. 23-28. King Moore Willis.
Shelby-Cleveland Co. Negro Fair. Oct. 3-8. A. W. Foster.
Shelby-Cleveland Co. Fair Assn. Sept. 17-21. Dr. J. S. Dorton.
Statesville-Iredell Co. Agri. Fair. Sept. 16-21. Clyde Smyre.
Trenton-Jones Co. Agri. Fair Assn. Oct. 28-Nov. 2. Mrs. Marvin Thomas.
Warrenton-Warren Co. Fair Assn. Sept. 23-28.
Washington-Beaufort Co. Agri. Fair Assn. Sept. 23-28. Blount S. O'Neil.
Wilson-Wilson Co. Fair, Inc. Oct. 7-12. Ernest P. Botton.
Winston-Salem-Dixie Classic Fair for Northwest N. C. Oct. 6-12. Nell Bolton.
Winston-Salem - Carolina Colored Fair. Oct. 22-28. Richard C. Erwin Sr.

North Dakota

Carrington-Foster Co. Fair. Sept. 27-30. H. C. Dunley.

The Most Beautiful MINIATURE GOLF Courses
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In 43 States, the Caribbean and Overseas.

Richwood-Richwood Fair Assn. Aug. 31-Sept. 1. Dana D. Lowe.
St. Clairville-Belmont Co. Agri. Soc. Sept. 4-7. W. R. Butcher Jr.
Sandusky-Erie Co. Fair Assn. Aug. 10-14. Art McCall.
Seaman-Seaman Fair Festival. Sept. 11-14. H. M. Seltzerfield.
Sidney-Shelby Co. Fair Assn. July 27-Aug. 2. Russell Borland.
Smithfield-Jefferson Co. Fair Assn. Aug. 15-17. W. E. Rose.
Springfield-Clark Co. Fair Assn. Aug. 14-17. Mrs. Caroline Smith.
Tiffin-Seneca Co. Fair Assn. Aug. 17-22. Don Leonard.
Troy-Miami Co. Fair Assn. Aug. 10-18. Emrison Swank.
Upper Sandusky-Wyandot Co. Fair Assn. Sept. 10-14. Ross A. Winger.
Urbana-Champaign Co. Fair Assn. Aug. 4-9. Mrs. Howard Goddard.
Van Wert-Van Wert Fair Assn. Sept. 2-8. M. E. Stuckey.
Wapakoneta-Auglaize Co. Fair Assn. Aug. 9-9. Harry Kahn.
Warren-Trumbull Co. Agri. Soc. July 29-Aug. 3. Frank M. Neal.
Wauseon-Fulton Co. Fair Assn. Aug. 21-Sept. 5. Gen. W. Connelly.
Wellington-Lorain Co. Fair Assn. Aug. 10-23. Dale M. Nell.
West Union-Adams Co. Fair Assn. Aug. 20-23. Charles S. Kirker.
Wilmington-Clinton Co. Fair Assn. Aug. 4-10. A. A. Velth.
Wooster-Wayne Co. Fair Assn. Sept. 10-14. W. J. Busa.
Xenia-Greene Co. Fair Assn. July 30-Aug. 2. Mrs. J. Robt. Bryson.
Zanesville-Muskingum Co. Fair Assn. Aug. 15-17. Ferl D. Elliott.

Oklahoma

Ada-Pontotoc Co. Fair. Sept. 16-19. C. H. Hadley.
Alva-Woods Co. Free Fair Assn. Sept. 4-7. Wallace Wrennet.
Anadarko-Caddo Co. Fair. Sept. 16-19. Dorothy Williams.
Ardmore-Carter Co. Fair. Sept. 17-21. J. P. Taylor.
Beaver-Beaver Co. Fair. Sept. 2-3. Mrs. Alice Shook.
Blackwell-Kay Co. Free Fair Assn. Sept. 9-12. W. S. Hutchinson.
Boise City-Cimarron Co. Free Fair. Sept. 18-21. Eugene Williams.
Chandler-Lincoln Co. Fair. Sept. 10-14. Oran Stripes.
Chickasha-Grady Co. Free Fair. Sept. 17-20. Bob Lamar.
Claremore-Rogers Co. Fair. Sept. 20-23. William S. Whitten.
Clinton-Custer Co. Free Fair Assn. Sept. 16-18.
Collinsville-Collinsville Tri-County Fair. Sept. 5-7. John Fox.
Cordell-Washita Co. Fair. Sept. 11-14. James V. Son.
Duncan-Stephens Co. Fair. Sept. 11-14. Edward Gregory.
Durant-Bryan Co. Free Fair Assn. Sept. 9-13. Edward Gregory.
El Reno-Canadian Co. Fair. Sept. 11-14. L. D. Warkentin.
Enid-Garfield Co. Fair. Sept. 7-13. Roy W. Davis.
Fairview-Major Co. Fair. Sept. 10-12. Harold Miller.
Frederick-Tillman Co. Fair. Sept. 10-13. Laxton Malcolm.
Guthrie-Logan Co. Fair. Sept. 10-13. Harold Casey.
Guyton-Texas Co. Fair. Sept. 10-14. Robert G. Sherta.
Holdenville-Hughes Co. Free Fair. Sept. 11-14. Jesse M. Barlow.
Hugo-Cherokee Co. Fair. Sept. 4-6. Robert Massengale.
Lawton-Comanche Co. Fair. Sept. 11-14. Lewis A. Haydock.
Kingfisher-Kingfisher Co. Fair. Sept. 10-13. Gerald W. Cupp.
Madill-Marshall Co. Fair. Sept. 13-14. Dale Comert.
Miami-Ottawa Co. Free Fair Assn. Sept. 2-5. J. D. Blakmore.
Mountain View-Mountain View Free Fair Assn. Aug. 28-31. Karl K. Koba.
Muskogee-Oklahoma Free State Fair. Sept. 15-22. Tom Conrady.
Norman-Cleveland Co. Fair. Sept. 11-16. Vernon J. Frye.
Nowata-Nowata Co. Free Fair Assn. Sept. 15-20. L. C. Chesmore.
Oklahoma City-Oklahoma Co. Fair. Sept. 9-12. Harry F. James.
Oklahoma City-Oklahoma State Fair & Expo. Sept. 21-28. C. G. Baker.
Pawhuska-Ozage Co. Fair. Sept. 9-12. A. A. Sewell.
Perry-Noble Co. Fair. Sept. 11-14. Charles DeBord.
Pond Creek-Grant Co. Fair. Sept. 18-22. J. D. Edmondson.
Pryor-Mayer Co. Fair Assn. Sept. 9-14. Elsworth Hammer.
Purcell-McClain Co. Fair. Sept. 4-7. L. J. James.
Ballisaw-Sequoyah Co. Fair. Sept. 11-13. Phil Nowlin.
Shattuck-Ellis Co. Fair. Sept. 10-13. Don W. Rader.
Stillwater-Payne Co. Fair. Sept. 15-19. Lester F. Smith.
Tulaga-Dewey Co. Free Fair Assn. Sept. 19-21. Donald Tallent.
Tulsa-Tulsa State Fair. Sept. 28-Oct. 4. Clarence C. Lester.
Wetlogans-Blaine Co. Fair. Sept. 16-19. Bud Nelson.
Wenrick-Jefferson Co. Free Fair Assn. Sept. 11-13. Fred Huffline.
Wetoka-Seminole Co. Fair. Sept. 9-12. Warren S. Jones.
Woodward-Woodward Co. Free Fair. Sept. 13-14. Bill Taggart.

Oregon

Albany-Linn Co. Fall 4-H & FFA Fair. Aug. 26-28. H. Joe Myers.
Astoria-Clatsop Co. Fair Assn. Aug. 15-17. James A. Elliot.
Burns-Hartney Co. Fair Assn. Sept. 13-15. Ray Norotony.
Canby-Clackamas Co. Fair Assn. Aug. 14-18. P. O. Lawrence, 1523 N.E. 64th, Portland.
Condon-O Gilliam Co. Fair Assn. Sept. 20-22. Ernest J. Kirsch.
Deer Island-Columbia Co. Fair Assn. Aug. 15-17. Jewett A. Bush.
Enterprise-Wallowa Co. 4-H Club Fair. Aug. 19-24. Garnet D. Best.
Eugene-Lane Co. Fair Assn. Sept. 11-13. Ernest McCulloch.
Fossil-Wheeler Co. Fair Assn. Sept. 8-9. J. F. Stierwey.
Golden Beach-Curry Co. Fair Assn. Aug. 8-10. Ken Priest.
Grants Pass-Josephine Co. Fair Assn. Aug. 8-11. Lee Boner.
Gresham-Multnomah Co. Fair Assn. Aug. 1-18. Duane Hennehy.
Halfway-Baker Co. Fair Assn. Sept. 1-3. D. D. Peterson.

Heppner-Morris Co. Fair & Rodeo. Aug. 20-Sept. 1. N. O. Anderson.
Hillsboro-Washington Co. Fair Assn. Aug. 21-25. Mary E. Hadley.
John Day-Grant Co. Fair Assn. Sept. 19-21. Al Riemerton.
Klamath Falls-Klamath Falls Fair Assn. Aug. 18-20. Percy Murray.
LaGrande-Umatilla Co. Fair Assn. Sept. 13-14. Ella Steinbeck.
Lakerview-Lake Co. Fair & Rodeo. Aug. 28-30. Clarence B. Tracey.
McMinnville-Yamhill Co. Fair Assn. Aug. 22-24. Harold Lewis.
Madras-Jefferson Co. Fair Assn. Aug. 23-25. Adrian A. Smith.
Medford-Jackson Co. 4-H & FFA Fair Assn. Aug. 21-24. Earle Josky.
Merro-Sherman Co. Fair Assn. Sept. 13-15. Mary O. Coons.
Myrtle Point-Cook Co. Fair Assn. Aug. 14-18. J. Harold Clarno.
Newport-Lincoln Co. Fair Assn. Aug. 10-17. Balle P. Mitchell.
North Portland-Pacific Intl. Livestock Exps. Oct. 19-20. Walter A. Holl.
Odele-Hood River Co. Fair Assn. Aug. 14-16. Lee R. Potter.
Ontario-Maineur Co. Fair Assn. Aug. 28-31. Blaine Girvin.
Prineville-Crook Co. Fair Assn. Aug. 21-23. Joe Stahanczyk Jr.
Redmond-Deschutes Co. Fair Assn. Aug. 23-25. Norman I. Swanson.
Rickreall-Polk Co. Fair Assn. Aug. 23-25. John Pfaff.
Roseburg-Douglas Co. Fair Assn. Aug. 22-25. Dick Turley.
Salem-Oregon State Fair. Aug. 21-Sept. 7. Leo G. Spitzbart.
Tillamook-Tillamook Co. Fair Assn. Aug. 14-17. H. G. Smith.
Tygh Valley-Wasco Co. Fair Assn. Aug. 22-25. Vic Peterson.

Pennsylvania

Abbottstown-Adams Co. Fair Assn. Aug. 20-24. Mary E. Elder.
Albion-Albion Community Fair. Sept. 19-21. Russell S. Wasser.
Allentown-Great Allentown Fair. Sept. 18-21. Mrs. Reba D. Schall.
Arendtsville-S. Mountain Community & Fair Assn. Sept. 3-7. Fred C. McDannell.
Bangor-Blue Valley Farm Show. Aug. 21-24. Millard L. Grim.
Beaver Springs-Beaver Community Fair. Sept. 18-21. Frank C. Gill.
Bedford-Bedford Co. Fair Assn. Aug. 8-10. Jean B. Eichelberger.
Bloomsburg-Jr. Achievement Show. Aug. 19-21. Harry A. Everett.
Bloomsburg-Bloomsburg Fair Assn. Sept. 23-28. J. Howard Dely.
Butler-Butler Fair. Aug. 12-17. D. O. Osterling.
Butler-Butler Farm Show. Aug. 21-23. Lee Roy Miller.
Carlisle-Carlisle Fair Assn. Aug. 12-17. Beauford S. Swartz.
Centre Hall-Grange Fair Assn. Aug. 23-29. Mrs. Samuel C. Grove.
Claysburg-Claysburg Community Fair. Sept. 12-14. Mrs. Janet Mueselman.
Clearfield-Clearfield Co. Fair Assn. July 29-Aug. 5. Joseph R. Hogenotler.
Connellsville-Pleasant Valley Grange Fair. Sept. 3-7. Eugene V. Keifer.
Cookport-Greene Twp. Community Fair. Sept. 12-14. Sylvester Harbrige.
Dallasburg-Dallasburg Fair Assn. Aug. 12-17. John H. Keil.
Dayton-Dayton Agri. Assn. Aug. 12-17. Mrs. Maine Jordan.
Dillsburg-Dillsburg Community Fair Assn. Oct. 17-19. Robert A. Cocklin.
East Berlin-Abbottstown-Adams Co. Fair Assn. Aug. 20-24. Mary E. Elder.
Ebensburg-Camaria Co. Fair Assn. Sept. 2-7. Mrs. Mary Rupert.
Edinboro-Edinboro Community Fair. Sept. 12-14. J. C. Ondrey.
Elizabethtown-Elizabethtown Kiwanis Community Farm Fair. Sept. 18-21. E. B. Herman.
Ephrata-Ephrata Farmers' Day. Sept. 25-28. Mrs. Samuel Mahler.
Forkville-Sullivan Co. Agri. Soc. Aug. 28-31. Laurence Higley.
Gifford-Gifford Community Fair. Aug. 28-30. Mrs. Edna Walters.
Gilbert-West End Fair. Aug. 28. Edward C. Doney.
Gratz-Gratz Agri. & Hort. Assn. Sept. 15-21. Dr. C. J. Umboltz.
Greensburg-Harold Fair. Aug. 21-24. Mrs. Jacob Errett.
Harford-Harford Agri. Fair Assn. Sept. 4-7. H. T. Benning.
Harrisburg-Pennsylvania Farm Show. Jan. 13-17. J. B. McCool.
Harford-Harford Agri. Soc. Sept. 4-7. H. T. Benning.
Hollidaysburg-Hollidaysburg Community Fair. Oct. 8-10. Robert Walker.
Honesdale-Wayne Co. Agri. Soc. Sept. 10-14. R. W. Gamwell.
Hughesville-Lycoming Co. Fair Assn. Sept. 9-14. Clarence F. Stolz.
Huntingdon-Huntingdon Co. Fair Assn. Aug. 19-24. John McCracken.
Indiana-Indiana Co. Fair Assn. Aug. 19-24. L. R. Feloni.
Jamestown-Pymatung Joint Community Fair. Sept. 5-7. J. W. Clark.
Kutztown-Kutztown Fair Assn. Aug. 19-24. O. E. Hauck.
Lampeter-West Lampeter Community Fair. Sept. 25-27. Wayne B. Rentschler.
Laurelton-West End Fair Assn. Sept. 4-7. Chas. W. Teichman.
Lebanon-South Lebanon Community Fair. Oct. 1-4. A. L. Lamm.
A. Bossard.
Lehighton-Lehighton Fair. Sept. 2-7. Grant A. Bossard.
Library-Allegheny Co. Fair and Ind. Expo. Aug. 29-Sept. 2. George E. Kelly.
Littles-Littles Community Show Assn. Sept. 18-21. Carl Polk.
Manheim-Manheim Community Farm Show. Oct. 3-5. Mrs. A. H. Weldman.
Mansfield-Smyths Park & Tioga Co. Fair Assn. Aug. 21-24. Geo. E. Hyer.
Martinsburg-Morrison Cove Community Fair. Oct. 9-11. Ella S. Ebersole.
McCannellsburg-Fulton Co. Fair Assn. Aug. 28-31. Robert Baker.
Mechanicsburg-Orangers Free Fair Assn. Aug. 25-Sept. 1. J. Robt. Richwine.
Meadville-Crawford Co. Fair Assn. Aug. 19-24. Mrs. E. C. Baldwin.
Meyersdale-Somerset Co. Fair Assn. Aug. 26-31. H. A. Finegan.
Millford-Delaware Valley Fair. Aug. 23-24. Caroline Flynn.
Mill City-Falls-Overfield Fair Assn. Sept. 13-14. Mrs. Doris Gregory.
Millport-Crawayo Valley Rural Community Fair. Aug. 14-17. Mrs. Laura Hemphill.
Montandun-Tri-township Fair Assn. Sept. 18-21. John B. Fredrick.
Mount Cobb-Jefferson Community Fair. Aug. 29-31. Agnes C. Hreha.
Mount Joy-Mount Joy Community Exhibit. Oct. 9-12. Jas. G. Sheffer.

Myerstown-Myerstown Community Fair. Oct. 9-11. John R. Sherman.
Nazareth-Nazareth Farm Show. Nov. 14-18. Paul R. Seiffert.
New Bethlehem-F&M Agri. Show. Aug. 21-23. Louden Stuart.
New Castle-Lawrence Co. Farm Show. Aug. 13-17. J. Francis Book.
Newfoundland-Greene-Dreher-Sterling Fair Assn. Aug. 22-24. Clayton F. Northing.
New Holland-New Holland Farmers Fair. Oct. 2-5. S. O. Zimmerman.
New Stanton-Stanton Community Fair. Aug. 14-17. Donald McGuffey.
Newton-Middletown Orange Fair. Aug. 4-8. Marie Adams.
North East-North East Community Fair. Sept. 26-28. Hassel Phanco.
Oley-Oley Valley Community Fair. Sept. 26-28. Carl W. Blank.
Oriental-P.O.S. Fair. Aug. 14-17. Wallace Hockenbroch.
Ox Hill-Ox Hill Community Fair. Sept. 2-4. David W. Simpson.
Pittsburgh-Allegheny Co. Fair & Ind. Exps. Aug. 29-Sept. 2. Betty Colomito.
Pleasant Unity-Westmoreland Co. Fair. Aug. 18-23. W. B. Howe.
Port Royal-Juniata Co. Agri. Soc. Sept. 2-7. Dwight B. Hower.
Reading-Reading Fair Co. Inc. Sept. 8-15. Charles W. Swoyer.
Rostraver-Rostraver Twp. Fair. Aug. 27-29. Mrs. Henry Bush.
Shade Gap-Shade Gap Picnic Assn. July 29-Aug. 3. A. L. Blackmon.
Shanksville-Stony Creek School & Community Fair. Sept. 11-14. Clyde O. Long.
Sinking Valley-Sinking Valley Farm Show. Oct. 3-5. John S. Lotz.
Smethport-McKean Co. Fair. Sept. 2-7. Lloyd E. Mulvihill.
Spartanburg-Spartanburg Community Fair. Sept. 13-14. C. J. Burton.
Stoneboro-Great Stoneboro Fair. Aug. 29-Sept. 1. Lee Mohney.
Tioga-Tioga Valley Fair Assn. July 31-Aug. 3. Mrs. Ariene Whittney.
Tionesta-Porter Co. Fair. Sept. 12-14. Karl W. Flowers.
Towanda-VFW Farm Fair Assn. July 29-Aug. 1. Charles H. Jennings.
Troy-Troy Free Fair. Aug. 6-10. Harry J. Lammy.
Turbotville-Turbotville Community Fair. Sept. 11-14. Wm. W. Welliver.
Uniontown-Payette Co. Fair. Aug. 27-30. Wilbur D. Cook.
Uniontown-Uniontown Poultry & Farm Show. Jan. 1-4. Wilbur D. Cook.
Unionville-Unionville Community Fair Assn. Oct. 11-13. Mrs. Vernon Woodward.
Washington-Mount-DeLong Fair. Oct. 3-4. Chas. W. Hunselman.
Washington-Washington Co. Agri. Fair. Aug. 29-34. Dan Tau.
Wattsburg-Wattsburg Agri. Soc. Aug. 27-31. H. M. Harrows.
West Alexander-West Alexander Agri. Assn. Sept. 11-14. Mrs. John F. McMurray.
West Chester-Goshen Co. Fair. July 29-Aug. 1. Harold B. Price.
Westover-Harmony Grange Community Fair. Sept. 20-23. Lewis P. Greene Jr.
Waynesburg-Greene Co. Free Fair. Aug. 13-17. C. L. Clark.
Wind Ridge-Jacktown Fair Assn. Aug. 7-10. Thomas M. Tharp.
Yellow Creek-Northern Bedford Co. Fair. Oct. 3-5. Mrs. Blaine Cesina.
York-York Inter-State Fair. Sept. 10-14. Mrs. Catherine Mozart.
Youngsville-Youngsville Community Fair. Sept. 4-7. Myrtle Davis.

Rhode Island

East Greenwich-Rocky Hill Fair Assn. Aug. 20-25. Warren F. Moorehead.
South Carolina
Anderson-Anderson Co. Fair. Oct. 14-19. I. V. Hulme.
Bennettsville-Marlboro Co. Agri. Fair Assn. Sept. 22. J. M. Jackson Jr.
Bishopville-Lee Co. Fair. Sept. 30-Oct. 5. R. C. McCutchen.
Camden-Kershaw Co. Fair. Oct. 14-18. J. D. Crawford.
Charleston-Charleston A & I Fair. Oct. 28-Nov. 2. W. M. Prampton.
Columbia-South Carolina State Fair. Oct. 21-28. Paul V. Moore.
Columbia-South Carolina State Colored Fair Assn. Oct. 28-Nov. 2. A. J. Collins.
Florence-Eastern Carolina Agri. Fair. Oct. 21-25. E. D. Sallenger Jr.
Greenville-Greenville Co. American Legion Fair. Sept. 23-28. Earl E. Neusser.
Greenwood-Greenwood Co. Fair. Oct. 1-12. George F. Free.
Laurens-Laurens Co. Fair. Oct. 21-26. B. T. Wilson Jr.
Manning-Clarendon Co. Agri. Expo. Oct. 21-26. J. C. Altman.
Newberry-Newberry Co. American Legion Fair. Oct. 14-19. Frank Sutton.
Orangeburg-Orangeburg Co. Fair. Oct. 1-13. W. A. Schiffley.
Rock Hill-York Co. Fair. Oct. 7-12. H. D. Black.
Spartanburg-Piedmont Interstate Fair. Oct. 14-19. Tom Moore Craig.
Sumter-Sumter Co. Fair. Oct. 14-19. J. Cliff Brown.
Union-Union Co. Fair Assn. Sept. 28-Oct. 5. Hydrick L. Kirby.
Walterboro-Colleton Co. Fair Assn. Oct. 28-Nov. 2. J. L. Schwab.

South Dakota

Aberdeen-Brown Co. Fair Assn. Aug. 28-30. Urie M. Gwynn Jr.
Clark-Clark Co. Fair Assn. Aug. 20-22. Edgemont-Hall River Co. Fair Assn. Sept. 1-3. Dorothy Mankay.
Gettysburg-Potter Co. Fair Assn. Aug. 20-21. Francis E. Buckley.
Hermosa-Custer Co. Fair Assn. Aug. 28-34. R. J. Gibson.
Huron-South Dakota State Fair. Sept. 2-7. Kenneth Balgeman.
Kimball-Bodie Co. Fair Assn. Aug. 19-23. James J. Smith.
Martin-Bennett Co. Fair Assn. Aug. 22-29. Floyd Wiedmeier.
Mitchell-Corn Palace. Sept. 23-28. H. Nogle.
Niand-Butte Co. Fair Assn. Aug. 18-17. Ralph Milberg.
Onida-Sully Co. Fair Assn. Aug. 23-24. James Brooking.
Rapid City-Black Hills Expo. Aug. 15-18. Sioux Falls-Sioux Empire Fair Assn. Aug. 16-21. Myles Johnson.
Tripp-Hutchinson Co. Fair Assn. Aug. 29-31.
Webster-Day Co. Fair Assn. Aug. 29-30.
Tennessee
Alamo-Crockett Co. Fair & Livestock Show. Sept. 5. T. M. Moore.
Alexandria-DeKalb Co. Fair Assn. July 31-Aug. 3. William T. Eaton.
Ashland City-Cheatham Co. Fair Assn. Sept. 12-14. Mrs. Inez P. Davis.
Bolivar-Hardeman Co. Fair. Sept. 14-21. Paul Vaughan.

Camden-Benton Co. Fair Assn. Aug. 28-31. Mrs. Sara A. Holladay.
Carthage-Carthage A. M. & Livestock Assn. 6-10. Stanton Hunter.
Chattanooga-Chattanooga-Hamilton Co. Interstate Fair. Sept. 18-21. Mrs. Maude H. Alwood.
Church Hill-Eastern Hawkins Co. Fair Assn. Aug. 22-24. Mrs. Randall Hutchens.
Clarksville-Montgomery Co. Old-Fashioned Fair. Sept. 5-7. Mrs. Louise Booth.
Clarksville-Montgomery Co. Negro Fair. Aug. 22-24. Pope G. Garrett Jr.
Clinton-Anderson Co. Fair. Aug. 23-24. Charlie Sweet.
Columbus-Maury Co. Fair Assn. Sept. 9-14. Dr. B. H. Hardwick.
Cookeville-Putnam Co. Agri. Fair Assn. Aug. 28-31. H. J. Childress.
Corning-Tipton Co. Fair Assn. Sept. 9-14. Stanley Sheaf.
Crossville-Cumberland Co. Fair Assn. Aug. 22-24. Charles W. Davis.
Decatur-Meigs Co. Free Fair Assn. Sept. 12-14. Mrs. O. H. Burke.
Dickson-Dickson Co. Fair Assn. Sept. 2-7. E. W. Daniel.
Dunlap-Sequatchie Co. Fair. Sept. 20-21. Jack Pickett.
Dyersburg-Dyer Co. Fair Assn. Sept. 2-7. George O. Wilson.
Fayetteville-Lincoln Co. Fair Assn. Sept. 9-14. Thornton Taylor.
Gallatin-Sumner Co. Colored Fair. Aug. 29-31. Ed V. Anthony.
Gallatin-Sumner Co. Fair Assn. Aug. 16-17. H. J. Guthrie.
Greeneville-Greene Co. Agri. Fair. Aug. 21-31. Mrs. Frank Sparr.
Greenville-Ottaway-Greene Co. Fair Assn. Aug. 21-24. Mrs. Troy Thompson.
Harriman-Roane Co. Fair Assn. Sept. 18-14. W. B. Stout.
Hohenwald-Agri. Workers' Fair Assn. Sept. 9-14. L. B. Epley.
Huntingdon-Carroll Co. Fair Assn. Aug. 30-31. J. T. Walters.
Jackson-West Tenn. Dist. Fair Assn. Sept. 9-14. Hunter Taylor.
Jackson-Madison Co. A.M. Fair Assn. Sept. 23-28. W. E. Warlick.
Jamestown-Peppers Co. Fair Assn. Sept. 2-7. D. G. Crooks.
Jonesboro-Washington Co. Fair Assn. Aug. 20-24. Mrs. Paul A. Dikow.
Knockville-Tenn. Valley & A.I. Fair. Sept. 9-14. Pat W. Kerr.
Lawrenceburg-Middle Tenn. Dist. Fair. Sept. 23-28. Thomas B. Locke.
Lebanon-Wilson Co. Negro Fair Assn. Sept. 12-14. Willis Sweet.
Lebanon-Wilson Co. Fair Assn. Aug. 27-31. A. W. McCartney.
Linden-Perry Co. Fair. Aug. 28-31. Mrs. Charles Ary.
Livingston-Overton Co. Agri. Fair. Aug. 23-24. Bill K. Speck.
McMinnville-Warren Co. Agri. & Livestock Fair Assn. Sept. 11-14. Franklin Brown.
Manchester-Coffee Co. Fair Assn. Sept. 19-21. Ben Lassiter.
Maryville-Bloount Co. Fair Assn. Aug. 28-31. Ernest A. Smith.
Memphis-Mid-South Fair Assn. Sept. 28-28. O. W. Wynne.
Moss-Clay Co. Fair Assn. Sept. 12-14. B. E. Hestland.
Nashville-Tennessee State Fair. Sept. 18-21. L. E. Griffin.
Newport-Tennessee-Carolina Fair Assn. Sept. 2-7. Jack Vinson.
Owens-Scott Co. Fair Assn. Aug. 29-31. E. C. Terry.
Paris-Henry Co. Fair Assn. Aug. 18-24. Job M. Upchurch.
Parsons-Deatur Co. Fair Assn. Sept. 18-21. B. C. Dailey.
Palaski-Giles Co. Fair Assn. Sept. 18-21. Bill Bennett.
Rutledge-Granger Co. Fair Assn. Sept. 4-7. Mrs. Grace Dalton.
Savannah-Hardin Co. Fair Assn. Sept. 18-21. T. B. Garth.
Sevierville-Sevier Co. Fair Assn. Sept. 2-7. Ernest Thurman.
Sparta-White Co. Fair Assn. Sept. 4-7. T. Stanton Hale.
Spencer-Van Buren Co. Fair Assn. Aug. 29-31. Robert Crain.
Spring City-Rhea Rural Fair. Sept. 5-7. Mrs. Loy Almy.
Springfield-Robertson Co. Fair Assn. Sept. 12-14. H. V. Brewer.
Tracy City-Grundy Co. Fair Assn. Aug. 15-17. E. J. Cunningham.
Trenton-Gibson Co. Fair Assn. Sept. 2-7. Cecil Yates.
Whartburg-Morgan Co. Fair Assn. Sept. 2-7. Ross Wilson.
Wendyburg-Cannon Co. Fair Assn. Sept. 2-14. Cors Bucka.

Utah

Coalville-Summit Co. Fair Assn. Aug. 20-31. J. Reed Moore.
Duchesne-Duchesne Co. Fair Assn. Aug. 29-31. J. P. Madson.
Heber-Wasatch Co. Fair. Aug. 8-13. Paul R. Daniels.
Kayville-Davis Co. Fair Assn. Aug. 11-24. Clyde Adams.
Logan-Cache Co. Fair & Rodeo. Aug. 15-17. Elwood L. Nielson.
Manti-Sanpete Co. Fair Assn. Aug. 16-17. H. J. Hiller.
Morgan-Morgan Co. Fair Assn. Aug. 23-24. James Palmer.
Murray-Salt Lake Co. Fair Assn. Aug. 11-24. Earl E. Howe.
Nephi-Juah Co. Fair & Sheep Show. Sept. 4-7. Mrs. Neldon Hanson.
Panguitch-Garfield Co. Fair Assn. Aug. 30-31. Rex Dodds.
Salt Lake City-Utah State Fair. Sept. 12-22. Don Wyatt.
Tremonton-Box Elder Co. Fair Assn. Aug. 22-24. Thomas A. Sammers.
Weirville-Cache Co. Fair Assn. Aug. 12-17. Ernest Leishman.

Vermont

Barton-Orleans Co. Fair Assn. Aug. 14-18. Mrs. Donald Blodgett.
Bradford-Connecticut Valley Expo. Aug. 9-11. J. Arthur Peters.
Chase City-Mecklenburg Co. Fair Assn. Oct. 7-12.
Chatham Hill-Rich Valley Agri. & Fair Assn. Aug. 26-31. J. T. Gardner.
Dartmouth-Dartmouth Fair Assn. Oct. 8-13. C. C. Finch.
Dungannon-Scott Co. Fair Assn. Sept. 11-14. P. W. Collins.
Essex Junction-Champlain Valley Expo. Aug. 26-31. H. K. Drury.
Farmville-Five-County Fair Assn. Sept. 16-21.
Fredericksburg-Fredericksburg Fair Assn. Sept. 9-14. George C. Rawlings Jr.
Lyndonville-Caledonia Co. Fair Assn. Aug. 22-24. H. E. Ross.
Rutland-Rutland Co. Agri. Soc. Sept. 9-7. Arthur B. Porter.
Tunbridge-World's Fair-Dalen Agri. Soc. Sept. 12-14. P. A. Farnham.
Wilmington-Deerfield Valley Fair Assn. Sept. 21.

Virginia

Bland-Bland Co. Fair Assn. Sept. 4-7. T. E. Mallory.
Chase City-Mecklenburg Co. Fair Assn. Oct. 7-12. Garland E. Moss.
Covington-Allegany Co. Fair Assn. Aug. 13-17. Harry C. Grafton.
Fredericksburg-Fredericksburg Agri. Fair. Inc. Sept. 9-14. George C. Rawlings Jr.
Goochland-Goochland-Powhatan-Loudia Fair Assn. Sept. 4-7.
Harrisonburg-Rockingham Co. Fair Assn. Oct. 20-24.
Lebanon-Russell Co. Fair Assn. Sept. 18-21. B. O. Porterfield.
Lewisburg-State Fair of West Virginia. Aug. 19-24.
Luray-Pago Co. Fair. Inc. Aug. 19-24. Geneva E. Short.
Manassas-Prince William Co. Fair Assn. Aug. 12-15. J. E. Johnson.
Martinsville-Martinsville Agri. Fair. Inc. Sept. 2-7. S. H. Baldwin.
New Castle-Northern Neck Agri. Fair Assn. Sept. 2-7.
Newport-Newport Agri. Fair Assn. Sept. 14. J. E. Sulphix.
Pennington Gap-Lee Co. Fair Assn. Aug. 26-31. R. C. Carter.
Petersburg-Southside Va. Fair Assn. Sept. 30-Oct. 5. Ralph G. Lockett.
Richmond-Atlantic Rural Expo. Sept. 29-30. J. A. Mitchell.
Roanoke-Roanoke Fair Assn. Aug. 26-31. Arthur C. Walker.
Rocky Mount-American Legion Fair. Sept. 23-28. William R. Bernard.
South Boston-Halifax Co. Fair Assn. Oct. 14-18.
Staunton-Staunton-Augusta Co. Agri. Fair. Sept. 2-7. Rex Splice.
Suffolk-Tidewater Fair Assn. Oct. 22-28. W. C. Moss Sr.
Tasley-Tasley Fair Assn. Aug. 20-24. J. Edgar Thomas.
Tazewell-Tazewell Co. Fair Assn. Aug. 15-17. Herbert Ward.
Warsaw-Northern Neck Agri. Fair Assn. Sept. 1-7. Mrs. J. L. Simon.
Woodstock-Shenandoah Co. Fair Assn. Aug. 22-31. Marvin W. Reynolds.

Washington

Bremerton-Klapp Co. Fair Assn. Aug. 22-28. Mrs. Ruth B. Hingford.
Cashmere-Chelan Co. Fair Assn. Sept. 6-9. Chas. E. Clements.
Centralia-Southeast Washington Fair Assn. Aug. 21-25.
Chabalia-Centralia-Southwest Wash. Fair Assn. Aug. 21-25. A. W. Wildhaber.
Davenport-Lincoln Co. Fair Assn. Sept. 5-7. Mrs. G. W. Gauger.
Dear Park-Deer Park Fair Assn. Sept. 8-9. Dots Hale.
Ellensburg-Kittitas Co. Fair Assn. Aug. 31-Sept. 3. R. Wendell Prater.
Elma-Grays Harbor Dist. Fair Assn. Sept. 6-8. Virgil Badgett.

Reading Cuts Out Monday Grandstand

Losses Rated Too High; New Policy Uses Name Artists on One-Day Basis

READING, Pa. — Monday grandstand operations at the Reading Fair have been eliminated this season as part of the wholesale revision of entertainment policies. Also new is a policy of daily changes in the grandstand show, rotation of name artists and elimination of a revue.

The fair will be held Sunday thru Saturday, September 8-15, and no talent features will be presented more than once. Only repeat during the week will be harness racing on Tuesday and Wednesday.

Cutting out the Monday grandstand operation was decided after unsuccessful efforts to stimulate attendance on that day. All failed and the fair board decided that further attempts to revive the slow Monday would only bring more financial losses.

Drastic Changes

President John S. Giles said that several years ago it became apparent that the acts-plus revue show was no longer attracting patronage as it had during the fair's early years and daily change was the decision. At first there were name attractions presented a couple of days during the week, with a revue-type background. This year, however, the change is drastic.

Opening day attraction on Sunday will be motorcycle racing, with the Joie Chitwood auto thrill show that night. Monday will be a blank. Tuesday will have horse racing in the afternoon and Pat Boone at night. Wednesday will have horse racing in the afternoon and jalopy stock car racing at night. On Thursday afternoon, the Lone

Ranger will appear, and night show will feature the Mills Brothers. Friday will have Farm Maid contest finals and a supporting stage-show in the afternoon and a rock and roll show starring Lillian Briggs at night. Jack Kochman's thrill show will perform Saturday afternoon.

Big car racing will be the closing feature on Sunday afternoon. There will be a variety of acts used thruout the week for various supporting purposes. Race promotions, publicity and promotion are handled by Russ Moyer.

Orange Show Names Glass

SAN BERNARDINO, Calif. — G. Walter Glass has been named general manager of the National Orange Show and the dates for the 1958 event will be April 10-20 inclusive, William Wilson, president of the board, said here last week.

The board also appointed Howard H. Bailey to head commercial sales and promotion. Glass, a retired Navy commander, replaces Earl E. Buie, who did not seek reappointment to the post following the 1957 event in March. Along with the appointments, Wilson said that efforts are under way to give the Orange Show a new concept.

Glass has lived here for the past several years. A graduate of Stanford University, he has been in charge of merchandising for the San Diego Gas & Electric Company and staged the electric show held in San Diego's Balboa Park. In 1942, he returned to Navy service, where he remained until 1946, when he set up a Naval Reserve unit here. He also assisted the Orange Show in the late 1940's and early 1950's, handling governmental displays. In 1952, Glass assisted the Belgium government in its naval expansion.

DREXEL, N. C., SKEDS USED CAR GIVEAWAYS

DREXEL, N. C. — The giveaway of new automobiles at fairs has become an established custom in many areas. The Drexel Community Fair this year will give away seven reconditioned used cars.

According to Ralph Abernethy, one each will be given away on Tuesday, Wednesday and Thursday and two each on Friday and Saturday. He stated that there is nothing to buy, but the winner must be present to claim his prize.

PERSISTENT!

Patient Peoria Hits Winner After Long Pull

PEORIA, Ill. — At long last, the Heart of Illinois Fair here scored a sock success.

Given good weather, able management and strong newspaper support, the fair pulled a record turnout of 77,540 paid customers and exhibitors.

Bob Park, formerly in public relations with the Keystone Steel and Wire Company, serving as the fair's manager for the first time, was given much credit for the successful run. Publicity was outstanding.

In prior years under various managers, the fair invariably had suffered losses either because of weather, management or other circumstances.

The fair operated with a free grandstand show, presenting acts booked thru the late Jimmy Downey at night, a King and Queen contest three afternoons and midget auto racing the other two afternoons.

The Don Franklin Shows bagged a record ride and show gross on the midway, and concessions — 1,000 front feet of which were filled by the show—did good to excellent business. The Franklin Shows were re-linked for '58 following the fair's close.

Harrington Beats Off Brief Weather Setback

HARRINGTON, Del. — The Eastern fair season got off to a successful debut last week, with the Kent and Sussex Fair holding its own despite a Tuesday afternoon (23) rainout.

Weather cleared that night for the thrill show after rain forced cancellation of the harness race program with one event having been run off. Racing is held Tuesday thru Friday.

Prell's Broadway Show on the midway were having an auspicious fair opener, after a still date season which was satisfactory for most hands on the show. Rides set up Saturday night (20) drew okay pre-fair business.

Kid Price Hiked

A GAC-Hamid revue was booked into the grandstand nightly, and a special Friday afternoon (26) show featured the Lone Rangers, Lassie and Sons of the Purple Sage. Kids were admitted to the grandstand for 50 cents that afternoon, an increase of 20 cents over previous years.

A Saturday feature was the Four

Lads. The Jack Kochman Hell Drivers appeared Monday night to a good house, Secretary T. B. Holloway reported. By midweek it appeared the fair would outdraw its 1956 effort, which dodged rain thruout the week. The fair's independent midway was sold out.

Kids pay 25 cents at the front gate except on Tuesday (23), Kiddie Day. There is also a 25-cent parking fee.

The 4,000-seat grandstand was completed last year. Since then the grounds have been further enhanced. The machinery area streets have been paved and a \$15,000 cement block poultry exhibit building erected. On Thursday the governor dedicated the structure to the \$50,000,000 Del-Mar-Va area poultry industry, which exhibits heavily at the fair.

Holloway is to be in New York three days this week for a meeting of the U. S. Trotting Association of which he is an area director. A tour of the new Roosevelt Raceway plant at Westbury, N. Y., was on the agenda.

Illinois State Signs TV, Record Names

Russell Arms, Mimi Benzell, James Arness to Head Up Expanded Bill

SPRINGFIELD, Ill. — The Illinois State Fair, which for a number of years has featured name attractions, this year will present a long list of TV and recording artists.

The names will be concentrated in two night shows, one August

9, the other August 17. Fair dates are August 9-18.

The opening night presentation will include Russell Arms, Brenda Lee, Bambi Linn and Rod Alexander, Mimi Benzell, the Vikings, and Hal McIntyre and orchestra.

James Arness, who is Marshal Matt Dillon in the "Gunsmoke" TV series, will be on the second night's show, along with Dennis James, Dick Shawn, the Diamonds and Duke Ellington and orchestra.

The fair in recent years has featured such performers as Bob Hope, Jack Benny and Victor Borge.

Calif. State Reskeds Ad Contest

SACRAMENTO — Deadline on entries in the advertising awards contest to be held during the California State Fair & Exposition here has been set back to August 2 instead of July 26, F. Clinton Jones, contest chairman, said.

Awards will be presented from outstanding advertising campaigns conducted within California as part of a national, regional, State-wide or local program. There are separate divisions for short and campaigns of more than four months. Radio and television, outstanding newspaper features and stories are also to be judged.

Governor Goodwin J. Knight will present the awards at the fifth annual awards banquet to be held August 31 in Governors Hall on the fairgrounds.

John Z. Ickes, the fair's advertising and publicity supervisor, is receiving all entries.

3 Granges in As Barrington Entries Open

GREAT BARRINGTON, Mass. — All grange associations in Western Massachusetts and Eastern New York State have been invited to participate in grange exhibit competition at the Barrington Fair, September 8-14. Alfred W. Lombard is superintendent of the agriculture and livestock departments at the fair.

All grange exhibits scoring 70 points or more will receive \$35 regardless of premiums, and all exhibits scoring 85 points and over will receive an additional \$5 with the understanding that the exhibit will be kept fresh for the duration of the fair. The Barrington Fair Association is offering additional awards totaling \$80 covering the first eight awards with \$50 as top money.

Every grange entering will be furnished a flat area, 10 by 5 feet with a background 5 feet high. The revised scorecard for a competitive grange exhibit will be used and judging will be done by Mrs. Barbara Matthews, Southwick, Mass. Three granges have entered so far.

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Phone Collect 4551, Aberdeen, S. Dak.

Weather Turnabout Aids Rocky Springs

Run of Good Weather Follows Rain and Cold of Early Weeks

LANCASTER, Pa. — Four straight weeks of good weather has brought a pleasant turnabout to business at Rocky Springs Park. Early season activity was hampered by rain and coldness.

A good July Fourth weekend was enjoyed, especially by the pool and drinks and ice cream stands. Recent torrid weather has curtailed ride grosses, but the established pattern has held true—weather too hot for rides helps the swimming, cold drinks and ice cream revenue.

Major improvement this year is the conversion of 40 bowling alleys to automatic pin-setting, with work to be finished in August. The alleys have been in use for three years, and the management reports they do exceptionally well in winter time. Although in operation all year-round, bowling slumps sharply in the summer. The building is air conditioned.

All units but the Ferris Wheel and Arcade are park-owned. These include a Merry-Go-Round, Roller Coaster, Cuddleup, Dark Ride, Whip, Miniature Train, Scooter, Airplanes and Speedboats. A showboat may be constructed for river operation next season, John Figari, manager, said.

The park's documented existence dates back to 1875. The family association began in 1918, when Figari's father, Joseph, was a concessionaire. He bought into the

Names Click At Galveston Pleasure Pier

GALVESTON, Tex. — The inauguration of name attractions—generally in the country and western field—is scoring well at the Galveston Pleasure Pier here, according to Howard Robbins, manager.

Earnest Tubb was the first to appear along with the Wilburn Bros., Justin Tubb, Texas Troubadours, Billy Byrd and Rusty Gahbard.

The show, which was set by Hal Smith of Curtis Artists Productions, Nashville, was strongest at night but afternoon performances in the 2,800-seat outdoor stadium, were weak.

Meanwhile, Walker Dick's All-American Water Show is still being featured at the outdoor stadium with nightly shows and matinees on Saturday and Sunday. The McCoy Bros. orchestra was the featured music-makers in the Marine Ballroom until they closed Sunday (21).

Torrid Temps Aid Seaview

LONDON BRIDGE, Va.—Torrid temperatures last week here drove thousands to beaches and Seaview Beach here was the scene of big daily crowds.

In addition to the sandy beach, the free kiddie pool has been getting a big play, and the dance hall, with free admission, is drawing good turnouts.

65-acre spot in 1935 in order to protect his concession operation.

Dancing is on a Saturday-Sunday basis, although local music is hired in contrast to the name bands used up to seven and eight years ago. Dancing is in the former roller rink. Roller skating, meanwhile, is held in the larger hall originally used for dancing. Both are all-year propositions.

A free gate and free parking are in effect. Ride prices are 15 cents. Scooters are 20 cents, and Merry-Go-Round is a nickel, six for 25 cents. On four or five Saturdays during the season the rides are leased out to industrial groups at so much per hour. Prices have remained fixed for some time. The public hereabouts is sensitive to prices and has reacted whenever an increase has been tried.

Free ground acts are used during the season and fireworks on July 4 and a couple of other special days. Combination of a free gate and free pyro displays has become a fixed attraction and the public has patronized heavily on those days for years.

Figari also operates a shooting gallery, skill games, athletic fields and picnic areas.

Arrow Preps M-G-R, Train For Two Spots

MOUNTAIN VIEW, Calif. — Specially designed and constructed, a Merry-Go-Round and Miniature Train are being rushed to completion for early delivery by Arrow Development Company, Inc., here, Walter B. Schulze, secretary-manager of the company, said.

The Merry-Go-Round is being made for the new Santa Claus Village in Santa Cruz, Calif. The ride is 36 feet in diameter and will have special pastel color horses and top, the latter being supplied by the Anchor Supply Company. Medallions, flag pole and center scenery are toy soldiers.

The new streamlined train will soon be delivered to Confusion Hill near Ukiah, Calif.

White Lake Snaps Back After 250G Fire

WHITE LAKE, N. C.—Goldston and Crystal beaches, hard hit by a July 2 fire that caused an estimated \$250,000 in damage, are getting back into action fast.

The bathhouse, dance pavilion and souvenir shop area are operating normally. Several new rides have been added, including a Ferris Wheel and Skyfighter, and many buildings destroyed in the conflagration are nearing completion. Many of the concessions, slightly damaged by the fire, are being repainted.

Bill Corbett, of Crystal Beach, reports that business has been down but expects this to be remedied in the near future. Harry

Three-Level Dark Ride Set By Wedemeyer

Riding Devices Of European Make Told by Importer

NEW YORK—Ten major European riding devices are being represented by importer Eric Wedemeyer, who returned to this country on Monday (22). Two of the units are improvements of the Roto-Jet which Wedemeyer introduced in America four years ago.

Side-by-side seating is one of the developments in the ride, contrasting with the tandem arrangement in the current models.

Two of the imports are being placed on view at Bob-Lo Park near Detroit, namely the original Wild Mouse and the Statelite-Jet.

Four Balcony Turns

Units expected to arouse the interest of American operators of both stationary and portable rides include dark rides traveling on two and three levels, one of them making four appearances on balconies.

Names of the rides are the Sun Valley Bob, Phantom Express, Globe Trotter Ghost Ride, Roto-Jet, Strato-Jet, Statelite-Jet, Original Wild Mouse, Devil's Coach, Meteor-Mono-Rail and Alpine Turn Pike.

Weather in Europe is reported similar to that in the United States recently, with intense heat and no rain.

Vineyard Named Gen'l Manager Of Denver Spot

DENVER — Howard Vineyard has resigned as operations manager at Walt Disney's Disneyland to take the position of general manager of the new Magic Mountain, Walter F. Cobb, president of the new amusement spot, announced. Mountain is being planned west of Denver at the junction of U. S. Highway 40 and State Highway 93.

Vineyard arrived here last week to join other representatives of the Marco Engineering Company, which has the contract to design and supervise construction of the new park.

James V. McGoodywin, partner in the Marco firm, is here and recently leased a mansion at 16th and Ogden to serve as design headquarters for Magic Mountain. A Marco staff, augmented by Denver artists and designers, will work out of this headquarters in the early stages.

In commenting on the site, McGoodywin said: "When we built Disneyland in California, we started with less than 200 acres of orange grove in flat terrain. Then we had to build our mountains, streams and valleys.

"Here we have 600 acres of the most beautiful natural terrain I've seen in a long while. In addition, the Magic Mountain area is rich in its own history, much of which I feel sure our researchers will adapt to the final park development."

and Jack Womble, operators of Goldston's and other facilities, report things are slow but say they are optimistic over the future.

COOL NIGHTS BENEFIT UNITS AT ROCKAWAYS

NEW YORK — With torrid weather having been a constant visitor in the metropolitan area, Rockaways Playland has been among the amusement elements to benefit.

The boon has been mainly after dark, however, since extreme heat has discouraged much ride business in daytime. Nights have been pleasant with bonanza crowds hitting the midway often in recent weeks.

Saturday afternoons have been occupied by the regular weekly park contests, with a variety of subjects being used. Among them have

POOL CROWDED

Olympic Goes To Dime Unit For Tickets

IRVINGTON, N. J.—Olympic Park's huge swimming pool is having one of its best seasons, although the operation is of necessity curtailed somewhat on the concession end. Nearly two dozen stands are in operation, a sharp cutback from the period prior to the Statewide control over concessions.

Games operate on the prize-every-time basis, with no special premium prize for winning. Some of the shuttered stores have reopened, containing publicity displays of industrial firms and civic offices.

The pool is one of the largest fresh water tanks in the country, holding 4,500,000 gallons and measuring 200 by 400 feet, larger than a football field. Recent scorching weather has drawn patrons in great numbers. Best pool business was on a holiday several years ago when 10,000 patrons were handled. Prices are 50 and 90 cents.

Part of the loss of concession rentals will be offset by the new Globe ticket system, the Guenther management feels. Where each device had its own cashier previously, there are now 10 booths selling machine-dispensed tickets of equal denomination. Most parks use the nickel ticket, but Olympic has a 10-cent one, meaning rides have to be priced at 10, 20 or 30 cents.

Kiddieland stays at a dime a ride. Most adult rides are 20 cents and some are 30 cents, and the Merry-Go-Round goes at a dime for kids and 20 cents for adults. Kids are admitted for a 10-cent ticket at some other adult units.

The system cuts in half the number of cashiers and represents a saving of several hundred dollars weekly in payroll expenses.

Opening business this year was down, due to adverse weather, but a high level has been reached recently. A new Helicopter from the Allan Herschell Company is the latest ride addition.

DENVER — Summer business has been unusually good at Mammoth Gardens Roller Rink here, with classes holding up well and beginner classes being filled to capacity, said Jack Boyer, assistant manager and professional.

A new sound system was installed at Mammoth in July and relocation of speakers has improved the music. In addition to fair to good nightly box-office takes, owner H. Sigman has been renting the gardens for special events since spring. Recently he leased the rink to promoter Leroy Smith, who booked in Little Richard and band for a one-night dance date.

been "Pint-Size," "Pin-Up," "Most Beautiful Legs," "Sweater Girl" and "Most Beautiful Grandma."

On July Fourth the nearby Jots held 60 out-of-town busses. From midnight Wednesday (3) to 2:30 p.m., on the Fourth, the playland rapid transit station discharged 5,285 arrivals.

Attendance records for June were exceeded this year, the Chamber of Commerce figured. About 8,500,000 persons visited the area between Beach Ninth Street, Rockaway, and Beach 149th Street, Neponsit. Park department officials report an attendance estimate along the beach and Boardwalk daily at 1 p.m., which totaled 5,800,000, but the Chamber gives an all-day estimate.

A. C. Horn Company has been awarded a contract to waterproof several Playland buildings. The company also provides the commercial product Colorminium, with which newly paved sidewalk is colored.

Atlantic City Conventions Hitting Stride

ATLANTIC CITY — Atlantic City's 1957 convention season was a slow starter, but has hit its stride. Convention Bureau records show 192,608 visitors attended 231 conventions and trade shows in the first half of the year, including the big Housewares Show last week. And Wayne Stetson, manager of the Bureau, estimates that the conventioners left "well over \$19,000,000."

Outlook for the second half of the season appears good, too, with 126 meetings and trade shows already booked, including the American Legion convention in September. May was the best month of the current season, when 76 conventions brought 45,344 visitors. January was the weakest, with only 20 conventions and 3,527 visitors.

The fall season's first big one will be the New Jersey State Firemen's Association convention, opening September 13. The firemen start moving out on the evening of September 14 with the Legionnaires coming. Advance estimates for the Legion convention, September 15-20, range as high as 100,000.

James Trevor, Pyro Expert Dies at 56

CHICAGO—James P. Trevor, 56, veteran pyrotechnician and plant superintendent of Thearle-Duffield Fireworks, Inc., died here Sunday, July 21.

He had been with the Chicago fireworks firm since 1922. During that tenure he had supervised displays at the Chicago world's fairs in 1933 and 1934, as well as at the New York World's Fair in 1940. For years, Trevor had handled the fireworks at the Minnesota, Wisconsin, Oklahoma and Texas State fairs as well as at the Orange Bowl, Miami.

Survivors include his widow, Ann; a son, James; two brothers, four sisters and his father.

ROLLER RUMBLINGS

50 Members, Guests At URO Summer Meet

50 Operators, Guests Attend URO Summer Meet . . .

DETROIT — Annual summer meeting of the United Rink Operators was held Tuesday (9) at the Fireside Restaurant, Plymouth, Mich., during week-long national championships conducted by the United States Amateur Roller Skating Association. The meeting was informal in style, opening with luncheon at which the URO was host to members of the Manufacturers' Association of the Roller Skating Industry. About 50 members and guests attended.

President Robert Baker, Palomar Rink, Lansing, Mich., opened a short business session following luncheon.

The only item of business on the agenda was the resignation of Mrs. Margaret Giles, URO secretary, inasmuch as she and her hus-

band, Perry B. Giles, have recently sold Curvecrest Rink, Muskegon, Mich., to devote full time to their Rink-Cote, Inc., manufacturer of plastic floor coverings for rinks. The resignation was unanimously rejected, and a motion was passed that she retain her position until election next year.

Activities of the Roller Skating Foundation of America were reviewed by Irwin Roscoe, York, publicity director of the Foundation, who covered the promotional program. He gave a detailed advance outline of the fall promotional program. He was assisted by Walt (Tex) Nixon.

A visual demonstration of unique hobby horses built on a single roller skate was presented by A. Hosteler, Blue Plaza Rink, Sturgis, Mich. As many as 50 games may be played with the horses, which are for adults as well as children.

Manufacturers' representatives who were introduced to the meeting, several giving short talks, included Joseph Shevelson, Chicago Roller Skate Company; Clarence Reynolds and Robert Phillips, Cleveland Skate Company; Max Hyde, Hyde Shoe Company, Cambridge, Mass.; Fred Wichlacy, Reidell Shoe Company, Red Wing, Minn.; Mrs. Wilma Lutes, Lutes Creations, Anderson, Ind.; Milton Aaronson and Harry Portugal, Johnny Jones Jr., Pittsburgh and Bill Skelly and Louis Armbruster, Skelly's, Detroit.

Rink operators attending included Mr. and Mrs. Robert Baker, Palomar Rink, Lansing, Mich.; Mr. and Mrs. Norman Barber, Skateland, Cranston, R. I.; Mr. and Mrs. George Yoder, Skatarena, Sinking Springs, Pa.; Mr. and Mrs. Clifford Neschke, Moonlight Rollerway, Pasadena, Calif.; Mr. and Mrs. Lionel A. LaMay, Riverside Arena, Livonia, Mich.; Mr. and Mrs. Perry Giles, formerly of Curvecrest Arena, Muskegon, Mich.; P. Klatka, Moon-Glow, Kent, O.; A. Hosteler, Blue Plaza Rink, Sturgis, Mich.; Mr. and Mrs. Don Victor, manager, Levittown (N. Y.) Arena; Mr. and Mrs. George Petrone, manager, Mount Vernon (N. Y.) Arena; Mr. and Mrs. Tom Brown, manager, Alexander (Va.) Arena; Mr. and Mrs. Robert Kinsley, manager, Twin City Arena, Elizabeth, N. J., and Marvin Facher, publicity director, America on Wheels.

School for Skaters, Ops Set Up at Melbourne, Fla. . . .

MELBOURNE, Fla.—A skating industry school will be conducted here August 12-18 at Skateland Roller Rink. Jack Ross, Skateland operator, states that his school will be unique in that it will cater strictly to small rink operators, of which he is one.

Skating instruction will be provided by Wilbur Nerren, of Jack Britt's Southland Roller Rink, Chattanooga. Instruction will be tailored for the novice skater and will attempt to sell primary skate dancing to small rinks which are expected to have skaters and/or operators at the school.

A Mr. Smith, of Southern Skate Company, will conduct a discussion period for operators on supply problems at the school. Jim Steignor, Southern Skate Company, will attend for the same purpose. In ad-

dition, Ross plans to have experts in the fields of banking, rink construction, bookkeeping and all phases of operation give talks before operators.

Ross said that tuition has been priced within reach of any operator or skater wishing to attend the school. Higher fees, he said, would defeat the purpose of the school for whom it is designed. Skaters wishing to take tests at conclusion of the school may do so in a test center being set up by Ross. Ross' mailing address is Box 704.

Greeley Skating School Preps Elaborate Program . . .

GREELEY, Colo. — Warner Norcross, owner of Warnoco rink here, announced that final plans have been completed for the ninth annual American Skating Institute to be held at his rink July 31-August 10. This year's plans are the most extensive ever offered, said Norcross.

Included will be special classes for teachers, professionals, amateurs and operators. There will also be special classes during evening hours for specific types of training, consultation and seminars. Instructors are C. J. (Satch) Wilkins; Norma Lee Johnston, J. W. Norcross and business operation seminars by Warner Norcross.

From 10 a.m. to noon each day classes will be divided into three categories. Teachers and operators will have a chance to learn and discuss rink and class promotion, publicity, show production, music and programming, class schedules, teaching methods, rink newspapers, mailing lists, party promotions, direct mail promotion, a business analysis of children's classes and sessions, skating tests and maintenance of equipment, facilities and building.

Amateurs will have an opportunity to prepare for tests and competition. Analysis of rules governing tests will be made in the class room. Preparation for judging and black board work will be an important part of the institute for amateurs. They will have a chance to practice their skill daily from 1 to 5 p.m. Detailed instruction will be given in such basic work as stroking, planing, skate propulsion turns, dance bar, bronze medal dances, figure bar and bronze medal figures. More advanced work will include single bar and bronze medal free skating, novice and bronze speed skating, cross roll and dutch roll steps.

Instruction will also be given in one-foot turns, silver bar, silver medal and gold test dances, along with advanced figure and freestyle skating, speed skating and relay racing. At conclusion of the clinic tests will be given to all who wish to take them. Norcross said all tests, tho not required, will be

available except in the gold and prize dance categories.

Outings are also part of the program, with a special all-day outing over Trail Ridge on August 4.

Groton's Melody Intros Weekly Family Nights . . .

GROTON, Conn. — Melody Skating Rink is featuring Family Night on Tuesdays from 8 to 11 p.m. thru July and August in an introductory campaign.

In extensive advertising the rink announces: "On this night family groups of one or both parent, and one or more children are admitted for only 65 cents each. Use of shoe-skates is free . . . no checking or other charges at all. No special attire needed. Dungarees, summer shorts and T shirts are not permitted. "Why not get a little pleasant exercise or sit in our theater-type seats in the parents' loge and listen to the beautiful organ music by Joseph Zinni and watch your family skate in a clean modern, well-supervised roller rink? Why not get a group together for next Tuesday?"

Pro Gene Gist Marries Denver Amateur Skater . . .

DENVER—Gene Gist, former pro at Mammoth Gardens Roller Rink here, recently married Esther Pollard, a local amateur competitive skater.

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Canadian Dates Strong for Beatty

Maritime Folks Turn Out Big At St. John, Fredericton, N. B.

FREDERICTON, N. B.—Early Canadian stands panned out very well for the Clyde Beatty Circus as amusement-hungry people in the Maritime Provinces turned out in strong numbers.

The final U. S. stand was at Calais, Me., on Saturday (13) and the customs entry was made via Calais and St. Stephen, N. B. on Sunday. The first stand north of the border was at St. John on Monday (15), which was big. The advance sale enabled the show to advertise three performances and an estimated 16,000 people saw the circus. Hefty television coverage via CHSJ-TV was arranged by Or Parks.

Fredericton, N. B., on Tuesday (16) was satisfactory, if not sensa-

Record Rain Belts Polack At Sidney, Neb.

SIDNEY, Neb.—Polack Bros.' Eastern Circus ran into what amounted to a record rainfall for its scheduled Saturday (20) showing here and was forced to cancel the show and hold over until Sunday. Alliance, Neb., originally scheduled for Sunday, was canceled.

A mere 15 minutes before the scheduled 2:15 p.m. matinee here, the clouds opened up and dumped over three inches of rain on the area, completely flooding out the business and some residential districts. The Cheyenne County Fairgrounds, site of the circus, was hit by high waters.

The Sunday performance here, which was backed by a heavy advance sale, was attended by close to 3,500 in the afternoon and 2,100 that evening.

Have, Mont., played Tuesday (16) came up with two good crowds of 2,000 and 2,500.

Carson-Barnes Crowds Light

SUPERIOR, Mont.—Carson & Barnes Circus, hit by a combination of harvest times and unemployment, drew very light crowds at some points in Washington and Montana.

Considerable unemployment in the lumber industry was given as one reason for light business here Monday (22). Not over 100 customers were in the seats for the matinee and a paid total of 240 was reported for the night show. Free admission in the evening swelled the total to almost 400, it was reported.

Colfax, Wash., on Thursday (18) was only slightly better, due to harvesting operations, and temperatures that dropped into the 50s in the evening. The matinee there had upwards of 175 people and the night show not more than 220.

Happy Spitzer is appearing in novelty acts at Bob Ditch's Kid-die Zoo, Fairlawn, N. J.

tional, giving two near-full houses. This was also a Shrine promotion but the advance sale was light. Opposition came in the form of Hank Snow and his Grand Ole Opry in the Lady Beaverbrook Rink at \$1.50 a head the same night.

The Beatty show moved to Sussex for Wednesday (17), then was headed for Nova Scotia and a later swing-back thru New Brunswick to get into Quebec Province. The show has three days in Montreal toward mid-August.

Major plug in Fredericton was registered on "Date with Diane," where Diane (Betty MacDonald) did a chatty narration against a background of calliope music.

The show again came up against Hank Snow in New Glasgow, N. S., but held its own. While the country and western performer pulled 1,700, the circus had a three-quarters house at the matinee and close to a full one that evening. A drizzle in the evening failed to hurt business and a late matinee did little or no damage.

Marilees Act Having a Ball In England

LONDON—According to Lee and Mary Stath of the Flying Marilees, they've never had it so good since they arrived here for a long engagement with the Tower Circus at nearby Blackpool.

The flying act has been here for three months and are scheduled for another three months of work. One of the big advantages, they say, is no tearing down and moving each night. Instead, they ride leisurely home on bicycles.

Audiences have been big and quiet. No popcorn, programs or butchers and the applause has been excellent. Also on the bill, and also enjoying themselves, are the Aerial Chapmans, Yokoi Troupe and Alma Michaels and her Excess Baggage.

The Marilees report they've had several offers to appear in South Africa, France and Sweden when the 30-week engagement here winds up.

Hagen Hits After Rain

MARSHFIELD, Wis.—Hagen Bros. Circus, hurt by rain at a number of towns in Wisconsin, broke into the win column here Wednesday (17). As a result, two nearly full houses were registered.

Springfield, Mass., Okay for Ringling

PHILADELPHIA—Ringling Bros., and Barnum & Bailey Circus moved here last week after doing good business at Pynchon Park in Springfield, Mass.

The three-day, five-performance stand there pulled good crowds despite some of the hottest weather since 1949. In fact, the heat produced a number of sun-stroke patients during the matinees.

POLICE CHIEF QUILTS OVER MILLS PARADE

SALAMANCA, N. Y.—Jack Mills, general manager of the show bearing his name, has laid claim to a new first. He says the circus is the first one that ever caused the resignation of a police chief.

It all began when plans were being made for the parade here Monday (22), and the sponsors requested the police department to have a mounted patrolman lead the parade. The police chief nixed the idea, saying a radio car would be used. The town's five-man police commission met and ordered the chief to have a mounted policeman show up.

The chief resigned.

K-M Crowds Taper Off In Nebraska

Harvest Season, Intense Heat Cut Down Turnouts

HOLDREGE, Neb.—The Al G. Kelly & Miller Bros. Circus, which had a strong two weeks of business thruout Nebraska, felt a little tapering off last week. Altho crowds were far from small, there was a noticeable easing off, brought about by heat in some cases, harvesting of crops in others.

Farmers here Thursday (18) were busy in their fields and this, along with 108-degree heat, held down the matinee turnout to a quarter house. The evening show, however, drew almost a full house.

Kearney, Neb., reached after a long haul over gravel roads, was okay. Half the seats were filled on the afternoon of Wednesday (17), and a bigger crowd was on hand that night.

Show experienced some breakdowns in making the Ord, Neb., stand on Tuesday (16) and several vehicles were late in arriving. Business there, however, was considered good with one-third and two-thirds houses.

Col. Tim McCoy's concert has been generally racking up good business along the route, particularly at the night shows. The performer has been scoring well with radio and personal appearances in almost every town of any size.

Bob Mathews takes exception to recent statement that only one flea circus is still in existence. Mathews has operated one for two years at Nu-Pike, Long Beach, Calif., and it's reported the show is one of the top grossers on the pike.

TOWNERS CLICK

Salamanca Goes All Out for Mills

SALAMANCA, N. Y.—The strength of a parade was demonstrated here Monday (22) when Mills Bros. Circus, aided by an energetic sponsor headed up by Ned Fenton Jr., joined forces.

The auspices, the Masonic Fellowship Club, produced mounted riders, drum corps, floats, a Merry-Go-Round, Salamanca's clowns, bands, calliopes and other features. These were augmented by the show's elephants, ridden by prominent civic and political figures, and a number of other circus features. In all over 50 units were included in the long procession which drew an estimated 30,000 in this small community. In a hassle over parade plans, the chief of police quit his job.

Generally looked upon as not too good a town for shows, Jack Mills, circus manager, said the town

really went out for them and produced two overflow houses. This business was wracked up in the face of threatening weather just before the matinee.

Warren, Pa., played Friday (19), produced so-so business. The matinee was half full and the evening show around a quarter filled. Cristiani Bros. Circus played at Jamestown, N. Y., just 19 miles away.

EVEN KEEL

Cristiani Biz Continues Good In N. Y. Towns

LOCKPORT, N. Y.—Cristiani Bros. Circus, which since its entrance into New York State has been getting good turnouts and grosses, continued along these lines last week.

Despite several local activities that would normally cut into a traveling show's business, Lockport, N. Y., came up with a capacity matinee and almost a full tent that evening. Show played there Saturday (20).

Medina, N. Y., where the circus played Friday (19) in the midst of a heat wave, came up with 1,700 at the afternoon show and 2,700 that night.

Show has been moving along at a good rate and since the heat tapered off somewhat, is expected to rack up some sizable grosses.

Gray Scores At S. D. Town

MOBRIDGE, S. D.—The Gal Gray Circus pulled almost a full house at its Saturday (20) showing here under Shrine auspices.

The show had been originally scheduled to play here on June 13 but was unable to get here due to the washout of a bridge between here and Winner, S. D.

UNDER THE MARQUEE

A. F. (Red) Davis, Philippi, W. Va., visited Tom Packer Circus recently. . . . Charlie and Beverly Allen, of Allen's Bears, write that when they showed at Holyoke, Mass., recently a roaming bear was reported and the police turned out in force to hunt down the critter, believing it was one of the Allen's charges. The hunted animal turned out to be nothing but a coon, but the Allens landed on the front page of the newspapers. . . . Fan Erick Wilson caught the Beatty show at two New Hampshire and Massachusetts stands and Cristiani at two New York stands.

Freddie Freeman reports that business for the Ringling show at Washington was big and three shows were given on Saturday. . . . Says that word from the Charlotte, N. C., hospital is that Little Plato, who fell recently, will be up and around in three weeks. . . . During the stand in the capital, house trailers were parked seven miles from the stadium. . . . The three-day layoff following Washington saw many of the personnel

heading for New York. . . . Kaichl Koban regularly sends gifts of clothes, coffee or candy to his family in Japan. . . . Mr. and Mrs. Bill Pringle hosted a number of the performers at their annual doings in Washington. Included were Mr. and Mrs. Charles Morosky, Calla Shawn, Lottie Brunn, Otto Griebling, Paul Jung, Carl Stephan, Paul Harompo, Mr. and Mrs. Joe Nocks, Bob and Antonette Dover, Mr. and Mrs. Freddie Freeman, Dr. Y. C. Henderson, Mr. and Mrs. Clausen and daughter, Miss Crickett, Lolo Dobritch and the Goetsches.

The long jumps made by Polack Western Circus has been providing some experiences for personnel who own their own equipment, Jim Douglass reports. The Douglass house car caught fire, Mac and Peggy MacDonald wrecked their truck and trailer, Mr. and Mrs. Raoul Palacio had to leave their infant son in a Modesto, Calif., hospital with pneumonia, and the Kelroys had to have two new motors and a new radiator installed

in their car inside of three months. The show recently purchased a new tractor to pull the trunk wagon as the original one was demolished when it turned over en route to Chico, Calif. Sporting new trailers in recent weeks are the Alex Konyots and Chester and Winnie Stanley, and many other trailerites are installing air conditioners. Recent visitors included Smokey Rouse, who lives in Eureka; Gus and Betty Bell, and Lila (Peg) Simmons, who came over from Australia to visit her brother, Harold Simmons. Barbecued fish was the order of the day after some of the men came home with filled creels.

Roger Towne, Buffalo CFA, renewed acquaintances with band leader Lee Hinckley, of the Cristiani show, at Watertown, N. Y. . . . The Marcks Miniature Circus, owned by Don Marcks, El Cerrito, Calif., has started its 1957 tour with all new canvas. Marcks recently visited Jungland Circus in San Lorenzo, Calif., and with John and Ruth Strong at the San Mateo (Calif.) Shopping Center. . . . Johnny Fulghum, World of Mirth agent, caught the Beers-Barnes Circus at Oakland, Me., and also visited Earnest Prosser at Waterville, Me. George Taylor, veteran 24-hour and banner man, also sat in at the Waterville huddle.

Ted Deppish, Wilbert D. Bender and the latter's son, Gary, spent the day with Tom Packs Circus in Warren, O., where they renewed acquaintances with many performers. En route to their Canton, O., home they caught Burling Bros. Circus at Greenstown, O. . . . Fans of Zanesville, O., hosted a group from Mills when the show played that city. Included among the hosts were R. K. See, Warren McCormick, Laysell Pitts, Mr. and Mrs. Don DeWeese, William Owens, M. Friege and Lee Virtue. . . . Lewis E. Brown, R-B usher, is working the Billy Graham crusade in Madison Square Garden.

Paul M. Bowers, Philadelphia CFA, is keeping on the move. He enjoyed a visit to Ringling at Baltimore and will again catch the show in his home town. Plans to take in the Circus Historical Society convention in Lansing, Mich., where he'll catch up with Bob Couls and the Hagen show. . . . James Waynick, Reidsville, N. C., was on Ringling for four days visiting. While there, Mr. and Mrs. Ralph Holt visited the show. . . . Mrs. Irene Smith recently left Menon Bros. Circus and is working in an Indianapolis hotel.

Don Marcks caught Polack in Oakland and San Francisco and visited Rudy Bros. along the route. . . . Don Knapp, recently in the Ringling band, left to join "Ice Capades." . . . Bill (Gabby the Clown) Gabeler, reports that he has kept busy in recent months giving a long series of lectures on his clowning on King, Mills, Hunt and Cristiani shows. He also operates a tramp clown magic and puppet show in which he uses his eight-year-old son, Jimmy, and 11-year-old daughter. . . . Starless Night, famous horse of Captain William Meyer, was recently put to death following a fractured pelvis.

Carnival Routes

Continued from page 68

Meeker's: Moses Lake, Wash.
Mercury: Highland, Ill.; Washington, Mo., Aug. 5-10.
Merriam's Midway: Titonka, Ia., 29-30; Missouri Valley Aug. 1-3; Alta 5-8; Rock Rapids 9-11.
Midway of Mirth: Kimmundy, Ill.; Albion Aug. 5-10.
Mo-Ark: Tuscomb, Mo., Aug. 1-3.
Monarch Expo.: (Fair) Belleville, Ill.; (Fair) Milledgeville Aug. 5-10.
Moore's Modern: (Fair) Pratt, Kan.
Motor State Expo.: (Fair) Toledo, O.
Motor State, No. 2: Genoa, O.
Mound City, No. 2: Collinsville, Ill., Aug. 2-3.
Mullins' Royal Pine: Eastport, Me.
Nelson, Geo. W.: Waco, Neb., 29-31; Friend Aug. 1-2.
Nolan Am. Co.: Columbus, O., 30-31; Wapakoneta Aug. 3-9.
North American: Kasson, Minn., Aug. 1-4.
Northern Expo.: Lewistown, Mont., 31-Aug. 3; Scobey 6-8; Dodson 10-11.
Northern State: Westhope, N. D., 29-30; Dunseith 31-Aug. 1; Neche 2-4; Adams 5-6; McVile 7-8; Hannaford 9-10.
Norton's Greater: Deadwood, S. D.
Olson: Chippewa Falls, Wis.
Page Bros., No. 1: Carlisle, Ky.
Page Bros., No. 2: Lewisburg, Tenn.
Page Combined: (Fair) Towanda, Pa.; Ithaca, N. Y., Aug. 5-10.
Pan American: Taylorsville, N. C.
Pan American Am., No. 1: Oxnard, Calif., 31-Aug. 4; North Hollywood 7-11.
Parada: Clinton, Mo., 29-31; California Aug. 7-10.
Penn Premier: (Fair) Moundsville, W. Va.; (Fair) Carnegie, Pa., Aug. 5-10.
Peppers Am.: Douglas, Ca.
Playland: Moxie, Wash., 30-Aug. 4; (Fair) Prineville, Ore., 5-11.
Playtime Am.: Orleans, Mass.; Marnomet Aug. 5-10.
Port City Rides: Muscatine, Ia., Aug. 4; (Fair) Ottawa, Ill., 6-8; Muscatine, Ia., 11.
Powelson Am. Co., No. 1: Vandalia, O.; Bowling Green Aug. 5-10.
Powelson Am. Co., No. 2: New Lexington, O.; Croton Aug. 5-10.
Prell's Broadway: (Fair) Portsmouth, Va.; (Fair) Carlisle, Pa., Aug. 12-17.
Putka, A. H.: McHenry, Ill., Aug. 1-4; Grays Lake 8-11.
Rainier: Lake City, Wash.; Seattle Aug. 5-10.
Raley Bros. Expo.: Tarboro, N. C.; Roanoke Rapids Aug. 5-10.
Reid's Golden Star: Coeburn, Va.
Reid, King: Woodstock, N. B.; (Fair) Perth Aug. 6-8.
Reithoffer, Blue: (Fair) Whitney Point, N. Y.; (Fair) Caledonia Aug. 6-10.
Reithoffer, Green: (Fair) Waterloo, N. Y., 29-30; (Fair) Canandaigua Aug. 1-6; (Fair) Angelica 8-12.
Reithoffer, Orange: (Fair) Whitney Point, N. Y.; (Fair) Syracuse Aug. 6-10.
Ritter's United: (Fair) Chino, Calif., 30-Aug. 3; (Fair) Bloomington 7-10.
Rock City: Kewanee, Ill.; (Fair) Washington, Ia., Aug. 5-10.
Roger Bros.: Braham, Minn., 29-31; (Fair) Proctor Aug. 1-4; (Fair) Princeton 5-7; (Fair) Farmington 8-11.
Rohr's Modern Midway: Loda, Ill.; Marshall Aug. 5-10.
Rose City Rides: Marquand, Mo.
Royal American: Regina, Sask.
Royal United: (Fair) Coon Rapids, Ia., 29-31; (Fair) Traer Aug. 1-3; (Fair) Estherville 5-7; (Fair) National 9-11.
Rumble Greater Rides: Terre Haute, Ind., Aug. 2-4.
Schafer's Just for Fun: Monroe, Wis., 31-Aug. 4; (Fair) Preston, Minn., 5-7.

Shorter's Greater: Cameron, Wis., 29-31; Minong Aug. 1-4.
Siebrand Bros. Combined: Helena, Mont.
Skerbeck: Caylord, Mich., 31-Aug. 3.
Smiley's Am.: Connellsville, Pa., 29-Aug. 3.
Smith, Geo. Clyde: Salisbury, Pa.; Scalp Level Aug. 5-10.
Snapp Greater: Seymour, Wis.
Soonerland: Velma, Okla., Aug. 1-3.
Southern Valley: Jacksonville, Ark.
Southland Amusements: Dothan, Ala.
Stanley, Wm. D.: Mountain, N. D., Aug. 2; Argyle, Minn., 3-4; (Fair) Clinton 9-11.
Stan-Nell: (Fair) Red Lake Falls, Minn., Aug. 1-4; (Fair) Blackduck 5-6; (Fair) Baudette 7-9; (Fair) Northome 10-11.
Star Am. Midway: Gas City, Ind., 30-Aug. 3; Angola 6-10.
Stephens, Otto: Brighton, Ia., 29-31; St. Charles Aug. 2-3.
Stipes: Savage, Minn., Aug. 2-4; Arlington 8-11.
Strates, James E.: Clearfield, Pa.; (Fair) Bedford Aug. 5-10.
Strong's Am. Co., No. 1: (Fair) Osceola, Neb., 31-Aug. 2; (Fair) Fairbury 6-9.
Strong's Am. Co., No. 2: (Fair) Loup City, Neb.
Sunset Am. Co.: (Fair) Webster City, Ia., 30-Aug. 4; (Fair) Rochester, Minn., 6-11.
Tatham Bros. Combined: (Fair) Milford, Ill.; (Fair) Bloomington Aug. 5-9.
Thomas, Art B., No. 1: (Fair) Bemidji, Minn., 29-31; (Fair) Hibbing Aug. 1-4; (Fair) La Crosse, Wis., 7-11.
Thomas, Art B., No. 2: (Fair) Pocahtontas, Ia., 29-31; (Fair) Manson Aug. 2-4; (Fair) Vinton 5-8; (Fair) Gladbrook 9-10.
Thomas Joyland: Scottsburg, Ind.
Thomas, W. A.: Sutton, Neb., 29-30; Ashland Aug. 1-3; (Fair) Fremont 7-9; Genoa 10-11.
Tidwell, R. J.: Cuyman, Okla.
Tinsley, Johnny T.: Newland, N. C.; Burnsville Aug. 5-10.
Tip Top: (Fair) Green Lake, Wis., Aug. 1-4; (Fair) Mondovi 8-11.
Tivoli Expo.: (Fair) Harrisburg, Ill., 29-Aug. 2; (Fair) Altamont 3-8.
20th Century: Fairmont, Minn.; Mason City, Ia., Aug. 5-10.
United Expo.: (Fair) Hamlet, Ind.; (Fair) Bicknell Aug. 5-10.
United States: (Fair) Matewan, W. Va.; (Fair) Clay Aug. 5-10.
Victory Expo.: Roswell, N. M.
Virginia Greater: Cambridge, Md.; Crisfield Aug. 5-10.
Wade Expo.: Grand Haven, Mich.; Shepherd Aug. 7-10.
Wade Greater: (Fair) Fowlerville, Mich.; (Fair) Cassopolis Aug. 5-10.
Wade, W. G.: Muncie, Ind.; Bay City, Mich., Aug. 5-10.
Wallace Bros.: (Fair) Jefferson, Wis.; (Fair) Janesville Aug. 5-11.
West Coast, No. 1: (Fair) Gresham, Ore., Aug. 5-11.
West Coast, No. 2: (Fair) Red Bluff, Calif., 29-Aug. 4; (Fair) Napa 5-11.
Western: Concrete, Wash.; (Fair) Mount Vernon Aug. 5-10.
Wilber's Wolverine: Paw Paw, Mich., 31-Aug. 3; Athens 7-10.
Wilcox, Dick: Houlton, Me.
Wilson Famous: (Fair) Jacksonville, Ill., Aug. 3-4; (Fair) Cambridge 6-9.
Wolfe Am. Co.: Salisbury, Md.
World of Mirth: Bangor, Me.
World's Finest: (Fair) Vegreville, Alta., 29-31; (Fair) Red Deer Aug. 1-3; (Fair) North Battleford, Sask., 5-7; (Fair) Prince Albert 8-10.
World of Pleasure: Churubusco, Ind.; Warsaw, Ind., Aug. 5-10.
Young, Monte: Preston, Idaho, Aug. 1-3.

Circus Routes

Beatty, Clyde: Halifax, N. S., 29; Truro 30; Moncton, N. B., 31; Newcastle Aug. 1; Dalhousie 2; Rimouski, Que., 3; Riviere du Loup 4; Quebec City 5; Thetford Mines 6; Drummondville 7; Sherbrooke 8; Montreal 9-11.
Beers-Barnes: Stonington, Me., 29; Blue Hill 30; Bar Harbor 31; Millbridge Aug. 1; Jonesport 2; Machias 3; Pembroke 5; Lubec 6; Bucksport 7; East Corinth 8; Greenville 9; Canton 10; Berlin, N. H., 12.
Benson Bros.: Bay City, Mich., 29; Sagnaw 30; Brown's Lake 31; Port Huron Aug. 1; Mount Clemens 2.
Carson & Barnes: Harlowton, Mont., 29; Lavina 30; Red Lodge 31; Absarokee Aug. 1; Big Timber 2; Three Forks 3; Ennis 4.
Hagen Bros.: Cheboygan, Mich., 29; Petoskey 30; Traverse City 31; Manistee Aug. 1; Cadillac 2; Big Rapids 3.
Hunt Bros.: Milford, Conn., 29; Wilton 30; Brewster, N. Y., 31; Mahopae Aug. 1; Croton-on-Hudson 2.
Kelly-Miller: Sheldon, Ia., 29; Spencer 30; (Fair) Fairmont, Minn., 31; Worthington Aug. 1; Tracy 2; Red Wood Falls 3; Granite Falls 4; Benson 5; Madison 6; Milbank 7; Morris 8; Wahpeton, N. D., 9; Moorhead, Minn., 10.
Mills Bros.: Rochester, N. Y., 29; Newark 30; Baldwinville 31; Syracuse Aug. 1; Oswego 2; Camden 3; Broadalbin 5; Fonda 6; Albany 7; Saugerties 8; Ellenville 9; Port Jervis 10; Stroudsburg, Pa., 12; Easton 13; Northampton 14; Bethlehem 15; Perkasie 16; Yardley 17; Levittown 19.
Packs, Tom, Eastern: Wheeling, W. Va., 29-31; Parkersburg Aug. 2; Natchez, Miss., 5; Lafayette, La., 7; Baton Rouge 9-10; Gulfport 12.
Packs, Tom, Western: Lakeview, Ore., Aug. 1; Medford 2-3; Bend 4; Ontario 6; Las Vegas, Nev., 9-10; Winslow, Ariz., 12.
Polack Bros. Eastern: Bloomington, Ill., 29-30; Peoria 31-Aug. 3; Rockford 7-9; Lexington, Ky., 14-17.
Polack Bros. Western: Santa Cruz, Calif., 30-31; Modesto Aug. 2-3; Reno, Nev., 7-10; Klamath Falls, Ore., 13-14; Vancouver, B. C., 21-Sept. 2.
Strong, John: (Fair) Petaluma, Calif., Aug. 1-4; (Fair) Quincy 8-11; (Fair) Stockton 16-19.

Miscellaneous

O'Day, Marie, Palace Car: Danville, Ky., 29-30; Harrodsburg 31.
Rabbit Foot Minstrel Show: Holly Springs, Miss., 29; Oxford 30; Water Valley 31; Grenada Aug. 1; Winona 2; Eupora 3; Greenwood 5.
Schaffner Players: Palmyra, Mo., 29-Aug. 3.

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Ice Shows
Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., 29-Sept. 1.

RAS Starts Strong At Saskatoon Ex

Heads for Additional Records; Edmonton Gross Hits New High

SASKATOON, Sask. — Fresh from a record-breaking stand at the Edmonton Exhibition, the Royal American Shows continued at the same pace here thru the first three days of the Saskatoon Exhibition, which opened Monday (22).

Ride and show grosses at the end of the first three days totaled 15 per cent higher than the take for the corresponding period last year. Weather during the first three days was generally good.

The closing three days of the event usually provide the biggest share of the midway business. Lash LaRue, whose Western Show has been the biggest money-winner among the Royal's back-end units here, and Orlita, featured rider in his show, were scheduled to lead the Travellers' Day parade Thursday (25).

Leon Claxton's Harlem in Havana Show was holding down the second spot among the back-end money-getters. Dick Best's Side Show and the Green Door were running close for third position.

The Roller Coaster, owned by Carl Miler, was a big grosser during the first three days.

At Edmonton, the Royal set a new midway record for the exhibition and, additionally, rolled up the largest single day's gross for the Western Canada A Circuit. The peak one-day record was set Thursday (18).

Visitors here included delegations from other Western Canadian exhibitions. Among the delegations and their members were: Calgary—Maurice Hartnett, Clare Manning, and Charles Baker; Brandon—F. O. Meighan, Wilf McGregor, Harvey Cotton, Cal Campbell; Regina—Tommy McLeod, Fred England, Clayton McKee, Tom Pollick, John Courtney, Alec Aitken, Hooper Cole, Charles Harlton, Pat Lundey and Bill Frane; Edmonton—E. I. Clarke, Al Anderson.

Coleman Show Rides High on Still Date

All Winners; See Okay Season Ahead As Fairs Begin

BOONVILLE, N. Y. — First fair date on the Coleman Shows roster opened here this week with the show presenting an array of 60 concessions buttressed by 18 rides and seven back-end units. The show has grown in size with the general knowledge that it has enjoyed good breaks up and down the line since opening last spring.

There was only one day lost to rain all during the still date season, and that was a Monday in Middletown, N. Y. July Fourth in Oneonta, N. Y., was a winner, as were succeeding dates in Pittsfield, Mass., and last week in Herkimer, N. Y.

Coleman described the still dates as very good and comparable in revenue to last year's when fine business was experienced in the pre-fair season. Every week was on the right side of the ledger, he said. (Continued on page 86)

Franklin Hits First Jackpot at Peoria

Rides, Shows Set New Record High; Concession Ops Report Big Takes

PEORIA, Ill.—The Don Franklin Shows hit "a red one" here at the five-day Heart of Illinois Fair, which closed Sunday (21).

Whopping ride and show grosses and excellent concession business were recorded.

The bumper business marked the first big business registered by the Franklin show since it opened. Practically all of its early dates had been pelted by rain.

The whopping gross here represented a new high for the fair's midway and, before the show left town, it was contracted to return next year.

A total of 24 rides, 19 of which were office owned, and five shows worked the date. The show had 1,000 front feet of concession space, and every one of the games operators reported good to excellent business.

Intensive publicity given the fair and the Franklin shows were held a major factor in the big business.

"The publicity was the finest I have ever seen," Franklin observed. The Peoria Journal-Star broke with a full-page magazine feature on the Jacksonville, Ill.-based Ell Bridge Company, Ferris Wheel manufacturer, which was tied in with the two Wheels on the Franklin show and also with the fair. Franklin sent in several elephants two days ahead of the fair opening, and they made appearances in nearby communities, garnering much space for the show and the fair.

Crafts Bows Scrambler at Calif. Fair

SANTA MARIA, Calif.—Crafts Shows debuted the first Scrambler on the West Coast here at the Santa Barbara County Fair, where it closed a five-day run Sunday (28).

Orville Crafts said that the ride had been on order for approximately two years. Upon arrival at the winter quarters in North Hollywood and also here, the crew, under the direction of Roy Shepherd, had no difficulty in assembling the new device.

The ride is under the direction of George Cole, of Portland. Edward Foley is the second man, and John Shaw, the third.

The Scrambler will be assigned to the Crafts Exposition Shows, managed by Roger Warren. This unit has a route of fairs for the remainder of the season, including participation at the California State Fair & Exposition in Sacramento.

For the local date, the show featured 10 major and 10 kid rides, two shows, Penny Arcade and Funhouse.

Heth Grosses Top '56 When Rains Abate

MOUNT VERNON, Ill.—Altho inclemencies have cut into grosses at many spots for the Heth Shows this year, Al Kunz, manager, said here that when weather permits, takes have been well over last year.

The show was rained out July 4 at the Connersville, Ind., Legion cele but, despite this, the gross for the week was 10 per cent ahead of last year.

The Union County Fair, Sturgis, Ind., came up with exceptional business and the gross for the 24 rides, 11 shows and 60 concessions, topped '56 by close to 25 per cent, Kunz said.

Still Date Wind-Up Good for Tinsley

WEST JEFFERSON, N. C.—New yellow and blue nylon canvas brightens the Johnny T. Tinsley Shows' all-fluorescent decorative scheme this year. The canvas adorns all rides, back-end units and marquee. Rolling stock is in yellow, trimmed with blue and gray, and truck cabs are red.

Effect when it hits the opening fair in Hendersonville, N. C., August 12-17, is certain to be impressive. There is not a light bulb anywhere on the show-owned units, Tinsley having put the change into effect two years ago. A rubberized socket provided by General Electric has shown good shock-proof quality and has cut down breakage.

Tinsley's customary still date area in the Carolinas has panned out well this spring and summer, helped in part by generally fine weather and the two-person Jerry Martin high pole free act. Fairs taking the show thru the Carolinas, Georgia and Tennessee will end November 23 in North Augusta, S. C.

The show is carrying 14 rides,

six shows and 45 concessions at this point, and will be expanded. Included are the Calypso Follies, New Orleans Minstrels, Lee Husted's Side Show, Big Snake Show, Mechanical City, Motordrome and Funhouse.

Harry Schreiber, concession manager, has a string of units working, and others are Bill Pinkerton and Harry Vlado, formerly of the Marks show, as is Schreiber, Art Courtney, Ella McCormick with mug joint and two others, Eddy Schultz with bingo, and Bierley's custard, popcorn, candy apples and floss. Carl Kalinsky and Bill Young of Miami have the cook-house and grab. Albert Rieves handles mail and The Billboard, and William Anderson is electrician assisted by Jimmy Miller.

Rolling on 18 show-owned trucks plus independent stock, the outfit had a very good July Fourth week in Black Mountain, it is reported. High spots along its fair trek number Hendersonville and Asheville, N. C.; Jonesboro, Tenn.; Moultrie and Tifton, Ga., and Aiken, S. C.

Sparkle for Ionia Has C-W Bustling

NEW CASTLE, Pa.—A popular semi-pro baseball field adjoined the Cetlin & Wilson Shows lot here last week, with ball game turnouts assisting the midway attendance on several nights. Lot is within city limits across the street from Flaherty Field and provided the show with a pretty fair opening.

Plans are finished and work well under way for the face-lifting always applied prior to the opening fair, the Ionia (Mich.) Free Fair, August 5-10. Fronts and rides have been getting the paint-brush treatment for many days and other equipment is also getting the once-over.

Still dates have been against the railroader, which delayed its opening this year to the first weekend

in June and premiered with a big rainout at the Petersburg, Va., home base, and followed with a partial rainout in Roanoke. Owners Jack Wilson and Issy Cetlin have the manpower problem pretty well licked, however, and head into the meaty part of the season with the usual high hopes.

The embellished midway will hit Ionia with a Sky Wheel, it is reported. Bert Slover will add a Dipsy Doodle and the Purples will add a new Fire Engine ride to their array of kiddie units. Also coming on will be Charley Hodges with his Side Show.

Raynell is building two new backend units in addition to her Sally Rand revue. New acts set to join the Rand unit for Ionia are Frankie Myer's rock-'n'-rollers; Kay and Alfrich, comedy, and Terry and Rossi, eccentric dancers. Candy Scott, former Miami U' coed and band vocalist, will return as featured female thrush.

Peasy Hoffman continues ahead of the show as promotion and special events director, and Jimmy Rose handles press on the show. Visitors here included Bill Sperry, sports editor of the Connellsville Herald; E. D. Crump, Eddie Eger and Ray Wilson, of Greenville, and Al Bedroff, of M. Shapiro premium and Novelty house, Philadelphia. Crump, former showman, owns the National Hotel in Greenville.

Auto Accident Claims Life of Ted Ramsey

BUTLER, Pa.—Ted Ramsey, 52, operator of a swinger on Eddie's Exposition Shows for the past six years, died July 5 in Butler, Pa., from injuries suffered 17 days earlier in an auto accident. The car in which Ramsey and an acquaintance, Chuck Dean, were riding went off the road, pinning Ramsey beneath it.

Services were held at the Geibel Funeral Home, Butler, with burial in the private lot of show owner Edward Dietz in Butler Memorial Cemetery.

NSA Taking Home Title On Aug. 15

NEW YORK — Plans are proceeding for the National Showmen's Association to acquire its new home next month. The Friars will turn over title to 123 West 56th Street on August 15, its executive secretary, Carl Timin, reports.

John Weisman, past president, has been negotiating with Timin for objects which are to remain behind when the Friars move temporarily into the Great Northern Hotel. A sheet metal workers' strike has held up renovation of their seven-floor home at 57 East 55th Street. The Friars' \$200,000 project is producing a rooftop solarium, complete health club and other facilities.

The NSA's agreement with its landlord at 318 West 56th Street calls for it to move out by August 15, and it is understood there are several days' leeway. The showmen are to move into their new clubhouse within a week after taking title, it is reported.

Business Perks Up For Hannum Show

CONSHOKEN, Pa.—Outlook for the Morris Hannum Shows fair route appeared bright this week, as the strictly Pennsylvania operation continued enjoying a run of good still dates. Outset of the season was discouraging but ideal weather has graced several weeks in a row.

The show will expand greatly for its opening fair date two weeks hence in Dallastown, Pa., where larger attendance totals are expected since the affair is instituting baby beef, cattle and poultry exhibits. The biggest spread of the early fair season will follow for Kutztown, Pa., where back-end units have scored good grosses in the past.

Among those joining for Kutztown will be Lew Alter and his Side Show, Art Spencer and lions for the Lion Motordrome, Jack Falk with reptiles and monkeys. Jack Knoble runs the office Side Show. Pennsylvania fairs to fol-

low will include Myersdale, the Ebsenburg street fair, another Hannum big one and Hughesville.

Steel Area Promising From here the show was to play a promising still date in Fairless Hills, in the heart of the steel plant area.

Sharing in the increased business recently has been the MacWethy Bingo, which also had it rough for a while. Ben Herman, veteran concession manager, has been doing well, and other concessions include Hooks Piovino with 4; Benny Levine 3, Leo Davis 2, Lehman Moore 2, Homer Dickson 2, Steve Swika's rat game. Other units are Mr. and Mrs. Red Adams' diner, Keller's popcorn, apples, french fries, and shooting gallery, and Dick Thomas' custard.

The July Fourth holiday was a good one this year, being spread over a two-week period on a Levittown, Pa., lot.

STILL THE BEST

1-BALL MILK BOTTLE GAME
3 pound Bottles and
4 pound Bottles
Still Our Best Game

2-BALL MECHANICAL BUCKET
GAME

SIX CATS FOR SIX CAT OUTFITS
2 Selves

STILL THE OLD RELIABLE HUCK-
LEY BUCK NOW MADE OF
ALUMINUM

PENNY PITCH-BOARDS COMING
BACK

NICKEL ROLL BOARDS

PITCH-TILL-YOU-WIN GAME
Complete with Racks, Sides and
Block

SLOT ROLLDOWN TABLES

JEWELRY SPINDLES WITH
BUMPER

SPOT THE SPOT BOARDS
ROLLDOWN TABLES

RAZZLE TABLES

PUNKS FOR PUNK RACKS
2 Sizes: 11" and 13"

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PARAKEETS

Birds of top quality.
Minimum order, 40 Birds.

CAGES 50c EACH

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—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm
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FOR SALE

Allan Herschell 10-Car Kiddie Ride,
excellent condition, \$1,750.00. Five
Boats and Tank, \$300.00. 36-Ft. Merry-
Go-Round, needs reconditioning
throughout—\$1,000.00—or best offer.

ELTON LILE

2808 Nelson Dr., Hopkinsville, Ky.
Phone: Tuxedo 5-5637

RED MITCHELL

RIDE MAN

Get in touch with me at once. Important.

STAN BAKER

12036 Foley Detroit 27, Mich.
Phone: Webster 5-0669

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State
salary and particulars in first letter.

KIDDIE RIDES WANTED

For permanent location on main high-
way, Route 40, Western Ohio, between
Dayton, O., and Richmond, Ind., and
several near-by small towns. You
operate your Rides on percentage.
Specially want Miniature Train, Merry-
Go-Round and safe Kiddie Rides. Motel
accommodations at special rates if
desired. Write

CYRIL FENNER

203 South Torrence Street Dayton 3, O.

FOR SALE—DODGEM

King Mfd. Mobile. Two Trailer Unit.
For information contact

P. F. MANLEY

9014 Crasley Detroit 39, Michigan
Phone: KENwood 5-6512

AGENTS—AGENTS—AGENTS

Capable Count Store Clerk, Buckets,
Knife Rack and Bear Hoop-La. Need
good men to up and down. Whitey
Connelly, Doc Burch and Howard
Williams, get in touch. Wire or call

LOUIS A. BELL
c/o World of Pleasure Shows
Churubusco, Ind., this week; then
Warsaw, Ind., Fair.

CARNIVAL WANTED

for
FREDONIA FAIR

September 26-27-28

Write AMERICAN LEGION POST
Fredonia, Kentucky

MIDWAY CONFAB

Joe Rowan writes that following
the close of Cahokia Downs race
meet in East St. Louis, Ill., he'll
take a short vacation and then start
on-fair promotions.

Jack Dickstein, concession man-
ager at Detroit's Edgewater Park,
was recently elected chairman of
the executive committee of the
Russell Johnson Theatrical Post of
the American Legion. . . . Bonnie
Jean Donovan recently underwent
surgery and is recuperating at
Bob's Mobile Homes, Morgan City,
Va., where she'd like to get mail.

Frank Curley, of the Lagasse
Shows, couldn't work his jewelry
spindle at the Lowell, Mass., Com-
mon date on holiday week, so he
tore down and hopped to Kid
Hope's celebration in Bristol, R. I.
Result was a red one, and he used
up more than 100 of jobber Sam
Poekar's money wrappers for the
hard coin. But Sam got most of the
dough in exchange for more slum
jewelry. . . . got his wrappers back,
too, he reports. . . . Phil Isser has
the cast off his arm. He had frac-
tured a wrist in a fall from the of-
fice platform on I. T. Shows.

Bob Clements is reportedly do-
ing a good job talking on the Club
Mocambo of Tony Mason, with
Amusements of America. Wife
Jenny Clements dances in the
show. Don Crown and Tarzan
Banks have readied and painted
rolling stock for the fair route.
Harry Wilson is back on the sick
list, but not seriously. Bull Smith
is glued to the TV set on the fight
nights. Just about all trailerites on
the show have taken to setting up
grilles for outdoor cooking.

Ervin Kujawa, formerly of the
Dyer's and Snapp shows, is con-
valescing at Waupun, Wis., and
would like to hear from friends,
who may write him at Box C, that
city. Kujawa recently bought a
kiddie auto ride which, along with
two concessions, will be taken thru
the Midwest by an uncle. . . . Jean
George Porter, who worked a
Chuck Magid concession during
the recent Oklahoma City Semi-
Centennial, was a July 4 holdup
victim, incurring severe razor

(Continued on page 86)

**Groscurth Gets
Good Weather,
Biz at Joliet**

JOLIET, Ill.—C. C. (Specks)
Groscurth's Combined Circus and
Carnival at last caught a week of
ideal weather here and business
equalled the owner's dream.

Friday night (19) yielded the
biggest turnout of the season.
Turnout was so big that some of
the rides on the back-end suspend-
ed operation so that the patrons
could see the circus acts work.

"The Flying Codaros" were add-
ed to the line-up of circus acts.
The circus closed here and the
show reverts to its original title,
"Blue Grass Shows" for the fair
season.

**Heart Attack
Takes Larkee**

WAUPACA, Wis. — Marvin
Larkee, owner-manager of the Tip
Top Shows, died July 23 of a heart
attack en route by automobile to
St. Paul from his home here.

Shortly after burial in Oakwood
Cemetery, Weyauwega, Wis., it
was announced that five sons who
were associated with him in the
business would continue operation
of the show. Surviving beside the
sons are his widow, four other chil-
dren and 12 grandchildren.

FAIRS - - - FAIRS - - - FAIRS - - - FAIRS

Charles Town, W. Va. FIREMEN'S FAIR Aug. 5-10	PRINCE W. CO. FAIR Manassas, Va. Aug. 12-17	MONTGOMERY CO. FAIR Gaithersburg, Md. Aug. 19-24
FULTON CO. FAIR McConnellsburg, Pa. Aug. 27-31	JUNIATA CO. FAIR Port Royal, Pa. Sept. 2-7	WARREN CO. FAIR Front Royal, Va. Sept. 9-14
HALIFAX-NORTHAMPTON CO. FAIR Roanoke Rapids, N. C. Sept. 16-21	ASWELL CO. FAIR Yanceyville, N. C. Sept. 23-28	FRANKLIN CO. FAIR Sept. 30-Oct. 5 Louisburg, N. C.
ZEBULON 5 CO. FAIR Zebulon, N. C. Oct. 7-12	VANCE CO. COLORED FAIR Henderson, N. C. Oct. 14-19	TIDEWATER FAIR Suffolk, Va. Oct. 21-26

Now booking concessions and shows for these outstanding fairs

Motordrome Operator and Manager. Want capable Op-
erator, preferably man and wife, to take over fully
equipped Drome in excellent condition who can join at
once. No advances or collect wires or calls.

Want capable Ferris Wheel Foreman, also Second Men
for other Rides. Address all communications to BEAM'S
ATTRICTIONS, FROSTBURG, MARYLAND, this week;
then as per route.

GARRETT CO. FAIR—OAKLAND, MD.
AUGUST 12 THRU 17—DAY AND NIGHT

Fairgrounds on Deep Creek Lake with 10,000 visitors weekly. Featuring grandstand shows,
rdeo and other features with a change of program every day.
Can book all kinds of Concessions including Eating Stands of every description. Want First
Call Bingo. Excellent opportunity for SHOWS.

Address all communications to M. A. BEAM

FUN-BEAM SHOWS

WINDBER, PA., letters or wires only

ART B. THOMAS SHOWS UNIT #2

Want for the big ones.

Can place three or more major Rides: Flyoplane—Rockoplane—Dodgem—Scrambler
— Spitfire—Tubs of Fun—Spinaroo—Rocket—Comet—Paratrooper—Looper—
Caterpillar.

SHOWS: Ten-in-One—Monkey Motor
Drome—Snake—Mechanical—Minstrel
— Unborn—Fun House—Mirror—Crazy
House—Animal—Midget—Motor
Drome—Life Show—Arcade.

CONCESSIONS: Photo Shop—Long Range
— Glass Pitch—Hats—Age & Scale—
Hi-Strike—Roman Targets—Fish Pond
— Parakeet—French Fries—Custard—
Basket Ball—Balloon Dart—Short Range
— Hoop-La—Break the Record. No
gypsies.

Route:

Aug. 9-10—Gladbrook, Iowa, Street Celebration.
Aug. 12-14—Emmotsburg, Iowa, Free Fair.
Aug. 16-21—Sioux Empire Fair, Sioux Falls, So. Dak.
Aug. 22-25—Alexandria, Minn., Fair.
Aug. 26-29—Fergus Falls, Minn., Fair.
Sept. 1-2—Winner, So. Dak., Labor Day.
Sept. 5-8—Redwood Falls, Minn., Fair.
Sept. 11-14—Waterloo, Nebr., Fair.
Sept. 23-28—Mitchell, So. Dak., World's only Corn
Palace.

All replies to ART B. THOMAS UNIT #2, per route.

PLAYTIME SHOWS

Want for the following Top Money Fairs and Celebrations:

WEYMOUTH STATE FAIR AUGUST 11-17	MARSHFIELD FAIR AUGUST 18-24	TOPSFIELD FAIR SEPTEMBER 1-7
PLYMOUTH, N. H., FAIR AUGUST 15-18	Multiple Sclerosis CHARITY FROLIC AUGUST 26-30	Multiple Sclerosis COMMUNITY CELEBRATION SEPTEMBER 7-14

Followed by THREE MAINE FAIRS till OCTOBER 12.

HANKY PANKS, EAT and DRINK STANDS. Well Framed Shows.
Ride Foreman for Wheel and Chairplane at once.

PLAYTIME SHOWS Box 206, Quincy, Mass., or as per route

WANTED

Foremen and Second Men for Scrambler,
Rockoplane and Merry-Go-Round. Must
drive. All new Rides. Top wages, bonus
and long season until November in South.
Come on.
Maumee, Toledo, Ohio, Fair this week!
Argos, Ind., follows.
Charlie Hall, C. M. (Red) Miller and
Howard Rayburn, come on.
J. J. FREDERICK, MOTOR STATE SHOWS

HERKIMER COUNTY FAIR

FRANKFORT, N. Y., AUGUST 14-15-16-17

Bigger and better than ever. Want Photos, Jewelry, Waffles, Age & Weight, Short
Range, Cat & Bottle, Ball Games, String, Cig. Gallery, etc. Must be legit. Limited
space. Eats, Drinks sold. All replies to

FRED ALLEN

1400 BREWERTON RD. SYRACUSE 11, N. Y.
Phone Glenview 4-3000, Monday, Tuesday or Wednesday

MERCURY SHOWS

HIGHLAND, ILL., FAIR, JULY 31-AUG. 4
WASHINGTON, MO., FAIR, AUG. 7 THRU 11
FOLLOWED BY ALL FAIRS UNTIL OCTOBER

CONCESSIONS: Want Short Range, Photos, Basketball, Balloon Darts, Pitches, Fish Pond, High Striker and all Hanky Panks.

SHOWS: Can place good clean Grind Shows.

RIDES: Will book, buy or lease good clean Octopus.

All Replies: **BOB ALSOBROOK, Mgr.**
Highland, Ill., this week; Washington, Mo., next.

ULEY REITHOFFER SHOWS

GREATER TROY, PA., FAIR,
AUG. 6-10

SUNBURY, PA., COMBINED FIRE,
POLICE & CITY BAND CELE,
AUG. 12-17

ABBOTTSTOWN, PA.
ADAMS COUNTY FAIR,
AUG. 20-24

FORKSVILLE, PA.
SULLIVAN CO. FAIR,
AUG. 28-31

SHOWS—Two Girl Shows and other Shows of merit. Fats and Bill Shoemaker, contact. Hambone, good proposition.

RIDES—Book any Ride not conflicting.

CONCESSIONS—Bingo and Hankies. No Hats. Good opening for Grab, Popcorn, French Fries.

Wire Uley Reithoffer, Troy, Pa., Fairgrounds

AMUSEMENTS OF AMERICA

Can place for Falconer, N. Y.—Y. J. Day, Week Celebration and Centennial—Aug. 5 thru 10, and a long route of Fairs, starting Batavia, N. Y., Aug. 12—closing Charleston, S. C., Nov. 9th, then Florida for the Winter.

Hanky Panks of all kinds. Girls for Tony Mason's Girl Shows (Edna, Lola, Judy, contact). Acts for Dick Hilburn's Side Show—Sword Swallower, Ticket Seller, Bally Girls, salaries guaranteed. Johnny Carpenter, Chief Wanapony, contact. Will book Scooter, Roundup, Scrambler. Foremen for 1957 Tilt and Hot Rod, also Foremen for Wheel and Rolloplane, Second Men on all Rides. Wives as Ticket Sellers.

ADDRESS: CANONSBURG, PA., THIS WEEK.

PAGE COMBINED SHOWS

Want for Ithaca, N. Y., Fair, August 5-10, day and night play; followed by Sandy Creek, N. Y., Fair.

Want Eating and Drinking Stands, especially Custard and Waffles. Want Stock Concessions of all kinds, Long and Short Range Galleries, also Derby Races.

SHOWS: Big Snake, Life Show, Fat Show, Monkey Show, Wildlife or any type of Family Show. Also Motordrome.

RIDES: Scrambler, Roundup, Dark Ride and Coaster. Want Tilt Foreman to join on wire. Top salary. Second Men who drive for all Rides.

All replies to **BILL PAGE, Towanda, Pa., Fairgrounds**

BUFF HOTTLE SHOWS #2

Want for Logan County Fair, Lincoln, Ill., Aug. 2-8 and 8 more bona fide Fairs to follow, including Freeport, Ill.

CONCESSIONS: Break-The-Record or Dish, Pitch-Till-You-Win, Guess Your Age and Weight, Cake Bottles, Custard, Ice Cream Dip and Pottery Pitch.

LEONARD NEILL WANTS ALIBI AGENTS.

SHOWS: Kipp with Youngblood Funhouse, please contact. Want Monkey, Snake, Illusion and Motordrome. Major John wants Working Acts for 10-in-1.

HELP: Can always place reliable Ride Men who can drive and do not have cars. Dell Sims, please contact me. All People contracted for Freeport, Ill., please confirm exact footage. Space at a premium.

All replies to **ROMEO DUNN, Mt. Sterling, Ill., this week.**

UNITED EXPOSITION SHOWS

WANT FOR STRING OF SOUTHERN FAIRS, RIDE HELP WHO DRIVE, COME ON. ESPECIALLY WANT WHEEL FOREMAN, NICE LIVING QUARTERS IN TRAILER. ALL MUST DRIVE.

CONCESSIONS: Hanky Panks, Buckets and Grind Store Agents for office-owned Concessions. Want Bingo Caller who knows how. Percentage or salary for nicely framed Bingo. C. P. McCarthy and Slim Cunningham want Grind Store Agents.

SHOWS: Man to take charge of Funhouse on a trailer. Book any Show not conflicting. What have you? Contact

C. A. VERNON, MGR.

Hamlet, Ind., Fair this week; Bicknell, Ind., Fair follows.

BIG FOUR AMUSEMENTS

WANT WANT WANT

Will book Hanky Panks of all kinds that work for stock. Also want Long and Short Range Galleries.

Rock River Business Men's Association, Aug. 7-11 (2800 Kishwaukee St.), Rockford, Ill. Forest Park, Ill., Celebration (Harrison & Beloit Sts.), Aug. 23-25.

Keneshaw, Wis., Annual Labor Day Celebration (Washington Blvd), Aug. 20-Sept. 2. Contact **RUSSELL MARTINO**, as per route.

STAR AMUSEMENT MIDWAY

Gas City, Ind., Street Fair, July 30-Aug. 3; Angola, Ind., Steuben County Fair, Aug. 6-10; Antwerp, Ohio, Homecoming and Fair on Streets, Aug. 12-17; Miamisburg, Ohio, Street Fair, Aug. 19-24.

Can place a few more Hanky Panks. No flats or gyppies. Can use a few good Ride Men who drive semi. 10 office-owned Rides. Drunks and chasers, stay where you are.

Address all mail and wires to **MANAGER, per route**

KING REID SHOWS

NOW BOOKING FOR FAIRS

We are now contracting additional Rides, Shows and Legitimate Concessions for our All Star Route of State and County Fairs.

WANT Motordrome, Animal Show and Grind Shows.

Want Posing and Dancing Girls, Talker, Trombone and Trumpet for Minstrel Show. Eunice Johnson, contact Lawrence Williams.

Bill Chalkias wants for Super Side Show, Novelty Acts and Inside Man. Red Friend, Bobc Duggan and Sam Alexander, answer immediately.

Can also use good Cook and Waiters for Cookhouse.

RIDE MEN on all 15 Show-owned Major Rides. A Designer-Builder for mammoth Kiddieland. W. R. Fritts, contact.

WANT Round-Up, Scrambler, Roll-O-Plane, Roller Coaster, Turnpike, Hot Rods.

July 29-Aug. 3
Old Home Week
Woodstock, N. B., Canada

Aug. 6, 7 & 8
Victoria Co. Fair
Andover, N. B., Canada

Aug. 10-17
State Fair
Skowhegan, Maine

Aug. 20-24
Knox County Fair
Union, Maine

Aug. 26-Sep. 1
Champlain Valley Expo.
Essex Junction, Vt.

Sep. 2-8
Vermont State Fair
Rutland, Vt.

Sep. 10-15
Fair
Cobleskill, N. Y.

Sep. 15-23
Eastern States Expo.
Springfield, Mass.

CONTACT KING REID OR CHARLES JOYCE, CARLISLE HOTEL, WOODSTOCK, N. B., CANADA

NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

WANT FOR WARSAW, INDIANA AND OTHER BIG FAIRS FOLLOWING

RIDES

Octopus, Coaster, Dark Ride, Caterpillar, Roto-Whip, Roll-O-Whirl, Roll-O-Plane, Swings.

CONCESSIONS

High Striker, Long Range, Pitchmen, Hanky Panks, Novelty, Jewelry, Snow Cones, Taffy Candy, Ice Cream, Lemon Shakes, Straight Sales, Penny Arcade.

SHOWS

Last Supper, Motordrome, Mechanical, Family Type.

HELP

Ride Help with chauffeur's licenses. Help for office owned Monkey and Snake Shows. Hanky Pank Agents.

**GEORGE PENCE,
CONTACT**

C. W. DAVIS
Churubusco, Ind.

CONTACT

or

**Whitey Caler Wants
Hanky Pank Agents**

CASH WILTSE
Hayes Hotel, Warsaw, Ind.

SHAN BROS. SHOWS

NOW BOOKING FOR FAIRS

Sevier County Fair, Sevierville, Tenn., Sept. 2-7.

Cherokee County Fair, Canton, Ga., Sept. 9-14.

Northeast Georgia Fair, Gainesville, Ga., Sept. 16-21.

Cherokee Indian Fair, Cherokee, N. C., Sept. 23-28.

Washington County Fair, Sandersville, Ga., Sept. 30-Oct. 5.

Houston County Fair, Dothan, Alabama, Oct. 7-12.

Followed by Jackson County Fair, Marianna, Florida.

Especially want large Cookhouse for Gainesville, Cherokee, Dothan and Marianna. All are excellent Cookhouse spots.

Also want Dodgem, Round-Up and Coaster beginning at Gainesville, Ga.

All replies **SHAN WILCOX, Box 144, Panama City Beach, Florida**

Phone Adams 4-2861

ATTENTION AGENTS

Can place capable and sober Agents who are interested in making money. Have beautifully finished Hanky Panks. Flushing, Mich., this week; Pontiac Fair next, plus a long route of County and State Fairs until November. If you are short and I know you: I will furnish transportation. Whitey Slaten, contact me; Joe Williams, contact Gene Davis here. All answers:

BILL McCOY

BILL SUTHERLAND

Contact me at once. You were with me on Gentsch Show.

E. J. DUNLAP

Alexander, Tenn., this week.

RIDES FOR SALE

Forty ft. Spellman Merry-Go-Round with Electric Organ, \$5,000; Babcock Train, 30 passenger, \$4,500; Lucas oblong Boat Ride, \$1,000; Electric St. Car, \$750; small Ferris Wheel, \$500; Mudcock Jenny and Airplane Ride, \$800 ea.; 6 Electric Cars, one-half price. Other Rides as low as \$250. All Rides up and operating.

S. S. SELF, Bin J, Samerton, Ariz.
Phone: Market 7-2080

WILLIAM T. COLLINS SHOWS

Can place clean Cookhouse that caters to Show People, also Grab Stand for the balance of season, starting Cedar Rapids, Iowa, Aug. 10.

Can place one or two all-around Foremen, year around work. Must be licensed semi drivers, sober and reliable. Can place Second Men who drive and Useful Help in all departments. Can place a few more Hanky Panks.

All Replies: **WILLIAM T. COLLINS, Mgr.**

North Dakota State Fair, Minot, N. Dak.

CANTE'S TRI-STATE SHOWS

Want Hanky Panks. Want Shows of merit for Queens Lodge Elks, Linden Blvd. at 157 St., Jamaica, Long Island. Want Ride Help for Ferris Wheel, Merry-Go-Round and Chairplane.

JIM CANTE, Lyndhurst, N. J. Phone: Geneva 8-3880.

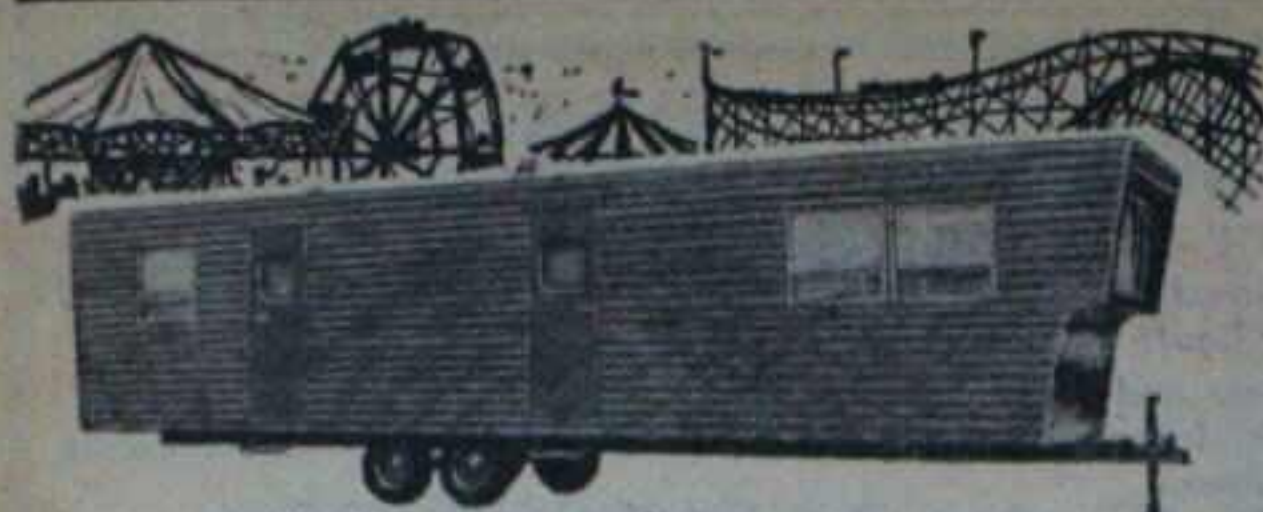
KEY CITY SHOWS

Want Agents for the following Hanky Panks—One Ball, Fish Pond, Balloon Dart, Pitch-Till-You-Win and others—25% with \$40.00 per week guarantee.

Concessions—Good, clean and working for stock of all kinds; privilege \$25.00 for the Fair. No gyppies or flats.

Peru, Ind., this week; Greenfield, Ind., next week; followed by Marion, Ind.; Corydon, Ind.; then South. Out until November.

Call **C. B. PECK, Peru, Ind., Fairgrounds.**



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STORAGE • TICKET OFFICES • MOBILE TOILETS

Whatever your requirements, there's a Mobile Office unit to meet your needs.

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7300 Stony Island Avenue, Chicago 49, Illinois
Phones DOrchester 3-1048-9

IONIA FREE FAIR

Ionia, Mich., Aug. 4 thru 10

MISSOURI STATE FAIR

Sedalia, Mo., Aug. 15 thru 25

CAN PLACE nice-equipped worth-while Grind or Bally Shows that do not conflict with what we have.

WANT Helicopter Ride to join immediately for entire circuit of fairs ending Nov. 23 in Jacksonville, Fla.

CAN PLACE legitimate Merchandise Hanky Pank Concessions and all Eating and Drinking Stands. Bill Moore wants his clerks to contact him. Rip Weinkel wants experienced Chef.

Jess Warren can place one Polar for train. We can also place experienced Workmen in all departments. We furnish Union Welfare to all employees.

WANT OFFICE ASSISTANT TO ASSIST TREASURER IN OUR OFFICE WAGON. YOUNG MAN PREFERRED WHO COULD FURNISH REFERENCES. MUST HAVE SOME KNOWLEDGE OF BOOKKEEPING.

All Address:

CETLIN & WILSON SHOWS

This week, New Castle, Pa.

A GOLDEN OPPORTUNITY

FOR SALE THIS FALL—A 13-Ride Show in the Midwest with 14 Fairs, plus Celebrations, with 3 and 5-year contracts on these Fairs. This will stand a thorough investigation. All equipment, including trucks, is late model and in A-1 condition. You can travel with show this season if you like. Will carry some paper but you must have substantial down payment. My doctor says sell, so here is a good deal for some high-caliber man. Write

BOX 729-5, c/o BILLBOARD PUB. CO., 390 ARCADE BLDG., ST. LOUIS 1, MO.

FLOYD O. KILE SHOWS

Want for Marion County Fair, Knoxville, Aug. 6-10; Jeff. Co. As. Show, Fairfield, Aug. 13-17, followed by Wayne County Fair, Corydon, Aug. 22-24, all Iowa; then Missouri and South all Fairs '58 November.
Want Cookhouse or Sidemen Grab in cater to Showfolks. Food Lungs, Protein Pops, Ice Cream, etc. Water Games, Pitches of all kind, Novelties, Age, Stock Stores of all kind join now. SUN HARRIS, contact if at liberty. Shows: Anything but Girl and Athletic. We give you people every spot; join now if going South. Alexander wants Agent for Picture Frames. All replies to FLOYD O. KILE, Mar., Linn, Mo., Fair this week.

MICHIGAN COMMITTEES

Beautiful set of 8 brand new Rides available for Homecomings and Celebrations. WANTED: Foreman for Ferris Wheel and Spinzara week of July 30, Lexington, Michigan.

DELUXE RIDE CO.

Permanent Address: P. O. Box 308, Mt. Clemens, Michigan

WANT FOR 7 SOUTHERN FAIRS . . .

Starts Sept. 10, all winter in Florida

Can place Scrambler, Round-Up, Tilt, Kiddie Rides. All Concessions open. SHOWS, Novelties. Can place immediately Man to handle Custard Truck. ALSO MAN to handle new Popcorn Outfit. Ferris Wheel Operator, Truck Drivers. Apply at once. All answer to

David B. Endy, Fun Fair Amusement Park
ALEXANDRIA, VIRGINIA

CHARLIE GRIGGS WANTS

Canadian tour over. Opening my Concessions again. Have 16 weeks of Fairs.

Agents for Grind Stores, Buckets and Hanky Panks. Want Girl Show Operator. Doc Jones, contact. Especially want licensed Semi Drivers, Up-and-Down Boys. Top salary as always. Tex Warren, if you are out of navy, come on to West Baden Springs, Ind. All truck drivers report there. Agents, come to Richmond, Ky., Aug. 5. All wires to WESTERN UNION, PAOLI, IND.

SLIM STOUT WANTS

One Count and one Pin Store Agent

Attention, CURLEY CARROLL ROCKY says call or come on. GLEN SENIOR, answer. Playing three a week in North Dakota. Answer or come as per route. Westhope, July 31-Aug. 1; Dunsenith, Aug. 2-4; Neche, Aug. 5-6; all North Dakota. Only two Stores on Show.

ARTHUR (ART) MILLER

\$200

CASH REWARD

For location of Miller, wife Ruby, left Hill's Greater Shows July 3, South Dakota. Was foreman on Octopus Ride. For reward call collect.

GEORGE TURNER

Phone: Victor 3-9888
Oklahoma City, Okla.

WANTED

For Brighton, Yuma, Akron, Hugo, Burlington, Cheyenne, Wells, Arvada, all Colorado Fairs; Goodland and St. Francis, Kansas; Guyman, Okla., Fair. Hanky Panks of all kinds. Shows of all type. Rides—Any non-conflicting Ride. Want Octopus Foreman. Want Man to handle Long Range on truck, must know the business. Want Swinger Agent, stock only; Hanky Pank Agents. Contact MERLE NELSON or BOB OLIVER, Berthoud, Colo., or 1480 Eppinger, Denver, Colo., this week; Brighton, Colo., next week.

WANT

SIDE SHOW PEOPLE

Due to enlarging for our State Fairs, starting at Cedar Rapids, all Iowa Fairs, Aug. 10. Can place outstanding Freaks and NOV-ELTY ACTS. Inside Lecturer, Sword Swallower, TATTOO ARTIST, Bally Girls, Magician, Ticket Sellers and Second Opener. Salaries paid out of office and you get it all. All winter's work indoors. Contact at once.

JACK KORIE

c/o William T. Collins Shows
Minot, N. Dak. (State Fair)

COSTUMES—BARGAINS!

They have to be moved because WE have to move. We have just our jeans, 50 days to sell 60,000 costumes, parts of costumes, props, hats, uniforms, drop curtains—everything in stock. Chorus wardrobe, period, character, historical, cloths, you name it—we have it and you can practically name your own price. Trunks, wardrobe crates, baskets, costumes for Halloween, pagans, dancing schools at less than a rental price. NO MAIL ORDERS. CASH & CARRY—OPEN EVERY DAY from Noon until 5:00 except Sunday. You will save 20% off from anywhere to grab up these bargains.

THE COSTUME MART

67 E. Lake St., Chicago, 2nd Floor

HARRY W. LAMON

WANTS—WANTS

Agents for Philadelphia, Miss., Fair, starting Aug. 5. Biggest Agricultural Fair in the United States. 12 straight Fairs to follow.
Want Count Show Agents. Man to take head of show. Bucket Agency. Help in all departments. Mrs. Gentsch wants Hanky Pank Agents. Answer: HARRY W. LAMON, c/o J. A. Gentsch Shows, Keokuk, Miss., this week; then the big one, Philadelphia, Miss.

CARNIVAL WANTED

To play Shelbina, Mo., Centennial, August 4-7. Contact

CHARLES OLIVER

3612 Lafayette Ave., St. Louis, Mo.
Phone Prospect 6-5197

THANK YOU

MIKE DEMBROSKY

Owner M. D. AMUSEMENTS,
for your CHEVROLET truck
purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Allianna, Pa.
Phones 9347 or 3-0003

TATTOO ARTIST

WANTED

Very good location

WONDERLAND ARCADE

442 S. State St. Chicago, Ill.

BINGO COUNTERMEN

Contact

BINGO

BEAM'S ATTRACTIONS

Frostburg, Pa.

HELP WANTED

First-class Men with first-class pay, operating One Unit of Five Rides. Must once a week. Reliable Man for Tilt-A-Whirl, Ferris Wheel and Merry-Go-Round.

DAVID SWARTHOUT

8813 Northwest Highway, Chicago 31, Ill.

MIDWAY OF MIRTH SHOWS

WANT BINGO—STARTING WEEK AUGUST 5

ALL FAIRS TO FOLLOW, CLOSING NOVEMBER 1

Also want High Striker, Milk Bottles, Add-Em-Up Darts, Block Pitch, Hoop-la, Dish Pitch, Bowling Alley, Stock Concessions only, no flats.

Shows: Side Show, Animal, Working Word.

THIS WEEK, KIMMUNDY, ILL., CENTENNIAL; WEEK AUG. 5—ALBION, ILL., FREE FAIR; WEEK AUG. 12—NASHVILLE, ILL., FREE FAIR; WEEK AUG. 20—ELDORADO, ILL., FREE FAIR; WEEK AUG. 27—STONEFORT, ILL., OLD SAILORS AND SOLDIERS' REUNION; THEN FIVE ARKANSAS AND MISSISSIPPI FAIRS TO FOLLOW.

Address: Per Route Above

GEO. CLYDE SMITH SHOWS

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Hoop-La, Slum Spindle, Balloon Dart, Basket Ball, Six Cat, Bucket, Photos, Age and Scale, Penny Arcade. Want Side Show, Monkey Show, Girl Show, Snake Show. Want Rides: Pony Ride, Tilt, Octopus. Want Merry-Go-Round Foreman, general Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks.

All replies Geo. Clyde Smith Shows

Salisbury, Penna., this week; Scalp Level, Penna., next week.

TOMMY BUCHAN, HOWARD Y. BARY OR DAVE FINEMAN CALL AT ONCE

Want Hit and Miss, Cut Rack or Big Tom, High Pitchman. Canada until Sept. 15. Plenty of people and money. Paul Campion, must hear from you before Aug. 3.

FRANCO RICHARDS

Gull Lake, Sask., July 29; Shaunavon, 30; Climax, 31; Val Marie, Aug. 1; Panteix, 2; Mankato, 3; Herbert, 5.

AGENTS WANTED AGENTS

Who are capable and can follow orders for Bucket and Six-Cat, Charlie Wilhajt and Smokie Elswick, get in touch. Strong route of Fairs and Celebrations. All replies:

Frank Duncan, Fairgrounds, Osgood, Ind.

EVANS UNITED SHOWS

HAVE OPENING FOR LEGITIMATE CONCESSIONS

For Glasco, Kans., July 29-31; Maxie, Kans., Aug. 1-2-3; Dighton, Kans., Aug. 7-9; La Crosse, Kans., Aug. 12-14; Ness City, Kans., Aug. 15-17; Richmond, Kans., Aug. 21-23; Winfield, Kans., Aug. 27-30.
Can use Ball Games, Heart Pitch, Pumper, Photos, Cork Shooting Gallery, Balloon Dark, Cake Bottles, Bear Pitch, Long or Short Range, Penny Pitch, others not conflicting.

CONTACT: MANAGER, Per Route Above.

NOLAN AMUSEMENT CO.

WANT RIDE HELP: Wheel Foreman and Help on all Rides.

WANT SHOWS FOR FAIR ROUTE: Columbus, Ohio, Westgate Park, July 30-31; Wapakoneta, Ohio, Fairgrounds, Aug. 3-9.

BRASCH BROS.' SHOWS

"WISCONSIN'S CLEANEST MIDWAY"

Can use Concessions—Photos, Novelties, Age and Weight, anything that plays for stock. No flats.

Riverside Park, Watertown, Wis., August 1 thru 4; Cays Mills, Wis., Fair, August 8 thru 11; Sun Prairie, Wis., Corn Festival, August 15 thru 18; others to follow.

PEPPERS AMUSEMENT CO.

Want neat, small Cookhouse or Sit-Down Crab that caters to show folks. Showing tobacco markets in Georgia; bumper crop and prices highest in history. Can place Photos, Scales, Short Range, Dart Stores. Want Agents for Bear Pitch, Glass Pitch and Pea Pool. (Jimmie Clancy, join or wire.) Address:

DOUGLAS, GA., THIS WEEK.

SUNSET AMUSEMENT COMPANY

OLMSTED COUNTY FREE FAIR, ROCHESTER, MINN., AUG. 6-11

Want Girl Show with own outfit. Also Grind Shows. Can place Caterpillar Foreman who can lace tunnel. Also Second Men who drive semis. Want Hanky Panks and Ball Games. Address:

WEBSTER CITY, IOWA, THIS WEEK.

SCHAFFER'S JUST FOR FUN SHOWS

WANT FOR ALL FAIRS

Preston, Minn., Aug. 5-7; St. Charles, Minn., Aug. 8-11; Dubuque, Iowa, Aug. 13-18; Albert Lea, Minn., Aug. 19-22.

CONCESSIONS: High Striker, Short Range, Knife Rack, Bumper, Stripes, Fish Pond, Derby, Gum Your Weight, Records, Add-Up Darts, Hoop-La, Novelties, Custard and French Fries. SHOWS: Girl, Fat, What Is It?, Animal, Motordrome, Monkey Drome. HELP: Wheel Foreman, must drive. Contact:

W. A. SCHAFFER, MONROE, WIS., THIS WEEK.

BOSS CANVASMAN & TICKET SELLERS WANTED

To join immediately. Must drive semi. Join or wire.

J. SCIORTINO

W. O. Wade Shows, Muncie, Ind.

CRYSTAL AMUSEMENTS

Want for now and all winter—good opening for Popcorn. You can have 10 items in it for the one low privilege. Any Hanky Pank not conflicting. What have you? Any Major Ride not conflicting. Especially want Spitfire or Fly-o-Plane. Second Man on No. 5 Eli, also Chairplane Help. Good pay and all winter's work. Must have license and drive. All replies

EARL MILLER, CRYSTAL AMUSEMENTS
Johnsonville, S. C.

SHOWS—RIDES—CONCESSIONS

GREAT HAGERSTOWN, MD., FAIR, AUG. 12-17

Can place all kinds of Games, Eats, Confections, Custard, Jewelry, etc. Rides of all kinds.

TASWELL VA., AUG. 12-17

Can use all types of Concessions.

MARLINTON, WEST VA., AUG. 12-17

Concessions of all kinds, Eats, Custard, Photos, etc. Will book a few Rides.

RONCEVERTE, WEST VA., STATE FAIR

AUG. 19-24

Booking all kinds of Concessions. Everything open. Also Shows and Rides.

GOLD MEDAL SHOWS

JOHNNY J. DENTON, Owner

DAVID E. FINEMAN, Conc. Mgr.

HINTON, WEST VA., THIS WEEK.

MOTOR STATE SHOWS #2

Want for Genoa, Ohio, and balance of season, Hanky Panks, Ice Cream, Snow Balls, Waffles and Cookhouse. Want Wheel Foreman. Must drive.

After Genoa, can place Popcorn, Apples and Floss. Harrison, Mich., Fair follows. All replies to

F. DICKSON

Genoa, Ohio

LAWRENCE GREATER SHOWS

Want for payday, Henderson, Ky., now, with downtown Evansville, Ind., to follow. CONCESSIONS: Cookhouse and Grab, legitimate Concessions of all kinds. Reasonable privilege. Pan Game, Hat Game open. Also 6-Cats, Buckets, Swinger, Photos and Bear Pitch.

SHOWS: Any Grind Show with own outfit. Also place outstanding Girl Show for our Fairs.

RIDES: Pony, Octopus and all Rides not conflicting with ours.

HELP: Ferris Wheel, Flyplane and Caterpillar Foremen. Man for Kiddie Rides. Top salary and bonus for Foremen. Late season until December. Want Ride Superintendent, Truck Mechanic, Lot Man, Electrician who understands Caterpillar Diesel. Address: JOHN REED, Kingdom Hotel, Henderson, Ky. Phone: Valley 4-2757.

FAIR SECRETARIES IN TENN. AND ALA. HAVE LABOR DAY AND OTHER WEEKS OPEN.

GALA EXPOSITION SHOWS

CONCESSIONS: Want Concessions of all kinds, nothing over 50 cents.

SHOWS: Any good Show of merit. Want Girl Show for Houston, Mo.

RIDES: Can use one more Flat Ride of any nature.

HELP: First and Second Men who drive and have license.

Buffalo, Mo., Fair, July 29-Aug. 3; Houston, Mo., Reunion, Aug. 5-10; Imboden, Ark., Aug. 12-17; Camp Boughboy Reunion, De Witt, Ark., Aug. 19-24.

J. A. GENTSCH SHOWS

Want for one of the biggest Fairs of its kind in the South, Neshoba County Fair, Philadelphia, Miss., week of Aug. 5. 5 Big Days and Nights. Over 100,000 paid admissions last year with plenty more big Fairs to follow until November.

Want Hanky Panks of all kinds, Scale and Age, also Cookhouse that will cater to show people. Want Agents for Cork Gallery, Glass Pitch, Bear Pitch and Penny Pitch. Tommy Humphrey wants Agents for Pan and Block. Will book Octopus, Dodgem, Scrambler, Moon Rocket and Dark Rides. Want Ride Help on Spitfire, Tilt, Ferris Wheel and Merry-Go-Round. Chel Price and anyone who has worked for Ross Houghten before, will advance bus fare.

Call or wire Ross Houghten or J. A. Gentsch.

All answers to J. A. GENTSCH SHOWS, Kosciusko, Miss., this week

Reward—\$50—Reward

for information regarding

WILLIAM A. (DUTCH) DETSCH

Was last working on Long Range Gallery. Home in Akron, N. Y. All replies to

CARL N. CARLIN

Phone 4101 Hebron, Ohio

WANT

Jewelry, Grab, Fishpond, Popcorn, Bear Pitches, 1 or 2 Stores with Hanky Pank. Want Mill Camp with Concession. Also Girls for Girl Show. Bud Volter, answer. Manager, SHORTER GREATER SHOWS, Cameron, Wis., July 29-31; Minang, Wis., Aug. 1-4.

BABY DUCKS

Shipping Monday & Thursday by Air or Parcel Post.

WESTERN HATCHERY

7232 Moody Street Artesia, Calif. Phone: Underhill 53298

WANTED

Carnival with Rides, Shows and Concessions for THAYER HOMECOMING PICNIC & FAIR, September 4-5-6. Contact

H. M. MINNICK, Sec. Thayer, Kansas

HELP WANTED

Ticket Sellers and Help on Motordrome and Kiddie Rides. Also Candy Flou Operators.

New Castle, Pa., until Aug. 1; then Ionia, Mich., Fair. Come on in.

**EARL PURTLE
CETLIN AND WILSON SHOWS**

MO-ARK SHOWS

Want for now and rest of season nice Popcorn, Floss and Snow. Must be screened or glassed in. Also Photo and non-conflicting Hanky Panks. Fair Secretaries, have a few open weeks in August-September. Glenn Smock, contact.

Tuscumbia, Mo., August 1-2-3. Lewis Garner, Mgr.

WANT TO BOOK

Any kind of Rides, Shows and Concessions not conflicting for Four-Day Fair. Emporia, Kansas. Contact

MADDOX BROS.

Nelson, Neb., Aug. 1-2; then per route.

**COOKHOUSE
FOR SALE**

20x24 ft. Cookhouse with Kitchen on 20-ft. lowboy Freuhauf Semi Trailer. In perfect shape.

Contact: Robert Kolb c/o Bill Hanes Shows as per route

SALESMEN

CALLING DIRECT ON CARNIVALS, FAIRS, ETC.

REAL HOT REPEAT ITEM. GOOD COMMISSIONS. STATE TERRITORY.

Write BOX 902

The Billboard 188 W. Randolph St. Chicago 1, Illinois

GIRLS—WANTED—GIRLS

Fan, Hula, Strippers. Dancers of all kinds. Top salary, all wardrobe furnished. Can use one Girl for Bally. Want Canvasman, prefer one with Wife who can dance; must be attractive. No letters, come on, will place you. Wires to

MELVIN SHAFFER

c/o Blue Grass Shows Charleston, Ill., July 29-Aug. 1.

MERRIAM'S MIDWAY SHOWS

WANT SHOWS AND CONCESSIONS Can place Ball Games, Crazy Ball, String Game, Photos, Ice Cream, Coca Bottle, Glass Pitch, Fish Pond, Fun House, Mechanical Show, Monkey Show or any Show or Concession that does not conflict.

Tilanka, Iowa, Indian Days, July 29-30; Missouri Valley, Iowa, Fair, Aug. 1-2-3. All Fairs and Celebrations. Closing in Gothenburg, Nebraska, Sept. 28.

**Georgia Amusement Corporation presents
RALEY BROS.' EXPOSITION SHOWS**

Want for Roanoke Rapids, N. C., Exchange Club Fair, August 5-10; followed by Franklin Co. Fair, Rocky Mount, Va., August 12-17; and solid route of Fairs until November. Then Georgia and Florida.

RIDES: Will book or lease Spitfire, Octopus, Roll-o-Plane or any Thrill Ride not conflicting, with or without transportation.

SHOWS: Any Family Type Show. Good proposition for Jig Show. Have Top and Front. Enlarging Back End for Fairs.

CONCESSIONS: Any Stock Concession not conflicting with what we have now. RAY ERRETT wants 2 Bucket Agents. Jerry, contact. Office can use goods P.C. Dealer, also Agents for Hanky Panks. Can use Ride Men who drive. If you chase, don't come. Jim Page, call Jim Barr.

All replies: Tarboro, N. C., this week; then Roanoke Rapids.

SMILEY'S AMUSEMENTS

Week July 29-Aug. 2, Connellsville, Pa., County Township Fire Department. Biggest Celebration in Western Pennsylvania. Free Acts nightly, mammoth Parade on Wednesday and Fireworks Saturday.

Wanted clean Bingo, Hanky Panks of all kinds; Family Shows. Wanted Agents for Swinger and Buckets. No flats or Expules.

Can use for Westmoreland County Fair week Aug. 19-24—Bingo, Hanky Panks of all kinds. Want Rides—Roller Coaster, Roundup, Scrambler and Dark Ride. Open Midway. All wires and mail to

"GLASS PITCH" BLACKIE

Connellsville, Pa.

TIVOLI EXPOSITION SHOWS

WANT FOR EFFINGHAM COUNTY FAIR, ALTAMONT, ILL., AUG. 3-8;

then 1 million dollar payroll week at Chanute Air Base, Rantoul, Ill., followed by Greenup and Georgetown, Ill., Fairs, and 3 Fairs in Arkansas and Louisiana, including Leesville and Eunice, La.

A FEW MORE HANKY PANKS INCLUDING PENNY ARCADE. WILL BOOK ONE MORE MAJOR RIDE THAT DOES NOT CONFLICT. What have you? WANT RIDE HELP ON ALL RIDES. (Must drive semi.)

Contact H. V. PETERSEN, Mgr.

Fairgrounds or Uptown Motel, Harrisburg, Ill., this week; Altamont, Ill., Fair to follow.



Contracting now for the following Fairs and Pennsylvania's outstanding Farm Shows on the streets

FAIRLESS HILLS FIREMEN'S FAIR, AUGUST 5-10

Free acts, free gate, auto giveaway. Where the greatest steel mill in the world is working day and night.

GREAT DALLASTOWN FAIR, AUGUST 12-17

Exhibiting for the first time baby beef and poultry in mammoth exhibition tents.

FOLLOWED BY KUTZTOWN, MEYERSDALE, EBENSBURG AND HUGHESVILLE

SHOWS

Monkey Speedway, Mechanical and Arcade.

CONCESSIONS

Hats, Novelties, Photos, Jewelry, Wheels, Ball Games, Pitches of all kinds. All legitimate Hanky Panks and Straight Sales.

RIDES

Scrambler, Roundup, Roll-o-plane, Rockplane, Caterpillar and Ferris Wheel.

HELP

Qualified Ride Men for Wheel, Tilt, Comet, Octopus, Chairplane. Ferris, come on. Prefer drivers.

Show now playing Spring Mill Fair, Conshohocken, Pa.

All replies to MORRIS HANNUM, 934 Murdoch Rd., Philadelphia, Pa. Phone: Chestnut Hill 7-8176

GEM CITY SHOWS

WANT FOR KANKAKEE, ILLINOIS, FAIR, AUG. 4-10. FOLLOWED BY THE MISSISSIPPI VALLEY FAIR, DAVENPORT, IA; 12 OTHER BONA FIDE FAIRS TO FOLLOW

CONCESSIONS

Custard, Long and Short Range, Pitches of all kinds including Bear, Parakeet, Dish, etc. Also want Hanky Panks of all kinds.

HELP

Ride Help and useful Men in all departments. All must drive trucks.

RIDES

Will book for Kankakee. Another #5 Wheel. Also book Rides not conflicting, including Kid Rides for balance of season.

SHOWS

Will book any Show of merit including Grind Shows such as Fat, Snake, Glass House, Fun House and Side Show with own equipment.

CONTACT

THOMAS D. HICKEY, GEN. MGR.

c/o Macan County Fairgrounds, Decatur, Ill.

DON GRECO, BUS. MGR. or SAM GRECO, CON. MGR.

c/o Charles Hotel, Decatur, Ill.



Now booking for Fairs, La Crosse, Wis., Pueblo, Colo., Huron, N. D. and Spencer, Iowa

Hanky Panks and Straight Sales of all kinds.

Want Grind Shows and Drome, or can place operator.

Want one Dark Ride or any other not conflicting.

All replies Bemidji, Minn., Fair, July 29-31; Hibbing, Minn., Fair, August 1-4.

WADE EXPOSITION Shows

Shepherd Centennial Celebration

Aug. 7 thru 10
SHEPHERD, MICHIGAN

Located on the streets in business section. Parades, Bands, Events, Free Acts, Contests and all the rest.

—CAN PLACE—

Legitimate Games also Food and Sales Concessions.

Have space for small Shows that can set up on the streets.

Contact

GLEN WADE
WADE EXPO. SHOWS
Grand Haven, Mich. (Cele.)
all this week.

W.G. WADE SHOWS

BAY COUNTY FAIR

AUG. 5 thru 10
BAY CITY, MICHIGAN

—CAN PLACE—

Legitimate Games and out-right Sales Concessions of all kinds.

Have room for one GRIND and one BALLY SHOW.

All replies to

D. WADE
W. G. WADE SHOWS
Muncie, Indiana (Fair)
all this week

Due to Disappointment WILL BOOK TWISTER

FOR BALANCE OF SEASON
Starting at Illinois State Fair,
Springfield, Aug. 9.

Contact:

PAUL OLSON, MGR.
Olson Shows, Chippewa Falls, Wis.

Wanted—Gerty Pugh—Wanted

For the Great Allen County Fair, Lima,
Ohio, Aug. 17-22
All legitimate Concessions.
Write this week Western Union,
Huntington, Ind.

WANTED

Cookhouse Help for Ionia, Mich., Fair.
Paul Cobb, contact me.
B. O. TUCKER
Lebanon, Tenn.

WANTED

Small Carnival for Street Celebration,
one week in September. Contact
CLEO PARKER
528 S. Morton Ave. Evansville, Ind.
Phone: HA 4-5102

WANTED

Complete Carnival for FALL FESTIVAL,
September 26-27-28, sponsored by Mc-
Cune Lions Club. Could set up the
entire last week of September if desired.
Must have three to five good rides, nice
Attractions, etc. Contact T. R. LANDES,
Lions Club Sec., McCune, Kansas.

INDEPENDENT RIDES AND CONCESSIONS

FOR GREAT HAGERSTOWN, MD., FAIR, AUGUST 12-17
Want all types of Games, Photos, Custard, Cookhouse, Grab, Confections, Ice Cream,
Jewelry and High Striker, Ball Games, Duck Pond, Pitchers, etc.
Contact **M. H. (Fuzzy) Beard**
Hagerstown Fair Association, Hagerstown, Md.

MIDWAY CONFAB

• Continued from page 81

wounds in the encounter. He underwent surgery the next day in Veterans' Hospital there and his condition is reported good. Porter would like to hear from friends.

Turner Scott writes from Daytona Beach, Fla., that he has signed to again provide the rides for the Little League Celebration in Orlando, Fla., November 21-January 4. After closing his permanent ride spot at the beach, he plans to take his rides on Southern fairs.

La Vern Martin, of the Charles Hodges Side Show, which closed July 28 at Riverside Park, Agawam, Mass., to join the Cetlin & Wilson Shows, celebrated a birthday July 17, receiving gifts from show personnel, including a tote bag from Mr. and Mrs. Hodges and their daughter, Joy, recently of Purvis' Glamor Revue, who is to join her parents soon at Ionia, Mich.

Mr. and Mrs. H. L. Cady, who have concessions and a girl show with the B. & B. Shows, recently took delivery on a trailer at Seminole, Okla. . . . at Edmonton, Alta., Marie M. Feathers gave a July 16 birthday party for her husband, Archie, foreman of the Jet Comet ride. Attending were Whitey and Zelda Hersha, Pay Day Shook, Robert and Margaret Garner, Charles Hueys, Tex Monahan, Swede Keller, Bud Ferris, Warren Volk, Huey Voisne, Pat and Betty Patterson, Dick and Jewel Shelly, Sandy Pepin, Bud Butterfield, Nick Nichols, John Obity, Don Purdy, Tom and Joey

Kemper, Johnny Clover, Swede Kacifink, Buster Littlefinger, Mary Garner and Lorene Purdy.

Ruth (Gibbs) Moore, of the Chesleigh and Gibbs act, of the late 1930's, is recovering from cancer surgery at Madigan Hospital, Tacoma, Wash., and would like to hear from friends. . . . The Providence Journal on July 23 carried a full column with picture on John Venditto written by George Popkin. It traces Venditto's progress from his early jewelry salesman days to ownership of one of Rhode Island's better-known shows.

Fred C. Landrus, magician with the Hall and Leonard Side Show on World of Pleasure Shows, was a guest at the magicians' Round Table dinner in the Drake Restaurant during a recent visit to Chicago. Currently visiting with the Landruses and their son, Charles, on World of Pleasure is Mrs. Lorene Mesa, Yoakum, Tex., mother of Mrs. Landrus.

Georgia Amusement Company Notes: Homer Scott, owner-manager, was awaiting delivery of a new Round-Up. Mrs. Scott was guest of honor at a surprise birthday party. Slim and Virginia Rice are sporting a new Chrysler. Mr. and Mrs. John Scott have a new daughter, Betty Jane. Herb and Velma Saunders recently purchased a double concession trailer. Whitey and Louise Hawkins were visited by their niece and nephew, Mr. and Mrs. Russel Subject, of Dearborn, Mich.

WANTED
EXPERIENCED PONY RIDE MAN AT ONCE for eight Live Ponies used on Sweeps. Haul them in bus. Sleeping quarters for Operator. Good proposition. Pay each week and bonus. Come on Tuesday and Wednesday will be at Westgate Park, Columbus, Ohio; Thursday, Friday and Saturday, West Lafayette, Ohio. All bona fide Celebrations. Contact MANAGER, BUCKEYE STATE SHOWS as per route or phone GL 2-8232, Zanesville, Ohio.

WANT AT ONCE
EXPERIENCED FLOSS & SNOW AGENTS. Men or Women. Must pull small trailer for same. Good proposition. Come on Westgate Park Bean Dinner, Columbus, Ohio, Tuesday and Wednesday; then West Lafayette, Ohio, Thursday, Friday and Saturday. Contact MANAGER SHOW as per route or phone GL 2-8232, Zanesville, Ohio. Want A-1 Wheel Man. Top wages with bonus. Pay each week.

WANTED
A GOOD CARNIVAL TO PLAY
APPLING COUNTY FAIR
any date in month of October.
Address
BAXLEY LIONS' CLUB, Baxley, Ga.

WANT
Man and Wife for Refreshment Concession. Must be capable, work 50-50.
FOR SALE—3 Baby Rides, Toonerville Trolley, Jet Ride (on trailer), one Train.
MIDWAY OF BIRTH SHOWS
Kinmundy, Ill. (Centennial), this week; Albion, Ill. (Free Fair), next. P.S.: Need Second Man on Rides, must drive seats.

Betty Sue
PANKIW
If you need help or money, write.
JOE
Care of The Billboard

FIDLER UNITED SHOWS
Want Tilt-a-Whirl Foreman; must drive. Want Hunky Pankis for Catholic Fiesta on Streets this week.
Address: Chase & Collins Sts., Joliet, Ill.

I. T. Books W. Haverstraw

WEST HAVERSTRAW, N. Y. —A week on the Food Fair lot here will be played August 13-17 by the I. T. Shows, following its appearance at Orange County Fair in Middletown. The concrete strike delayed construction of the super-market and provided the show with a well-located lot.

Italian-American Club, sponsoring the date, will have a Saturday (17) baby parade and a State Youth Day promotion. The date was promoted by Morgan Demarest. Ross Manning Shows did a good week's business on the lot in early spring.

Manning Views End of Rugged Mountain Hauls

HINESVILLE, Ga. — Spotty business during the still date season has dogged the Ross Manning Shows, which climaxed a series of long, mountainous jumps.

Truck trouble, which has gone hand in hand with the routing pattern, has finally been licked and the entry into flat country is expected to have a beneficial effect on the rolling stock, it is reported.

A good July Fourth date at Fort Campbell, Ky., helped somewhat. A repeat visit is on tap for Camp Stewart, Ga., which provided one of the poor dates of the early season, but which will easily be better next time since a large number of National Guard troops have moved in for summer maneuvers.

ROCK CITY SHOWS
Playing Celebrations, Kewanee, Ill., July 30 thru Aug. 3; then starting our route of Fairs in Iowa.
Due to disappointment can place Mug Outfit, Popcorn, Bear Pitch, Glass Pitch, Ball Game, Mitt Camp, one family; any Hunky Pankis not conflicting, one of a kind. Need Hunky Pank Agents. Contact **GEORGE ISENHOWER, Manager** Kewanee, Washington, Iowa, following week.

Fair Time Hits Two Big Weekends

SANTA PAULA, Calif.—Olivia Waldron's Fair Time Shows picked up good business over the two weekends during the nine-day run here under Lions Club auspices that ended Sunday (21).

The show moved out for Antioch, Calif., where it will play the Contra Costa County Fair, August 1-4. Mrs. Waldron had planned to play a date in between. The route was changed when the Merry-Go-Round was badly damaged along with the truck and trailer in an accident while the show was en route here from Redondo Beach. A new truck was delivered from El Paso and the repaired Jenny picked up in Los Angeles.

The nine-day run here was part of the Little League daily tournament. J. A. Cantrell, former concessionaire and Lions committeeman, represented the local sponsoring organization.

Coleman Show

• Continued from page 80

added, and said every indication points to a successful fair season ahead for all Eastern shows. First-In Counts

The show failed to be first in only on one occasion, Kingston, N. Y., and in most cases was the only carnival to play towns on the route.

Back-end units include Babe Harris, revue; Stanley Zerjak, girl show; Carl Thompson, big freak animal show; Grady Styles, Lobster Family; Capt. Frank Hurt, The Thing; Al Wallace, Devil's Alley dark ride. Fitzpatrick was expected with a snake show here.

The Bill Jones bingo operated by Gene O'Donnell has not missed a week of activity, it was noted. Coleman, who also has 11 rides at Ocean Beach, New London, Conn., termed business at the shore spot some 30 per cent ahead of last year.

Mrs. Lou (Ada) Dufour is currently in Jewish Hospital, St. Louis, where she is receiving treatment. Mrs. Dufour has been confined to her home for many years and feels that the treatment may end in recovery.

Fair season gets under way the first week in August, in Lynchburg, Va. The show managed to do some good business on its three New York dates in Poughkeepsie, West Haverstraw and Newburgh.

Irene Burton has departed with her Wild Life Show and Jack O'Connors, fat boy, has also left. A Life Show has been added and otherwise the midway is basically the same as during the early still date season. Concession units of Murray Levitt, Harry Ruben and George Beardsley are most evident, and Mr. and Mrs. Howard Drayer continue with the Bill Jones Bingo.

S. Tommy Carson is business manager assisted by Bill Holt. McGuire is electrician. Jerry O. Moore is secretary. Leola has the Side Show and Unborn; Peggi Cummings and Peaches Pruitt, Jezebel; Wayne Barlow, Snake Show; Hurricane Hagen aided by Johnny Reid, Motordome; Ted Brown, Funhouse.

Lineup average 15 or more rides and about three dozen concessions.

WANTED
FUNHOUSE OPERATOR
PERCENTAGE WITH GUARANTEE
FUN HOUSE HAS SHUFFLEBOARD-TURNABLES FULL OF ACTION
FANCY FRONT MOUNTED ON TRAILER
OPERATOR MUST DRIVE SEMI UNIT SOBER AND CAPABLE OTHERWISE DO NOT APPLY
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RIDES WANTED
For balance of season or any shorter period. Waiting delivery of new Ride 1958.
Shaheen Enterprises
Salisbury Beach, Mass.

HOLIDAY AMUSEMENT COMPANY
Ride Men—Can use Foreman for Ferris Wheel, Octopus and Roll-o-Plane Shows. Mechanical Show only. Concessions: Grab, others not conflicting.
Fielding Graham
Prairie Home, Missouri, Hill Ave. 1; Girard, Kansas, Aug. 1 to 9.

\$200.00 REWARD
For information leading to find my son,
LOUIE ADAMS
He is 17 years old, 5 ft. 5 in. tall, has black hair and dark eyes—scar over top of his lip, a scar below his right eye and on right cheek. Please give information to Zone at Winchester, Ark.
NINA ADAMS, Mother

BILLY CARLSON
Mrs. Traggakis died. Write attorneys,
LITTS, MULLEN & PEROVICH
Lodi, California.
You are mentioned in will.

COOK HOUSE-HELP
Want 2 Griddle Men and Counter Help, top wages. Contact
BEAM'S ATTRACTIONS
Frostburg, Maryland

LIBERAL REWARD
For information on present whereabouts of
JOSEPH MORT
Call collect: N. J. SHEEHAN,
Madison 5825, Buffalo, N. Y.

AGENTS
For Milk Bottle, Cat Back, Balloon Dart, Bird Pitch and Cuckoo Bottle for XII Celebration, Dalhart, Texas, and Fairs that follow. Do not wire or call—come on.
ERNIE WADE

BEE'S OLD RELIABLE SHOWS
Want Wheel Foreman. Best of pay. No drinks or \$30.00 extra.
Lou Pease wants Dancing Girls for Girl Show. Toni LaVerve, come on. Also People for Illusion Show. Fair nights. All Fairs.
Shelbyville, Ky., Fair this week; Germantown, Ky., Fair next week.

FOR SALE
Fun House Trailer, open 45', 81, 200' Milla Custard-Popcorn, etc. Trailer, \$1,200, ready to go; 35-ft. Illusion Trailer, 3 rooms, safe, shower, etc., \$875; Double Loop, Single Loop, \$250; Chairplane, \$3 Wheel, Tractor and Trailers. Will sell, buy or trade for Kiddie Rides.
D. VAN BILLIARD
Indian Head Park Beach, Oaks, Pa.
Glendale 2-4561

GIVE TO DAMON RUNYON CANCER FUND

MERCHANDISE TOPICS

Jomar Products Corporation, Round Lake, Ill., has come up with one of the season's outstanding novelties, a gold plated rifle pen. The item, which is a little over five inches long, is actually a good quality ball-point writing instrument with rifle-like bolt action. When the trigger is pulled, the pen is ready for writing. Pull back the bolt and the pen is retracted. Jomar is offering the item at \$5 per dozen post paid, with the pens mounted on a display card. Samples are two for \$1 post paid.

Acme Emblem Corporation, 18 East 16th Street, New York, reports excellent business this season from its personalized Olympics-style cloth emblems. Measuring five inches by five inches, they are in two colors with stripes and stars, and bear a choice of 288 popular first names. Mr. Marks at Acme offers free sample, price list and particulars.

Name-brand watches for men and women at unusually low prices are offered the trade by Nathan Cohen, 720 Sanson Street, Philadelphia. These include waterproof models for men and beautifully cased women's watches with stretch bands by Bulova, Benrus and Elgin. The firm states it will send a money-back guarantee. A 25 per cent deposit is required on c.o.d. orders. Money-order or certified check is necessary to avoid delay in shipment. A special deal of \$6 is offered to concessionaires on Waltham, Gruen and Wittnauer watches.

Twenty-six new engraver numbers are ready at low prices, says Dexeco, Inc., manufacturer of engraving jewelry, 191 South Street, Providence 3, R. I. Bracelets are

\$24 per gross and heart necklaces are \$22.20 per gross. The firm also manufactures girls', women's, boys' and men's photo idents as well as expansion idents. A new catalog is ready for engravers and demonstrators. State your business when ordering a catalog.

If you haven't tried Hawaiian ti plant logs, you should write to Sherfy's, 5601 University Way, Seattle. This firm says its logs, which are bagged in polyethylene, keep longer and sell faster. They are in good condition and often sprout in the bag. Also available is excellent growing flash. Write for complete details and free promotional aids. Sherfy's also has lavender sachet baskets. These are tightly woven bleached rattan baskets with plastic stoppers at \$79 per thousand or \$45 for 500. Dried lavender will be shipped 10 pounds for \$8.50.

A unique lightweight folding sickle equipped with tempered steel replaceable razor blades and guard is being offered by North Wayne Tool Company, Oakland 1, Me., which calls it the Lawn Razor. This firm maintains that the device trims grass like a razor shaves. Operators will be interested in the item as it is a fast mover at fairs, home shows, exhibitions, etc., and provides a full 100 per cent mark-up. Write for details and literature.

Engraving disks and hearts on 24-inch necklace chains, all U. S. made and polished, are offered in 50 numbers by McBride Jewelry, 1261 Broadway, New York. Prices start at \$18 a gross. In the imported field, McBride has 20 numbers in expansion ident and photo bracelets.

PIPES FOR PITCHMEN

By BILL BAKER

"FOR MANY YEARS . . . I wrote 'Midwest Doings' in the Pipes column, but have been lax about sending in pipes since I became disabled," writes old-timer Harry H. Kincheloe from the Elks National Home, Bedford, Va. "I have seen but very few pipes from friends in recent weeks, so Loyd Long's in the July 15 issue was a pleasant surprise. Have just written to him and would like to write to others I know. So you guys and gals, drop me a card or letter, send in a few pipes or do both. It's been a long time since I've seen pipes from Curley Bartok, Joe Edwards, Jack Hamilton, Doc and Babe Sherwin, Mary and Madeline Ragan, Buster Doss and others. Several friends on the Ringling show visited with me when the show played nearby Roanoke, Va., recently, and I take this opportunity to extend an invitation to pitch folks to visit with me when any of them are near Bedford. They'll be royally entertained and dined and maybe we can cut a few. Why don't you all make it a point to pipe in more often. I hate to turn the Pipes pages week after week and never

meet old friends. Incidentally, Marie Loter owes me a letter."

THE BASIS of Prof. Jack Scharding's claim that Long Beach, Calif., is a wonderful place in which to live in retirement was a clipping enclosed in a recent note to the Pipes desk showing a panoramic picture of 77 girls competing in this year's Miss Universe contest there. The good Professor reports that he had intended to work the Oklahoma City Semi-Centennial but is glad now that he passed it by inasmuch as reports received by him on the event indicate that pickings are slim. "At \$50 a foot, that could be costly," said Jack, whose first annual this year will be Illinois State Fair, Springfield. Scharding reported that he has a shipment of 7-in-1 scopes coming from Germany and that he will let the boys know how they go.

NEW PARTNER . . . of E. C. Jester, mentalist, who is well known in the pitch field, is Margaret Helms, to be billed as Lady Ethel. Miss Helms succeeds the veteran showman's wife, Frances, who died July 8 of a heart attack.

JOBBERS and PITCHMEN—A Revolutionary New PROFIT MAKER

The Beautiful Simulated GOLD PLATED RIFLE PEN!

A distinctive—standard size (5 1/2" long)—high quality ball-point writing instrument—designed as a RIFLE—with RIFLE ACTION. (U. S. Pat. D-176-845—Canada 141-20507.)

Far-reaching appeal to millions. Exclusive "floating point" automatically regulates writing pressure—conserves ink supply.

One Dozen Rifle Pens Mounted on Beautiful Display Card. **\$5.00** postpaid

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Retails Up to **\$1.00**

Sample Rifle Pens 2 for **\$1.00** postpaid

OAK'S new SLIM JIM BALLOONS

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BRIGHT NEW BIG FLASH DESIGN

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PACKED 1 GROSS and WORKER in this POLY BAG with HANDLE!

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24" TAFFETA CLOWN DOLL \$6.50 dz.
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28" TAFFETA BEAR, bagged \$15 dz.
25" MAMA DOLL, all rubber \$30 dz.
36" TAFFETA CLOWN, bagged \$12 dz.

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Dz. Gr. \$1.75 \$8.00
12" 1.50 16.00
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Alpine w/Feather \$1.80 Dz. \$21.00 Gr.

Confederate & Union Jack \$4.20 Dz. \$48.00 Gr.

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w/Hat & Skirt

Dz. Gr. \$.85 \$ 9.40
6" 1.20 12.50
7" 1.75 20.00
12" 3.00 32.00

FEATHER BACKS, IMP. \$8.50 Gr.

PANDA BEARS

Black & White

Dz. Gr. \$1.40 \$18.00
7" 1.80 21.00
11" 3.50 40.00

PLUSH JOCKO MONKEYS

Dz. Gr. \$1.80 \$21.00
8" 2.75 31.50
12" 5.25 40.00
12" Blue Satin Clown 3.25 36.00

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8x12 \$1.25 \$14.40 | 12x18 \$1.80 \$21.00



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Dressed w/ Nylon Material \$6.00 per doz.

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Metal Break Action Dz. \$1.80 Gr. \$21.00
Repeating w/Spark Dz. \$3.75 Gr. \$36.00
21" Break Spark & Smoke Rifle Dz. \$4.50 Gr. \$72.00
Bolt Action w/Spark Dz. \$3.60 Gr. \$42.00

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- Six Stainless Steel Cutting Edges
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COMING EVENTS

Arkansas
 Booneville—South Logan Co. Livestock Show, Sept. 7-7. Glen M. Catlett.
 Hope—Third Dist. Livestock Show, Sept. 23-23. Bob Daniels.
 Little Rock—Ark. Livestock Expo & Rodeo, Sept. 30-Oct. 5. Clyde E. Byrd.
 Mammoth Springs—Soldiers, Sailors & Marines Reunion, Aug. 13-17. E. E. Sterling.
 Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand.

California
 Modesto—Walnut Creek Festival, Sept. 14-22.
 San Diego—Piestadel Pacific, July 24-Aug. 10. Wayne Dullard.
 San Francisco—All-Arabian Horse Show (Cow Palace), Aug. 3-4.
 San Francisco—San Francisco Flower Show, Aug. 22-23. Walter G. Brendel, 1227 Hayes St.

Colorado
 Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.

Delaware
 Wilmington—Delaware Home Show, Sept. 7-13. Paul Waters, 18984 Gulf Blvd., St. Petersburg, Fla.

Illinois
 Bladinsville—Street Fair, July 30-Aug. 2.
 Calumet City—Celebration, Aug. 29-Sept. 2. Lou Allen, Room 214, 32 West Randolph, Chicago.
 Chicago—Associated Variety & Novelty Mrs. Show (Hotel Morrison), Aug. 4-8.
 Cicero—Centennial, June 17-Sept. 22.
 Maywood—Italian Festival of Chicagoland, July 24-Aug. 4. Joseph De Serto, 1615 N. 18th Ave.
 Newman—Centennial, Aug. 21-25.
 Palestine—Celebration, Aug. 31-Sept. 2.
 Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.
 Savanna—Celebration, Sept. 4-5.

Indiana
 Columbia City—Old Settlers' Day & Legion Festival, Aug. 7-18. Byron Beaber.
 Delphi—Old Settlers' Reunion, Aug. 7-10.
 Huntington—VFW Street Fair, July 29-Aug. 1. W. O. Randol, Markle.
 Odon—Old Settlers' Meeting, Aug. 14-17. Lex Sensel.
 Paragon—Celebration, Sept. 2.
 Petersburg—United Mine Workers' Picnic, Aug. 31-Sept. 2.
 Terre Haute—Miners' Picnic, Aug. 2-4. Jack Wilton.
 Veedersburg—Old Settlers' Day, Aug. 21.

Iowa
 Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.
 Shiley—Oacoda Co. Livestock Show, Aug. 19-21. Gene Alexander.

Kansas
 Wellsville—Franklin-Wellsville Picnic, Sept. 5-8. J. H. Cramer.

Louisiana
 Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 19-22. C. B. Temple.
 Louisville—Winston Co. Livestock Show, Sept. 2-6. Claude E. Ming.
 Natchitoches—La. Brouler Festival Assn., Sept. 28-28. L. J. Pleasant.
 Starkville—Oklabbeha Co. Livestock Show, Sept. 30-Oct. 5. O. F. Parker.
 Tallulah—Centennial, Aug. 26-30. M. C. Stone.
 Ville Platte—La. Cotton Festival, Sept. 20-22. Dallas Devilla.

Maryland
 Baltimore—National Home Week Expo, Sept. 24-29. Patrick J. O'Toole, 1810 St. Paul.
 Fair Hill—Cecil Co. Breeders' Fair, Sept. 7-14. William Shelton.

Michigan
 Edwardsburg—Lions' Club Celebration, Aug. 23-23. H. T. Smith.
 Flushing—Homecoming, July 30-Aug. 3.
 Fowler—Centennial, Aug. 21-24.
 Pelkie—Baraga Co. Dairy Show, Aug. 7. Donald Lehto.

Minnesota
 Buffalo—Celebration, Aug. 1-4.
 Cokato—Celebration, Aug. 12-14.
 Tracy—Box Car Days, Sept. 1-2.

Mississippi
 Calhoun City—Calhoun Co. Livestock Show, Sept. 25-27. C. B. Duke Jr.
 Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.
 McComb—McComb State Dairy Show, Sept. 8-14. Dr. D. W. Williams.
 Newton—Newton State Dairy Show, Sept. 16-21. Paul W. McMullan.
 Pontotoc—Pontotoc Co. Livestock Show, Sept. 17-21. Ernest Weatherly.

Missouri
 Concordia—Concordia Fall Festival, Sept. 25-28. Dr. F. O. Goemann.
 Gallatin—Daviss Co. Jr. Livestock Show, Aug. 26. Geo. H. Schmitt.
 Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
 King City—Tri-County Livestock & Horse Show, Aug. 14-15. Herschel L. Yates.
 Lucerne—Lucerne Stock Show, Aug. 29-31. K. K. Blanchard.
 Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 18. Kenneth Walkup.
 Monett—Lawrence-Harry Dairy Show, Sept. 6-7. Helen Sagar.
 Mount City—Centennial, Aug. 23-23. Mrs. E. K. Griffith.
 Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
 Queen City—Schuyler Co. 4-H Corn & Stock Show, Sept. 12-14. Rex Sloop.
 Republic—Osarks FFA Pat. Beef Show, Sept. 18. Vencil G. Mount.
 Shelbyville—Centennial, Aug. 4-7. Charles Olive, 3612 Lafayette Ave., St. Louis 8.
 St. Joseph—Buchanan Co. Livestock Show, Sept. 14. Webb Embrey.
 St. Joseph—Interstate Home Economics Show, Sept. 17-18. Webb Embrey.
 St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 17-19. H. M. Garlock.
 Tusculum—Picnic, Aug. 1-3.
 Wardell—Colton Carnival, Sept. 23-26. Billie E. Crantree, Rotary Club.

Nebraska
 Bellevue—Sarge Co. Centennial, Aug. 8-10. Harold Pfander.
 Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5.
 Omaha—Ak-Sar Bru Livestock Show & Rodeo, Sept. 20-29. J. J. Iaccon.

New Mexico
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 8-11. Edwards S. Merry.

Las Vegas—San Miguel Co. Jr. Livestock Show, Sept. 17-18. James Ledger.
Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helens H. Bata.

New York
 Falconer—V. J. Celebration, Aug. 3-19.
 Port Jervis—Sequoiacentennial, Aug. 13-17.

Ohio
 Cincinnati—Food and Home Show (Zoo), Aug. 13-26. J. F. Heusser.
 Kallida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187.
 Nelsonville—Parade of Hills, Aug. 26-31.
 Vandalia—Homecoming, July 29-Aug. 3.
 Waseon—Street Celebration, Aug. 14-15.

Oregon
 Portland—Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-13. Jack Mallack.

Pennsylvania
 Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 19. Rex Carter.
 Olyphant—Northeastern Pa. Vol. Firemen's Federation, Aug. 26-Sept. 2. J. Chichilla.

South Dakota
 Aberdeen—Jaycee Sportsmen's Show, Aug. 4.
 Colton—Horse Show, Sept. 2.
 Deadwood—Days of '79, Aug. 2-4.
 Faith—Tri-County Stock Show and Rodeo, Aug. 9-11. Hugh Millard.
 Flansburg—4-H Achievement Days, Aug. 14-15.
 Gregory—4-H Achievement Days, Aug. 19-22.
 Kadoga—Celebration & Barbecue, Sept. 1.
 Lead—Celebration, Sept. 7.
 Mitchell—4-H Achievement Days, Aug. 14-15.
 Mitchell—4-H Show & Sale, Sept. 10-11.
 Mitchell—S. D. Market Hog Show, Sept. 24.
 Newell—Celebration, Sept. 2.
 Newell—Western S. D. Stud Ram Show & Sale, Sept. 20-21.
 Sisseton—Kiwanis Horse Show, Sept. 1.
 Vermillion—Days of '59, Aug. 22-23.
 Wagner—Celebration, Sept. 2.

Texas
 Corsicana—Corsicana Livestock Show & Rodeo, Sept. 24-25. R. W. Knight.
 Fredericksburg—Angora Goat Show and Sale, Aug. 1-3. P. E. Guley.
 Kaufman—Kaufman Co. Livestock Show, Sept. 3-7. Wm. D. Percy.
 Longview—East Tex. Quarter Horse Show & Races, Aug. 19-20. W. C. Holcombe.

Utah
 Brigham City—Peach Days, Sept. 6-7. Ross Bowen.
 Cedar City—Southern Utah Livestock Show, Sept. 6-7.
 Ferron—Southeastern Jr. Livestock Show, Aug. 6-10.
 Nephi—Utah State Suffolk Sheep Show & Sale, Sept. 6-7.
 Richfield—Southern Utah Jr. Livestock Show, Aug. 21-24.
 Salt Lake City—Food-O-Rama (Fairgrounds), Aug. 1-3. Continental Enterprises, 301 Newhouse Bldg.
 Salt Lake City—Western Riding Club Show, Aug. 16-17.

Virginia
 Culpepper—Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 104.
 Culpepper—Tri-County Farm Show, Sept. 4-7. Herb Houser, Box 104.

Washington
 Forks—Wranglers Horse Show, Sept. 2.
 Issaquah—Celebration, Sept. 1-2.
 Monroe—Celebration, Sept. 1-2.
 Marion—Loggers Jubilee, Aug. 31-Sept. 1.
 Port Angeles—Centennial, Aug. 25-Sept. 1.
 Wapato—Harvest Festival, Sept. 2.

West Virginia
 Charles Town—Firemen's Celebration, Aug. 5-8.
 Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

Wisconsin
 Reedsburg—Dairy Festival, Sept. 12-14. Earl Skinner.
 Kewaunee—Wis. Historical team Rodeo, Sept. 7-8. Orwin C. Burmeister.

Wyoming
 Casper—Rocky Mount Oil Show, Sept. 19-21.
 Riverton—Square Dance Festival, Sept. 21.
 Sheridan—All-American Indian Days, Aug. 2-4.
 Thermopolis—Gift of the Waters Indian Pageant, Aug. 10-11.



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 \$1.50 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton \$1.50 per gallon.

SHERMAN MASTER PAINTERS PRODUCTS
 Rubberized concrete, porch and floor enamel, Battledie grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton \$1.50 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. 316-S. Halsted St. Chicago, Ill.

SELL TO UNCLE SAM!
 That's how I made \$20,000 a year selling junk jewelry to the U. S. Government without ever leaving home. Send me your name and I'll show you how I did it.

Learn at home in one evening. This is the most fantastic way of "selling" you ever heard of because you never have to make a "sales pitch"—any time or anywhere.

With my plan you do all your selling by mail—to one customer—the United States Government. Even here is no "selling." Uncle Sam is eager to buy all the old junk jewelry you send in at the established price of \$35.00 AN OUNCE for the gold in it.

Just follow my Plan and you can walk down any street in your town and come home with \$50 in gold in your pocket—not just one day, but every day in the year no matter where you live—small town or big city. If you want to make money like this, just let me know. I'll tell you where to find the gold—how much to pay for it—how to test it and how to mail it to Uncle Sam, who will pay you \$35.00 AN OUNCE SPOT CASH for all you send in.

You will be following the very same plan that I used when I was making \$20,000 a year. Everything I send you now is free and no salesman will call to try to sell you anything. Just put your name and address on a postcard and mail it to me. I think you'll say this is the most fabulous way of making big money a salesman ever dreamed of. Leslie Patton, 325 W. Madison St., P-197, Chicago 4, Illinois.



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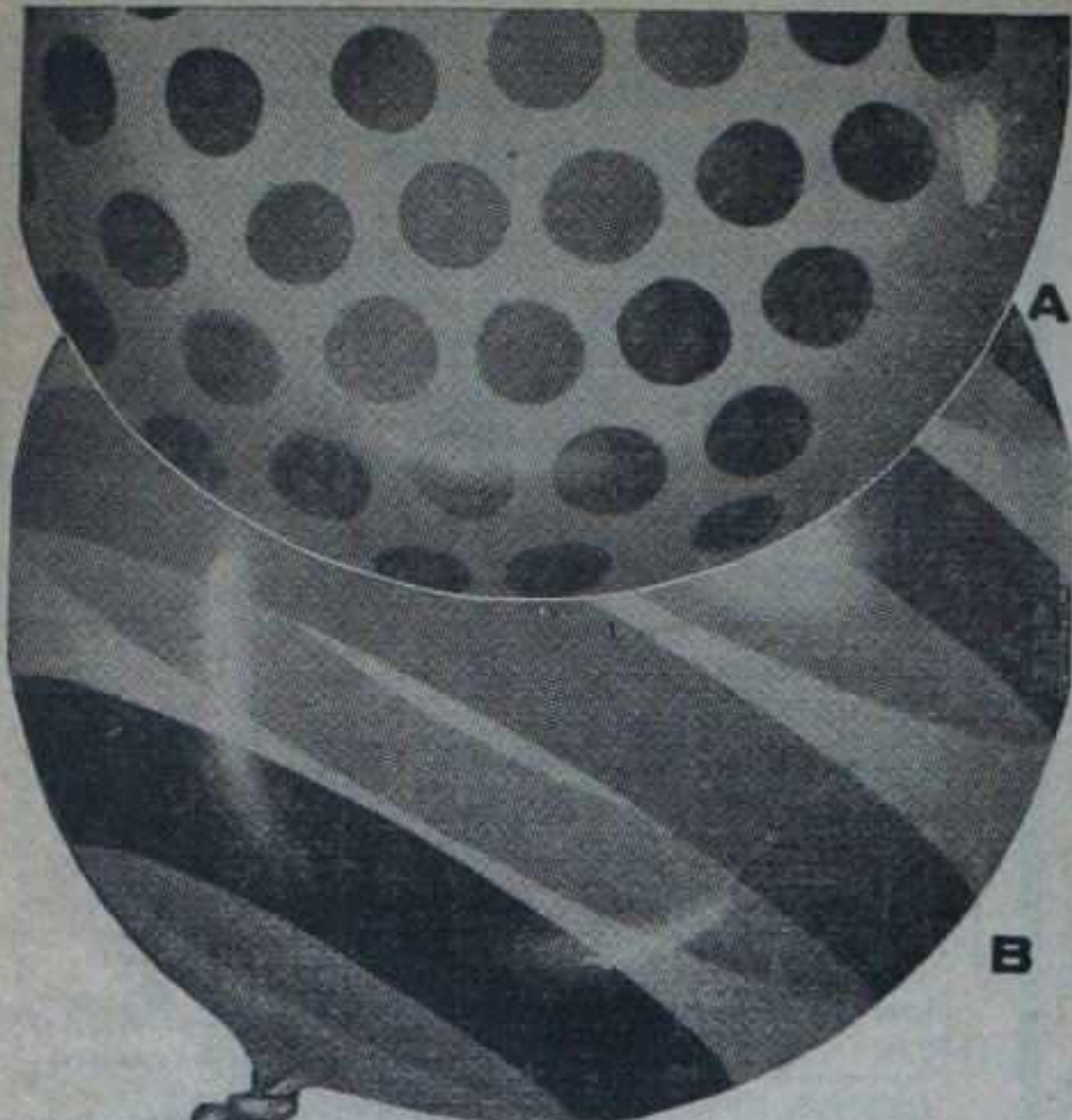
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FEATHER DOLLS



7" \$13.00 9" 20.00 12" 33.00 Feather back dresses, 9.00 6" dangling Hula Doll—White or Negro, 15.00

PANDA BEARS



5" black & white, \$18.00 5" Honey Bear, Gr. 18.00 7" Panda, Gr. 24.00 11" Panda, Gr. 42.00 13" Panda, Gr. 54.00 Sitting Panda w/voice, Gr. 42.00



4" plush Squeaker Dogs, \$18.00 gr. 7" plush Squeaker Dogs, 3.50 dz. Fine plush dangling Animals, 3.75 dz.

FUR MONKEYS

4" \$ 3.25 Gr. 7" 8.00 Gr. 10" 15.00 Gr. 12" 27.00 Gr.



FEATHER MONKEYS

7" \$9.00 Gr. 15" 3.75 Dz. 18" 5.00 Dz.



SAILOR DOLL 7" \$1.80 dz., \$21 gr. 12" \$2.75 dz., \$33 gr.



INDIAN DOLL VINYL 7" \$2.00 dz., \$21.00 gr. 8" \$3.00 dz., \$33.00 gr.

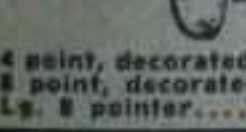


DRUMMER MONKEY w/rubber ball \$2.00 Dz. \$21.00 Gr. Drummer Bear w/rubber ball \$2.00 Dz. \$21.00 Gr. Jumping rubber Donkey w/ball 1.75 Dz. 20.00 Gr. Monkey Baffing Baseball 1.75 Dz.

RUBBER SQUAWKER MONKEY



BOMBERS, PLASTIC 3 Propellers, Gr. \$16.00 6 Propellers, Gr. 20.00



PINWHEELS 4 point, decorated, \$ 8.00 Gr. 8 point, decorated, 9.00 Gr. Lg. 8 pointer, 10.80 Gr.



CUB KNIFE w/Leather Sheath 4" Stag Handle, \$12.00 Gr. 4" Three-color handle, 15.00 Gr. 4 1/2" Beaded Sheath, 27.00 Gr. 7" Hunting Knife, 3.00 Dz. 9" Hunting Knife, 3.78 Dz.



BREAK PISTOL SPARK GUN, \$36.00 gr. Without spark, \$21.00 Gr. Wood handle Pop Pistol, 14.00 Gr. Repeating Cork Pistol, 39.00 Gr.

CONTAINER DOLLS

Asst. in plastic case \$6.50 dz., \$72.00 gr.



BLACK METAL SABER & SHEATH

Rubber Saber & Sheath \$1.60 Dz. \$18.00 Gr. Rubber Dagger & Sheath 75c Dz. \$8.00 Gr.

MECHANICALS



Hopping Fur Dogs, \$36.00 Hopping Fur Rabbit, 36.00 Hopping Fur Cat w/ Butterfly, 39.00

BOY ON BIKE w/BELL

Playful Puppy w/shoe in mouth, 72.00 Twirling Snake w/frog in mouth, 36.00 Chimp w/cymbals, \$72.00 Drumming Bears, 72.00 Swiss Warblers, .60 Tissue Dancing Dolls w/bags, In stock

SPARK RIFLE POP GUNS



Bolt Action w/spark, Dz. \$3.75 Combat Rifle w/Rubber, Gr. \$72.00 24" double Cork Rifle, Dz. \$5.50

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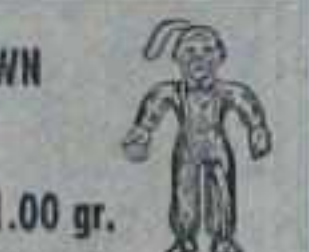
12" PLASTIC CRUCIFIX \$6.00 doz. 8" PLASTIC CRUCIFIX \$3.25 doz. 4" PLASTIC CRUCIFIX \$1.80 doz. 4" PLASTIC CRUCIFIX 75c doz.



Wafer Balls—Made in Italy, \$6.00 dz. Rosary Beads in Plastic Case, 4.80 dz.

TRAMP CLOWN

7" Stuffed \$1.80 doz. \$21.00 gr.



NEW HOT NUMBERS

2 1/2 Foam Dice—All Colors, Dz. \$ 3.75 Foam Hat—All Colors, Dz. 6.75 Craze Arrow—Thru Head, Dz. 18.00 Plastic Fencing Sword, Dz. 1.75 Indian Sneer—Rubber Point, Dz. 2.25

FLAGS

8x12 U. S., \$10.00 gr. 12x18 U. S., \$18.00 gr. 8x12 Pirate, \$15.00 gr. 12x18 Pirate, \$22.50 gr. 8x12 Confederate—Rebel, \$15.00 gr. 12x18 Confederate—Rebel, 22.50 gr. 8x12 Starter, Checkered, 17.50 gr. 12x18 Starter, Checkered, 26.00 gr.

PLASTIC FIRE HATS

Red or White, \$20.00 gr. Heavy Grade w/Chin Strap, \$33.00 gr.



Aluminized Fire Chief Hat, \$13.50 gr.

SPICY NOVELTIES

Bubbling Boy, new style, Gr. \$24.00 Corkscrew Boy, jeweled, Dz. 3.75 Zulu Girl, works with bulb, Dz. 1.50 Spicy Comic China Ashtrays, \$ 1.50 Dz. Swinging Legs China Ashtray, 5.40 Dz. Spice of Life Busty China Salt and Pepper, 4.80 Dz. Peek-A-Boo w/photos, 1.20 Dz. Photos in plastic key chain, .75 Dz. Wolf Deck Playing Cards, 12.00 Dz. Comic Post Cards, 7.20 Gr. Pee Wee Boy, 9.00 Gr. Poo Poo Cushion, Dz. \$2.00 Burlesque Stripper w/squeeze ball, Dz. 1.25

BATONS—WHIPS

Batons, RWB w/bell, \$1.75 Dz. \$18.00 Gr. Whips, silk lath, \$1.50 Dz. \$17.00 Gr.

CANES, SWAGGER STICKS

Pennant Canes, \$15.00 per 1,000 Bamboo Canes, \$10.00 Gr. Bamboo Canes, heavy, 30.00 Gr. Birch Parade Canes, 27.00 Gr. Extra heavy Birch Canes, 45.00 Gr. 36" Swagger Canes, 10.80 Gr.

PLUSH JOCKO MONKEYS

8" stuffed, Gr. \$21.00 11 1/2" stuffed, Gr. \$39.00 10" fur trimmed satin, 21.00 12" fur trimmed satin, 4.80 10" Brown & yellow plush, Gr. 24.00

JOCKO CLOWNS

7" Blue Satin, \$20.00 gr. 12" Blue Satin, \$36.00 gr.

INFLATE ELEPHANT

w/Squawker & Tie, \$21.00 gr. 10" inflate Elephant, \$21.00 gr.

TELESCOPES w/Compass

Two Section, \$ 8.50 gr. Three Section, Chrome, 20.00 gr. Three Section, Pearl, 21.60 gr.

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Pearl w/strap and compass, \$22.50 Gr. Pearl w/chrome trim, 27.00 Gr. Black Binoc. w/strap & compass, 36.00 Gr. Black Super Binoc., 7.50 Dz.

FLYING BIRDS

Imported, Inside Whistle, \$6.00 gr. 310 Domestic, Stapled, 7.50 gr. Plastic, Stapled, 7.50 gr. Imported Nested Tissue Birds, 6.00 gr.

RUBBER SQUAWKER HORSE

w/bow tie \$21.00 gr. Small inflate Horse, Gr. \$12.00 Medium inflate Horse, Gr. 24.00 Large inflate Horse, Gr. 45.00 Donkey w/squawker & tie, 21.00

RUBBER SQUAWKER BAMBI

w/bow tie \$21.00 gr.

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Rock & Roll Guitar, \$4.80 Dz. Plastic Banjo, 4.80 Dz. Plastic Violins, 7.30 Dz. Rhythm set—Maracas & Claves, 6.00 Dz.

CHROME 3 KEY TRUMPET

\$21.00 gr. Metal Trombone, \$2.25 doz. Plastic Bugle, Clarinet or Sax, \$1.75 doz.

BIRD CAGES

Chirping Jap, \$8.00 gr. Chirping Jap, Ign. \$20.00 gr. Domestic #454 \$4.20 doz.

DRUM MAJOR DOLL

7" Stuffed \$1.80 doz. \$21.00 gr.

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STRAW HATS Painted Cowboy—boys' sizes \$4.50 doz. Painted Cowboy—tots' sizes \$4.50 doz. Natural Straw Cowboy \$24.00 gr. Silver, High Crown Cowboy \$36.00 gr. 10 Gallon Panama Westerner \$16.50 doz.

COWBOY EMBROIDERED \$5.50 doz. \$63.00 gr. 10 GALLON WESTERNER \$7.50 doz. \$84.00 gr. CONFEDERATE GARRISON CAP \$4.50 doz. \$50.00 gr. UNION GARRISON CAP \$4.50 doz. \$50.00 gr. CONFEDERATE OFFICER'S HAT \$7.50 doz. \$84.00 gr. UNION OFFICER'S HAT \$7.50 doz. \$84.00 gr. ETON CAP w/pompon \$2.25 doz. \$24.00 gr. JOCKEY CAP \$2.25 doz. \$24.00 gr. DERBIES \$4.00 doz. \$45.00 gr. TOP HATS \$6.00 doz. \$69.00 gr.

MOUSE HATS w/ears \$3.00 doz. \$33.00 gr. Alpine—Robin Hood \$2.00 doz. \$21.00 gr. Rock & Roll Beanie \$3.25 doz. \$36.00 gr. CLOTH HATS MEN'S TOYO CAP \$2.50 doz. \$27.00 gr. LADIES' TOYO w/swolets \$4.80 dz.; \$54.00 gr. Ladies' Cap w/metalic weave \$3.50 doz. MOTORCYCLE CAP All Colors \$6.25 doz. \$72.00 gr. IVY LEAGUE CAPS \$6.00 doz. Baseball Caps \$3.75 Dz. \$42.00 Gr. UMBRELLA HATS \$6.00 doz. FELT HATS Tyrolean w/braided band, fancy leather. \$5.25 Dz. \$60.00 Gr. JR. ROCK & ROLL \$5.25 Dz.; \$60.00 Gr. PORK PIE W/ PINK BAND AND FEATHER \$5.25 Dz.; \$60.00 Gr.

COOLIE HATS 16" \$20.00 gr. 12" 18.00 gr. 8" 8.40 gr. 6" 6.00 gr.

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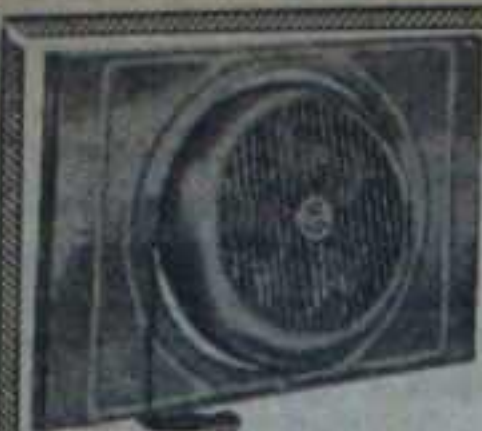
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Edw. | Doulin, Rich | Dunlap, Phyllis Doray | Edlin, Ted | Edwards, Joe | Eldred, Mrs. C. H. | Emminger, Mrs. Sadie | Eubank, Tommy | Erie, Carl & Hedy (Grand Erie) | Elliott, Jean | Evans, Mrs. Annie | Evans, Billie & Mrs. Evans, Edw. | Fagan, Earl W. | Farrar, Jack | Fawcett, Glen (Cowboy) | Ferenz, Jimmy | Ferrow, Jerry & Mrs. | Field, Curtis | Fiehl, Chas. | Fisher, Bud | Fisher, Geo. Kyle | Floyd & Wynne | Fogle, Chas. | Fowler, Carl Jack | Fox, Wm. | Frantz, Tama | Frantz, Dennis | Fritz, Ben | Froch, Chas. (Chuck) | Gallagher, John Jos. | Gault, James Lee & Mrs. | Garrison, Skip | Gaston, Richard Cal | Gentry, E. V. | George, Frank | George, J. T. | Gibson, Paul | Girouard, Anthony | Goodman, Helen & Louise | Goodrich, Mr. Babe | Gordon, Mrs. Betty J. | Gorsman, Wally | Gray, C. H. (Tom N. J.) | Graves, Johnny | Green, Johnny | Griffin, Walter E. | Groff, Johnny | Groff, Helen | Haines, Margaret M. | Hackett, E. J. & Mrs. | Hale, D. D. | Hale, F. J. | Haley, Lloyd | Hall, E. H. | Hall, Louis E. | Hamilton, Jack & Mrs. | Hammond, Mrs. Vic | Hanson, Leo S. | Hanson, Mickey & Bill | Hartman, Ralph | Harvey, Jake | Hawkins, Mrs. B. V. | Hendrix, C. W. | Hennings, Mrs. John | Herman, Al & Rosie | Heskitt, Lawrence R. | Hill, Floyd E. | Hill, Wm. H. | Hines, Thos. | Hoggland, Mrs. B. | Hoffman, Joe & Ruthie | Holden, Jack E. | Hollers, Gene (Animal Oddities) | Hawkins, John W. | Hughes, Peggy & Ruthie | Humble, Mrs. J. | Huston, N. L. | Ingram, Dwight M. | James, Al | Jenkins, John | Johnson, Mrs. Annie | Johnson, Mrs. Edna | Johnson, Francis & Blanche | Johnson, Mrs. Jean (Serpentina) | Johnson, I. W. | Johnson, A. | Jones, John T. | Keaton, Corky | Keller, Pat & Herman | Kelley, Chas. & Mrs. Kelly, Bonhouse | Kenney, Sam P. | Kier, Dottie | Kingsberry, Luke | Kinn, Stewart | Kitt, Gene | Kleban, Harry | Klein, Seymour | Knappe, Jim | Korman, Carroll | Krim, W. E. (Blackie) | Kuinkel | LaBrake, Kenneth & Mrs. | La Rue, Blackie | LaRue, Jack | Lall, Ben & Marie | Lamm, Charles M. | Langston, Mrs. | Larish, Moll (Dog & Pony Act) | Lawson, Joe | Lauffield, Mike | Latella, Helen | Leary, C. C. | Lee, Hub | Lewis, Jimmy | Lingquist, Happy | List, Herman | Litzenburger, John | Lowrey, Mrs. Robert R. | MacDonald, M. | McCarthy, Oscar | McDonald, Jack D. | McDowell, Charles G. (Bishop's Comedian) | McFadden, Martha Lee | McGee, Mr. | McLaughlin, Harold | McLaughlin, W. A. or Marie | McNeece, Mrs. | McSpadden, John R. | McSpadden, R. N. | McSpadden, Mrs. | Maek, John & Mrs. Mark | LeRoy E. | Manion, E. J. (Blacky) | Mann, Bob | Manning, Pee Wee | Mannuzza, Thomas | March, Curtly | Marchess, Equator | Markwell, Helen | Mason, J. B. | Martin, Jack C. | Martin, Ronald | Mason, Norma | Mattler, Floyd Roy | Mayer, Fred | Neper, Walter | Neper, Frederick | Meyers, Carl | Mikolich, Joseph | Miller, Art | Miller, Cole | Miller, Mrs. E. (former add. 112 Newberry, O.) | Miller, Ed | Miller, Ephraim | Miller, Frank | Miller, Joe | Miller, Steve | Mitchell, Louis | Mitchell, Shirley | Modell, Harry | Molnar, Mrs. Beniah | Montello, James T. | Moore, Frank (r/o Mrs. Bee Qualls) | Morrisey, John A. | Morris, Robert Leon (r/o Pak Reiffner) | Murray, Marion | Nathan, Milton | Nicholas, Ephrem | Nicholas, John | Nishida, W. A. | Niday, Mrs. R. B. | Nix, Chester & Joan | Nolte, Irvin E. | Ohada, Kathryn | Owens, Ralph W. | Oyseth, Ralph | Palleon, Cynthia | Panneshaker, G. D. & Mrs. | Parker, Bill | Parris, Bonnie | Patrick, Judith | Pauli, Ruby | Peasman, Mike | Peeler, Chuck | Perkins, Jr. Mrs. Herman M. | Phillips, Mr. Connie | Pinkleton, Earl | Plant, Al | Poole, Whitey | Parier, Glenn H. | Pratt, Frank | Pratt, Chester | Puteatt, Wayne | Qualls, Mrs. Bee | Quick, Ralph | Radcliffe, George | Ramsberger, Earl | Ray, H. B. (Ray's Circus Review) | Ray, Mildred | Re, John J. 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I. | Stokes, Miller & Mrs. Strain, Belle | Sullivan, Joe (Ben Davenport's Merchants Circus) | Sullivan, Scotty | Sullivan, Emory Roland | Swain, Harold Dean | Swartz, Harry (Shirley) | Sward, B. L. | Sylvia, Howard | Tate, Juna Woodsum | Tate, Mrs. L. G. | Tavinier, Forrest | Taylor, W. E. | Thompson, Howard | Thompson, Mrs. Sylvia | Timberman, Everett D. | Townsend, Cal | Trandam, Chris | Travis, Jimmie | Trenholm, Jos. A. | Vadak, Broe | Vilcek, Paul | Vogl, Robt. | Walker, Phil & Mrs. Walker, Theo. | Walker, Johnny R. | Walsh, Mrs. Effie | Webb, Ike | Wellman, J. E. | White, Red & Barbara | Whitlock, E. F. | Whitman, Arthur | Williams, Dewey | Williams, Sam | Wilson, Dick | Wilson, Harry E. | Wismock, Charles T. | Wright, Jack | Wright, Jimmie & Mrs. | Yeager, Robert | Young, C. A. | Young, Joyce | Zariung, Mrs. Sharon A. | Zilowsky, Mrs. Shirley |
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MAIL ON HAND AT NEW YORK OFFICE

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| Adams, George L. | Allen, Robert E. | Ames, George | Baker, R. W. | Blaize, Robert | Bradford, Frank | Braden, Jack P. | Cannon, Thomas Emory | Cook, Phil | Darshan, Jimmie | DuPont, Robert | Earle, Beatrice | Evans, Lee Barton | Finerman, Nertie | Gardner, Robert | Gauger, Mrs. Rose | Gil, Dave | Gibson, William | Jacobs, Terrell | Jinzo, James | Jacobson, John | Kofo, Fred | Laverson, The Four Ladies, Rock | McLaughlin, Alice | McLennan, John E. | Murr, Jimmie | Muse, Charles E. | Rivers, Joseph | Shrock, Bud | Stockton, Louise L. | Sutton, Mrs. Kitty | Weids, Johnny |
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| Anshur, Joe | Burns, Eunice | Burns, Mr. & Mrs. Jim | Burns, James R. | Burns, Robert | Burns, Ronald | Bennett, H. A. | Baldwin, Billie | Bernardinos, The | Charles, Michael | Quinn, C. | Freeman, James | Gallagher, Reda | Gargallo, Tony N. | Grassi, Joe | Gillette, Arthur | Hewnes, The Great | Hakes, Robert | Hamilton, Leo | Joseph, Herman | Kushner, Mrs. June | Koutropoulos, William | Klippel, Jack | Loeffler, John W. | JaPew, Jack | Murr, Jimmie | Murphy, David M. | Mayers, Ray | Nolan, James Leroy | Rosen, Mrs. M. J. | Rosen, Mrs. Clee | Sola, W. | Sorrelle, Leiland L. | Shipley, Earl | Touhy, Texas | Wilma, Mr. | Zachiel, Victoria |
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| Adams, Diane | Adams, Patricia Ruth | Allen, H. S. | Anker, Mrs. M. | Baggell, William E. | Baker, Walter Elmer | Beam, Meris A. | Beabe, Ray W. | Balson, L. E. | Bennett, Mrs. Virginia | Beils, Lee Roy | Blackship, Bob | Blood, Clarence & Delores | Boudreau, Mrs. A. A. | Bucks, Tom | Briley, Sunny | Brown, Mr. & Mrs. Fred | Buchanan, Paul | Burns, Richard E. | Burns, Mr. E. | Burt, Clyde | Burton, J. C. | Bussone, James A. | Cabana, Carl | Campbell, Bill & Myrna | Canfield, Fred | Chamber, Louise | Chamber, Fay | Clark, Mrs. Alma Lee | Cole, Wiler C. | Collins, Lorna | Crelghion, Mrs. Mamie | Crowell, Mr. & Mrs. H. W. | Daubenspeck, R. | Davis, Clyde | Davis, Mr. & Mrs. Leslie H. | Deggeller, Irwin | Edgington, Mr. & Mrs. Cecil | Dunn, Dory | Enquist, C. L. (Tina) | Flanagan, Mr. & Mrs. W. M. | Followell, Leonard | Fox, Ande J. & Mrs. Norma | Fol, Benny | Gibson, Raymond E. | Gilbert, Mrs. Al | Gill, Milan W. | Gleiver, Robert S. | Hammond, Ralph K. | Harrick, Carl F. | Hawth, Ray M. | Hillbrook, Specks & Bobby | Hollenbeck, Harold C. | Houlton, J. F. | Houlter, Alfred | Howard, Tex Harold | Shirley, Clyde | Hoxworth, Wright | Hubbard, Venice | Irwin, Walter E. | Jaquis, Galen | Joplin, William B. | Kawens, Jim | King, Roy (Smuky) | Kingsley, Ralph | Kjos, M. | Koch, Lindy | Krieger, Albert | LaBron, Lloyd | LaGros, Howard | LaCoaster, L. | Larson, Orvin Ray | Lauther, William | Legan, Eban | Leonard, Robert L. | Lewis, L. D. | Lewis, Nate | Little, Grace | Little Wolf, Joanne |
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BLACK METAL SABERS
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7" \$ 70 \$ 8.00
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12" 2.40 27.00
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5" \$1.60 dz. \$18.00 gr.
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10" 3.50 dz. 39.00 gr.
12" 5.25 dz. 60.00 gr.

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w/squeak

7" x 5", \$3.25 dz.

5" Setting Scottie..... \$1.60 dz.
6" Setting Scottie..... 2.00 dz.
7" Setting Scottie..... 3.50 dz.

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13" \$ 1.75 dz.
23" 5.50 dz.

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Replica of the Amazon

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Large, \$1.75 dz.; \$21 gr.

HI HAT FEATHER DOLLS

6"..... \$.90 dz. \$10.00 gr.
7"..... 1.20 dz. 13.50 gr.
8"..... 1.35 dz. 16.00 gr.
9"..... 1.75 dz. 20.00 gr.
12"..... 3.00 dz. 32.00 gr.

Feather Backs..... 9.00 gr.
4" Dangling Hawaiian Doll w/Bell \$1.20 dz. \$12.50 gr.

Maple Parade Canes.....	Dz.	Gr.	\$2.40 \$27.00
Swagger Sticks.....			10.80
16" Coolies.....			1.80 20.00
Felt Fireman Hats.....			1.35 15.00
Plastic Fireman Hats.....			1.75 20.00

BADGEBOARD ITEMS

Cub Knives w/Sheath.....	Dz.	Gr.	\$1.00 \$10.00
Cub Knives, plastic handle.....			1.35 15.00
Cub Knives, pearl handle.....			1.75 20.00
Fur Dogs, asst. colors.....			1.50 16.50
Padlock w/Keys.....			.75 8.40
3 Section Telescopes (75).....			.75 8.40
2 Section, bronze.....			1.75 20.00
Miniature Knife Key Chains.....			.40 6.00
Miniature Harmonicas w/Chain.....			.40 6.00
Indian Tom Tom Drums.....			.75 8.40
Indian Dolls.....			.80 9.00
Cowboy & Girl Dolls.....			.80 9.00
Pearl Opera Glasses.....			3.65 18.00
5" Sailor Dolls.....			.60 6.00
Compass w/Spy Glass.....			.75 8.40
50L Buttons, Cowboy, Comic, Flag.....	per 100		1.75

10 GALLON WESTERN HATS

\$7.00 doz. \$78.00 gr.

BIRD'S NEST STRAW HATS

\$1.50 doz. \$25.00 bale (250 hats)

BEST MADE STRAW COWBOY HATS

\$4.50 doz. Masks 90c gr.

DANGLING SPONGE RUBBER DICE
for car ornament

\$4.00 doz.

DANCING DAN
\$2.00 doz.

New Design MOTORCYCLE CAP
Terrific Seller

Made of fine quality sanforized twill in Black, Orange, Helio, Red and Blue, with 2 straps, nickel buttons, embroidered emblem, white visor trimmed in black, white cording on cover with stars on front of cap.

\$6.50 doz. \$75.00 gross

ROCK & ROLL PORKIE PIE

\$5.25 dz.; \$60 gr.

Rock & Roll Crew Hats..... \$ 6.00 dz.
Rock & Roll Beanies 2.75 dz.

UNION OFFICERS—CONFEDERATE OFFICERS

\$7.50 doz. \$84.00 gr.

Union Garrison Caps—Confederate Garrison Caps

\$4.50 dz.; \$50 gr.

9" 3 SECTION TELESCOPES

Bronze, \$1.75 doz.; \$20.00 gr.
Pearl, \$1.80 doz.; \$21.00 gr.

2 1/2" Assorted Comic Buttons, per 100.....	\$ 8.00
2 1/2" Assorted Elvis Buttons, per 100.....	8.00
Assorted Picture Buttons, per 100.....	10.00
SPECIAL: Arrow through head. Sensational seller. \$2.25 dz.; \$24.00 gr.	

1,000 Slum assortment .. \$5.50
Includes Razors, Daggers, Fans, Aulas, Rings, Pipes, Pill Games, etc.

1,000 5c assortment .. \$25.00
Includes Harmonicas, Ident. Bracelets, 4" Fur Monkeys, Boat Whistles, Shell Flowers, Mexican Straw Hats & many other items.

500 10-15c assortment .. \$25.00
Includes Spring Tops, Yo-Yos, Water Pistols, Dart Guns, Pandas, Turfies, Plastic Pistols, Telescopes and many other items.

CINDERELLA DOLLS
In plastic container

\$6.50 doz.

Kiddie Porkie Pie Hats
w/Feathers. \$5.25 doz.; \$60.00 gr.

Adult Porkie Pie Hats
w/Feathers. \$5.25 doz.; \$60.00 gr.

Black Derbies .. \$4.00 doz.; \$45.00 gr.
Felt Top Hats..... \$6.00 doz.
Pirate Hat w/Sword..... \$3.75 doz.
Mouse Hats..... \$3.00 doz.
Robin Hood Hats..\$2.00 doz.; \$21.00 gr.

BEE BOP CAPS
w/pompon
Polka Dot Design

\$3.60 doz.

ADMIRAL YACHT HATS

\$6.25 doz.

SAILOR GOB HATS
heavy twill, stitched

\$5.25 doz.

KIDDIE STRAW ETON CAPS
w/pompon

\$2.75 doz.

KIDDIE FELT ETON CAPS
w/pompon

\$2.25 doz.; \$24 gr.
Felt Jockey Caps w/pompon \$2.25 dz.

JOCKO PLUSH MONKEYS

7" \$1.65 dz. \$18.00 gr.
8" \$1.80 dz. \$21.00 gr.
10" \$2.75 dz. \$31.50 gr.
12" \$5.40 dz. \$60.00 gr.

METAL BREAK ACTION PISTOLS

\$2.00 dz. \$21.00 gross

SPARK SHOOTING CORK PISTOLS

\$3.00 doz. \$33.00 gr.

Tri Motor Bombers \$16.00 gr.
Five Motor Bombers 20.00 gr.

CORK RIFLES
18" break action, \$3 dz.

20" Bolt Action w/spark..... \$3.75 dz.
21" Break Action, shoots spark & smoke..... 3.25 dz.
29" Long Rifle w/double cork..... 4.50 dz.

HUNTER KNIVES
w/leather sheath

8" Painted Metal Handle \$3.60 dz.
4" Stag Handle \$7.00 dz. \$10.00 gr.
4" Plastic Handle, assorted colors \$1.40 dz. \$15.00 gr.
4" DeLuxe Pearl Handle \$1.75 dz. \$20.00 gr.

PEARLIZED OPERA GLASSES
Assorted colors w/comps & strap

3" x 3 1/2" \$2.00 dz. 22.50 gr.
3" x 4" .. 2.75 dz. 31.50 gr.

SAILOR DOLLS

8" \$1.80 dz. \$21.00 gr.
10" \$3.00 dz. \$33.00 gr.

PRICES F.O.B. NEW YORK 25% deposit with order.
SEND FOR PRICE LIST

SCHATTUR NOVELTY CO.

144 PARK ROW NEW YORK 7, N. Y. PHONE: CORTLAND 7-8986

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results than the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

4-PC. PEARL SET
included
FREE

Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

**MEN'S
WOMEN'S**
New
Styles



Choice Lot
6 FOR \$49

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95.)

10 FOR

Assortment, Men's Elgin, Waltham, Complete with Expansion Bands \$69.50

\$6.45 Each

SPECIAL LOT—Men's Elgin, Waltham Watches

Reconditioned and Guaranteed. Expansion Bands Included

3-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.

DIRECT IMPORTERS

- MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • ZARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • FOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • TIN MASKS and ASH TRAYS • ONYX NOVELTIES • OTHER NOVELTIES.

Write for catalog

Special set-up for Jobbers and Wholesalers.
FLEISCHER & KASHER IMPORT CO.
P. O. Box 3423 El Paso Texas

JEWELRY CLOSEOUTS

- E1—Tailored Earrings, Ass. Gr. \$18.00
 - E2—Stone Earrings, Ass. Gr. 21.00
 - E3—Pierced Hoop Earrings Gr. 8.50
 - E4—Stone E-Rings, Etc., Ass. Gr. 12.00
 - T1—Tailored Tie Sets, Bkd Dz. 3.50
 - T2—Ass. Tie Sets, Bkd Dz. 5.75
 - O1—Odd Lot Neckties & Straps Gr. 15.00
 - O2—Bracelets, Ass. Gr. 24.00
 - W1—Men's 5-Piece Watch Set 3.25
 - W2—Ladies' 5-Piece Watch Set 3.25
 - W3—Men's Stone Dial Watch 2.50
 - W4—Men's 10-Piece Watch Set 7.50
 - W5—Men's 10-Piece Watch Set 7.50
 - R3—Gents' Stone Rings, Ass. Gr. 2.75
 - R164—Religious Medallions, Bkd. Dz. 5.25
 - 485—Stone Neckties & Straps, Bkd. Dz. 7.50
 - 470—Stone Neckties & Straps, Bkd. Dz. 9.00
 - 2356—3-Piece Pearl Set, Bkd. Dz. 8.50
- Try samples of any items at reg. prices. 20% dep., bal. C.O.D. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. 1.

WITH IT AND FOR IT FOR THIRTY-FIVE YEARS

Attention: Carnival Men

- 28" Plush Bear \$24.50 per dz.
 - 25" Plush Bear 22.50 per dz.
 - No. 10 Round Balloons 1.75 per gr.
 - 24" Road Balloon Sticks .65 per gr.
 - Heavy Carded Western Jewelry 2.50 per gr.
- 25% deposit if not known, bal. C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

WHITIE'S NOVELTY HOUSE
130 Jackson Ave., Knoxville, Tenn.
Day Phone: 3-4410 Nite Phone: 3-1784

ACTS, SONGS & PARODIES

LOOK! EITHER 1,000 ONE LINERS OR 1,000 Heckler Stoppers. \$1. Both, \$1.75! List free. Edmund Orrin, 2022 Filbert, San Francisco, Calif. a19

SONG REQUESTS GUARANTEE ROYALTIES on your songs. Instructions, two dollars. Howard Olsnik, Clio, Mich.

WANTED—ACTS AND ORCHESTRAS TO list with us for fall-winter bookings in Rockford vicinity. Send photos, description and price per night here. Peoria Orchestra & Entertainment Bureau, Box 361, Rockford, Ill.

AGENTS & DISTRIBUTORS

AMERICAN FLAGS—BEAUTIFUL, LARGE outdoor U. S. Flags. Flood quality. Navy surplus, wool, new; 5x17 foot. \$106 value, \$14.50 postpaid. B&L Surplus, Box 150, Ogden, Utah. a2

ATTENTION, HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's Children's Hosiery. Nylon \$1 dozen up; sample order one dozen slightly imperfect Nylons packed beautiful cello bags. \$3. prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Channahon, Tenn. j22

AUTOMATIC LIGHTERS DOZEN \$2.75. Dollar ballpens dozen \$1.20. Ralohata gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 889 Broadway, New York. ch-d28

CANES—OVERLOADED; SELL MANUFACTURERS cost. 1/2-inch dia., 24 inches long; beautifully finished, strong. Fast seller, \$9 per 100. Samples, 5 for \$1. Herbert A. Hunter, 2408 Hillview Ave., Dayton 9, Ohio.

CLOSEOUTS! SPECIAL PURCHASE! 24 HOUR SERVICE

- B1 Earrings, ass. \$1.00 dz.
 - B2 Necktie, Brae, Kar. ass. Summer 1.20 dz.
 - B3 Charm Brae, new styles 2.50 dz.
 - B4 Pierced Earrings 1.75 dz.
 - B5 Baked Enamel Pins, C/L 2.35 dz.
 - B6 15 Famous Names Perfumes 7.20 dz.
 - B7 Necktie, Kar., Jeweled Pen, boxed 15.00 dz.
 - B8 C/L Tie Slide, Lighter, boxed 6.00 dz.
 - B9 C/L Tie Slide Set, boxed 6.00 dz.
 - B10 Ladies' Cuff Link, boxed 3.75 dz.
 - B11 3 pr Salt & Pepper, boxed 6.00 dz.
 - B12 Gents' Stone Rings, ass. 2.50 dz.
 - B13 Sprig Earrings, ass. 6.00 dz.
 - B14 Pins, ass. 1.50 dz.
 - B15 Gen. Cuff, Pearl Pins & Neck 2.50 dz.
 - B16 Copper Cuff, Brae, & Kar. 6.00 dz.
 - B17 Tailored Neckties, ass. 4.80 dz.
 - B18 Stoned Neckties, ass. 5.25 dz.
 - B19 LaTouche Heart Pins 2.55 dz.
 - B20 Ten Commandment Brae 4.35 dz.
 - B21 12 ass. Gadgets Boutiques 3.80 dz.
 - B22 Fancy Neckties, Floral, Stoned 2.85 dz.
 - B23 Ass. Style Brae 2.75 dz.
 - B24 Fancy Bopes 2.00 dz.
- 20% dep. with order, bal. C.O.D. FREE DESCRIPTIVE BOOKLET. KAREN ORIGINALS, Dept. B, 45 No. Main St., Bristol, Conn.

EARRINGS — ASSORTED STONED AND TAILORED, \$6 per gross plus postage c.o.d.

Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. a19

EASIEST \$65 YOU'VE EVER MADE! SHOW amazing new "Magical" Christmas Cards, 65 boxes per \$65. Personalized Cards, 40 for \$1.50. Assortments on approval, free sample album. Sensational \$1.50 gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-C, Memphis 12, Tenn. j22

ELLAS EXCELS IN BOTANY! FASKOMELO Herb Sage Tea and Spice! 20¢ at your local store. Sofas, 38 Washington, Hoboken, New Jersey. j22

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$4.50 gross
The Bars, assorted 3.00 gross
Charm Bracelets 7.20 gross
Stoned Pins 7.20 gross

20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1625 Westminster St., Providence, R. I.

HUNTING HORNS—STEEL, 14-INCH, \$3. 18-inch, \$3.50; easy blowing. Dealers, Clubs; special price, stamps. Frontier Products Co., 3102 Salinas, Laredo, Tex.

FAMOUS MFR. CLOSEOUTS

- Assorted Stoned Brooches \$1.75 dz.
 - Stoned & Tailored Earrings 1.75 dz.
 - Pierced Earrings on Display 1.25 dz.
 - Charm Bracelets, ass. 1.50 dz.
 - Eng. Lord's Prayer Neck, boxed 3.00 dz.
 - Children's Jewelry, boxed, ass. 2.95 dz.
 - Ass. Tie Slides, carded 1.00 dz.
 - Summer Sets, boxed 7.20 dz.
 - Tie & Cufflink Set, ass. 2.50 dz.
 - 4-Pc. Rhinestone Sets, boxed 18.00 dz.
 - Summer Earrings, ass. 12.00 dz.
 - Pearl Necklaces (domestic) 1.45 dz.
 - Neck & Earrings, ass., boxed 9.00 dz.
 - Cufflinks, carded, ass. 1.35 dz.
 - Necklace, ass. 1.50 dz.
- Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1625 Westminster St., Providence, R. I.

JOKERS FUN SHOP — FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. j22

LIVE MEXICAN JUMPING BEANS—1907 Crisp. Free games and puzzles with packs or bulk orders. Write Dis Dock Importers and Distributors, Kent, Ohio. Telephone: OH424-8-8229.

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. a19

PITCHMEN-SIDE LINE SALESMEN — excellent demonstration item. Instant acceptance, needed by every woman. Write for details. Mastercraft, 233 Tyler, Trenton, New Jersey. j22

RUN SPARE-TIME GREETING CARD AND GIB SHOP at home. Show friends samples of our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. ch-w18

SHELL EARRINGS, HAND MADE. New Styles, new low price \$27.50 gross, \$35.00 in 10 gross lots prepaid. Samples 2 doz. \$10.00.

NORMA'S SHELL JEWELRY

3415 Gables Court Tampa 9, Fla.

SIGNATURE "RITE-O-STAMP" (POCKET applicator) \$1. Profitable, simplified "Rub-o-Stamp" Machine, \$29.95; nationally advertised, guaranteed; copyright 1957. ABCo., 67 Labelle, Buffalo 18, N. Y.

150 UNUSED ALUMINUM ARTIST OR Draftsman Drawing Stands with adjustable lights. Sample \$9.50 postpaid. Industrial, 61 Bowler, Fall River, Mass. a19

72 PIECES 10, RIBBON, \$3 A BOX. CARDED. Ralohata, \$2 doz. Hair Nets, \$3 gross postpaid. Coastal Supply, Tappan St., Manchester, Mass. j22

3-LINE RUBBER STAMP, \$1; 1,900 BUSINESS Cards, \$3; Desk Nameplates, sample, \$1.30. Postpaid. No C.O.D.'s. Rubber Stamp King, Box 503, Compton, Calif.

ANIMALS, BIRDS, PETS

ALLIGATORS — 35% DISCOUNT THRU August. Snakes, Deers, \$25. Gaa, Chameleons, Pythons, Dragons, Giant Rats, Penguins, Tortoises, Snake Farm, Laplace, Louisiana. a19

BABY BEARS, \$25; KINKAJOUS, \$50; Monkeys, \$10; Baby Tame Lion, 3 mos. old, feeds from bottle; Baby Chimpanzee, Baby Kangaroo, Baby Leopard, Baby Red Fox, \$15; Black Fox, tame, \$25; Coyote, tame, \$25; Condor, tame, Page's, 238 Waterloo, Winnipeg, Can.

BABY CHIMPANZEE, MALE, 6 MONTHS, 10 lbs., super tame and affectionate, wears clothes, \$550. Mr. Mouty, 285 Beacon St., Boston, Mass.

BIG SNAKE DINN — 20 SNAKES, \$25. Large Tortoises, doz., \$7.50; assorted large Turtles, doz., \$6; mixed Turtles, assorted sizes, doz., \$4; Armadillos, \$5; Wildcats, \$25; young semi-tame Orelat, \$75; Flying Squirrels, doz., \$22.50; Boas, Anacondas, Iguanas, Tegus, Rat Singleton, Baltimore, Florida.

HEALTHY SNAKES, ALL KINDS, HORNED Toads, Alligators, Gila Monsters, Terrapins, Anolis, Fox Cubs, Prairie Dogs, Armadillos, Peafowl, Monkeys, Guinea Pigs, Rats, Squirrels, White Doves, Ringneck Pigeons, Deodorized Skunks, Badgers, Wildcat, Kinkajous, Baby Baboons, Otis Martin Locke, Phone MA 4-8522, New Braunfels, Texas. a19

HUNGARIAN SHEEP DOG, DOES EIGHT tricks, \$100; Manghey Monkey, video records, other tricks, \$250; will buy Mare Ponies, Box 2551, Fairfax, Va. j22

MINIATURE CHIMP STUMPTAILS, YNG., \$65; young, hardy African Monkeys; Mynahs; 14 pairs Finches, \$35. Price list. Bronson Birds, 148A Fairgrounds, New York 40, N. Y. Williams 3-1150. a12

PARAKEETS, 50¢ UP; MINIMUM ORDER 25 Birds; Cages, \$4.80 doz.; Canaries, Flash Cages, Bats, Mice. Immediate shipment. Terms: part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. a19

STUMPTAIL MACAQUE, \$55; RHESUS, \$20; Golden Gibbon, \$150; Baby Baboon, \$50; Sooty Mangabey, \$25; Tayra, \$25; Otis, \$5; Jack Allam, Box 881, Mesa, Ariz.

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. a12

TRAINED CHIMP, 65 LB. FEMALE, SACRIFICED, \$250; perfect condition. Can use Deer. Animal Forest Park, York Beach, Me.

TRAINED ANIMAL ACTS

Outstanding Dog Act. Five pure white reg. German Shepherds, 2 yrs. old, doing all feature tricks. With props and boxes, \$2,500. Beautiful 4 Pony Drill with pure white Stallions and 2 black Geldings, all 4 years old. Broke the best for \$2,400. R. S. LEONARD, 225 South Jefferson, Junction City, Kan. Phone: Cedar 3-2240.

1 PR. MALE MINIATURE CHIMPS; 1 FEMALE miniature Chimp, with white baby 8 weeks old; 1 pr. golden Baboons, 1 black Spider (female), 3 cinnamon Ringtails; 1 Java Monkey, female; several decorated shanks, White Rats and White Mice; 15 Chinchillas, City Veterinary Hospital, P. O. Box 484, Hot Springs, Ark.

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greasless doughnuts. Free recipe. Norbert Ray, 3608 S. 12th, Minneapolis 7, Minnesota. n2

CARNIVAL AND PARTY SUPPLY STORE featuring Joker Novelties, Carnival Merchandise, Decorations, good values. Owner has other interests. Priced right at \$22,500. Ehrle's 1317 E. Wash, Tulsa, Okla. a19

FOR SALE ON ACCOUNT OF DEATH, something different in a fast money-making skill group game, located at Buckeye Lake Park; no reasonable offer refused. Call Hebron 2022. E. Huston, Box 487, Buckeye Lake, Ohio.

HOW TO MAKE MONEY WITH CONCESSIONS and Games! New Illustrated Showmen's Guide reveals trade secrets and short cuts. Gives attendance at principal Fairs, etc. Postpaid, \$2. Globe Concession Co., Mason 8, Ga.

PENNY ARCADE, CONEY ISLAND (N. Y.); good earnings, sacrifice due to illness. \$2,500. For 20 yrs. Box 211, c/o The Billboard, Cincinnati 22, Ohio. ch

60" SEARCHLIGHTS AND PARTS. Used Sperry and G.E. Lights and Generators, complete line of Paris Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 1500 Hesperian Blvd., San Lorenzo, Calif.

COSTUMES, UNIFORMS, WARDROBES

COSTUMES — BARGAINS THEY HAVE TO BE MOVED BECAUSE WE HAVE TO MOVE

We have lost our lease. 60 days to sell 60,000 costumes, parts of costumes, props, hats, uniforms, drop curtains—everything in stock. Chorus wardrobe, period, character, historical, clown.

You name it—we have it and you can practically name your own price. Trunks, wardrobe crates, baskets, costumes for Halloween, pageants, dancing schools at less than a rental price. NO MAIL ORDERS. CASH AND CARRY. OPEN EVERY DAY. from noon until 5:00, except Sunday. You will save your fare from anywhere to grab up these bargains.

THE COSTUME MART
67 E. Lake St. (2nd floor), Chicago

PR PERFECT 14 STICK PINK FANS, \$100; Spangle Strip Gown, black, with 5 accessories, \$600; all Rhinestoned Gown, size 14, \$750; white maribou Stole, \$35. C. Guyette, 344 W. 45th St., New York 26, N. Y.

SEQUINED PANEL SETS, \$7.50; PASTIES, 70¢; many used Costumes excellent for balls. Flash Crown Costumes, Rhinestones, Princess. Free lists. Larry Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-8069.

THEATRICAL AND PIN-UP ACCESSORIES. Strip Pans, Brass, Elastic Hose, Tights, other items. Free folder. Mail orders only. H. Karetzky, Suite 904, 1472 Broadway, New York, N. Y.

CONCESSION SUPPLIES FOOD AND DRINK

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Kars, 129 S. Halsted, Chicago, Ill. a20

FOR SALE

Ice cream and Custard Machine with hardening cabinet in one unit. Stainless steel, 6 quart capacity. Make: Taylor. Cash \$200.00 F.O.B.

REFRIGERATION SALES & SERVICE

SABINA, OHIO PHONE 3221

PURCHASE YOUR SNOW CONE MACHINES direct from the mfr. All prices and sizes. P. O. Box 7803, Dallas, Tex. a12

FOR SALE SECONDHAND GOODS

MUST SELL A 3 MIN. PDQ CAMERA with comic & fire proof tank. Virginia East, 2190 Stockton Blvd., Sacramento, Calif. Phone: GI 8-0878.

3 TRAILMOBILE TRAILERS, 34 FT. LONG, tandem with windows, air brakes, late models, for homes, cook house, concession stands, steel and aluminum. These are not made over but factory trailers ready to go. Fast Sales Co., Iron Mountain, Mich. Phone: 122.

FOR SALE—SECONDHAND SHOW PROPERTY

BUILD KIDDIE RIDES—TESTED PLANS: Carousel, Flying Horses, Airplane, \$100; Chairplane, Swan Swings, Rocket, Handcar, \$5 ea. Free 72-page catalog. Brill, Box 873, Peoria, Ill.

BUILDING PLANS FOR LONDON GHOST Ride, light construction, fully detailed, plenty tricks. Build this money maker, \$25. Free 72-page plan catalog. Brill, Box 873, Peoria, Ill.

BEST SELLERS

No. 509 AN EYE CATCHER!! \$3.25 Doz. \$36.00 Gross Gold finish. White brilliant center, Red Sides of Three Sparkling Rhinestones.

No. 877 A Real Money Maker \$3.00 Doz. \$33.00 Gr. Gold finish. White brilliant center, Red or Green sides. Gross

No. 185 Full of Life! Fire! Brilliance! \$3.25 Doz. \$36.00 Gr. Gold finish. White brilliant center, Red or Green sides. Gross. Rated wholesalers, write for samples. PROVIDENCE RING COMPANY, 47 Westminster St., Providence, R. I.

LIME-LITE UNBREAKABLE Multi-Purpose

Can be used for Den, Bedroom, Basement, Closet, Living Room, TV, Study, Vanity, Buffet, Nursery, Kitchen, Pin-Up or Spotlight. Made of fiber glass, will not burn or break. U.L. approved wire safety feature, height 11 1/2 inches. Fiber Glass Shades. Packed in decorated window box. 24 in master master carton.

\$2.50 in lots of 24 Sample \$3.95. 25% with order, balance C.O.D.

SMART * USEFUL * DECORATIVE ADJUSTABLE 3-WAY LAMP FITS ANY TYPE OF FURNISHINGS ARTISTIC GORDON LAMP MFG. 435-437 No. 2nd St., Philadelphia 22, Pa.

DIRECT FROM Costume Jewelry Manufacturer

- Miracle Prayer Crochet, boxed \$4.25
 - Men's 3-Rhinestone Rings, boxed 2.75
 - Ladies' Rhinestone Aft. Ring, boxed 3.00
 - Ladies' Bridal Ring Set, individually boxed 3.00
 - Tailored & Rhinestone Earrings 1.30
 - DeLuxe Hollywood Styled Earrings 2.00
 - Scatter Pins, boxed 2.00
 - Bracelets, tailored 2.00
 - Necklace, Earring Sets, boxed 4.30
 - Pin Earring Sets, boxed 4.00
 - Necklace, Bracelet & Earring Sets, boxed, gold plated, Each 1.00
 - 5-Piece Sets—gold plated, beautifully boxed, Each 1.75
- SEND FOR FREE CATALOG 48 Illustrated Pages. 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO.
48 W. 23rd St., Dept. B, N. Y. 10, N. Y.

SPECIAL MEN'S JEWELLED GOLD-TONE WRIST WATCH

With Matching Expansion Band \$3.50 ea. in lots of 4 or more. Men's Jewelled Gold-Tone Watch with Leather Band. \$3.25 ea. in lots of 4 or more. Sample \$3.30. 25% dep., bal. C.O.D., P.O.B., Chicago. We Carry a Complete Line of Merchandise. Open Sundays. **CEMES TRADING CO., INC.** 1344 S. Halsted St. Chicago 7, Ill. Phone: Taylor 9-1354

BIG MONEY in WHOLESALE STORE PROFITS FREE BOOK Shows You How

World's largest merchandiser of Carbed Novelties will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter display automatically will famous Laramie's Aspirin, novelties, hundreds of other daily demand repeat items at 5¢ to 25¢. Nationally Advertised Line You and merchant make long profits. Sales help and deals push your income. You deal with A.A. Firm, pioneer in the field. Valuable book FREE. Write to P. M. Laramie, Sales Manager, today. WORLD'S PRODUCTS CO., Dept. B-1, Spencer, Ind.

Hawaiian "TI" PLANT LOGS



Bagged in polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's

5601 University Way Seattle, Wash.

THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO., Dept. B

1231 Main Ave. Cleveland 13, Ohio

\$139.50 VALUE

NEW PRICE \$42.95

6 Men's WATCHES

With Expansion Band. Ladies' with Cord Band.

GRUEN—WALTHAM—BENRUS—BULOVA—ELGIN.

Sample Watch \$7.95. Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

MIDWEST WATCH CO.

1 & WABASH AVE., CHICAGO 3, ILL.

"CLOSEOUT EARRINGS"

Also Scatter Pins, Necklaces and Bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz.

LOW PRICE EARRINGS

Stone & metal, well made, nice designs, non-tarnish, clean, \$1.80 doz.; \$20.00 gross.

NOVELTY SCATTER PINS

\$3.75 doz. (in cotton filled boxes.) 20% with order, balance C.O.D.

Princess Fashions, Inc.

1 Washington Ave., Dept. B Providence 5, R. I.

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable — Efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.

1544 W. Cortez Chicago 22, Ill.

COMPLETE MINIATURE STEAM RAILROAD, 3 cars, 600 foot track, all accessories. Fred Dehaotis, 97 West Main St., Wappingers Falls, N. Y.

FLYING RETURN ACT FOR SALE. Rigging in good condition, complete with net. Dale Feister, Route 4, Findlay, Ohio.

FOR SALE—ONE 10X10 CENTER JOINT Canvas Top with Awning and Bally and complete wood framework for same. Used weeks. Also Counter Popcorn Showcase. Weidner Concessions, Hamburg, N. Y. Emerson 1735.

FOR SALE—SMITH CHAIRPLANE, 27" like new, reasonable. Uehla, 128 Marillion Ave., Stamford, Conn. au5

FOR SALE—1952 OVERLAND KIDDIE Fire Engine, \$1,500; seats 24 children. 110 Second St., South Orange, N. J. So 2-5141.

GIANT SEARCHLIGHT, SPERRY; KID Firetruck, Need Boatride, Coaster, Handcars, House trailer, Cabin Cruiser, F. Shafer, Meeker Park, Evansville, Ind.

"GOING OUT OF AMUSEMENT PARK BUSINESS"—Rides for Sale at Sacrifice Prices! (1)—G-16 Miniature (36) Passenger Train with engine and three cars with approximately 1,700 feet of double (12) pound track, complete with signal switch, track gauges, ties, spikes, etc. Approximately 8,000 actual miles. Manufactured by Miniature Train Co., Henssler, Ind. Like new. \$7,250.00 (1)—Mangels 32 ft. Merry-Go-Round, 20 horses, with sectional aluminum top, gasoline motor, good condition. \$3,500.00 (1)—Small Kiddie Rocket Ride 16 passenger, electric motor, with sectional aluminum top. \$800.00 (5)—Self-Driven Midget Motor Cars, manufactured by Hackney Mfg. Co., used one season. \$135.00 each (1)—Tank Boat Ride, electrically operated, with (4) Boats recently painted, 12 passenger capacity. \$500.00 Must be sold for cash only. All Rides are now in operation and can be inspected at any time at Crutchfield Lakes Amusement Park, Burlington, N. C. Write: Logan E. Crutchfield, P. O. Box 481, Mebane, N. C. Phone: Logan E. Crutchfield, Telephone through Burlington, N. C.—Canal 46271.

KING TRAIN, 1956 MODEL, EXCELLENT condition. Ticket Box included, priced to sell \$1,900. Harold Thorpe, Box 222, Hillsboro, Ohio.

LITTLE DIPPER—GOOD CONDITION, NEW paint job, \$3,500. Or would consider location nearby. Ben Roberts, 1676 Noble Dr., N. E. Atlanta 6, Ga. au5

MERRY-GO-ROUND, OCTOPUS, KIDDIE Rides. All like new. Taylor, Rt. 1, Box 199-B, Spanaway, Wash. LEnnox 7-6416. au5

MINIATURE TRAIN CARS FOR SALE. Adult size 14 inch gauge Wagner make equipped with air brakes. Now in operation at Chicago. \$500 each. In top operating condition. For pictures and details write Box C-218, c/o The Billboard, Cincinnati 22, Ohio. au5

PARKER M-G-H, 36 FT., OTTOWAY Train, gasoline motor operated; Auto, Copter, Whirl, Truck, Van, Ticket Booth, House Trailer, Candy Floss, Shooting Gallery, etc., \$8,000. Carl Ferrara, 3726 Tularosa, El Paso, Tex. Logan 5-3402.

ROLL-A-WHIRL, COMPLETE WITH P.A. System and like new; 5-ply tires; ride in A-1 condition. Ernie Urdiales, 4701 Anker Road, Racine, Wis.

RUSSIAN AUTOMOBILE, 1955, LIKE NEW 20x30 Top Runners, P.A. System, Ticket Box. \$1,550. Orville S. Trussell, Albert Lea, Minn.

TENT STAKES, "FORD AXLES", 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. au5

TRAINS—ALL SIZES, GAUGES, TYPES: new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Walthrop, Rehoboth, Mass. au5

TRACKLESS TRAIN, KIDDIE AIRPLANE Ride, Cotton Candy and Popcorn Machine, Ford bus, cheap. Julian Bruce, 516-74 Place, Carmody Hills, Maryland. Phone: Redwood 5-6709.

L.A.B.T. SHOOTING GALLERY—JUST OFF location, complete with 4 Rifles, Compressor Canvas; in perfect working order. W. H. Frazer, 519 E. Uintah, Colorado Sprs., Colo. Melrose 3-5412. au5

FORMULAS

SUCCESSFUL "SHOE-STRING BUSINESS Ventures" giving Formulas & Ideas. Mail \$5. Limited supply. Sam Eljustus, 1436 Pomona, San Jose, Calif. au5

INSTRUCTIONS BOOKS & CARTOONS

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. au26

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Homecones, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiohone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. ju29

VENTRILOQUIAL FIGURES, 36 INCHES, real hair, neatly dressed, \$17.50 and \$20. Brown, 1711 S. W. 18th St., Miami 45, Fla. ju29

MISCELLANEOUS

SOUND SYSTEM AMPLIFIERS REPAIRED. Expert repair on all makes and models of sound system amplifiers regardless of age or condition. Send prepaid to Gottschalk Radio & TV Service, Faith, S. Dak.

PARTNERS WANTED

PARTNER WANTED—NEED SERVICES and capital. Nets 500 weekly. Entertainment field. Bgna side proposition without design whatsoever. Box C-216, c/o The Billboard, Cincinnati 22, O.

PERSONALS

ATTENTION—MR. JOHN K. BENNETT, please contact me. James V. Ehmann, 130 Biann Blvd., Columbus 4, O. au5

MR. HOPE, 555, ALL FUNDS RECEIVED; children growing; Deb's one year old; I'm fine. Always, Faye.

REWARD—ANYONE KNOWING WHERE abouts or information leading to Bruno Taubert, probably in Florida. Please write Lou Taubert, Ranch Outfitters, Casper, Wyoming. ju29

WILLIAM "POPCORN BILL" MOORE, CALL Express 7-5829, Memphis, Tenn. Urgent. M. Moore, 2364 Cesma Road.

\$25 REWARD FOR INFORMATION CONCERNING whereabouts of Al Roysum, former billposter with Auto Thrill Shows. Write Box 729, c/o Billboard Pub. Co., St. Louis, Mo.

PHOTO SUPPLIES DEVELOPING—PRINTING

DIRECT POSITIVE OPERATORS IN OHIO, Indiana and Kentucky wanted for Christmas Picture Deal. Write at once, Stanley Attractions, 7240 Beechmont Ave., Cincinnati 20, Ohio.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-17f

PRINTING

A-1 TESTED SHORT RANGE TARGETS, \$5 per thousand; one day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Ill. au5

ALWAYS SWIFTEST SERVICE ON QUALITY Window Cards. Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50 Posters for all amusements, dances, sports. Colored day-to-day Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid Tribune Press, Dept. 357 Earl Park, Ind. au23

BALL POINT PENS IMPRINTED WITH your ad. Two dozen, \$5; 100, \$14. Postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

POSTERS of all descriptions. In an age of specialization—Deal with "Specialists." Posters of all descriptions. IN A.M.—OUT P.M.

WINDEX SHOW PRINT CO.

5809 Woodland Ave. Philadelphia 43, Pa.

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes \$3.75 black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. au12

1,000 EMBOSSED BUSINESS CARDS, \$3.75 postpaid. Quality printing, request free price list. John Peper, P. O. Box 822, Chattanooga, Tenn.

SALESMEN WANTED

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-oc28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. au16

WANTED TO BUY

ORGAN GRINDER MONKEY WANTED, fully trained, reasonable. Organ Grinder, 8040 Collinsville Road, East St. Louis, Ill.

WANTED—OLD BAND ORGANS, CALLI-opes, etc. Also Organ Rolls. Price and condition first letter. Box 23, Atlantic, Iowa. ju29

USED FERRIS WHEEL 25 OR SMALLER; 2 Lowboy Vans, any Games, Frames, Kid Rides, Concession Equipment. Box C-212, c/o The Billboard, Cincinnati 22, Ohio.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

A-1 PHONOGRAPH MECHANIC: FLORIDA coastal city; good salary, hours, etc.; no drifters; mostly Seeburg & AMI. Our employees know of this ad. Box C-213, c/o The Billboard, Cincinnati 22, Ohio.

A-1 SIGN PAINTER—ART WORK ON buildings, sign painting. Work now to October 1. Living accommodations Danbury Fair, 130 White St. Phone Jarvis person to person collect. Danbury, Conn., Pioneer 8-3535. ju29

MUSICIANS FOR TRAVELING DANCE Orchestra. Steady pay, finest transportation available. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. ju29

SALES POSITION OPEN WITH MAJOR agency hand department. Excellent opportunity for qualified individual. Salary, details and references to Box C-207, c/o The Billboard, Cincinnati 22, O. ju29

SALESWOMEN—AGES 25-40, SELL NOVEL- ties in booths; fair Northern Ohio; August, September, October; salary, expenses and transportation; references required; write: Haase, Box 565, Kent, Ohio.

WANTED—SINGLE MALE SINGER TO team with Songwriter for mutual promotion scheme. Write to Box C-215, c/o The Billboard, Cincinnati 22, O.

WANTED—YOUNG PIANO MAN, GUITAR and Tenor Sax; experienced; Florida location. Orchestra Leader, Valparaiso Inn, Hotel Valparaiso, Fla.

VOCALISTS

A & B MAN—SMALL CALIFORNIA LA- bel, former president of Songwriters Club; salary open, 11216 Roma, Whittier, Calif. OXFORD 9-7264. au24

GIRL DEEJAY-ANNOUNCER, COUNTRY and Western Guitarrist. Vocalist. No encumbrances. Go anywhere. What can you offer? Box C-217, c/o The Billboard, Cincinnati 22, Ohio.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Wednesday for the Following Week's Issue

AGENTS & MANAGERS

EXPERIENCED AGENT DESIRES TO route and book attractions suitable for schools, civic clubs, etc. Interested in high calibre attractions; hands, modern or western type; have large clientele; have car; write or wire to Box C-210, c/o The Billboard, Cincinnati 22, Ohio.

CIRCUS & CARNIVAL

SOLICITING OFFERS 1958—RAY'S CIRCUS Revue, two People, Dork, Monkey, Birds, Muis, Pony, Broucher on request, Box 2351, Fairlee, Vt. au23

MISCELLANEOUS

ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone R-1196. Address 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

AVAILABLE WESTERN DJ, PART-TIME Announcer, barn dance Producer. Walter Toby Price, Reno Trailer Park, Carthage, Missouri. au5

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. ju2, 58

PERSONAL MANAGER OR PUBLICITY, OR agency salary situation. Will relocate! Good, aggressive personality. Robert Adams, 59 W. North, Chicago. Superior 7-2660.

MUSICIANS

AVAILABLE—TOP VIOLINIST, FORMER- ly name bands, read, fake, beautiful tone; age 41, good personality. Violinist, 1704 N. Bissell, Chicago, Ill.

BASS MAN AVAILABLE IMMEDIATELY, double valve trombone, vocals, combo preferred. All offers considered. Swinger, Pat Patrick, 712 South Washington, Enid, Oklahoma. au5

COWBOY STUART AND HIS WESTERN swing dance band, the Beaver Valley Cowgirls, available for radio, TV and shows coast to coast. Write Box 111 Mars, Pennsylvania. au12

DRUMS—EXTENSIVE LATIN, BANGOS, Timbales, also shows, vocals. Prefer combo small hotel group, organ duo; location work only. Photo, references. Lee Middleton, 2520 Jonesboro Rd., S.E. Atlanta, Ga. ju29

STRING BASSIST: AVAILABLE IMMEDI- ately. Interested locating eastern area preferably. Name, background, good appearance, locals #72 and 10. Musician, 393 Fairfax Ave., Norfolk, Va.

PIANIST, CORRECT CHORDS, GOOD TWO or four beat, read symbols OK. Commercial, no progressive, arrange; sober and serious. Wayne Powell, Irvine, Ky. Phone 185-J.

PIANIST, MALE, SINGLE, GENTLE; trained music and wide professional experience; popular, classic, soloist, accompanist, singer, orchestral, teach. Box C-214, c/o The Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

ATTENTION, FAIRS, PARKS AND CELE- brations, Wilma Lee and Stony Cooper with Clinch Mountain Clan, Hickory Hiccords, stars of Grand Ole Opry; the Oklahoma Kids, Marion and Wallick, Australian Bull Whips, Knife Throwing and Trampoline; Archie Royer's Western Revue of Sharp Shooters, Educated Horses, Ponies, Performing Dogs and Monkeys, Charlot Races and Comedy Ford, available as complete show or single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, Ohio. ju29

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au10

FEARLESS STARS—HIGH CONTORTION Trapeze Act available for Southern Fairs starting Labor Day week. For open time contact Jerry D. Martin, Billboard Publishing Office, Cincinnati, O. au5

JAMES COGSWELL, STROLLING CLOWN Fairs, celebrations special events. Write today for details, descriptive literature, etc. 1433 Rose St., Lincoln 2, Neb. au12

"MYSTERIES OF INDIA STAGE SHOW" presented by the amazing Sealzo, internationally famous illusionist, featuring 10 of the world's most famous and spectacular Mysteries (A Girl Burned Alive, the Floating Lady, Saving a Woman, the Half-Magical Fountains of Water, Shooting Thru a Girl, etc.) Combined with gorgeous costumes, special hi-fi music, beautiful curtains & stage settings, animals, comedy and 3 pretty N. Y. Models. Available for indoor and outdoor dates after Aug. 9. Currently playing leading amusement Parks & Resorts. A proven crowd getter. Contact: Lee Richards Productions, 679 Northampton St., Easton, Pa. Phone: 3-6531.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croke, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

THE DEATH PLUNGE, AS FEATURED BY Fox Movie Tone, is bringing in more customers than some arenas, fairs and carnival celebrations can handle. It's the assistant stuntmen fear most. It really separates the men from the boys. Besides grabbing large chunks of audience attention here in U. S. It has made a hit in South America and drawn heavy patronage on the islands of Bermuda and Honolulu. This high diving presentation is talked about and discussed long after it has left a town. Contact Capt. Mac. Productions, 456 Lamphier Place, Warren, Ohio N. E. Tel. 45337. au12

THE NEW SENSATIONS FOR 1957-B LIFETIME COIN PURSES—MITE MIDGET



Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its million sales record with this reduction in price. These sales were possible due to its extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design and its nice counter display. This is truly America's fastest seller.

3 1/2 inch size reduced to **\$3.75 doz.**
4 1/2 inch size reduced to **\$5.75 doz.**

Jobbers' Prices on Request

We Are the West's Largest Distributor of Hand-Tooled Hand Bags FREE CATALOG ON REQUEST.

We have the biggest line of Western Bolo Ties in the country. Free catalog on request.

Open account to well-rated concerns; otherwise send money order plus 25 cents for postage and handling with order.

ATLAS NOVELTY CO.

1128 16th Street Denver 2, Colorado

KIPP'S SPECIAL PURCHASE



8" Hunting Knife

with Leather Sheath

Imported

Brilliant nicked steel blades with colored metal handles. Genuine leather sheath with snap-catch.

OUR SPECIAL PURCHASE PRICES:

DOZEN \$ 3.00
GROSS 28.80

Include postage with order. 25% deposit with c.o.d. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WE MANUFACTURE

Over 100 varieties of Flower, Feather, Metal and Plastic Earrings, Jobbers, Distributors and Salesmen, write. No closeouts.

Milore Jewelry Co.

1190 Haddon Ave. Camden 3, N. J.

PLASTER

KANSAS CITY ART STATUARY CO.

4313 East Ninth St. Kansas City 24, Mo.

Amberine Unbreakable Combs

for DEMONSTRATIONS



THE ORIGINAL

Reg. in U. S. & Canada Pat. Off.

Available Direct From Manufacturer Price List on Request

Stock on hand Orders Shipped Day Received

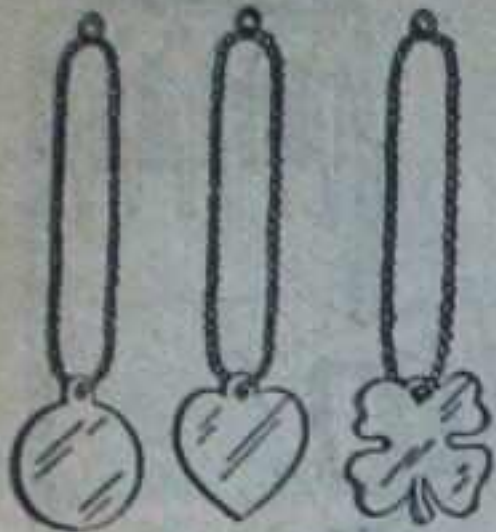
Send \$1.00 for Sample Set

"AMBERINE" 2020 F Street, South Belmar, N. J.

FAIR SPECIALS FOR ENGRAVERS

NEW SHIPMENT JUST ARRIVED

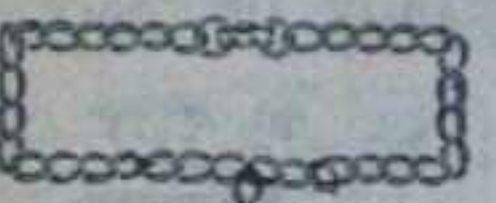
ALL NEW HIGHLY POLISHED



20" or 24" NECKLACES
 No. 3/110 Disc Gr. \$7.75
 No. 3/111 Heart Gr. 7.75
 No. 3/112 Clover Gr. 7.75

14" CHILD'S NECKLACES
 No. 3/113 Disc Gr. \$4.50
 No. 3/114 Heart Gr. 4.50
 No. 3/115 Clover Gr. 4.50

JUST ARRIVED—HIGHLY POLISHED 24" CHROME PLATED NECKLACES
 No. 3/114 Disc Gr. \$21.00
 No. 3/115 Heart Gr. 21.00
 No. 3/116 Clover Gr. 21.00
 Less than Gross each item \$2.25 per doz.
GOLD PLATED NECKLACES Assorted (\$2.40 Doz.) Gr. \$27.00

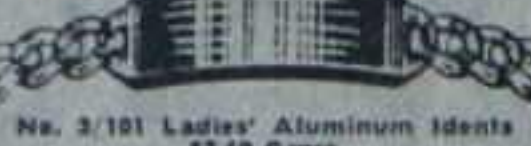


CHILD'S ALUMINUM IDENT'S
 No. 3/104 Disc Gr. \$3.40
 No. 3/105 Heart Gr. 3.40
 No. 3/106 Clover Gr. 3.40

1957 Catalog Now Ready
 Write for Copy



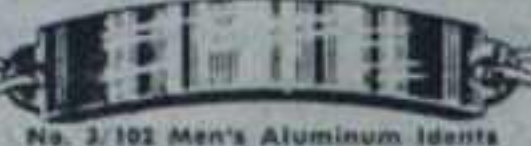
No. 3/100 Child's Aluminum Ident's \$2.45 Gross



No. 3/101 Ladies' Aluminum Ident's \$3.40 Gross



No. 3/102 Double-Heart Ident's \$4.50 Gross



No. 3/102 Men's Aluminum Ident's \$4.50 Gross



CHROME PHOTO IDENT'S
 No. 3/133 Men's Ident's Doz. \$4.75
 No. 3/134 Ladies' Ident's Doz. 4.75
 No. 3/135 Boys' Ident's Doz. 4.75

GOLD PLATED PHOTO IDENT'S
 All Sizes (\$46.00 Gr.) Doz. \$6.00



CHROME ENGRAVED PHOTO IDENT'S
 No. 3/136 Men's Engraved Doz. \$5.40
 No. 3/137 Ladies' Engraved Doz. 5.40
 No. 3/138 Boys' Engraved Doz. 5.40

GOLD PLATED ENGRAVED PHOTO IDENT'S
 All Sizes Doz. \$7.20

1957 Fair Dates

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Continued from page 74

Enumclaw—King Co. Jr. Fair Assn. Aug. 23-25.
 Friday Harbor—San Juan Co. Fair Assn. Sept. 5-7. Cecil L. Carter.
 Grandview—Yakima Valley Jr. Fair Assn. Aug. 15-17. Mrs. E. A. Hardell.
 Kennewick—Benton-Franklin Fair & Rodeo. Aug. 21-25. John Neuman.
 Langley—Island Co. Fair Assn. Aug. 23-25. Benjamin Herring.
 Longview—Columbia Empire Fair Assn. Aug. 28-31. W. E. Rosebraugh.
 Menlo—Pacific Co. Fair Assn. Aug. 15-17. Mrs. Raymond Klomp.
 Monroe—Evergreen State Fair. Aug. 29-31. J. Paul Holloman.
 Moses Lake—Grant Co. Fair Assn. Sept. 5-7.
 Odessa—Tri-Co. Fair & Livestock Assn. Aug. 30-31. A. H. Lullien.
 Okanogan—Okanogan Co. Fair Assn. Sept. 12-15.
 Port Angeles—Callam Co. Fair Assn. Aug. 23-25. Nellie Parr.
 Port Townsend—Jefferson Co. Fair Assn. Aug. 16-18.
 Puyallup—Western Washington Fair. Sept. 14-22. John H. McMurray.
 Rockford—Southeast Spokane Co. Fair Assn. Sept. 20-22. Jack L. Olson.
 Riverville—Adams Co. Fair Assn. Sept. 13-14. Mildred Wellcandi.
 Spokane—Spokane Interstate Fair, Inc. Sept. 18-22. Chas. T. Meensch.
 Sumner—Pierce Co. Jr. Fair Assn. Aug. 15-17. Mrs. E. P. Andrews.
 Vancouver—Clark Co. Fair Assn. Aug. 22-23.
 Walla Walla—Southeastern Wash. Fair Assn. Aug. 29-Sept. 1. Howard Burgess.
 Waterville—North Central Washington Fair. Sept. 13-15. Mrs. G. Merton Dick.
 Yakima—Central Wash. Fair Assn. Sept. 25-29. J. Hugh Kling.

West Virginia

Berkley Springs—Morgan Co. Fair Assn. Aug. 14-17. Mrs. Foster L. Sirbaugh.
 Charles Town—Jefferson Co. Fair Assn. Sept. 28-29. Mrs. Marjorie McGarry.
 Circleville—North Fork Community Fair. Sept. 26-28. Byrl L. Law.
 Clay—Clay Co. Fair Assn. Aug. 9-10. W. M. Smith.
 Daybrook—Clay Dist. Fair Assn. Aug. 28-31. Nettie Tennant.
 Dunbar—Southern W. Va. Fair. Aug. 30-Sept. 1. C. Frohman Johnson.
 Elkins—Mountain State Forest Festival Assn. Oct. 2-3. Mrs. Darryl Hankry.
 Follinsbee—Goodwill Orange Fair Assn. Aug. 29-31. W. A. Williams.
 Fort Ashby—Mineral Co. Fair Assn. Aug. 12-17. Mrs. William Welch.
 Gassaway—Gassaway Lions Club Free Fair. July 29-Aug. 3. David N. McElwain.
 Green Sulphur Springs—Green Sulphur Dist. Fair. Aug. 1-3. Mrs. Nazel Owin.
 Helvelia—Helvelia Community Fair. Sept. 12-14. Mrs. Arnold Detler.
 Lewisburg—State Fair of W. Va. Aug. 19-24. C. T. Sydenstricker.
 Mannington—Mannington Dist. Fair Assn. Aug. 20-24. Goffe H. Sturm.
 Marlinton—Pocahontas Co. Fair Assn. Aug. 12-17. Mrs. Libby Rexroad.
 Martinsburg—Berkeley Co. Youth Fair. Aug. 28-29. Mrs. Harry Staubs.
 Matewan—Magnolia Fair, Inc. Aug. 12-17. Ralph Vintguerra.
 Meunsville—Marshall Fair, Inc. July 31-Aug. 1. Elaine Allen.
 New Hope—Heaver Pond Dist. Fair. Sept. 1-7. C. P. Hylton.
 Oak Hill—Fayette Co. Fair Assn. Aug. 29-31. B. J. Crouse.
 Parsons—Tucker Co. Fair Assn. Sept. 6-7. Mrs. Louis A. Williams.
 Petersburg—Ritchie Co. Fair Assn. Aug. 29-31. Rebecca Westley.
 Petersburg—Tri-County Fair Assn. Sept. 11-14. R. E. Spenser.
 Philippi—Barbour Co. Street Fair. Sept. 18-21. L. Glenn Zinn.
 Princeton—Beaver Pond Dist. Fair. Sept. 8-7. C. P. Hylton.
 Pruntytown—Taylor Co. Fair Assn. Aug. 27-31. Mrs. Frances B. Walters.
 Riversville—Paw Paw Dist. Fair Assn. Aug. 13-17. Mrs. Bowet Thorne.
 Summersville—Nicholas Co. Fair, Inc. Aug. 5-10. Mrs. Jessie D. Hume.
 Sutton—Brantley Co. Fair Assn. Aug. 9-11. E. Morrison.
 Terra Alta—Preston Co. Fair Assn. Aug. 28-Sept. 1. Harry Sanders.
 Wadestown—Battelle Dist. Fair Assn. Aug. 28-31. Raymond D. Tennant.
 Webster Springs—Webster Co. Fair Assn. Sept. 2-7. Fern Dorsey.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders' Assn. Aug. 2-4. Martin C. Hanson.
 Athens—Athens A&A Assn. Aug. 22-23. Graydon Peterson.
 Baraboo—Sauk Co. Agri. Soc. Aug. 13-18. A. H. Thayer.
 Beaver Dam—Dodge Co. Fair Assn. Sept. 5-8. Forrest Kaup.
 Black River Falls—Jackson Co. Agri. Soc. Aug. 22-25. Douglas Curran.
 Blomington—Blake's Prairie Agri. Soc. Aug. 23-25. Mrs. Robert Brodt.
 Cedarburg—Ozaukee Co. Agri. Soc. Aug. 8-11. Arnold Groth.
 Chilton—Calumet Co. Agri. Soc. Aug. 20-Sept. 2. Herbert Harder.
 Chippewa Falls—Northern Wis. Dist. Fair Assn. July 30-Aug. 4. A. L. Putnam.
 Crandon—Forest Co. Agri. Soc. Aug. 1-4. Lester Grandine.
 De Pere—Brown Co. Agri. & Fair Assn. Aug. 14-18. R. O. Planert.
 Durand—Pepin Co. Jr. Fair Assn. Aug. 12-14. T. A. Parker.
 Eagle River—Vilas Co. Agri. Soc. Aug. 23-25. Herman H. Smith.
 Eau Claire—Eau Claire Co. Jr. Agri. Soc. Aug. 12-15. Willard Hamm.
 Elkhorn—Walworth Co. Agri. Soc. Aug. 30-Sept. 2. R. B. Harris.
 Ellsworth—Pierce Co. Fair Assn. Aug. 18-19. H. G. Seyforth.
 Florence—Florence Co. Fair Assn. Aug. 31-Sept. 2. Fritz Johnson.
 Fond du Lac—Fond du Lac Agri. Soc. Aug. 3-11. Wm. B. Schaefer.
 Friendship—Adams Co. Agri. Soc. Sept. 4-8. Robert W. Halseberry.
 Oxy Mills—Crawford Co. Fair & Agri. Soc. Aug. 9-11. Paul L. Paulson.
 Gillett—Oconto Co. Youth Fair Assn. Aug. 16-18. Otto Neuman.
 Glenwood City—St. Croix Co. Fair Assn. Aug. 5-7. Geo. Steffen.
 Grantsburg—Burnett Co. Co-Op Agri. Soc. Aug. 23-24. Marlin Sundquist.

Green Lake—Green Lake Co. Jr. Fair Assn. Aug. 2-4. Francis J. Pracek.
 Hayward—Sauk Co. Agri. Fair Assn. Aug. 19-21. Sherman W. Weis.
 Iron River—Bayfield Co. Fair Assn. Aug. 18-19. Harry Lowe.
 Janesville—Rock Co. 4-H Jr. Fair. Aug. 6-10. Alfred Finger.
 Jefferson—Jefferson Co. Fair. Aug. 1-4. Adam Pancake.
 La Crosse—La Crosse Inter-State Fair Assn. Aug. 7-11. Joseph W. Frisch.
 Ladysmith—Rock Co. Fair Assn. Aug. 28-29. Ed Srek.
 Lancaster—Grant Co. Agri. Soc. Sept. 5-8. A. S. DeBahr.
 Lodi—Lodi Union Agri. Soc. Sept. 27-29. Marie Habermann.
 Luxemburg—Kewaunee Co. Agri. Soc. Aug. 21-Sept. 2. Elroy C. Hoppe.
 Manitowish—Manitowish Co. Fair Assn. Aug. 21-25. Dr. A. F. Rank.
 Marengo—Ashland Co. Fair Assn. Aug. 30-Sept. 2. David H. Holt.
 Marshfield—Central Wis. State Fair. Aug. 28-Sept. 2. W. A. Dittmer.
 Mauston—Juneau Co. Agri. Soc. Aug. 8-11. Francis Pfaff.
 Medford—Taylor Co. Co-Op Youth Fair. Aug. 23-25. Joe J. M. Tuss.
 Merrill—Lincoln Co. 4-H Leaders' Assn. Aug. 5-8. Wm. Steckline.
 Milwaukee—Milwaukee Co. 4-H Fair. July 30-31. Leonard Luce.
 Milwaukee—Wis. State Fair. Aug. 17-25. Willard M. Masterson.
 Mineral Point—Southwestern Wis. Fair Soc. Aug. 29-Sept. 1. H. E. Irey.
 Mondovi—Buffalo Co. Agri. Fair Assn. Aug. 8-11. John Bullinger.
 Monroe—Green Co. Agri. Soc. July 31-Aug. 4. Wm. A. Brown.
 Neillsville—Clark Co. Agri. Soc. Aug. 9-11. Harold Huckstead.
 Oshkosh—Winnebago Co. Fair Assn. Aug. 27-29. Taylor Brown.
 Phillips—Price Co. Agri. Soc. Aug. 23-25. L. F. Wiscner.
 Plymouth—Sherborn Co. Agri. Soc. Aug. 29-Sept. 2. Philip Anderson.
 Rhinelander—The Hodge Fair. Aug. 15-18. Harvey Becker.
 Rice Lake—Barron Co. Co-Op Agri. Soc. Aug. 22-25. Bruce Dalrymple.
 Richland Center—Richland Co. Fair Assn. Sept. 12-16. Ruby Tallidge.
 Rockport—Rushot Free Community Fair Assn. Aug. 31-Sept. 1. Russell Wrostad.
 Saxon—Iron Co. Fair Assn. Aug. 23-25. Mrs. Florence Hardie.
 Seymour—Outagamie Co. Fair Assn. Aug. 1-4. Michael Burns.
 Shawano—Shawano Co. Agri. Soc. Aug. 26-Sept. 2. Robert Meroz.
 Spooner—Washburn Co. Jr. Fair. Aug. 12-14. Wm. H. Dougherty.
 St. Croix Falls—Polk Co. Fair Soc. Aug. 2-4. Lucille McKenney.
 Sturgeon Bay—Door Co. Fair Assn. Aug. 22-25. G. I. Mullentore.
 Superior—Tri-State Fair Assn. Aug. 13-18. Sengar Swanson.
 Tomah—Monroe Co. Fair Assn. Aug. 1-4. R. L. Pingel.
 Union Grove—Racine Co. Agri. Soc. Aug. 1-4. Edwin G. Leet.
 Virgona—Vernon Co. Agri. Soc. Sept. 19-22. Fred Rogers.
 Wauskegan—Waukesha Jr. Show. July 23-24. W. D. Ragan.
 Waupun—Marathon Co. Agri. Soc. Aug. 14-18. C. J. McAlvey.
 Waunakee—Marquette Co. Agri. Soc. Aug. 18-21. Victor Quick.
 Waushara—Waushara Co. Fair Assn. Aug. 15-18. Ernest Johnson.
 Webster—Central Burnett Co. Fair Assn. Aug. 15-17. Mrs. G. E. Malone.
 Westfield—Marquette Co. Youth Assn. Aug. 8-11. Al Tschudy.
 Weyauwega—Waupesa Co. Agri. Soc. Sept. 2-4. A. A. Stroedlein.
 Wilmot—Kenosha Co. Fair Assn. Aug. 8-11. Marlin Schurr.

Wyoming

Afton—Lincoln Co. Fair Assn. Aug. 23-24. Dora F. Child.
 Basin—Big Horn Co. Fair. Aug. 19-21. Dr. M. B. Walker.
 Casper—Central Wyoming Fair. July 21-Aug. 1. Bob Honey.
 Douglas—Wyoming State Fair. Aug. 28-31. F. W. Tetreault.
 Evanston—Uinta Co. Fair Assn. Aug. 16-17.
 Gillette—Campbell Co. Fair Assn. Aug. 22-24. Bill Parks.
 Newcastle—Weston Co. Fair & Rodeo. Aug. 22-25.
 Quyan—Pantlaoe Exhn. Assn. Sept. 12-21. Gervase O'Reilly.
 Riverton—Fremont Co. Fair Assn. Aug. 21-23. W. L. Duncan.
 Sundance—Crook Co. Fair Assn. Aug. 23-24. Mrs. Dorothy Twiford.
 Thermopole—Hot Springs Co. Fair Assn. Aug. 18-17. Mrs. Alma Haynes.
 Torrington—Goshute Co. Fair & Rodeo. Aug. 22-24. Ken Klubers.
 Wheatland—Platte Co. Fair & Festival. Aug. 23-25.

Alaska

Fairbanks—Tanana Valley Fair Assn. Aug. 13-18. Babetta LaVale.

CANADA

Alberta

Athabasca—Athabasca Exhn. Aug. 2-9. W. C. Donahue.
 Barryhead—Barryhead Exhn. Aug. 6-7.
 Battle River—Battle River Agri. Soc. Aug. 13-14. Hubert Dechans, Manning.
 Camrose—Camrose Agri. Soc. Aug. 5-7. J. E. Siuati.
 Cardston—Cardston Agri. Soc. Aug. 22-24. Bert Gibb.
 Darwell—Darwell Agri. Soc. Aug. 24. Dolly Klapper.
 Donnelly—Donnelly—Falher-Grouville Agri. Soc. Aug. 9-9. Charles Cimon.
 Goose Creek—Goose Creek Agri. Soc. Aug. 14. David Black, Lougheed.
 Grand Centre—Grand Centre Agri. Soc. Aug. 6-7. Mrs. G. J. Adair.
 High Prairie—High Prairie Agri. Soc. Aug. 15-18. A. B. Turner.
 Lamont—Lamont Exhn. Aug. 2-3.
 Lacombe—Lacombe Agri. Soc. Aug. 21. Mrs. G. M. Green.
 Mayerthorpe—Mayerthorpe Agri. Soc. Aug. 31. A. E. Guntan.
 Oils—Oils Agri. Soc. Aug. 9-10. E. O. Miller.

(Continued on page 96)

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One included with every Men's Watch Set. Minimum order \$4. A Cel-Max Extra!

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 JEWELLED WATCH
 CUFF LINKS
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- Stunning Beauty in FIVE (5) Smartly matching pieces!
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 Sparkling, Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and Stunning Bracelet. Beautifully Boxed.
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26" BEAR \$24.60 Dozen Milwaukee
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 Four sizes of LEATHER HOLSTER & CAPS
TERRIFIC DOOR OPENER!

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They Come in Two Sizes

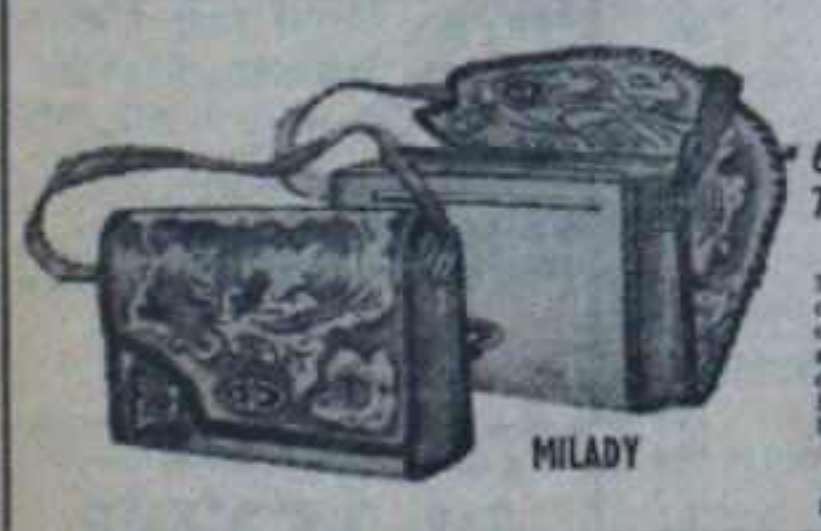
6" x 8" \$ 8.90 ea.

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Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.

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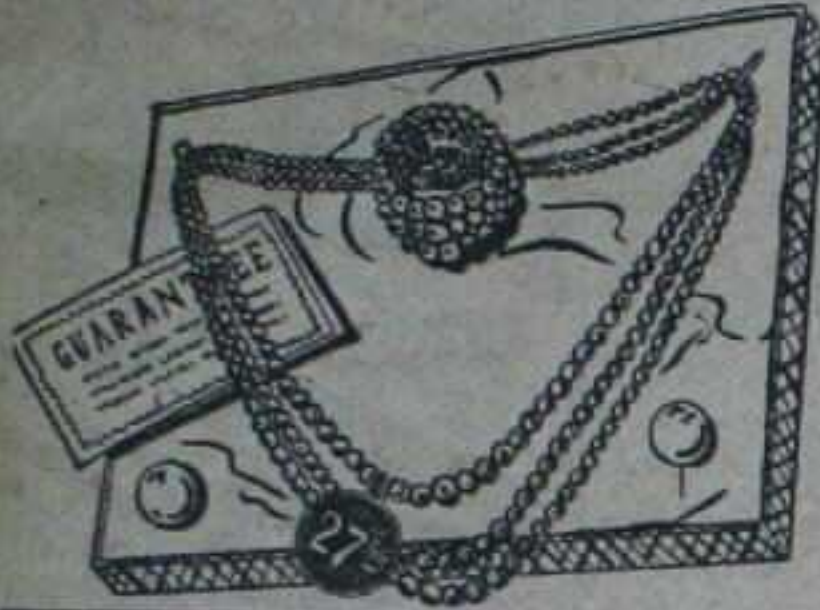
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7-Pc. MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set.

2 Year Service Guarantee
\$5.50 per set
 Sample Set, \$6.50
\$62.00 per doz.



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PEARL SET
\$8.00
 DOZEN

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SENSATIONAL LOW PRICE
 Imported World Famous Miniature Candid Type
16MM "HIT" CAMERA

Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.

AMAZING VALUE—\$11.00 Per Doz.
 Film for above—12 Rolls, 90c per doz. Sample Camera and Film, \$2.25 post-paid.



Men's Full-Size BLACK FELT DERBYS

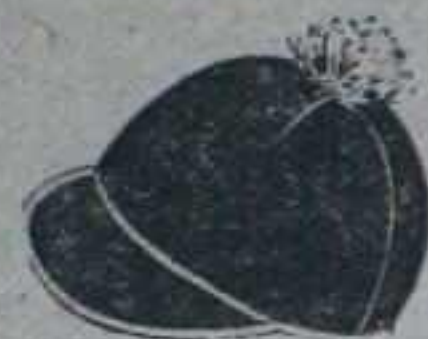
With binding. This hat is now sweeping the country.
\$5.00 Doz. \$52.00 Gr.



HARRIS SPECIAL 4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match. 24 Kt. gold plated. Satin lined gift box.

\$12.00 dozen
\$1.50 sample set



KIDDIE FELT CAPS
 with POMPONS
 Assorted sizes and colors.
Gross \$24.00

Fully Automatic CHROME POCKET LIGHTER



\$4.50 per Dozen
\$45.00 per Gross

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\$5.00 per Dozen

RETRACTABLE BALL POINT PENS
 All Colors
\$14.00 per gross

PLASTIC FOAM KOOL LID HATS
\$6.00 doz. \$66.00 gross

PLASTIC FOAM DICE
\$3.75 per dozen

BE BOP HATS
 Assorted Colors
\$3.75 per doz. \$42.00 gross



Lord's Prayer Cathedral Pen
 Read the Lord's Prayer magnified thru lens at top of Pen.
\$6.00 per dz.

The Dancing Ballerina BELLA

She whirls and she twirls. Watch her dance. Action Toy! Fun for all!
\$2.25 per doz. \$24.00 per gr.



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WITH TWO BANDS
 Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia. With stars and piping.
\$6.50 doz. \$75.00 per gross
 These hats in colored material, pink, yellow, blue, black, etc.

LADIES' 5-PIECE GENOVA WATCH SET

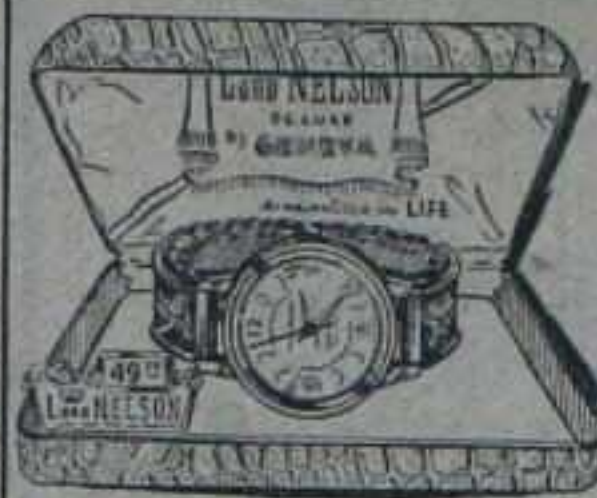
Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 Complete Set
Sample Set, \$7.00



PLASTIC FIREMEN'S HATS
 with Fasteners
\$21.00 per gross

CUB HUNTER KNIVES
 with Sheath
\$2.00 per doz. \$21.00 per gross



Lord Nelson or Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH

With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.

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LATEST CREATION SELLING LIKE WILDFIRE THROUGHOUT THE ENTIRE COUNTRY

Assorted colors and sizes: Small, medium and large.
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The New MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.

\$5.00 doz.

CONFEDERATE AND YANKEE HATS

With crossed metal Guns. The best Confederate and Yankee Hats on the market.

\$4.50 per dozen \$50.00 per gross



MEN'S JEWELLED GOLD TONE WRIST WATCH
 Expansion Band to match.

\$4.00 each \$45.00 doz.

LADIES' GOLD TONE WRIST WATCHES
 With Expansion Band to match.

\$4.50 each
 Add \$1.00 each for sample Watches.

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SUN GLASSES

In beautiful Leatherette Case, gold finish Frame and adjustable flexible Ear Piece.

\$5.50 Doz. \$63.50 Gr.
 Complete with Case.

SEASON'S GREATEST VALUE
 Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET— including:

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- (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
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4 inch, hand painted, flexible figure which can be adjusted into a wide variety of different positions—sitting or standing.

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Automatic pin-up girl's pocket lighter	5.00	55.00
Automatic chrome Ronson type pocket lighter	4.75	50.00
Pistol automatic pocket lighter, pearl handle	7.50	80.00
Zippo-type windproof pocket lighter	6.80	75.00
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This Acme Parachute for the last 29 years has been one of the most fascinating and fast moving toys ever offered to the trade. Made as economically as possible by a company

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1957 Fair Dates

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Continued from page 94

Pincher Creek—Pincher Creek Exhn. Aug. 30-31.
 Priddis—Priddis-Millerville Agri. Soc. Aug. 24. Mrs. Grace Bull, R. R. 1, Midnapore.
 Red Deer—Red Deer Agri. Soc. Aug. 1-3. D. W. Robertson.
 Vauxhall—Vauxhall Exhn. Sept. 11.
 Vegreville—Vegreville Exhn. Assn. July 29-31. E. F. Morton.
 Westlock—Westlock Exhn. Aug. 12-13. Michael Ukrainetz.
 Wetaskiwin—Wetaskiwin Agri. Soc. July 30-31. Mrs. Doris Kirkwood.
 Wildwood—Wildwood Agri. Soc. Aug. 23. Mrs. Henry Schroder, Soyal.
 Willingdon—Willingdon Exhn. Aug. 19.

British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 4-8.
 Agassiz—Agassiz Agri. & Hort. Assn. Sept. 13.
 Aldergrove—Aldergrove Agri. Assn. Sept. 20.
 Armstrong—Interior Provincial Exhn. Sept. 10-12.
 Arrow Park—Arrow Park Agri. Soc. Aug. 31.
 Bella Coola—Bella Coola Fair Assn. Sept. 2. Bridge Lake—Bridge Lake Farmers Institute. Aug. 31.
 Burns Lake—Burns Lake Dist. Fair Assn. Sept. 7.
 Castlegar—Castlegar & Dist. Fall Fair Assn. Sept. 20-21.
 Cawston—South Similkameen Fall Fair. Sept. 5.
 Chase—Chase Fall Fair. Sept. 1.
 Chilliwack—Chilliwack Agri. Assn. Aug. 13-15.
 Cloverdale—Lower Fraser Valley Agri. Assn. Sept. 12-14.
 Cobble Hill—Shawinigan-Cobble Hill Agri. Assn. Sept. 4.
 Coombs—Arrowmith Agri. Assn. Aug. 23-24.
 Courtenay—Comox Valley Fall Fair. Aug. 29-31.
 Crawford Bay—Crawford Bay Fall Fair. Sept. 5.
 Creston—Creston Valley Fall Fair Assn. Sept. 20-21.
 Dawson Creek—Dawson Creek Exhn. Assn. Aug. 15-17.
 Duncan—Cowichan Agri. & Indl. Exhn. Sept. 5-7.
 East Kelowna—East Kelowna Fall Fair. Oct. 12.
 Edgewood—Innanoklin Farmers' Inst. Agri. Fall. Sept. 1-2.
 Fort Fraser—Fort Fraser Fall Fair. Aug. 24.
 Fruitvale—Fruitvale Fair Assn. Sept. 1.
 Fullford Harbour—Islands Farmers Institute. Aug. 28. Mrs. W. Cartwright.
 Grand Forks—Grand Forks Dist. Fall Fair. Sept. 6. Mrs. Carolyn Palm.
 Gaucha—Islands Farmers' Institute. Aug. 23.
 Gibsons—Sunshine Coast Fall Fair. Aug. 16-17.
 Honey—Maple Ridge Agri. Assn. Aug. 15-17.
 Hope—Hope & Dist. Fall Fair Assn. Sept. 7.
 Invermere—E. Kootenay Agri. & Indl. Exhn. Aug. 23-24.
 Ladner—Delta Agri. Soc. Aug. 2-18.
 Ladysmith—Ladysmith Agri. Soc. Sept. 18-19.
 Langley—Langley Agri. Assn. Sept. 6-7.
 Lasqueti—Lasqueti Island Agri. Assn. Sept. 14.
 Lillooet—Lillooet Fall Fair Assn. Sept. 13-22.
 Louis Creek—N. Thompson Fall Fair Assn. Sept. 7.
 Luxton—Matchless Farmers' Institute. Aug. 24.
 Mayne Island—Mayne Island Hort. Assn. Aug. 24. W. W. Hunt-Sourey.
 McBride—McBride Dist. Agri. Fall Assn. Aug. 27-28.
 Merril—Nicola Valley Exhn. Assn. Sept. 2.
 Mission—Mission & Dist. Agri. Assn. Sept. 14.
 Nanaimo—Vancouver Island Exhn. Assn. Sept. 12-14.
 Nelson—West Kootenay Agri. & Indl. Exhn. Sept. 12-14.
 North Burnaby—N. Burnaby Hort. Soc. Sept. 13-14.
 North Delta—North Delta Fall Fair. Sept. 13-22.
 North Pitt—North Peace River Fall Fair. Aug. 14.
 Pemberton—Pemberton Fall Fair. Sept. 7.
 Peachland—Peachland Women's Institute. Aug. 20.
 Penticton—Penticton Dist. Peach Festival Assn. Aug. 13-17. M. A. Allan.
 Port Alberni—Alberni Dist. Fall Fair. Sept. 5-7. P. Doronay.
 Port Couillard—Meridian Heights Farmers' Institute. Sept. 7.
 Powell River—Powell River & Dist. Agri. Assn. Sept. 5-7.
 Prince George—Prince George Agri. & Indl. Assn. Aug. 29-Sept. 2.
 Quenai—Cariboo Agri. & Hort. Assn. Sept. 6-7.
 Revelstoke—Revelstoke & Dist. Agri. Assn. Sept. 2.
 Rock Creek—Rock Creek & Boundary Dist. Fall Assn. Sept. 18.
 Rosland—Golden City Fall Fair Assn. Sept. 19-22.
 Saanich—N. S.S. Saanich Agri. Assn. Aug. 31-Sept. 3.
 Salmon Arm—Salmon Arm Fall Fair Assn. Sept. 19-20.
 Simons—Eagle Valley Fall Fair. Aug. 31. Assn. Aug. 23-24.
 South Burnaby—S. Burnaby Hort. Assn. Sept. 20-21.
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 Vancouver—Vancouver Hort. Soc. Sept. 27-28.
 Watch Lake—Watch Lake Fall Fair. Sept. 14.
 Westbank—Westbank Fair Board. Sept. 3.
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 Williams Lake—Cariboo Fair Assn. Aug. 20-31.

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Abbotsford—Central Fraser Valley Fair Assn. Sept. 4-8.
 Agassiz—Agassiz Agri. & Hort. Assn. Sept. 13.
 Aldergrove—Aldergrove Agri. Assn. Sept. 20.
 Armstrong—Interior Provincial Exhn. Sept. 10-12.
 Arrow Park—Arrow Park Agri. Soc. Aug. 31.
 Bella Coola—Bella Coola Fair Assn. Sept. 2. Bridge Lake—Bridge Lake Farmers Institute. Aug. 31.
 Burns Lake—Burns Lake Dist. Fair Assn. Sept. 7.
 Castlegar—Castlegar & Dist. Fall Fair Assn. Sept. 20-21.
 Cawston—South Similkameen Fall Fair. Sept. 5.
 Chase—Chase Fall Fair. Sept. 1.
 Chilliwack—Chilliwack Agri. Assn. Aug. 13-15.
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 Williams Lake—Cariboo Fair Assn. Aug. 20-31.

Pincher Creek—Pincher Creek Exhn. Aug. 30-31.
 Priddis—Priddis-Millerville Agri. Soc. Aug. 24. Mrs. Grace Bull, R. R. 1, Midnapore.
 Red Deer—Red Deer Agri. Soc. Aug. 1-3. D. W. Robertson.
 Vauxhall—Vauxhall Exhn. Sept. 11.
 Vegreville—Vegreville Exhn. Assn. July 29-31. E. F. Morton.
 Westlock—Westlock Exhn. Aug. 12-13. Michael Ukrainetz.
 Wetaskiwin—Wetaskiwin Agri. Soc. July 30-31. Mrs. Doris Kirkwood.
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MEN'S JWELED WATCH

With Expansion Band. One year written guarantee.

\$3.50 ea. in lots of 6
Sample \$4.00

Men's 4-Pc. Jeweled Watch Set. \$4.90 ea. in lots of 6 Sample \$5.50

Portable Radio with Powerful Speaker. \$10.50 ea. in lots of 6 Sample \$11.00

2-Strand Pearl Set—Necklace, Earrings and Bracelet. \$7.20 per doz. in Sample Doz. 3 doz. lots \$8.00

4 Pen Pocket Secretary Set. \$7.00 per doz. in Sample Doz. gross lots \$7.50

Cura Foam Sports Caps. \$6.90 per doz. in Sample Doz. gross lots \$7.50

25% dep., bal. C.O.D., F.O.B. Chicago. Write for FREE Price List. Open Sundays.

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Fairground—Fairground Exhn. Sept. 27.
Fenwick—Welland Co. Agri. Soc. Sept. 10-14. H. H. Travers.

Fergus—Wellington Co. Fair Soc. Sept. 4-7. W. A. Trimble.

Faversham—Oprey Agri. Soc. Sept. 18-19. Mrs. Velma Hudson.

Florence—Florence Agri. Soc. Sept. 24-25. Warren Ellenbeck.

Forbwich—Forbwich Exhn. Sept. 28-29. Forest—Forest Exhn. Sept. 17-18.

Fort William—Canadian Lakehead Exhn. Aug. 5-10. W. Walker.

Galt—Galt Exhn. Sept. 19-21.

Georgetown—Georgetown Exhn. Oct. 4-5.

Gorris—Gorris Exhn. Sept. 28.

Grand Valley—Grand Valley Exhn. Sept. 27-28.

Hamilton—Binbrook Fair Soc. Sept. 12-14. David Woodwork.

Hanover—Hanover Exhn. Oct. 4-5.

Harriston—Harriston Exhn. Sept. 18-19.

Harrow—Colchester-South Harrow Agri. Fair. Aug. 29-31. J. L. Capstick.

Hearst—Hearst Exhn. Sept. 1-4.

Highgate—Highgate Exhn. Oct. 11-12.

Huntsville—Huntsville Exhn. Sept. 19-20.

Hymers—Hymers Exhn. Aug. 21 and Sept. 2.

Iderion—Iderion Exhn. Sept. 28.

Ingersoll—Ingersoll Exhn. Aug. 31 and Sept. 2.

Iron Bridge—Iron Bridge Exhn. Sept. 17-18.

Kembo—Keppel & Sarawak Agri. Soc. Sept. 17-18. John Ireland.

Kenora—Kenora Exhn. Aug. 16-17.

Kincardine—Kincardine Exhn. Sept. 19-20.

Kingston—Kingston Exhn. Sept. 24-26.

Kilmount—Kilmount Exhn. Aug. 30-31.

Kirkton—Kirkton Exhn. Oct. 1-2.

Lakefield—Lakefield Exhn. Sept. 13-14.

Lansdowne—Lansdowne Agri. Soc. Sept. 16-18. L. W. Moxley.

Langton—Langton Exhn. Sept. 25.

Leamington—Leamington Dist. Agri. Soc. Sept. 2-7. Mrs. Ray Lockwood.

Lindsay—Lindsay Central Exhn. Sept. 18-22. Mrs. M. Jamieson.

Lions Head—Lions Head Exhn. Sept. 11-12.

Listowel—Listowel Agri. Soc. Sept. 23-24. L. Elmer Bean.

Lombardy—Lombardy Exhn. Sept. 13-14.

London—Western Fair Assn. Sept. 9-14. E. D. McGugan.

Lucknow—Lucknow Exhn. Sept. 24-25.

McDonalds Corners—McDonalds Corners Exhn. Sept. 27.

McKellar—McKellar Agri. Soc. Sept. 12-14.

Maberly—Maberly Exhn. Sept. 24-25.

Madoc—Madoc Exhn. Oct. 1-2.

Magnetiawan—Magnetiawan Exhn. Sept. 13-14.

Markham—Markham Exhn. Oct. 3-5.

Markdale—Markdale Agri. Soc. Sept. 12-13. Russell Graham.

Marmora—Marmora Agri. Soc. Aug. 21-Sept. 2. Thos. Bateman.

Matheson—Matheson Exhn. Sept. 10-11.

Massey—Massey Agri. Soc. Sept. 20-21. Rev. Alan Scott.

Meaford—Meaford Exhn. Sept. 20-21.

Melbourne—Melbourne Exhn. Oct. 11.

Merlin—Merlin Exhn. Sept. 11-12.

Merrickville—Merrickville Exhn. Sept. 6-7.

Metcalf—Metcalf Exhn. Oct. 3-5.

Middleville—Middleville Exhn. Oct. 2.

Midland—Midland Exhn. Sept. 12-14.

Mildmay—Mildmay Exhn. Sept. 17-18.

Milton—Milton Agri. Soc. Sept. 27-28. Mrs. G. E. Reathhead.

Milverton—Milverton Agri. Soc. Sept. 20-21. W. J. Smith.

Minden—Minden Exhn. Sept. 7.

Mitchell—Mitchell Agri. Soc. Sept. 24-25. K. J. Reaney.

Moorfield—Moorfield Jr. Fair. Sept. 19.

Mount Brydges—Mount Brydges Exhn. Oct. 1.

Mount Forest—Mount Forest Exhn. Sept. 21 and 22.

Murillo—Murillo Exhn. Aug. 22-24.

Napanee—Napanee Exhn. Sept. 2-4.

Navan—Navan Exhn. Aug. 30-31.

Neustadt—Neustadt Exhn. Sept. 13-14.

New Hamburg—New Hamburg Exhn. Sept. 13-14.

Newington—Stormont Agri. Soc. Sept. 3-4. M. W. Helmer.

New Liskeard—New Liskeard Agri. Soc. Sept. 12-14. G. C. Krick.

Norwich—Norwich Exhn. Sept. 24-25.

Norwood—Norwood Exhn. Oct. 11-14.

Oakwood—Mariposa Agri. Soc. Sept. 16-17. W. E. Weidon.

Odesa—Odesa Exhn. Sept. 10-11.

Ohsweken—Ohsweken Exhn. Sept. 20-21.

Orangeville—Orangeville Exhn. Sept. 10-11.

Orillia—Orillia Agri. Soc. Sept. 20-Oct. 2. W. F. Bacon.

Oro-Oro Exhn. Sept. 10-11.

Orono—Orono Exhn. Sept. 6-7.

Oshawa—Oshawa Exhn. Aug. 15-17.

Ottawa—Central Canada Exhn. Aug. 22-31. L. K. Clarke.

Ottawa Winter Fair. Oct. 26-Nov. 2. L. K. Clarke.

Owen Sound—Owen Sound Exhn. Sept. 22-23.

Paisley—Paisley Exhn. Sept. 16-17.

Palmerston—Palmerston Exhn. Sept. 30-Oct. 1.

Parham—Parham Exhn. Sept. 14.

Paris—Paris Exhn. Sept. 27-28.

Parkhill—Parkhill Exhn. Sept. 20.

Perth—Perth Exhn. Aug. 30-Sept. 3. T-10.

Peterborough—Peterborough Exhn. Aug. 7-10.

Petrolia—Petrolia Exhn. Sept. 6-7.

Porquus—Porquus Exhn. Sept. 8-8.

Port Egin—Port Egin Exhn. Sept. 12-14.

Port Hope—Port Hope Exhn. Aug. 30-31.

Port Perry—Port Perry Exhn. Aug. 31 and Sept. 2.

Powassan—Powassan Exhn. Sept. 10-11.

Providence Bay—Providence Bay Exhn. Sept. 19-20.

Rainy River—Rainy River Exhn. Aug. 15-17.

Ramona—Ramona Exhn. Sept. 25.

Renfrew—South Renfrew Agri. Soc. Sept. 11-14. A. R. Donnelly.

Riceville—Riceville Exhn. Sept. 20-21.

Richmond—Richmond Exhn. Sept. 19-21.

Ridgetown—Ridgetown Exhn. Aug. 20-22.

Ripley—Ripley Exhn. Sept. 27-28.

Rocklyn—Rocklyn Exhn. Sept. 26-27.

Rockton—Rockton Exhn. Oct. 12 and 14.

Rodney—Rodney Exhn. Sept. 24-25.

Rosemeath—Rosemeath Exhn. Sept. 27-28.

Rousseau—Rousseau Exhn. Sept. 12.

Russell—Russell Exhn. Sept. 13-14.

St. Marys—St. Marys Exhn. Sept. 4-8.

Seaford—Seaford Exhn. Sept. 19-20.

Severn Bridge—Morrison Agri. Soc. Sept. 14. W. C. Kelworthy.

Shedden—Shedden Exhn. Sept. 20-21.

Shelburne—Dufferin Central Fair. Sept. 20-21. John Rose.

Simcoe—Nerfolk Co. Agri. Soc. Sept. 30-Oct. 5. Harold I. Pond.

Smithville—Smithville Exhn. Aug. 23-24.

South Mountain—South Mountain Exhn. Sept. 5-8.

Spencerville—Spencerville Exhn. Sept. 13-14.

Sprucedale—Sprucedale Exhn. Sept. 13-14.

Strathroy—Strathroy Exhn. Aug. 19-21.

Stirling—Stirling Exhn. Sept. 20-21.

Stratford—Stratford Agri. Soc. Sept. 18-18. Frank H. Bell.

Sunderland—Sunderland Exhn. Sept. 10-11.

Sundridge—Sundridge Exhn. Sept. 17-18.

Sutton West—Sutton Agri. Soc. Aug. 6-10. Fred M. Wilmet.

Tara—Tara Exhn. Sept. 25-26.

Tavistock—Tavistock Exhn. Sept. 6-7.

Teerwater—Teerwater Exhn. Oct. 1-2.

Theodford—Hosanquit Agri. Soc. Sept. 26-27. Mrs. Edna Love.

Thessalon—Thessalon Exhn. Sept. 12-13.

Thorndale—Thorndale Exhn. Sept. 21.

Tillsonburg—Tillsonburg Exhn. Aug. 27-29.

Timmins—Timmins Exhn. Sept. 18-20.

Tiverton—Tiverton Exhn. Sept. 26-27.

Toronto—Royal Agri. Winter Fair. Nov. 15-22. James R. Johnston.

Toronto—Canadian National Exhn. Aug. 23-Sept. 7. H. K. McCallum.

Trout Creek—Trout Creek Exhn. Sept. 6-7.

Tweed—Tweed Exhn. Sept. 10-11.

Upsala—Upsala Exhn. Sept. 7.

Oxbridge—Oxbridge Exhn. Sept. 24-25.

Val Gagne—Val Gagne Exhn. Sept. 7.

Walkerton—Walkerton Exhn. Nov. 6-7.

Walsactown—Walsactown Exhn. Sept. 26-27.

Walsh—Walsh Exhn. Sept. 28.

Warkworth—Warkworth Exhn. Sept. 19-20.

Warren—Warren Agri. Soc. Sept. 17-18. Mrs. R. Dale.

Watertown—Watertown Agri. Soc. Sept. 17-18. W. H. Drummond.

Welland—Welland Exhn. Sept. 10-14.

Wikwemikong—Wikwemikong Exhn. Sept. 11.

Williamstown—Williamstown Exhn. Sept. Woodbridge—Woodbridge Agri. Soc. Oct. 11-14. W. M. Myers.

Woodstock—Woodstock Exhn. Aug. 22-24.

Wyoming—Wyoming Exhn. Sept. 20-21.

ALY THE GATOR

ALY is a Genuine Alligator Stuffed and Preserved



ALY is so unusual, he attracts attention. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:
15 inch \$.75 each
21 inch90 each
26 inch 1.25 each
30 inch 2.00 each

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Original Alps Rollover Mechanical Cat Doz. \$4.00

Alps Mechanical Jumping Colored Fur Dog Doz. 3.00

Stretched Spiral Balloons Gr. 6.00

Extra Large Workers Ea. .50

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Walking Cat w/Ball Dz. 6.50

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Boy on Bicycle Doz. 3.00

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Metal Swords Gr. 18.00

Heavy Balloon Slicks Gr. .50

ALL ORDERS SHIPPED SAME DAY. ONE-HALF DEPOSIT REQUIRED

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London—Western Fair Assn. Sept. 9-14. E. D. McGugan.

Lucknow—Lucknow Exhn. Sept. 24-25.

McDonalds Corners—McDonalds Corners Exhn. Sept. 27.

McKellar—McKellar Agri. Soc. Sept. 12-14.

Maberly—Maberly Exhn. Sept. 24-25.

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Magnetiawan—Magnetiawan Exhn. Sept. 13-14.

Markham—Markham Exhn. Oct. 3-5.

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Marmora—Marmora Agri. Soc. Aug. 21-Sept. 2. Thos. Bateman.

Matheson—Matheson Exhn. Sept. 10-11.

Massey—Massey Agri. Soc. Sept. 20-21. Rev. Alan Scott.

Meaford—Meaford Exhn. Sept. 20-21.

Melbourne—Melbourne Exhn. Oct. 11.

Merlin—Merlin Exhn. Sept. 11-12.

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Metcalf—Metcalf Exhn. Oct. 3-5.

Middleville—Middleville Exhn. Oct. 2.

Midland—Midland Exhn. Sept. 12-14.

Mildmay—Mildmay Exhn. Sept. 17-18.

Milton—Milton Agri. Soc. Sept. 27-28. Mrs. G. E. Reathhead.

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Sprucedale—Sprucedale Exhn. Sept. 13-14.

Strathroy—Strathroy Exhn. Aug. 19-21.

Stirling—Stirling Exhn. Sept. 20-21.

JOBBERS—PITCHMEN

NEW FOR '57

* TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.

\$15.84 per gross 10 gross lots
—SAMPLE GROSS \$14.50—

* 5-PIECE POCKET SETS
3 different color ball pens with ink to match, handy comb and plastic pocket saver.

\$49.50 per gross 10 gross lots
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* STANDARD GOLD CAP RETRACTABLES

\$13.50 per gross 10 gross lots
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Individually packaged
SILVER TIP REFILLS, \$6.48 GR.
Buy the box in bulk & Save \$25.00 M

MODERN PEN MFG. CO., INC.
384 Broadway New York 12, N. Y.

INTRODUCING A NEW-NOVEL-SENSATIONAL PAIR OF UNBREAKABLE COMIC GLASSES

manufactured by Pritt Novelty!

Nationwide Response Tremendous. Greatest item to hit novelty business in years!

Slightest nod of head brings about complete opening and closing of eyes as shown at left. Stops and amazes the most uninterested customers—must see to believe!



LIVE ACTION FUN FOR ALL AGES!

Individually mounted on attractively illustrated multi-colored cards. 1 dozen packed in an attractive display box.

\$5.00 DZ.

SAMPLE DOZEN: \$6.00 POSTPAID

AVAILABLE! Battery operated demonstrators. Sell—on sight! Write for particulars.

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Manufacturers and Distributors of the Famous Gagmaster Products 1000's of items. Wholesale Only. JOCKERS NOVELTIES MAGIC TRICKS • PARTY GAMES DISGUISES • PUZZLES • GAMES TOYS • PROMOTION AND ADVERTISING SPECIALTIES FREE CATALOG! PRITT NOVELTY CO., INC. 12 West 37th St., Dept. B New York, N. Y.

CHINA TABLE LAMPS with FIBER GLASS SHADES

Hand-painted 24 K gold decorations; decorated lustre finish. Comes in gorgeous assortment of styles and colors.

Hgt. 28" Overall #51

\$2.95 ea. in doz. lots. Sample \$4.50 prepaid.

16-Piece Dinner Sets, 25 kt. gold, \$3.50 per set. Write for Catalog.

2500 Chins decorated modern and traditional lamps and shades, complete \$2.00 ea.
1500 Beudoirs as above \$1.00 ea.

25% dep., bal. C.O.D., F.O.B. Chicago.

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Parham—Parham Exhn. Sept. 14.

Paris—Paris Exhn. Sept. 27-28.

Parkhill—Parkhill Exhn. Sept. 20.

Perth—Perth Exhn. Aug. 30-Sept. 3. T-10.

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Strathroy—Strathroy Exhn. Aug. 19-21.

Stirling—Stirling Exhn. Sept. 20-21.

PRICES SLASHED! SAVINGS UP TO 50%

\$1 Chrome Cigarette Lighters \$ 3.75 dz.
\$2 Enamel Cigarette Lighters 5.40 dz.
\$5 Boxed Leather Wallets 6.00 dz.
\$1 Asst. Deluxe Wallets 3.00 dz.
Boxed Scatter Pin Sets 2.00 dz.
U. S. A. Earring Assortment 7.20 gr.
\$1 Earring Assortment 17.50 gr.
Zipper Handbags 3.00 dz.
Stacy Bag & Wallet Set 7.80 dz.
Nylon Brush & Comb Set 3.60 dz.
Ladies' Dresser Set 7.20 dz.
\$20 Handbag & Umbrella Set 4.00 ea.
\$25 Musical Jewel Chest 5.00 ea.

9-pc. Steak Set in Chest—
Sheffield-Black & Gold 3.75 ea.
6-pc. Pen Secretary 7.20 dz.
10-pc. Comb Package 17.50 gr.
Needle Book w/Threader 3.00 gr.
Jumbo Needle Book 7.20 gr.
7-pc. Watch Set 5.00 ea.
Rhinstone Jewelry Sets 18.00 dz.
\$1 Salt & Pepper Sets—ass'd. 4.00 dz.

25% Deposit—Bal. C.O.D.—f.o.b., N. Y. C.

IMPERIAL MDSE. CO.
893 BROADWAY—N. Y. C.

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We Have the Highest Quality at Lowest Prices Possible

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#N1—Heavy Disc, 24" Chain, \$2.35 Doz.
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Sell WILD LIFE from FIELD AND SEA!

Hot Sellers for Fairs and all year for Bingo Prizes, etc. Big profit for you at our special wh. price \$2.90 ea. pp. No C.O.D.'s. Each Field & Sea pack contains 4 Assorted Plates—Smoked Wild Turkey & Pheasant; 1 Alaska King Crabmeat, delivery from Alaska King waters.

MARTIN GAME FARM
608 Union Seattle 7, Wn.

Shelburne—Dufferin Central Fair. Sept. 20-21. John Rose.

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Strathroy—Strathroy Exhn. Aug. 19-21.

Stirling—Stirling Exhn. Sept. 20-21.

WATCH SPECIALISTS FOR 67 YEARS

Men's Copy \$275. Dia Watch, 3 New Styles Every Looker A Buyer \$6.50 Boxed \$7.25
Natl Ad 10 pc Sets \$5.95; 5 pc \$4.60
Thin Model Men's \$9.95; Ladies' 7J \$8.95
Catalog Available

RESULT SALES (Dept B)

580 FIFTH AVE., NEW YORK 36, N. Y.

Sell \$7.50 bottle PERFUME for 1c
To introduce Gay Dawn PERFUME during July and August you can offer your customers a \$7.50 1-oz. bottle of this fine Perfume for just 1¢ with purchase of bottle at regular price. Your cost is \$2.50 per bottle. This promotion offers you two bottles for \$2.51. As samples, two bottles postpaid for \$3.00. Goodie offers direct salesmen over 400 items. Write Goodie, Dept. 88, 400 N. Bishop, Dallas, Tex.

FAIR WORKER'S SPECIALS (FAST MOVERS)

Plastic Rainbonnets, cased \$ 7.20 gr.
Hong Kong Folding Fans 24.00 gr.
Pop-it Beads 1.50 dz.
Hearst on chain for engravers (gold and silver) 24.00 gr.
Assorted Earrings, \$2, \$2.50 or 3.00 dz.
Salad Sets (6 pieces) 8.00 dz.
Rings of all types 6.00 dz.

The new fantastic "STRUM-A-GUITAR" Salt and Pepper Shakers 8.40 dz.
Novelty Scatter Pins 2.50 dz.
Bubbling Boys 7.00 dz.
Asst'd. Genuine Leather Wallets 6.25 dz.

ALL KINDS OF FLASH FOR MIDWAY JOINTS—25% Deposit Required with C.O.D.'s.

BARBARA DELMAR'S CHAIN STORE NOVELTY CO.
19 West 34th Street New York, N. Y.

FOX TAILS

JOBBERS, ATTENTION

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

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HMJ FUR CO.
Dept. B, 150 W. 28 St., N. Y. City

CARNIVAL JEWELRY GIVEAWAYS & RESALE

Slum Jewelry for all Games. Engraving, Rings and Religious for Straight Sales. Send for our 1957 Catalog.

SAMUEL B. POCKAR CO.
477 Smith St. (rear), Providence 8, R. I.

JEWELRY SALE

Pearl Necklaces \$1.20 to \$3.60 dz.
Pearl Earrings 1.20 to 1.80 dz.
Acetate Flower Earrings 60 to 1.80 dz.
Pearl Shine Color Bracelets 1.26 to 2.66 dz.
Send \$3.00 for sample order.

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P. O. Box 286 North Miami, Fla.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

• TIP CARDS •
• BASEBALL CARDS •
at very reasonable prices.
Phone: Wheeling—CEDar 3422

COLUMBIA SALES CO.
202 Main St. Wheeling, W. Va.

Ark. Ops Detail Dime Conversion

Association Public Relations and Location Calls Cited Key Factors

LITTLE ROCK — Most of Arkansas is on dime play except a few counties and music operators in those are expected to make the conversion within a year or two, a recent survey by The Billboard disclosed.

Dime play has been spreading fast in the State since Little Rock operators made the change-over late last year.

The only known counties at this time which are not on dime play are St. Francis (Forrest City is the county seat), Phillips (Helena is the county seat), Miller (Texarkana is the county seat) and Columbia (Magnolia is the county seat).

There may be a few other counties, but information on those was not immediately available.

The important thing, operators over the State point out, is how well the public and location owners have accepted the change. That has accelerated it far more than it was believed anything could.

Arkansas has out-distanced its sister tri-States in the mid-South, Tennessee and Mississippi, in spreading dime play over the entire State with the exception of the few counties listed.

Factors

Several factors have led to the fast Arkansas conversion, but the main ones are the good economic

(Continued on page 102)

PAY \$200 IF JUKES TOO LOUD

CLEVELAND — The peaceful citizens of neighboring Maple Heights gave jukes boxes and pinball machines a slap on the wrist last week.

A new law was passed by the city council providing for a \$200 fine if juke boxes are operated "too loud" in the community. Unfortunately the law did not specify just how many decibels of sound "too loud" meant. The fine also applies if pinball displays permit anyone under the age of 18 to play them.

F. Marks Starts Conn. Operation

HARTFORD, Conn. — Veteran Connecticut coin machine man, Frank J. Marks, is listed as president and treasurer of a newly chartered operating company, Frank Marks Music Corporation, in New London. Subscribed capital is \$17,000.

Other officer is Joseph Cashner, Waterford, Conn. Directors are the officers and Marie E. Marks, also of New London.

NO SPECIALISTS, BUT—

Well Planned Route Runs Like Clock

By BENN OLLMAN

MILWAUKEE — Teamwork and planning have combined to single out P. & P. Distributing Company as one of the top ranking coin machine outfits in this territory. (Contrary to the name, the firm is an operator and not a distributor.)

A good number of music and games firms are in business here that outrank P. & P., if the only criteria used in comparison is the number of machines out on location. Talk to experienced coinmen here, however, and they will tell you that partners Joe Pelligrino and Bob Puccio are developing their 13-year-old firm into one of the most efficient, solid operations in the Beer City.

They perform all of their own maintenance and repair work in their modern, up-to-date shop. In addition, they are equipped and have the know-how that enables them to build and assemble their own speakers, cabinets and even

produce in quantity games of various types.

Responsible in large measure for P. & P.'s enviable position is the efficient pattern of operation they follow:

4 Points

1. Systematic planning of each day's work in advance for the firm's routemen and collectors enables them to cover their stops in a minimum of time.

2. Employee turnover is low. The 10 men who make up the personnel roster all receive expert "on the job training" in every phase of the coin machine business.

3. Record buying is carefully handled by Mary Pelligrino, Joe's sister, under the careful supervision of shop foreman Carl Betz, a veteran of more than 10 years in the business.

4. "We have no specialists here," says Joe Pelligrino. "The work is divided up in order to promote efficiency, but we train our men to be able to handle any of the repair and maintenance problems that arise on the routes and in the shop."

Marking their 13th year in business (Continued on page 100)

Calif. Ops, Servicemen To Unionize

V. Passaro Heads New Group; Plan AFL Affiliation

LOS ANGELES — Local No. 2, National Union of Automatic Equipment & Coin Machine Operators Service & Repairmen, is being organized here with Vince Passaro, former California Music Merchants Association local representative, to serve as the business agent.

Passaro, who resigned his CMMA post July 1, said that a charter for the union for California has been received at his office here on Monday (22).

The union, Passaro explained, will have in its membership both operators and servicemen. Voting will be limited to the servicemen.

NUAECMOSR is headed, Passaro said, by John Testo of Gary, Ind. At present there are 11 locals with the union heading for affiliation with the AFL when 25 units have been organized. Testo, who is the general organizer, is now in Knoxville. John Verek, third vice-president, is here to assist Passaro in the organizing of local music men.

The union will have its offices at 2822 West Pico Blvd., the former site of the CMMA local headquarters.

New Quarters For L. A. Ops; Launch Drive

LOS ANGELES — Following a recent move to new quarters, the local division of the California Music Merchants Association sailed into their planned expansion program with the launching of a membership drive, under the direction of local business manager, Harry M. Green.

Green said the drive would extend throughout the entire Southern California territory.

George Miller, State president and managing director of CMMA, said the move was needed by the Los Angeles chapter as a result of increased membership and planned expansion of association membership to offer increased operator services.

Association's new address is 3007 West Pico Boulevard. Phone number is the same.

Lewis Feels FM Radio Can Solve Ops' Background Music Problems

NEW YORK — Dan Lewis, head of the Multiplex Service Corporation is attempting to perform a marriage ceremony between the juke box and radio industries.

Lewis, who is a former musician, television executive and economics major at the University of Illinois, feels that may be an answer to the juke box operator's background music problems, and he is attempting to market his Multiplex radio

system to automatic music merchants.

The system, devised in 1950 by W. S. Halstead, enables one FM station to broadcast simultaneously two different programs. In operation, the main channel broadcasts a commercial program which may be received on any FM set. However, a sub-channel on the same frequency transmits background music which may be received only sets having the Multiplex adapter.

Commission Set-Up

Lewis said he either sets up a station for an operator or enters into an arrangement with an existing FM station. The operator generally gets a base of about \$30 a month, from each location, plus extra charges for installation. Multiplex gets a percentage of the gross, ranging from 10 to 20 per cent. Multiplex retains title to the station. All programming is done by Multiplex, although suggestions from the operators are heeded. The receiver, which costs about \$130, is bought by the operator. The operator, not the location, retains title to the receiver.

Music is played on 14-inch reels with a Presto tape machine. If two operators can use the same station, the cost for each operator is pared. Lewis explained, tho, that a minimum number of locations are required before the company will enter into a contract with an operator. Contracts are for three years.

Lewis explained that FM radio on a commercial basis is not always a paying proposition. By the same token, FM for background music doesn't always break even. However, by using the same frequency for commercial and background use, the possibilities of making money are strong.

Lewis says he has about 24 stations throughout the United States using the Multiplex system. The local outlet is WFMZ in the Hotel Pierre.

Even tho Multiplex will set up an FM station for an individual juke box operator, the firm will operate both the main and sub-channel. Lewis explained that the music machine operator knows about as much of the broadcasting business as the radio station owner

knows about the juke box business.

Most of the operators of Multiplex background music routes are radio stations. Generally, the station will hire a background music man to set up and sell the system to locations. Sometimes they will use regular staff members with no particular knowledge of the business.

Lewis feels that the average medium to large-size juke box operator is better equipped than the radio station to operate a background music route.

He also feels that systems using leased wires may prove to be expensive, while tape systems on locations can require extensive servicing.

RMSA Names Committee for Sept. 14 Dance

CHICAGO — Plans for Recorded Music Service Association's forthcoming dinner-dance are taking shape, with co-chairmen Earl Kies and Joe Filetti announcing the appointment of a Chicago disk jockey and two one-stop operators to handle entertainment.

Named were WGN deejay Steve Schickel, along with one-stoppers Jim O'Dwyer, Music Box, and Fred Singer, of the firm bearing his name.

Record Stars

O'Dwyer indicated the committee had already made tentative program plans, with talent to be drawn from all available recording stars in the Chicago area at the time of the event.

The affair, to be held September 14 at the Morrison Hotel's Terrace Casino Room, is being held by the association in place of their annual golf outing.

RMSA President Phil Levin stated ticket activity has been lively, and he estimated attendance would be close to 1,000.

OPS HOPEFUL

Tourists May Bolster Minn. Coin Receipts

MINNEAPOLIS — Coinmen in Minnesota's vacationland area were keeping their fingers crossed as result of a sudden influx of tourists from almost every section of the nation to the resorts here.

The summer season to date has been a serious and miserable flop for the coinmen, principally because of the bad weather which has kept the entire State within its grip for weeks.

As a result, tourist business took a terrific beating at a time when normally they were playing to full houses—or, rather motels and cabins. And with the tourist business off, all other types of business fell, too, especially coin machines.

Last week, however, saw a sudden change in the picture. Vacationers from everywhere were heading for Minnesota's 10,000 lakes area for rest, relaxation and fun.

Operators who were contacted (Continued on page 102)

CMMA Appoints H. M. Green to Los Angeles Post

LOS ANGELES — Harry M. (Mike) Green has assumed duties as business manager of the Los Angeles division of the California Music Merchants Association.

Green replaces Vince Passaro, who resigned. Passaro had held the post for 11 months, assuming the post in July, 1956, when it was vacated by Ben Chemers, the first local representative.

Prior to entering the music field, Green was in the investment business and also served with the United States Air Force.



THE SHOWBOX "H-200"

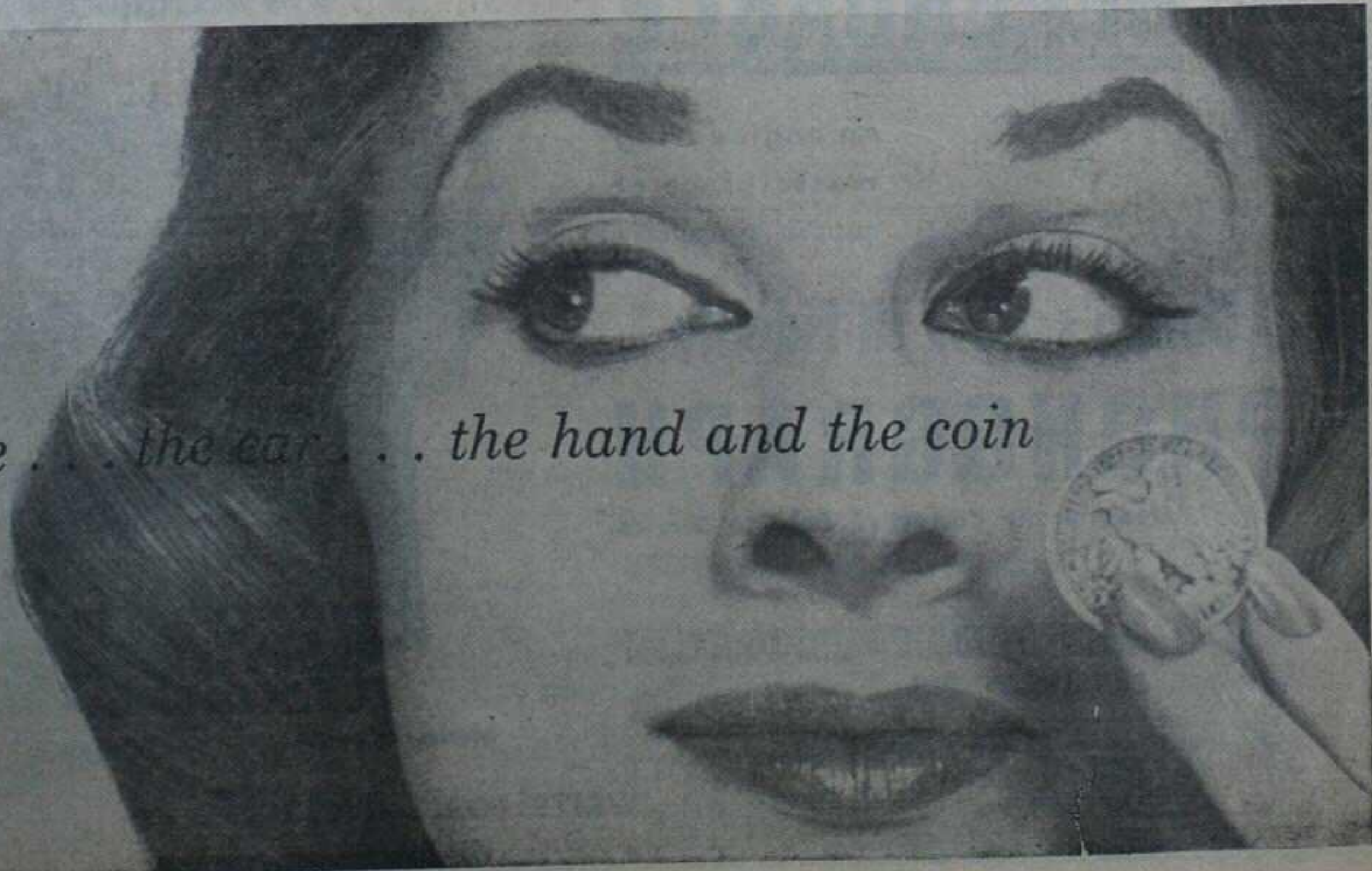
*does these simple things:
makes the patron's eye see faster...
his ear hear truer... his hand
move surer, swifter with the coins.
by doing these simple things better,
the ShowBox "H-200" gives you
leadership... gives you more profit.*

AMI Incorporated
1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

*Originator of the automatic selective juke box in 1927
... known by operators for coin-operated music instruments
of unrivaled dependability since 1909*

*Licenses: Jensen Music Automates—building the
JMA-AMI Juke Box sold through Oscar Siesbye A/S,
6. Palasgade, Copenhagen K., Denmark*

the eye . . . the ear . . . the hand and the coin



Well Planned Route Runs Like Clock

• Continued from page 98

ness together, Joe Pelligrino and Bob Puccio this year realized a long held ambition when they moved into their new headquarters at 3726 West Pierce Street on Milwaukee's Near South Side. Their new place provides them with sufficient room to put into practice many of the ideas they were unable to institute in their former, cramped quarters.

Joe Pelligrino brought to the partnership 13 years ago when he joined forces with Bob Puccio a background of training and skills as a master cabinet maker. This knowledge and aptitude has been a major factor in keeping overhead costs down. His ingenuity and ability has helped P. & P. Distrib-

uting Company keep repair costs to a minimum from beginning.

Own Repair

"The only repair work that we have to send out," says Joe Pelligrino, "is some of the more complicated amplifier work that has to be done on our music equipment."

In the past few years a large share of the shop and route supervisory chores have been turned over to foreman Carl Betz, who also possesses plenty of equipment and route savvy. Delegating inside responsibilities to Carl Betz has enabled Joe Pelligrino and Bob Puccio to devote more of their time and efforts to overall planning and route contact work. As a result, they have been rapidly boosting the number and quality of their locations.

There is nothing haphazard about the daily pattern of operation here:

First of all, on reporting for

work at 8 a.m., the collector and servicemen find their route schedules all laid out for them. Girl Friday Mary Pelligrino has busied herself the day before blueprinting the list of stops each man is expected to make. She has arranged and scheduled the records that are due to be changed, and set aside the keys for the equipment, along with a slip bearing pertinent information and instructions for each location.

A specially printed form is used on which notations are made when locations ask for special disks, or request service on equipment. Trouble calls phoned in are written on these slips and passed out each morning to the routemen to alert them to the problems they will face.

Trouble Calls

According to Carl Betz, the bulk of the trouble calls are handled by the collectors when they make their stops. If any machine failures are considered serious enough to require removing equipment to the shop, the collector calls the office and the two-man crew of equipment movers haul it in.

"I feel that it is important to have the collectors be the only ones who contact the locations," says Carl Betz. "Location owners get to know the collectors and have confidence in them. It also cuts the extra work and time that would be taken up if the shop and servicemen were also directly contacting location owners with their problems."

Final Instructions

Before leaving the shop with the records and call slips each morning, the routemen stop for a final check with foreman Carl Betz. Frequently he has additional in-

(Continued on page 102)



BOB PUCCIO (LEFT) AND JOE PELLIGRINO, partners in P. & P. Distributing Company, are shown looking over some of the amplifier wall boxes they produce in their completely equipped repair shop. The boxes were designed, built, assembled and finished by the firm. (Benn Ollman photo)



P. & P. DISTRIBUTING COMPANY foreman Carl Betz shown masking a juke box being prepared for a repainting job in the firm's finishing department. Old copies of The Billboard are used to mask the machines for two reasons, says Betz: "First of all, the pages are just the right size. Secondly, it's the only paper we have around here." (Benn Ollman photo)



A FILE BOX IS USED to store each location's new records, keys and other pertinent items at P. & P. Distributing. Mary Pelligrino is shown putting the next day's records for locations in their proper place. (Benn Ollman photo)



TITLE STRIPS ARE ALL TYPED OUT by Mary Pelligrino on her electric typewriter which she claims is just right for turning out neat, easily read copy. She is shown here preparing the selection of disks needed to service P. & P. Distributing Company location needs on the following day. (Benn Ollman photo)

PROFITABLE

because it's

DEPENDABLE

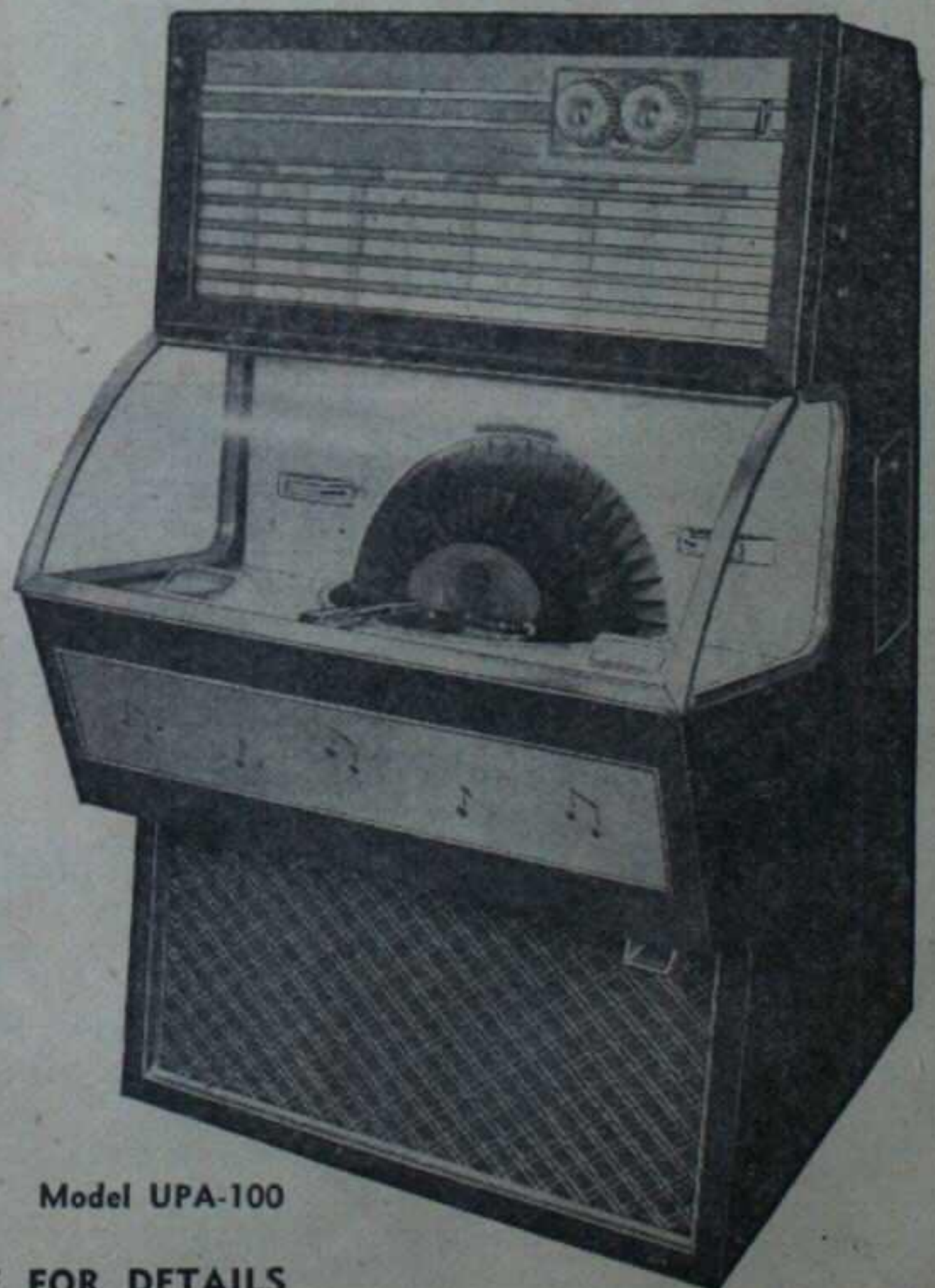
An engineering masterpiece of superb simplicity

United's New Hi-Fidelity PHONOGRAPH

Mechanically Correct... Easy to Service

UNITED MUSIC CORPORATION

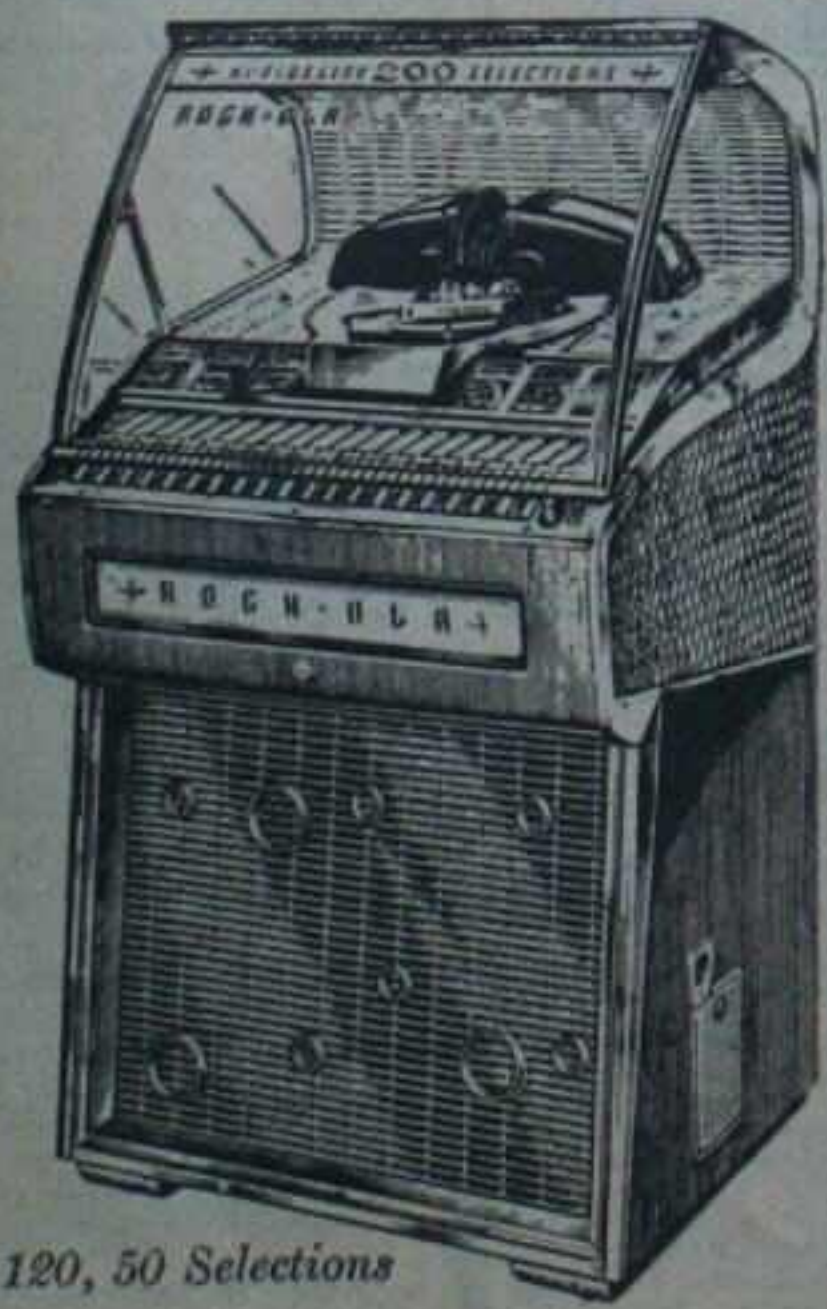
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Model UPA-100

WRITE FOR DETAILS

No Bull!



200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS

ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism*
- Proven time-tested ^{the original} rotating magazine*
- Proven time-tested ^{the original} rotating program*
- Proven profits with ^{the only} single button selection system*
- Proven service reliability*

Route Runs Like Clock

• Continued from page 100

formation for them concerning locations, such as whether certain spots are ripe for a switch to dime play, or a more realistic boost in commission rates.

The collectors check back at the office at 4 p.m., and spend another hour until 5 p.m. going over route needs with Mary Pelligrino, giving her the list of record requests that have turned up in the day's rounds, and checking in the day's route receipts.

Music programming gets high priority. Special requests from locations run very high, according to Mary Pelligrino. Part of her job is to fill as many disk requests as possible. "If it is not too much trouble to find a specific record, we will do so," she says. "After all, what we are basically selling to the public is music, and if a particular song or artist has been asked for, chances are it will keep a customer happy and earn money for us if we can get it."

A constant check of musical tastes and desires in each location is kept on file by Mary Pelligrino. Spots that cater to country and western music fans are increasing in number, she has found. As a

result, a heavy proportion of the disk purchases lately are of the e.&w. variety.

Trend to Standards

A noticeable trend on the disk front, according to Carl Betz, has been the demand for standards by the public.

"We have spent a lot of money in the past couple of years in building up our library of standards," says Carl Betz. "We used to discard them, but with the heavy use of 100 and 200-play music machines we find we are relying more and more on standards to keep the machines filled."

"Operators who overlook the importance of standards are missing a chance to earn more money. They bring especially good results in the plush lounges and nice dining spots."

Front Money

In addition to the attention paid to more effective programming, P. & P. Distributing Company is also engaged in a drive to obtain front money in all of its locations.

"We guarantee every location that works with us on a front money basis, at least five new records per week," says Carl Betz.

"According to our experience, any location costs an operator a

Ops Hopeful

• Continued from page 98

said the influx of tourists helped their business, too. The weather has been much better than it has been for some time, altho a heavy rain accompanied by strong winds did hit most of the State Friday night, July 19.

"We can take some rain if we don't have to take a fall-off in tourist trade with it," one operator said. "Business is far from booming and I doubt whether we will be able to catch up with what we have lost. At least there is some activity and if it continues we may be able to come close to breaking even for the season."

Another coinman wasn't quite as optimistic, however. He said that the resorts where his machines are on location are providing very little play from tourists who seem to keep watching their money more than they have in some time.

minimum of \$5 per week just to keep on the books. This figure is based on normal overhead, not taking into consideration the cost of new records. There is no sense in having a location that you can't afford to service properly."

Ark. Ops Detail Conversion

• Continued from page 98

conditions of the State now compared to past times.

The conversion was set off approximately six or seven months ago by Little Rock operators, all of whom are prospering well under dime play.

They were aided in the move by George Sammons of Memphis, president of Sammons-Pennington Company, Seeburg distributor, who travels Arkansas once or twice a month calling on music and game operators.

Sammons made speeches to groups of operators throuth the State, pointing out the great increase in operating costs compared to 1939. In almost every instance, he pointed out with details, costs were at least doubled—and on some items it was more.

Ops' Move

The operators themselves got busy after that, talked to location owners, explained their precarious and unhealthy financial condition and the location owners went along. Public acceptance followed.

In some sections of the State, operators used newspaper ads in their public relations program to explain to the people why the conversion was necessary. There was little or no objection from the public. It was, as one operator said, just a matter of "getting the facts across."

Little Rock change-over was substantially aided by the Little Rock Operators' Association.

This group, which helped spread word of its conversion movement to other operators in the State, consisted of:

Harold Dunaway, Cecil Hill, J. D. Ashley, C. E. Craig, Dan Levin, C. W. Holmes, Andrew Cassinelli, Dutch Yancey, Robert Kirspel and Jeep Thomas.

The conversion in East Arkansas was carried out smoothly by the officers and members of East Arkansas-North Missouri Operators' Association. Leaders were Henry Hitchcock, John Brunner Jr., and the late Robert L. Eblin.

In subsequent weeks, changeovers took place at Pine Bluff, Paragould, Stuttgart, Brinkley, Newport, Hot Springs, Blytheville, El Dorado and other cities over the State. The move kept spreading until now it's almost solid.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Al Warren, Genco sales manager reports Ken Brake, Rock City Distributing Company, Nashville, doing a whale of a job for the firm. Rock City is a relatively new Genco distributor. . . . Harold Schwartz, Atlas Music, said the firm was "swamped" with repair orders for hideaway installations following the recent record rains and floods in the area. Between 50 to 80 locations were involved, with Atlas personnel working overtime to complete all repairs within the week.

Gil Kitt, Empire Coin Machine Exchange chief, in the midst of a full-scale remodeling job on shop and showrooms. Joe Robbins, sales manager, making quick phone calls between blasts of noise from the construction crew.

Mike Spagnola, hard-working head of Automatic Phonograph on vacation, expected back July 29. . . . Fred Skor, games exec at World Wide, also taking time off for a trip to Wisconsin. . . . Joel Stern reports World Wide going strong in the export market, with 5-ball novelty pin games creating chief interest. . . . Ed Ratajack, AMI sales head, back from a trip to Grand Rapids, visiting the factory. Ed plans to start this week on another sales junket, visiting distributors and operators.

Joe Kline, First Coin Ma-
(Continued on page 111)

"Your
Ambassador
of
International
Selling"

The Billboard
INTERNATIONAL
At
Your
Service



. . . new diplomat . . . world traveler . . . marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate \$55,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

Moreover, because BILLBOARD INTERNATIONAL is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL—the September number—is August 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

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Billboard
International

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CEntral 6-9818

NEW YORK
1564 Broadway
PLaza 7-2800

HOLLYWOOD
1520 N. Gower St.
HOLlywood 9-5831

ST. LOUIS
812 Olive St.
CHestnut 1-0443

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every
week in
The
Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!



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Yes Please send me The Billboard for one year at \$15
(Foreign rate, one year, \$15) 728

Name
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City Zone State

JUKE BOX OPERATORS

Get The Billboard's
Music Record Programming
and Buying Guide
NOW!

Lists 55 years of
Song Hits, Directory
of Top Record
Hits, Lists
1,587 Record
Manufacturers
and Labels and a
directory of distributors.

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Yes, I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance
is enclosed.
Please rush to:

My Name
Company Name 733
Street Address
City State

THE "BIG THREE"

ARE MAKING HISTORY
WHEN IT COMES TO

EARNING POWER

Each reflects the experience of Wurlitzer styling, engineering and tonal leadership. Each offers 50-cent play. Each represents a value which enables Wurlitzer operators to land, hold and reap outstanding rewards from any location.

WURLITZER

ALL-LOCATION LINE

200-SELECTION MODEL 2100

200-SELECTION MODEL 2150

104-SELECTION MODEL 2104

THE WURLITZER CO.



NORTH TONAWANDA, N.Y.

ESTABLISHED 1856



Rowe Open Sales, Service on Coast

Stanton Exclusive Rep; CAVA Members Hear Policies at Meet

LOS ANGELES—Rowe Corporation is making sales and service on its machines available on the West Coast with E. F. Stanton & Company named exclusive representatives.

Charles Brinkmann, Rowe vice-president, made the announcement to California Automatic Vendors Association members at a dinner meeting Friday evening (12) in the Colonial Room of the Ambassador Hotel here.

Frank G. Bonelli, California assemblyman, and Irving C. Bjork, U. S. Department of Commerce business analyst, also were featured speakers.

The installation of the show-rooms with factory-trained service personnel for the line completes the first step after 18 months in the campaign for such a set-up by the association and its president, B. J. (Bob) Grenier. The move to give immediate delivery and service on Rowe equipment in the area was praised from the floor by several of the CAVA members, indicating that, generally speaking, the Rowe company had gone beyond expectations in establishing the local division office. Edward F. Stanton, who heads the firm that bears his name with his son, F. F. Stanton Jr., also disclosed that larger quarters will be sought to properly serve the operators.

Seated with Brinkmann at the speakers' table was Joe Mendell, Rowe representative. He will work with the Stantons. The plan as

(Continued on page 111)

NEW LOCATIONS?

Detroit Eyes Second Chain Store Tests

DETROIT—A long ignored source of potential vending machine locations—chain store supermarkets—are receiving a significant trickle of interest from operators here.

In the space of less than a month, two vending machine companies, contracting with two different major chains have entered the field. And results to date have been reported as "encouraging" by both.

Try Ice Cream

Latest entry into the field has been Quality Vending Company, with an installation of ice cream venders in a National Food Store. While installed on an experimental basis, early response has been excellent, according to Joan Mc-

(Continued on page 105)

Industrial Vendors Sells IVI Interest

Schroeder Products Buys Stock; No Policy Changes Contemplated

CHICAGO—Industrial Vendors, Inc., Hammond, Ind., operating company, has sold its total stock equity in IVI Products Corporation, manufacturers of hot beverage venders, to Schroeder Products Company, Woburn, Mass. Schroeder is a supplier of vending coffee lines.

Albert Schroeder, president of IVI Products, and former head of Schroeder Products, said Industrial Vendors would continue to do the research, engineering and development for IVI Products, as well as spend increased time in engineering and field-testing new developments for the firm.

Reasons

Reason for the change, said Schroeder, was the greater amount of time Industrial Vendors is devoting to their expanded route operations.

New officers of IVI Products

Corporation, are Albert L. Schroeder, president; George A. Schroeder, vice-president; Walter E. Davenport, treasurer, and Daniel V. Kelley, secretary and general manager.

Schroeder added that the basic policies of IVI would remain unchanged, and that the company would continue in production of all products.

Federal Grand Jury Indicts Pittsburgh Ops

Charge Violation Of Antitrust Act In Cigarette Sales

WASHINGTON—Three vending machine corporations, an association and seven individuals were indicted by a Federal Grand Jury at Pittsburgh, Pa., July 17, on charges of violating the Sherman Antitrust Act, according to Justice Department.

The indictment charges that the "defendants and co-conspirators have engaged in a combination and conspiracy pursuant to which they fixed and maintained prices of cigarettes sold thru vending machines in the Pittsburgh area. Defendants allegedly pay a commission on cigarettes sold. The association's members operate over 60 per cent of the cigarette machines in the area, according to Justice.

Defendants

Those named as defendants are: Automatic Merchandisers Association of Western Pennsylvania; Allegheny Cigarette Service Company, Pittsburgh, and Harry Rosen, its president; Royal Cigarette Service, Inc., also of Pittsburgh, and Irvin Frank, president; Pennsylvania Music Company; Gilmore Bales, trading as Washington Cigarette Vendors, Washington, Pa.; Lawrence Daurora, trading as Automatic Cigarette Sales Company, Pittsburgh; Andrew Karnavas, trading as A. Karnavas Company, Ambridge, Pa.; and Joseph McGlenn, trading as McGlenn's

(Continued on page 105)

A.B.T. HIKES CHUTE OUTPUT FOR WASHERS

CHICAGO—Demand from washing machine manufacturers for coin chutes has tripled in the past three years, George Kozy, A.B.T. Manufacturing Corporation sales manager, reported last week.

He termed the demand "terrific" with output now at 4,000 to 5,000 coin chutes per month compared to a usual production of 1,000 per month for the washing machine trade.

The coin chutes are produced for washing machine manufacturers, makers of washing machine meters and dryers. The chutes are adaptable to any washing machine.

FTC Approves Denver Firm's Consent Order

Prohibits Superior Distributing Corp. High Profit Claims

WASHINGTON—A consent order prohibiting Superior Distributing Corporation, Denver, from misrepresenting profits from its hot drink vending machines was approved last week (26) by Federal Trade Commission.

A commission complaint, issued in February, charged the company with falsely claiming that a purchaser of 10 of its machines would have a monthly income of \$1,834.73. FTC also charged that Superior does not give exclusive territories to purchasers, despite statements to that effect. (The Billboard, February 16.)

Under the terms of the consent

(Continued on page 114)

FTC Charge Trust Violation: H. Tareyton

WASHINGTON—A complaint that "favored cigarette vending machine operators" were paid \$8 per machine in 1955 to promote Herbert Tareyton cigarettes was listed along with other charges made by Federal Trade Commission against American Tobacco Company, July 19.

FTC alleges that American Tobacco, headquartered in New York, "pays promotional allowances to some customers but not all." Complaint further alleges that when the company pays allowances, "it does so in amounts not proportionately equal."

Proportional Allowances

The Robinson-Patman Act requires that promotional allowances, when given, must be made available to all competing customers on proportionately equal terms.

Names of vending machine operators in the complaint were not released by FTC. American Tobacco has 30 days to file an answer. A hearing is scheduled September 3, in New York City, before an FTC hearing examiner.

New England Vending Firm Thwarts Teamsters in Forcing Unionization

Union Bows to Company Demand for Employee Election; Pickets Withdrawn

MEDFORD, Mass.—The largest vending firm in New England this week successfully thwarted the strongarm tactics of the Teamsters Union to force unionization of its employee force of 150. The union has claimed jurisdiction over the vending industry and attempted to make Automatic Merchandising Corporation here accede to its demands.

Threatening to halt the firm's

operation by throwing pickets around the plant, the union claimed the workers wanted the "protection" of the Teamsters and refused to go into any discussion with AMC management. But William C. McConnell Jr., president took the stand that if the union was going to come into the plant it would do so in the legal way, that of holding a secret ballot.

After a couple of days of picket-

ing the Teamsters called off pickets when it became obvious that the firm was able to frustrate the moves to win over the workers. The trouble started with a few men who were recently hired.

Between the newly hired workers and a few who had been let go after they had proved unsatisfactory in the training period, union organizers claimed there was a demand to have the union in the plant. McConnell pointed out that while he was impartial in the matter of unionization, he was unwilling to let the employees sign away their rights without a secret ballot.

Theater Violence

Despite the fact that McConnell told the Teamsters that the firm had filed a petition for an election with the Massachusetts Labor Commission the organizers refused to agree to wait for the result of a vote. They then served notice that the plant would be picketed and threatened violence and bodily harm to workers and their families, according to McConnell.

McConnell said the question of unionization wasn't too important to him since AMC paid as good, and in some classifications, better wages than the union called for. However, he said it was important to him and to the firm that the workers received a free choice in

(Continued on page 107)

Reshuffle Cigarette Prices: Utah & Ark.

SALT LAKE CITY—Cigarette venders in Utah have recently been hit with the double-trouble of both a rise in cigarette prices and a new tax imposed by the last State Legislature.

This double price increase has forced complete revamping of vending price structure plus a new look at the general business picture.

Most vending machine operators have hiked prices directly to 30 cents per pack—no matter whether regular, king size or filter tipped. Former prices ranged from 25 cents for regular to 30 cents for king and filter—with 2 or 3 cents returned with the package.

A few operators now charge 28 cents for regular and 30 cents for king and filter.

Tax Unpopular

The new tax is unique in Utah history. Legislators, scraping the bottom of the tax barrel and meeting irate disapproval of new property taxes, automatically went to the highest taxed items and added more.

For a number of years the State has had a four-cents-a-pack cigarette tax. But the Legislature, rather than add another penny stamp tax, merely changed the State laws to include cigarettes and beer (beer only when sold in grocery stores or similar establishments).

(Continued on page 106)

LITTLE ROCK, Ark.—An

across the board penny hike by wholesalers caused Arkansas cigarette vending machine operators to take another look at their price structure, with many raising their prices as much as 2 cents per pack.

Most operators thruout the State were receiving 28 cents for all types—regulars, filters and kings. The 2 cents change from 30 cents was packed into the package.

A spot survey of top operating companies showed they will respond to the wholesale increase by

(Continued on page 105)

Lyon Industries Cites Patent Infringement

NEW YORK—Lyon Industries, manufacturer of cup drink venders, last week charged that several major equipment manufacturers of both pre-mix and post-mix units are violating the patent rights of the firm.

Stuart G. Lyon, president, cited 13 patents which he says are owned by Lyon Industries. These Patents are 2,227,196; 2,321,844; 2,511,172; 2,571,283; 2,501,611; 2,278,013; 2,328,669; 2,532,118;

2,585,172; 2,284,880; 2,481,612; 2,548,241, and 2,475,511.

Unlicensed users will be given until September 1 to refrain from further manufacture, use and sale of drink machines or parts that embody features covered by the patents, Lyon said.

30-Day Notice

He added that retailers and wholesalers will be given an additional 30 days in which to dis-

(Continued on page 114)

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
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
ROWE 8-COLUMN CANDY, 120 capacity	80.00
NATIONAL CANDY, 9 column	75.00
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
UNEDA 8-COLUMN "E" CIGARETTE, King Size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit balance C.O.D.

NATIONAL

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308 Furman St., Brooklyn, N. Y.
TRiangle 5-1857

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	\$ 8.50
Acorn, 5c	10.00
N. W. Model 49, 1c or 5c	12.50
Master, 1c and 5c	8.50
3 Col. Hot Nut	22.50
Asco Hot Nut	7.50
Victor Model V	8.50
Du Grenier 6-Col., 1c Tab.	14.50
5c Card Machines, 3 for 5c	19.50
Mills 6-Col., 1c Tab.	17.50
Ass'd 1c Love Meters	19.50
Factory Reconditioned "Pop-corn Sez" Machines	\$125.00
Mills Drop Picture	19.50
Victor Baby Grand, 1c, B/C	10.00
Mufoscope Picture Machine	19.50
A. B. T. Total Score	22.50

Send for 1957 Catalog-Mdse. List! All machines completely checked and ready for location. Order with complete confidence.

1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

Meade Soups Cuts Prices; Change Name

ESCONDIDO, Calif. — The name of the processors of Meade Soups has been changed to Meade Foods, Inc., from Barvend Foods, and a special 10-cent-per-pound reduction in the base price of the seven varieties will be allowed operators thru August, Roland Finch, Meade general manager, said here.

Finch declared that the reduction is applicable to each pound and is being made to help operators increase profits during the summer.

Meade soups available are beef onion, cream of chicken, cream of onion, pea, cream of potato, cream of tomato and chicken bouillon.

Little Rock Prices

Continued from page 104

vending cigarettes at 30 cents a pack, across the board for all types.

The price increase on cigarettes also went up in retail stores, varying from 27 cents to 30 cents a pack.

No More Pennying

Cigarette vendors said they do not think the 2-cent price increase will hurt their business. Some king size filter brands were already selling at 30 cents a pack, they said. They said they will leave the stock in machines now with 2 cents change in each pack until they are sold. New stock will replace it and save vendors a great deal of time and labor in that the new cigarette packs will not have to be "penny-packed."

The major cigarette operators in Little Rock are: J. W. Renner, owner of Little Rock Cigarette Service; Andrew Cassinelli, owner of Little Rock Amusement Company; Frank Hofer, owner of Automatic Cigarette Service; June Lytle, owner of Lytle Cigarette Service; C. E. Craig, owner of Arcade Amusement Company; and Robert Kirspeil, president of Kirspeil-Hollenberg Amusement Company.

American Can Works On Can Vending Unit

NEW YORK—The American Can Company is currently attempting to develop vending machines for canned soft drinks. Five companies are now engaged in making canned drink machines, altho their output is limited.

Lead by Cantrell and Cochrane, several can manufacturers attempted to popularize tinned carbonated beverages three years ago, but the results were disappointing in most cases.

In 1955, some 340,000,000 soft drink cans were shipped. Last year, the figure slumped to 314,000,000.

However, according to J. Whitney King, sales and marketing manager of the American Can Company, this year's figures are running well ahead of 1955.

Fittest Survive

Whitney feels that canned carbonated beverages got off to a slow start because many bottlers who were equipped to go into canning operations rushed in and fell flat on their faces. Now, he explained, the fittest have survived.

One factor which has slowed up the acceptance of canned soft

drinks has been the reluctance of the big three—Coca-Cola, Pepsi-Cola and Seven-Up — to go into domestic canning operations.

According to American Can, the biggest problem in can venders is the development of a can opener that can be made sanitary after each use. The manufacturers of hot food machines would also be interested in such a development.

GIMMICKS CHARMS CHARMS GIMMICKS

"RELIGIOUS MIX"

Consists of five Religious Items—1" Gilt Metal Miraculous Medal, 3/8" Gilt Miraculous Medal, 1" Gilt Metal Identification Crucifix, Gold Vacuum-Metalized Crucifix and Gold Vacuum-Metalized OVAL CROSS.

	5,000 and Up \$6.25 per 1,000 1,000—4,000 \$7.75 per 1,000 F.O.B. Jamaica
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Religious Items Are Good Items

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35 L.I. N.Y.

New Locations

Continued from page 104

Geagh, vice-president and general manager of Quality.

The Quality experiment follows on the heels of a multi-product outdoor installation, in a Kroger store, by Jobber Service, Michigan distributor for Vari-Vend (The Billboard, July 15).

Quality's set-up, consisting of only ice-cream machines, is nowhere near as elaborate as Jobbers Service's multi-product battery—but it is just as ambitious in scope.

While the firm is making no future promises, the current experiment is being eyed carefully, and will play a significant part in future plans.

7-Day Schedule

One advantage noted by Joann McGeagh, is that the stores are open seven days a week, considerably expanding the potential sales volume of most industrial locations that are on a five-day schedule.

She noted that Quality's machines were selling out, on the average of twice a week. Biggest buying day for the ice cream cones occurs midweek — Wednesday. But this could be just a local condition.

The store's family shopping incentive plan—offering double the usual trading stamps, on this day, could well be responsible for this.

Meanwhile, Jobbers Service's installation, at the Woodward Center's Kroger store, continues to flourish. The battery was installed July 2, and has been running continuously, ever since.

Grand Jury Indicts

Continued from page 104

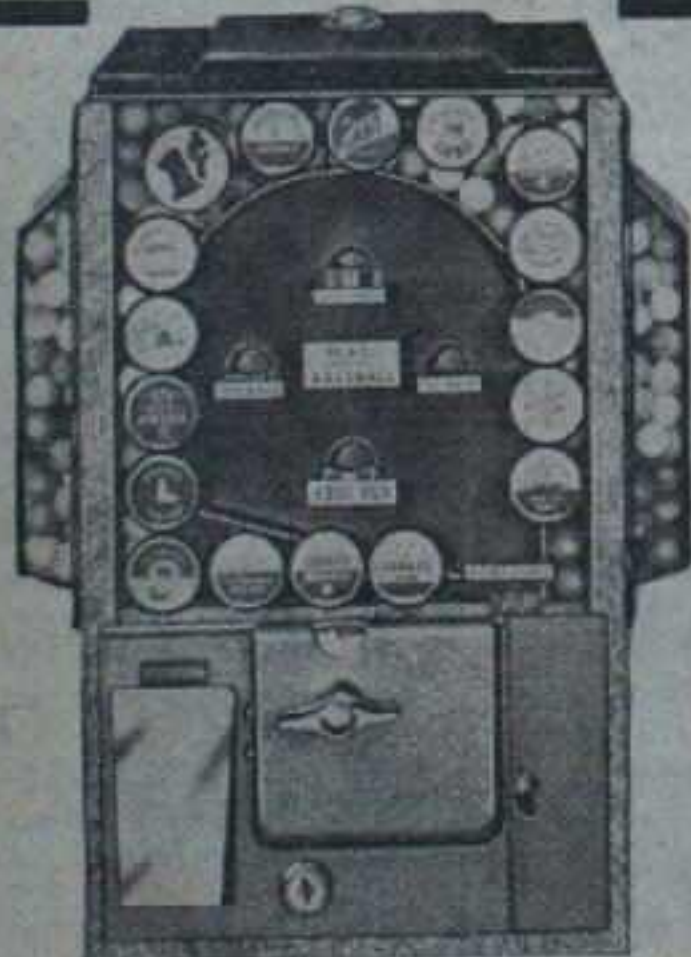
Cigarette Service Company, Pittsburgh.

Victor R. Hansen, Assistant Attorney General and head of Justice's Antitrust Division, said: "Price fixing and other methods of tampering with prices are per se violations of the Sherman Act. It has long been the announced policy of this department to prosecute such activities by criminal proceedings."

J. SCHOENBACH

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Machines, Parts, Globes
Charms, Merchandise Supplies
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President 2-2900
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Cost of Gum	4.50
Pay Location 25%	7.88
Your Profit Is	19.12

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2700 W. LAKE STREET

- Three-view showcase display window attracts attention
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 - Packed two machines to a shipping carton
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Cleveland's largest operator, Mr. Lind advises us that he uses Oak machines exclusively what better proof of the statement that you get maximum profit from Oak Machines.

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SHIPMAN MFG. CO.
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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- July 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.
- August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- August 1—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
- August 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- August 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- August 6—Washington Music Merchants' Association, monthly meeting, Seattle.
- August 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- August 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.
- August 7—Summit County Music Operators' Association, monthly meeting, Akron.
- August 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.
- August 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- August 13—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati, O.
- August 13—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- August 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- August 19—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- August 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- August 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

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BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	37c lb
Chicle Ball Gum, 120 ct.	35c lb
Clara-Vend Ball Gum, 40c lb	40c lb
Clara-Vend Chicks, 220 ct.	40c lb
Chicle Chicks, 220 & 320 ct.	36c lb
Bubble Chicks, 220 & 320 ct.	37c lb
Tab (short sticks) 100 ct.	28c box
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt Pleasant • Newark 4, N. J.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #29 1c Parc.	7.95
N.W. #33 1c Parc. B.C.	4.50
Columbus 3c Bull.	6.50
Silver King 1c B.G. or Adm.	7.45
ART Gums	20.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.49
Pistachio Nuts, Large Tuff	.44
Pistachio Nuts, Vendor's Mix	.37
Pistachio Nuts, Shell	.42
Cashew Whole	.58
Cashew Butts	.42
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.37
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.38
Leaflets, 450 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.42

Rain 5c Gum, 40 ct.	\$.38
Rain 5c Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain 5c Ball Gum, 100 ct.	.30
300 lb. minimum, prepaid on all Rain 5c Ball Gum	
Adams Gum, all flavors, 150 ct.	.45
Wright's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/2 Deposit, Balance C.O.D.

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MOE MANDELL
446 W. 26th St., New York 18, N. Y.
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Salt Lake Cig Price Reshuffle

Continued from page 104

ishments) under the State sales tax program.

That means that the 2 per cent sales tax now applies on cigarettes and since the law requires payment of a cent on any item over 20 cents, the tax is a cent a pack on all vended cigarettes.

Lawrence Cracroft, manager of Hemenway and Moser, one of the largest tobacco and candy sales firms in the State and one of the largest such vending operators, said the firm moved prices up to 30 cents a pack for all kinds of cigarettes.

"It has not, apparently affected business much. A recent check indicates we are doing about the same business on individual machines as we did last year at the same time," he said. "The combination of sales tax, price increase and the probability of further price increase on some brands or types of cigarettes that we will have to absorb, precludes any thought of increasing commissions paid to locations."

Cracroft said the revolution in the cigarette business during the past two years has added to his problems. "We now have some 20 brands doing the business five did a few years ago, making it necessary to have larger, more expensive machines. In only one month this year we had to invest \$20,000 in new equipment and it takes a lot of sales to amortize that sort of investment," he said.

He noted that the old machines—which had been in use up to 15 years and might have been good for another 15—are so outdated they

have to be junked—unless a company wanted to cut its own throat by selling the old machines to locations.

Canteen Service of Utah, which has largely industrial accounts, is charging 30 cents for king and filter cigs, and 28 cents for regular. Phillip Saffron, manager of Cuban Cigar Company, said all their machines are charging a straight 30 cents per pack, no matter the type of cigarette.

"It hasn't affected business much," Saffron said, "since we have a large business now in the filters. When we were at 25 cents, we used as many regular sized cigarettes as possible to keep a profit. We might be able, unless prices keep going up, to increase the commission to the location."

Tobacco production is forecast by Agriculture at 1,661 million pounds, down nearly a fourth from last year and the smallest crop since 1943. Flue-cured, forecast at 963 million pounds, is down 32 per cent from 1956 production. Burley, estimated at 490 million pounds, is about 3 per cent below last year's production.

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Available! Better! "Star-Brite" Quality! **SOUR GRAPE** Flavor
210-170-140 BALL GUM Also Cramer's "KING" 3/8" SOLID BALL SIZE

Ask your distributor to stock "Star-Brite" for you!
CRAMER GUM CO. INC.
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Almonds, Walnuts

California almond crop for 1957 is forecast by Agriculture Department at 44,000 tons, 25 per cent below last year's record crop, but 10 per cent above average. Production of walnuts is forecast at 77,600 tons, 8 per cent above last year, and 6 per cent above average.

J. SCHOENBACH

Distributor For
Oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
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PHONE or WRITE FOR PRICES

Reconditioned and Refinished CIGARETTE VENDING MACHINES

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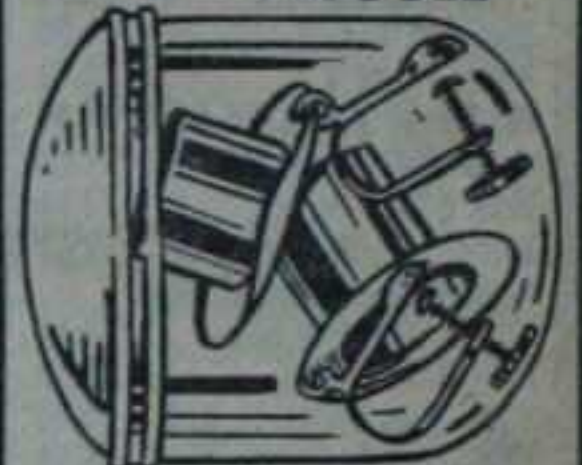


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All-Capsule Vender . . . 5c or 10c play . . . with that sensational LOOK-SEE VIEWER that really gets the BIG REPEAT PLAY.
Capacity: 400 Capsules with Viewer—483 Capsules without Viewer.

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TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

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N. E. Firm Thwarts Teamsters

Continued from page 104

the matter. He said he had no intention of signing away his employees' rights without their voice in the situation.

Election

It soon became apparent that the workers wished to have the election and the Teamsters' organizers withdrew the pickets. Word is expected on an early date for an election from the Commission. It was also pointed out the AMC has been a prime target for organizers since it is the biggest operator in the area. The firm is in the process of a big expansion program and it was assumed that the Teamsters had sought to take advantage of this.

McConnell said they are naturally hiring a lot of help during this

period and a number of trainees are either let go because of being unsuitable to the work or leave of their own accord when they find they have no liking for the work. The Teamsters made the point that the firings constituted unfair labor practice and attempted to take over under this pretext.

The Teamsters have been active in the area for some time in the vending industry and have also done some negotiating with the music industry—so far unsuccessfully. They recently took over the employees of ABC Vending Corporation's branch in Cambridge and the Enterprise Cigarette Service, operated by Julius Karger in Revere. Picketing marked the acquisition of the Revere firm.

A spokesman for AMC said the firm would not object to the union if the workers voted for it, but he pointed out that he did not believe the union was committed to the best interests of the workers. In this area, he said, a private individual who could put up the money could be granted a charter and could then run the union as a private business paying only a small amount to the International union which, he said, exercised no supervision over the local so long as certain dues were paid.

Meanwhile, AMC is operating all of its routes without further interference from the Teamsters and is ready to hold the election as soon as the Labor Commission passes the word.



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SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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Occupation

Ops Speak Out on Games, Current Market Conditions

Hit 'Too Frequent' Design Changes By Manufacturers; Price Hot Topic

This article and the one to follow next week gives individual operator opinions on the current amusement game market. It is the second of three articles based on a spot survey of operators throughout the country. The first article, in last week's issue, outlined the results of the survey.

By KEN KNAUF

CHICAGO — Operator opinion of the current game market, while running from cold to hot, seems to center most often on two favorite topics: Design changes and price. Indications are that there exists a block of operators who feel that manufacturers make too frequent design changes on new model games; another block that calls for economy in new game prices.

In a nationwide spot survey, game operators were invited to express their views on current games and market conditions. While the survey was limited in numbers (75

questionnaires were sent, 29 returned), it does provide some definite patterns of thought from a representative group.

The majority of returns carried opinions in addition to replies to five questions related to new games and the current market.

Fast Depreciation Hit

A typical opinion, stressing design changes and pricing, was that given by John A. Zanot, Rimersburg, Pa. Said Zanot: "Manufacturers keep changing the same type of game many times, forcing operator to keep buying and making the operators' games depreciate more quickly."

Similar comment came from an Iowa operator: "Once a new game is out, and a hit, manufacturers then quickly bring out similar games with a new feature. This naturally forces down the value of the original machine without adding to operator income."

C. M. Wampler, Pearson &

Wampler Music Company, Harrisonburg, Va., said: "Too many new numbers force operators to buy too much equipment, and we can't make a decent return on investment."

More radical views were given by a Texas operator who preferred not to be quoted. He felt that "too many games fail to operate"

(Continued on page 110)

Pro & Con of Pins Disputed In Penn. Test

UNIONTOWN, Penn.—A test case on Pennsylvania pinballs, which intends to determine whether or not the games are gambling devices in the State is being heard here in Fayette County Court.

The State seized machines in a series of actions late in June, and is trying to prove that all pinballs are gambling devices in the same category as slot machines under law of the Commonwealth.

Prosecuting attorneys have maintained that proof of cash payoffs isn't necessary.

Should the State be upheld, (Continued on page 110)

STOP, SHOP

Signs Pull Sales Thru Op Window

ST. LOUIS — Sales of used equipment come in right thru the window for John Gazzolli, Star Novelty Company operator here.

One of the town's biggest and busiest operators, Gazzolli keeps his front showroom filled with used games, and with the help of signs drawing attention to the price of each game, attracts motorists and passersby.

Result: Many "impulse sales" from people who want an old game for their dens or recreation rooms. Gazzolli refinishes each machine and checks over electrical and mechanical parts before offering it to the public.

COIN FRONTIER

Will Games Move Into Store Chains?

CHICAGO—Chain stores pose as a new frontier to amusement game operators. Can they be sold on coin games? And would they be profitable locations? While the tavern, the old standby, is gradually fading as a high gross location, operators might do well to take a searching look at the many challenging new potential locations springing up. One such is the chain variety store.

Trade figures show that there were 12,527 such stores, operated by 1,873 chain companies in 1955,

doing an annual volume of \$3,191,335,000 in sales.

While coin-operated kiddie ride operators have been quick to cater to the chains as outstanding locations, game operators, who operate machines equally appealing to kiddies and grown-ups alike, have held back.

What is required? Kiddie ride operators have captured the chains thru solid sales effort, attractive equipment and top service.

Some ride operators have already combined their operations,

EDITORIAL

Needed: Round Table

We think the time is ripe for game manufacturers, distributors and operators to sit down together for a shirt-sleeves round table discussion on the coin-operated amusement game business.

This idea is not new. It has been suggested formally and informally by persons both within and outside the industry for a number of years. The last formal suggestion for such a meeting came from Al Schlesinger, managing director of the National Coin Machine Distributors' Association.

It is natural that this kind of industry-wide meeting would be widely suggested. It is also understandable that there should be some reluctance on the part of all three groups to meet for a discussion of industry problems. But thoughtful members in all groups feel that the potential benefits of such a meeting far outweigh possible bad feelings among some.

Poor Relationships

It is no secret that poor relationships exist between some manufacturers and some distributors; between many distributors and many operators, and between operators and manufacturers—all of which hurts the business. More often than not, each group is suspicious and resentful of the actions or motives of the other two. Little trust exists between the groups.

No Pollyanna meeting in which representatives of all groups warmly shake hands and exchange witticisms and clichés about the business will help.

What is needed, we think—and very badly needed—is for representatives of all three groups to get together—not once but regularly—for the purpose of understanding.

New Games

One primary objective of this publication thru the years has been to effect—wherever and whenever possible—a better level of understanding among these groups. Such is the purpose of the current series on what operators say they want in new games, the second article of which appears elsewhere on this page.

And such is our purpose in suggesting the industry-wide meeting. A widely-held precept of doing business in the coin-operated equipment field in many quarters for years has been to say little or nothing. The philosophy runs something like this: "Don't tell your enemies because they won't believe you and your friends don't need to be told."

We think this kind of thinking was all right for the 30's and 40's in this business. We don't think it works well in the 50's. And in all probability it won't work at all in the 60's.

Understanding Needed

There is a need for manufacturer, distributor and operator to understand each other better. For example, operators polled in the present survey overwhelmingly favor a brand-new type of game. Of course, they are not alone. Distributors surveyed by NCMDA last year voted overwhelmingly that what the industry needed most was a brand-new type of game. This topic, we think, would be at least a good starter for an industry-wide meeting. It might very well provide fuel for a number of meetings. And it might be very productive in terms of sparking some ideas for games.

At any rate, at the very least, the discussion would afford manufacturers an opportunity to discuss fully with both operators and distributors the exceedingly difficult job of designing new types of standard games, let alone a brand-new type of game that would be profitable and adaptable for location use. And by so doing, manufacturers could bring themselves much closer to both of the other groups.

Each of the three groups have plenty of questions to ask of the other two which are neither easily answered nor—in many cases—are nobody else's business. Therefore, while the meeting would have to be no-holds-barred in order to be of real value, it would also be wise to set up an agenda which participants would be required to stick to.

Where? When? Who?

Where should the meeting be held? The logical place for at least the first meeting would be Chicago at a hotel.

When? We think sometime in September for one day, possibly on a Monday or Saturday. If this time is too soon, it could be set back without any trouble. But the main thing would be to make definite plans to hold one soon.

Who should attend? We think representatives of all amusement game manufacturers, distributors representing all amusement game lines and any game operator.

How could such a meeting be set up? We think a logical choice of one to organize such a meeting would be Al Schlesinger. His first job would be to determine whether there was enough interest for such a meeting. If there were, he could then sit down with representatives of all three groups to work out an agenda, meeting place, date, invitations and other details.

What could be discussed? That would be determined by the all-industry committee mentioned above. But here are some possibilities: New games, distributors' operating, location selling, manufacturers, distributors and operators costs, operator buying practices, operator associations.

We think a modest attempt at openly discussing two or more of these subjects would be a great step forward in furthering the understanding among the three groups of the industry which is going to be more and more necessary in the years ahead.

providing gun games, novelty pieces and Arcade-type equipment along with their kiddie rides, and chains have been receptive.

Leading chains, based on sales volumes in 1955, were ranked in this order: Woolworth, Kresge, Grant, Murphy, Newberry, Kress,

Green, McCrory, Neisner, McLellan, Butler Bros. Individual chain sales among these organizations ranged from \$787,799,000 to \$34,002,000.

Two trends are evident in chain store development: Shopping cen- (Continued on page 110)

Used Game Prices Show 6-Month Hike

Only In-Line Pinballs Register Dip; Guns, Shuffles, 5-Balls, Arcade Units Up

CHICAGO — Prices on used games showed a decided boost over the past six months, with identical models holding steady and even rising in price rather than depreciating.

Only in-line pinballs show a decline in price over the past six months, reflecting the adverse federal tax action on these games.

Gun games, shuffle games, Arcade pieces and especially five-ball pinballs, are registering strongly on the used market.

Here are the reasons for steady and strong market for used games:

1. An equally strong export de-

mand for almost all types of used equipment.

2. A slowdown in new game market activity.

3. Absence of production on new shuffles, limited production of new Arcade pieces and gun games, and controlled production on five-ball pins.

The gradual drop on used in-line pins was beginning to be felt early in the year, when the U. S. Supreme Court indicated its intention to act on the Korpan Case. This was brought to a head June 17, when the court ruled in-lines subject to the \$250 federal tax. Since free plays are not affected by the decision, five-ball pins and other games continue to fall into the \$10 federal tax category, with the exception that any game on which cash, merchandise or tokens are awarded as prizes are subject to the higher tax.

The rise in used game prices is reflected in The Billboard's Used Price Index.

Comparing mean average prices (Continued on page 111)

NUDISTS NOT NEW TO BRITISH GAME BUSINESS

LONDON — Nudist Colonies are nothing new to our inventive British coin machine cousins. It seems that merry England had these things on coin operation long before America had heard of them.

The machines in question—Exhibit Supply's Nudist Colony machines, which expose to the viewer's eyes a colony of ants after the coin is deposited.

The Billboard referred to these machines as "new," but was rebuked by an English trade paper which pointed out that a Mr. Bryan of Kegworth produced ant colony machines years ago which operators have long had on location.

Actually, Exhibit imports the ants for the machines from England. The game first took shape as an American attraction at Riverview Park, Chicago, where several home-made colonies were set up several years ago, and got top reception.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

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.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "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.

(For 10-week period ending with issue of July 22, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$ 99.50	\$ 35.00	\$ 75.00
Model B (48) 40 sel., 78 RPM.....	179.50	89.50	125.00
Model C-40.....	199.50	85.00	125.00
Model C (50) 40 sel., 78 RPM.....	135.00	89.50	125.00
Model D-80 (51) 40 sel., 78 RPM.....	325.00	145.00	295.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	265.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	395.00	295.00	375.00
Model E-120 (53) 120 sel., 45 RPM.....	450.00	350.00	395.00
Model F-80 (54) 80 sel., 45 RPM.....	595.00	545.00	545.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	395.00	595.00
ROCK-OLA			
1428 (48) 120 sel., 78 RPM.....	\$ 99.50	\$ 49.50	\$ 95.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1434 Fireball.....	195.00	175.00	195.00
1436 A-(53) 120 sel., 45 RPM.....	295.00	145.00	250.00
1438 (54) 120 sel., 45 RPM.....	395.00	395.00	395.00
1442 (54) 50 sel., 45 RPM.....	550.00	495.00	500.00
SEEBURG			
HM-100-A Hideaway.....	\$275.00	\$189.00	\$245.00
M-100-A (49) 100 sel., 45 RPM.....	225.00	169.50	179.50
M-100-B 100 sel., 45 RPM (50).....	450.00	340.00	410.00
M-100-G (52) 100 sel., 45 RPM.....	595.00	445.00	495.00
M-100-G (54) 100 sel., 45 RPM.....	625.00	545.00	625.00
M-100-R.....	725.00	650.00	695.00
M-100-W '53'.....	845.00	625.00	775.00
HF-100-G (53).....	775.00	645.00	735.00
M-100-G.....	625.00	595.00	625.00
WURLITZER			
1015 (46) 24 sel., 78 RPM.....	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM.....	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM.....	145.00	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	165.00
1450 (51) 48 sel., 45 or 78 RPM.....	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix.....	295.00	195.00	195.00
1550-A (53) 104 sel., 45-78 RPM Mix.....	345.00	245.00	285.00
1600 (53) 48 sel., 45 or 78 RPM.....	295.00	245.00	295.00
1650 (53) 48 sel., 45 RPM.....	395.00	285.00	295.00
1700 (54) 104 sel., 45 RPM.....	695.00	500.00	560.00
1800 (W) (2/55).....	795.00	495.00	675.00
PINBALL GAMES			
BALLY			
Atlantic City (5/22).....	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55).....	300.00	225.00	275.00
Beauty (11/52).....	60.00	40.00	60.00
Big Time (1/55).....	225.00	100.00	185.00
Bright Lights (5/51).....	95.00	40.00	65.00
Bright Spot (11/51).....	95.00	35.00	85.00
Broadway (12/55).....	395.00	250.00	335.00
Dude Ranch (9/51).....	250.00	60.00	115.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	115.00	45.00	90.00
Gaytime (6/55).....	200.00	115.00	175.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	265.00	45.00	115.00
Miami Beach (9/55).....	225.00	125.00	195.00
Nite Club (3/56).....	455.00	295.00	395.00
Palm Beach (7/52).....	65.00	55.00	60.00
Palm Springs (11/52).....	235.00	49.50	120.00
Spot Lite (1/52).....	55.00	40.00	40.00
Surf Club (3/54).....	95.00	60.00	75.00
Variety (9/54).....	135.00	75.00	110.00
Yacht Club (6/53).....	65.00	45.00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$175.00	\$125.00	\$145.00

	High	Low	Mean Avg.
EVANS			
Saddle & Turf Club Model (10/53).....	\$150.00	\$145.00	\$145.00
GOTTLIEB			
Chinatown (10/52).....	\$ 75.00	\$ 40.00	\$ 75.00
Crossroads (5/52).....	75.00	45.00	60.00
Daisy Mae (7/54).....	155.00	125.00	145.00
Derby Day (4/56).....	240.00	215.00	240.00
Dragonette (6/54).....	225.00	125.00	175.00
Duetto (3/55).....	265.00	185.00	225.00
Easy Aces (12/55).....	215.00	195.00	195.00
Flying High (2/53).....	99.00	64.50	85.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	110.00	75.00	110.00
Guys & Dolls (5/53).....	95.00	45.00	95.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	60.00	95.00
Harbor Lites (2/56).....	215.00	175.00	210.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	285.00	245.00	245.00
Marble Queen (6/53).....	135.00	75.00	95.00
Niagara (12/51).....	65.00	29.00	64.50
Quartette (2/52).....	110.00	59.50	110.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Quintette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	275.00	225.00	250.00
Shindig (9/53).....	120.00	65.00	120.00
Skill Pool (8/52).....	75.00	35.00	65.00
Sluggin' Champ (4/55).....	190.00	175.00	175.00
Stage Coach (11/54).....	195.00	165.00	175.00
Sweet Add-A-Line (7/55).....	250.00	165.00	175.00
Treador (6/56).....	295.00	275.00	275.00
Tournament (8/55).....	275.00	245.00	275.00
Twin Bill (1/55).....	225.00	125.00	185.00
Wild West (8/51).....	265.00	250.00	250.00
Wishing Well (9/55).....	245.00	165.00	205.00
UNITED			
ABC (2/52).....	\$ 75.00	\$ 25.00	\$ 50.00
Caravan (1/56).....	295.00	165.00	235.00
Havana (2/54).....	70.00	45.00	45.00
Hawaii (6/54).....	75.00	40.00	45.00
Leader (10/51).....	85.00	75.00	75.00
Manhattan (4/55).....	150.00	75.00	115.00
Mexico (3/54).....	60.00	45.00	60.00
Nevada (8/54).....	65.00	50.00	60.00
Pixie (9/55).....	185.00	110.00	150.00
Singapore (10/54).....	85.00	60.00	65.00
Stardust (4/56).....	245.00	165.00	225.00
Starlet (11/55).....	215.00	145.00	175.00
Stars (6/52).....	65.00	40.00	60.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	225.00	95.00	125.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	75.00	45.00	50.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
Colors (11/54).....	\$125.00	\$125.00	\$125.00
Dealer (21) (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	125.00	89.50	125.00
Disk Jokey (11/52).....	75.00	50.00	75.00
Four Corners (11/52).....	80.00	65.00	70.00
Fairway (6/53).....	45.00	45.00	45.00
Grand Champion (8/53).....	95.00	75.00	90.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	35.00	75.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	245.00	225.00	245.00
Lazy Q (2/54).....	125.00	59.50	99.50
Major League (2/54).....	150.00	150.00	150.00
Peter Pan (4/56).....	225.00	134.50	175.00
Quarterback (10/49).....	285.00	215.00	215.00
Race the Clock (1/55).....	210.00	140.00	155.00
Regatta (10/55).....	145.00	145.00	145.00
Scream (4/54).....	45.00	45.00	45.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	65.00	65.00	65.00
Spitfire (2/55).....	75.00	65.00	75.00
Times Square (4/53).....	49.50	40.00	40.00
Thunderbird (5/54).....	165.00	110.00	135.00
Wonderland (5/55).....	175.00	140.00	140.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50).....	\$295.00	\$ 95.00	\$ 195.00
Banner (U) (8/54).....	135.00	105.00	115.00
Bikini (K) (6/54).....	130.00	75.00	75.00
Bonus Bowler (K) (3/54).....	95.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	395.00	275.00	345.00
Capitol (U) (6/55).....	350.00	225.00	295.00
Carnival (K) (5/53).....	185.00	145.00	185.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	95.00	75.00	75.00

	High	Low	Mean Avg.
Clipper (U) (5/55).....	\$385.00	\$215.00	\$295.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Club (K) (4/53).....	50.00	45.00	50.00
Comet Targette (U) (11/54).....	350.00	125.00	250.00
Comet Deluxe (U) (11/54).....	345.00	125.00	245.00
Criss-Cross (CC) (11/53).....	135.00	95.00	135.00
Criss-Cross Targette Regular (CC) (1/55).....	95.00	75.00	85.00
Crown (CC) (4/53).....	150.00	45.00	85.00
Diamond (K) (5/53).....	235.00	100.00	175.00
Domino (K) (5/53).....	95.00	50.00	95.00
Fireball (CC) (11/54).....	225.00	150.00	225.00
Flash (CC) (9/54).....	335.00	195.00	195.00
Gold Medal (B) (3/55).....	195.00	175.00	195.00
Holiday Match Bowler (CC) (9/53).....	450.00	225.00	325.00
Hollywood (CC) (5/55).....	225.00	175.00	185.00
Imperial (U) (9/53).....	90.00	50.00	55.00
Jet Bowler (B) (8/54).....	350.00	175.00	200.00
King (CC).....	200.00	65.00	120.00
League Bowler (U) (1/54).....	135.00	75.00	95.00
Lightning (U) (2/55).....	295.00	225.00	275.00
Magic (B) (12/54).....	165.00	110.00	145.00
Mars Deluxe (U).....	195.00	195.00	195.00
Match Pool (Ge) (2/54).....	99.50	75.00	80.00
Mercury (U) (2/54).....	155.00	150.00	150.00
Olympic (U) (8/54).....	135.00	70.00	75.00
Pacemaker (K) (9/53).....	149.50	50.00	85.00
Rainbow Shuffle Alley (U) (8/54).....	265.00	99.50	175.00
Royal (U) (8/54).....	80.00	75.00	75.00
Score-A-Line (CC) (9/55).....	295.00	275.00	295.00
Shuffle Pool (Ge) (11/53).....	99.50	39.50	85.00
Six Player (CC).....	50.00	45.00	45.00
Six Player 10th Frame (U).....	75.00	55.00	70.00
Speedy (U) (8/54).....	325.00	150.00	165.00
Star 10th Frame (U) (9/52).....	110.00	29.50	60.00
Starlite (CC) (5/54).....	160.00	95.00	95.00
Super Bonus Deluxe (U).....	425.00	345.00	375.00
Targette (U).....	135.00	85.00	95.00
Team Bowler (U) (1/54).....	75.00	75.00	75.00
Team Bowler (K) (10/52).....	75.00	49.50	50.00</

Continued from Page 109

Table with 3 columns: High, Low, Mean Avg. Lists various amusement machines like Goalie (CC), Harvard Metal Typewriter, Heavy Hitter (B), etc.

Table with 3 columns: High, Low, Mean Avg. Lists various amusement machines like Shoot the Bear (S), Shooting Gallery (Ex), Sidewalk Engineer (W), etc.

VENDING MACHINES

Table with 3 columns: High, Low, Mean Avg. Lists vending machines like Acorn, 5c or 1c, Columbus 1c Bulk, etc.

Table with 3 columns: High, Low, Mean Avg. Lists various amusement machines like Du Grenier (11 Col.), Du Grenier Tab Gum, Electro (8 Col.), etc.

United Ships New Bowler, 85 Lbs. Lighter

CHICAGO — Deluxe Bowling Alley, a new regulation scoring ball bowler in 11, 14 and 18-foot models, was shipped to distributor last week by United Manufacturing Company.

Biggest change is in cabinet style. The new lightweight, streamlined cabinet is 85 pounds lighter than that on the previous model, making it easier to move.

Other changes include an improved drop chute coin mechanism utilizing a National slug rejector; an improved ball lift mechanism designed to eliminate ball jamming, and a reduction of operating noise.

All of the game's operating mechanisms are located in the back-box, for simplified servicing. Game can be broken down into two sections, and can be installed on location with a two-wheel truck.

Play features are similar to those of the regular United Bowling Alley.

Pro & Con in Pa.

Continued from page 108

pins of all types would be declared illegal in Pennsylvania.

Attorney Louis Glasse, representing a Pittsburgh distributor is defending pins as perfectly legal under the law.

"The law says that pinballs can't be classified as gambling devices because they pay off in free games.

"Just because some owners have rewired their machines so that players can collect their winnings in cash is no reason to outlaw something that has been a source of amusement to people for years," he said.

The defendants say if Fayette County Court's ruling is against them they will appeal to the Pennsylvania Supreme Court.

Sitting in on the hearings was Attorney George Lindsay, counsel for the State Liquor Board. He indicated he would recommend citations against pinball licensees regardless of the outcome.

He said that in cases where payoffs are proved, proprietors definitely face cancellation or suspension of their permits. If the machines are declared gambling devices, he added, wholesale complaints will be issued and the proprietors called before the liquor board for hearings.

Pin Free Play In Ga. County Gets Fed. OK

COLUMBUS, Ga. — Operators and distributors of free play pin games in Muscogee County have been assured of the legality of their machines by the U. S. Department of Internal Revenue.

Revenue officials said pinballs are legal so long as they are not used as gambling devices; that is, do not pay off in cash, merchandise or tokens. (See The Billboard, July 22.)

Local police and tradesmen say the machines are not used as gambling devices and offer only free games for high scores.

While there is an ordinance against pinballs in Columbus, the pins in operation in the County are outside of the city.

The recent U. S. Supreme Court decision caused local operators to worry about whether they were treading on Uncle Sam's toes. But Internal Revenue has clearly stated that free play pins are not subject to the \$250 federal tax on gambling devices.

However, operators in many parts of the country, as well as law enforcement agencies, appear to still be confused by the high court decision.

Free play pinballs in many areas were removed by operators or confiscated by enforcement officials on the pretext that they were subject to the \$250 federal tax. They are subject to the higher tax only when free plays are redeemed in cash or merchandise.

A.B.T. Vacation Runs Aug. 2-18

CHICAGO—A.B.T. Manufacturing Corporation has scheduled its summer vacation period from August 2 to 18, with plant operations to resume August 19.

George Kozy, sales manager, advised that orders for coin mechanisms be made in advance of the vacation date to insure an adequate supply during the period.

Deliveries of sugar for U. S. consumption during May totaled 776,000 short tons, raw value, up 7.8 per cent from May, 1956, according to Agriculture Department. Spot price of raw sugar, duty paid New York, which had averaged 6.37 cents per pound during May, continued to increase during June. On June 11, price reached 6.55, the highest since October, 1952.

Coin Frontier

Continued from page 108

ter locations and self-service merchandising. Chains are aiming at suburbanites as the fastest growing, heaviest buying market. Some 375 new shopping center units were opened by the chains in 1955, with 700 more suburban openings slated by the chains for 1956.

Chains expect self-service to become the predominant merchandising pattern within a few years. In a year's time, from 1954 to 1955, the number of self-service units shot up one-third, with over 3,000 stores self-service in 1955.

Op Appeal

Both these two trends—shopping center locations and self-service—should appeal to the coin game operator who has long since expanded to the suburbs and whose own operation is already fully automatic.

Here is a breakdown on the number of stores per State for chains of three stores or more:

Alabama, 197; Arizona, 100; Arkansas, 132; California, 826; Colorado, 101; Connecticut, 104; Delaware, 27; Florida, 248; Georgia, 307; Idaho, 58; Illinois, 526; Indiana, 285; Iowa, 163; Kansas, 196; Kentucky, 176; Louisiana, 170; Maine, 91; Maryland, 121; Massachusetts, 376; Michigan, 405; Minnesota, 118; Mississippi, 178; Missouri, 225; Montana, 21.

Nebraska, 107; Nevada, 16; New Hampshire, 53; New Jersey, 265; New Mexico, 58; New York, 721; North Carolina, 376; North Dakota, 25; Ohio, 538; Oklahoma, 191; Oregon, 100; Pennsylvania, 668; Rhode Island, 38; South Carolina, 216; South Dakota, 41; Tennessee, 242; Texas, 760; Utah, 45; Vermont, 37; Virginia, 221; Washington, 134; West Virginia, 111; Wisconsin, 213; Wyoming, 21.

Ops Speak Out

Continued from page 108

properly and are too cheaply built for the money." He also suggested, "eliminate the distributors and buy direct from the manufacturer." He took a pot shot, too, at "too much false promotion of games by coin machine magazines." He didn't specify any by name.

Price Spreads

On price: Lawrence Schillinger, Schillinger Amusement Company, Knapp, Wis., said: "There is too big a price spread between manufacturer and operator cost."

Commented Louis J. Shudnow, Reliable Coin Machine Company, Chicago: "Any amusement game that is in excess of \$400 is an invitation for a loss to the operator."

Said a Canton, O., operator: "The

prices of new games are getting much too high to be able to operate at a profit." He felt that "legal games are not and will not make any money due to the high price and low trade-in value."

The price was frequently mentioned in individual comments. It ranked far behind "earning potential" as a buying factor in overall operator votes. It wound up close behind factor of "novelty appeal" and "legally secure" among the top three factors in purchasing a new game, but well ahead of "servicing," "size" and "trade-in."

The consensus in the survey (see last week's issue) was that operators want a brand new type of game that will have a long life on locations. They prefer a game that takes in average receipts over a long period, in contrast to one that takes high receipts in a short period. They believe that manufacturers produce too many types of new models.

(Next week's article will feature more individual operator comments on the new game market.)

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Rowe Opens Service on Coast

Continued from page 104

outlined by Brinkmann includes: Machines stocked for immediate delivery, installation of a parts depot, acceptance of trade-ins, reconditioning of equipment for secondary locations, aid operators in working out credit plans—6 per cent simple interest with 24 months or more in which to pay, and make available Rowe's experience in the field. On the credit

plan, Brinkmann said that accounts will be carried or that the Stanton organization can make arrangements with local banks for the handling of the notes.

As was expected at a meeting of operators, Brinkmann was questioned by several of the members as to what recognition independent operators would be given in the event canteen wanted equipment. The Rowe executive explained that the Rowe Corporation's sales included from 80 to 85 per cent those made to independent operators, and that this business was appreciated.

The Rowe Fresh Brewed Coffee machine was shown at the meeting, and was attributed with bringing out one of the largest crowds—definitely the greatest number of operators—to such a gathering. Don Reynolds, director of drink equipment research for Rowe; Ralph Phipps, Rowe field man; Ken Young, Stanton sales representative; Ed Stanton Jr., and Mendell were on hand to explain the new machine. The Rowe organization hosted the cocktail hour which preceded the dinner.

Bonelli, a member of the Assembly taxation and revenue committee, stressed the importance of vending operators making legislators cognizant of the value of vending in industrial plants. He urged that the operators, particularly those of the association, to familiarize themselves with the mechanics of legislation, particularly at the State level but without overlooking city and county governments.

Bjork gave a factual outline of the various divisions of the U. S. Department of Commerce. Under the Office of Technical Service, he said, the government is the largest research unit and concentrating on the study of meats, vegetables and fruits. The bureau is studying 26 items in Lathrop, Calif., and by 1960, Bjork predicted, will make these newly developed items available to the public. When the research is completed, foods in various forms, including prepared lunches and dinners, quite different from those now offered, are expected to be marketed.

At the speakers table, in addition to those named, were Jack Powell, CAVA vice-president; Sylvan Howard, association secretary-treasurer, and Hugh McManus, association legal counsel. James Esposito, Jay Friedman, Herbert Hyman and Ivan Wheaton Sr., newly appointed board members, were introduced and took bows.

COINMEN YOU KNOW

Continued from page 102

chine Exchange, finally slowed up his frantic pace last week, when he broke his toe. Joe's easing about in slippers these days. What with brother Fred just recovered from injuries suffered in an auto accident, this has been a bone-breaking season for First.

Salt Lake City

By STAN BOWMAN

Burt Taylor, Brigham City, Utah, recently sold out his music box and games route to Valley Music Company of Salt Lake City. . . . Most coin machine distributors note that the business is in the middle of the summer slump—steady, but not rising. They blame it on slower location business due to the summer fishing season, vacations and people going to the mountains. . . . Milo Nechamki, operator of Canteel Service Company of Utah, is in Las Vegas for a brief vacation.

Tom Sheldon, music operator from Payette, Idaho, was in town on business last week. . . . In the opinion of Tommy Thompson, of R. F. Jones Company, Seeburg distributor, all top spots in the State have switched to dime play.

J. H. Rutter, of the Wurlitzer distributing company bearing his name, is on a business trip in Idaho this week. Speaking of Rutter, the one stop operated in conjunction with his business and managed by Laura Robinson, is going good. The one-stop has been in operation only four months but Laura said she now has accounts in Utah, Idaho, Wyoming, Nevada and Colorado. Besides, she is now getting orders from Montana, Kansas and Nebraska.

Laura said a new factor in her business is the record stores now ordering from her. "They are switching to my one-stop, so they tell me, because of the fast service and the fact that I have been averaging 90 per cent fill on the orders," she said.

Memphis

By ELTON WHISENHUNT

Four top operators are scouting for a building to house a phonograph distributorship they're going in partnership on. They are Drew Canale, Canale Amusement Company; Jack Canipe, service man-

ager of Canipe Amusement Company; Edward H. Newell, Ormatt Amusement Company, and Johnny Novarese, Poplar Tunes Record Shop. . . . George Sammons, president of Sammons-Pemington Company, back in town briefly between trips. He took a swing thru North Mississippi recently.

Notes from West Tennessee: Charles Eaker is doing a good job building up P & N Music Company at Paris, Tenn. He bought it from his partner, Bill Pierce. Eaker is interested in going to dime play and plans to soon, when two or three others nearby change.

Jourd White, Jour White Sales Company at Paris, says he will make the change to dime play when Eaker is ready to convert. White reports he is putting out some cigarette machines. . . . Paul Essary, Paul Essary Music Company at Lexington, owns a sporting goods store as well as his music and game route and reports the fishermen are giving both his businesses a big play. . . . Luther White, L & B Vending Company, Henderson, reports a good increase in his collections.

W. E. Foote, Foote Music Company at Selmer, Tenn., reports his business is going great guns what with many tourists flocking to Shiloh State Park. (This is the site of the famous Civil War battle of Shiloh.) Foote reports many tourists also come to the area for fishing and he's kept jumping all summer long.

Back to Memphis, Clarence A. Camp, president of Southern Amusement Company, enjoys the summer weekends at his cabin on Horse Shoe Lake in nearby Arkansas. He flies over in his private plane, even has a landing strip nearby he can use, thus averting all the heavy traffic motorists endure. . . . Douglas Highfill, popular owner of Rainbow Amusement Company, seen servicing a machine at a restaurant recently. He had it working again in short order.

Seen fishing recently was Allen Dixon, vice-president and general manager of S & M Sales Company. . . . Joe Cuoghi, who has a one-stop as well as a music and game route, reports the new Presley

(Continued on page 112)

dropped from \$149.50 to just \$140. Deeper drops were apparent in used in-line pin prices. No gains were noted, with Bally's Beach Beauty (early 1955) dropping \$60 from a January \$345; Big Time (early 1955) dipping \$35 from a January \$225; Gayety (early 1955) from \$110 to \$90, and Miami Beach (late 1955) from \$225 to \$195.

United's Caravan (early 1956) dropped from \$350 to \$235 in the six-month period; Pixie (late 1955) from \$195 to \$165, and Stardust (early 1956) from \$250 to \$225.



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Used Game Prices Show Hike

Continued from page 108

listed January 12, with prices in the July 22 issue, shows that many of the same games listed in both issues incurred only a slight price drop, remained steady, or in many instances jumped far ahead.

Here are some of the comparisons: Among the gun games, Genco's Big Top (late 1954) stood at \$325 in January, and increased in value to \$335 in July. Similarly, the firm's original Rifle Gallery (mid-1954) remained at \$175 over the six-month period. Sky Rocket, another Genco model (mid-1955) was listed at \$257 in January, \$235 in July. United's Carnival Gun (late 1954) remained at a steady \$175, from a \$195 January listing.

Other Arcade-type equipment which held steady or increased are Williams Sidewalk Engineer (mid-1955) which dropped only \$15 from its \$185 January listing; K O Fighter, which dropped \$25 from a \$350 January mark; United's Super Slugger baseball game (mid-1955) which skyrocketed from a

January listing of \$295 to a July figure of \$350. Genco's Champion Baseball slid from \$295 to \$225 and Telequiz from \$95 to \$90 in the six-month period.

In the shuffle game field, United's Lightning (early 1955) climbed from \$195 in January to \$275 in July. Chicago Coin's Fireball (late 1954) rose from \$195 to \$225 in the six months. Keeney's Diamond (mid-1953) jumped from \$165 to a July \$175, and Keeney's Carnival (mid-1953) jumped from \$75 to \$175. Some types of shuffles showed high depreciations, however.

Five-ball pin games remained steadiest of all, with little change in price of used models over the six-month period. Gottlieb's Derby Day (mid-1956) jumped from \$225 to \$240; Daisy Mae (mid-1954) climbed \$5 from a January \$145 mark; Gypsy Queen (early 1955) remained at \$185, Harbor Lites (early 1956) stayed at \$210. Williams' Wonderland (mid-1955)

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COINMEN YOU KNOW

Continued from page III

record is going fast as hot cakes. Elvis got back from Hollywood recently and it wasn't long before he jammed traffic wherever he went.

Parker Henderson, general manager of Southern Amusement Company, reports sales on the new 200 line he handles are better than any previous year. He attributes it to the all-round superior model this year. . . . Bill Forsythe, owner of Forsythe Music Company at nearby Millington, Tenn., is also on the city's Board of Aldermen. He reports political affairs in Millington are going smoothly and his music and game route doing well.

Operators from around the territory in Memphis for shopping recently included: John Stafford, F & W Sales, Bernie, Mo.; Bill Utz, Dixie Novelty, Covington, Tenn.; John Dowdy, Ole Miss Music, Pontotoc; Guy Taylor, Taco Music, Oxford, Miss.; Johnny Allegrazza, Ace Music, Shaw, Miss.

Also, Sam Torjusen, B & T Amusement, Blytheville, Ark.; Charles Cole, Melody Music, Paragould, Ark.; Tex Dickens, Arkansas Music, Magnolia, Ark.; Grady Wallace, Wallace Amusement, Columbus, Miss.; John Haley, Haley Music, Canton, Miss.; H. C. Cresswell, Cresswell Music, Milan, Tenn.; James Howard, Dixie Amusement, New Madrid, Mo.; Joe Lavene, Lavene Music, Clarksdale, Miss.; Charles Gist, Gist Music, Helena, Ark.

Jack's Music Shop, 14 East Ninth Street, is being remodeled and air conditioned by its new owners, James R. Hill, Tom Bright Jr., C. W. Hays and Hershel Nation. Hill says the new owners plan to begin selling record players in the fall.

Twin Cities

By JACK WEINBERG

Congratulations are due to Harold Lieberman, head of Lieberman Music Company, and Mrs. Lieberman on the marriage of their eldest child, David, to Sara Silverman, in Chicago, July 14. The newlyweds are honeymooning on the West Coast and will live in Minneapolis on their return. David is assistant manager of the wholesale record division at Lieberman Music. Among the guests attending the wedding was Hy Sandler, wholesale record division manager, and Mrs. Sandler.

Solly Rose, Sandler Distributing Company, back from a swing thru Central and Northeastern Minnesota where the State's vacationland area is concentrated, reports mixed feelings among operators as to the kind of a season they will be able to salvage after a poor start due to weather. . . . Stan Woznak, Little Falls, reported business fair, generally, but great disappointment in results from the National Guard training site at nearby Camp Ripley where his equipment is on location. He said the guardsmen, from Illinois this session, are spending very little money.

Bun Mraz and Andy Theisen, operating Northland Music Company, at Brainerd, Minn., report tourist trade off because of bad weather, with income way behind that of last year at the same time. . . . Lew Ruben, of Lieberman Music Company, is traveling thru Southern Minnesota for several days. . . . Irene Lake, Lieberman bookkeeper, is on three-week vacation visiting in Las Vegas and

Los Angeles. . . . Operators who came to Minneapolis for the annual Imperial sessions of the Shrine included Norman Geffke,

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AMUSEMENT MACHINES CO.

You can ALWAYS depend
on ACTIVE ALL WAYS

600 N. Broad St., Phila. 30, Pa. • POBox 9-4493
Write or wire for prices

**EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO - EXHIBIT**

BINGO GAMES	ARCADE
Key West \$495.00	Target Master \$65.00
Night Club 345.00	Health Glo Foot Ease (Like New) 95.00
Big Time 190.00	Blow Ball 90.00
Miami Beach 180.00	Standard Metal Typex 125.00
Variety 100.00	Wilcox Gay Recorder 75.00
Big Show 450.00	Jungle Jox 75.00
Yacht Club 50.00	Love Meter (Set of 3) 90.00
Triple Play 110.00	Bally Heavy Hitter 40.00
Mexico 23.00	Big Bronco Horse 150.00
Caravan 23.00	Bert Lane Zoo Ride 425.00
Hawaii 45.00	Round the World Trainer 90.00
Havana 43.00	Yale Quiz 125.00
Starline 140.00	Kiddie Whips 125.00
Tahiti 25.00	Super Jet (Space Ship) 150.00
	Heroscope 75.00
	KO Champ (New Model) 295.00
	Voice O Graph (Post War) 350.00
	Bert Lane Merry-Go-Round 75.00
	Speedway Bomb Sight 95.00
	Seeburg Coin Hunt (Like New) 295.00
	Mutoscope Photomatic 325.00
	C. C. Championship 295.00
	United Regulation 345.00
	Bally DeLuxe ABC 175.00
	Bally Gold Medal A 195.00
	C. C. Bowling Team 195.00

MISCELLANEOUS

- Auto Photo, Model 11 (Like New) Write
- Brand New \$1,775.00
- Auto Photo, Model 9 7.95
- Select-O-Venda (New) 295.00
- Keeny Coffee Vendor (Floor Sample) 295.00

MONROE
COIN MACHINE EXCHANGE, INC.
2423 Payne Ave. Cleveland 14, Ohio. SItuation 1-3400

INVENTORS OF COIN-OPERATED DEVICES

Who have working or location-tested models are - **INVITED** to submit them for manufacture to a well-established quarter-million West Coast corporation. 26 Years' Experience in the Coin Machine Field. All Correspondence Confidential. Send Details for Consideration to **BOX A-194** The Billboard Publishing Company 1520 North Cower St. Hollywood 28, Calif.

Sioux Falls, S. D.; Glen Addington, Bismarck, N. D.; Art Hagness, Grand Forks, N.D., and Ed Petek, Ely, Minn.

Frank Mager, Grand Rapids, Minn., is one tourist area operator who can't complain about business. He said it has been good. Mrs. Matt Huppert, Red Wing, Minn., wife of an operator is convalescing from a broken shoulder, sustained in a fall, which hospitalized her. . . . Business was just so-so for Fran Boffara, Hibbing, Minn., so he took time off to come to the Twin Cities for a golf game with Harold-Lieberman. . . . Jack Tomar, Two Harbors, Minn., reported coin machine business off but his premium distribution enterprises doing well.

Leo Barkovitch and Earl Berkowitz, B & B Novelty Company, at Ashland, Wis., have worked out a pretty good summer deal. Each one goes fishing every other day. They report business holding up in fair fashion. . . . Frank Davidson, Spooner, Wis., operator, who has a cottage on a lake eight miles from town, starts every day off with a dip in the lake as a means of continuing to progress from the illness which hospitalized him for so many months. . . . Mr. and Mrs. Floyd Shaw, Eden Valley, Minn., came to town to buy music and reported they are revamping their route. . . . Vern Howard, operator at Virginia, Minn., has opened a record and novelty store on the main street of his town.

Russell Gherity, Baldwin, Wis., bought new bowlers on his trip to town. . . . Earl Lackley, St. Paul, added music and bowlers to his route last week. . . . Harold Rose, Fargo, here with stories of what the tornado did to his city a month ago, bought games. . . . Al Stephen came in from La Crosse, Wis., for music. . . . So did Mike Young, Soldiers Grove, Wis. . . . Darwin Holzman, Bayport, Minn., bought games and bowlers on his stop-over. . . . Jim Stansfield, Winona, Minn., made a trip in for bowlers. . . . Clayton Norberg, C&N Music Company, Mankato, Minn., bought music on his visit here.

Detroit

By HAL REVES

James A. Passanante, who for years was one of the city's leading coin machine operators and distributors, was on the sick list with a severe cold upon his return from Portland, Ore. Mrs. Passanante, who has been suffering from arthritis, entered University Hospital at Ann Arbor for treatment. Louis Berman, veteran music operator, who has been a principal in Bell

Music Company and Perry Music Company, among others, is venturing in a new direction and establishing the Chase Vending Company.

Albert A. Weidman, pioneer cigarette operator, writes hello from Vero Beach, Fla., where he makes his home. He manages to commute occasionally to Detroit where he still has a principal interest in Weidman National Sales, now under the management of his partner, Leo Fournier.

Harry R. Miller, 75, pioneer vending machine manufacturer, died July 11 at his home in suburban Grosse Pointe. He was well known for years as the developer of the Miller-Sehorn Rapid Transit System. He manufactured vendors

for candy, gum and similar products which were used in parks and resort areas, such as the St. Clair Flats, Mich., about 50 years ago. His widow, Frances, survives. Interment was in Mount Olivet Cemetery.

Los Angeles

By SAM ABBOTT

George Seedman of Rowe Service Company here and Mrs. Seedman are on an extended European tour and will return to Los Angeles

about the middle of August. From California they flew over the North Pole route direct to Copenhagen. Then they visited London, Madrid, (Continued on page 114)

FOR SALE

1 Seeburg MH 100A. . . . \$285.00
Machine converted to 45 R.P.M. with new Calcoin Conversion. 1/2 cash with order, balance C.O.D., F.O.B. L. A.
CALCOIN CORPORATION
11167 W. Pico Blvd.
Los Angeles 64, Calif.

BALLY Exclusive Distributor For **ROCK-OLA**

PHONOGRAPHS!

- SEEBURG V 200 \$795
- SEEBURG R 695
- SEEBURG C's 495
- WURLITZER 1800 595

14 FT. BOWLERS!

Write for special price

6 POCKET POOLS \$265

WANTED 5 BALLS & GUNS!

PURVEYOR DISTRIBUTING CO.

4322-24 North Western Avenue
Chicago, Illinois
Juniper 8-1814

NEW EQUIPMENT

BALLY Sun Valley Bowling Lanes 6-Pocket Pool Tables Kiddie Rides—Bike, The Champion, Model T.	ROCK-OLA 50—120—200 Selection Phonographs.
--	---

BALLY IN-LINE GAMES

A good supply is on hand, but because of day-to-day activity, please call for games available and prices.

USED BOWLERS

Keeney Carnival \$145.00	Balls-a-Poppin' \$225.00
Keeney Bonus 95.00	Screamo 45.00
United Team Bowler 75.00	Regatta 145.00
United Chief Bowler 95.00	Sky Way 65.00
Genco Skill Ball 325.00	Times Square 40.00
	Spittire 75.00
	Cue Tee 40.00
	Hayburner 35.00
	Globe Trotter 40.00
	Fairway 45.00
	Big Hit 40.00
	Colors 125.00
	Capri 195.00
	Blondie 195.00
	Snafu 140.00
	Wanderland 140.00

USED PHONOGRAPHS

Rock-Ola Comet 120 Selection \$445.00

GUNS

Genco Circus Gun (Write)

BALLY BULL'S-EYE
Kiddie Gun
Like New \$225.00

CALDERON DISTRIBUTING, INC.
450 Massachusetts Ave. Phone: MEIrose 4-8468 Indianapolis, Indiana

ONCE IN A LIFETIME VALUES!!

We have just completed a sale of 100 new phonos, which leaves us with 100 A-1 used phonos for sale.

EXCEPTIONAL VALUES!!!

FOR EXAMPLE

Seeburg V-200 \$600

WURLITZER

- Wurlitzer 1600
- Wurlitzer 1400
- Wurlitzer 1700
- Wurlitzer 2000
- Wurlitzer 1800

AMI

- AMI F 120
- AMI E 80's
- AMI D 80's

WE WILL SAVE YOU \$\$\$

CALL US COLLECT FOR PRICES

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

ATTENTION, OPERATORS in N. INDIANA—N. ILLINOIS—IOWA!

WE'RE DELIVERING

GOTTLIEB'S LATEST, GREATEST 2-PLAYER GAME

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!

- Rotation Lite-Up Holes • Colored Rollers Lite Matching Color Pop Bumpers • Bull's-Eye Targets • High Score to 1900 Points • 2 Super-Powered Flippers and "Cross-Board" Cyclonic Kickers • Available with Twin Chutes.

BEGIN NOW TO BOOST YOUR EARNINGS—WRITE—WIRE—PHONE YOUR ORDER TODAY!

NATIONAL COIN MACHINE EXCHANGE
1411-33 DIVERSEY BLVD. Phone: BRIDGE 4-637 CHICAGO 14

Davis Guarantee

- Phonograph Steam Cleaned
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

SEEBURG

- HF100R \$700
- HF100G 615
- 100W 595

AMI

- G200 \$795
- E120 350

WURLITZER

- 1700 \$500
- 1400 175
- 1250 125

TERMS: 1/2 DEPOSIT REQUIRED



\$49.50

CHROME COVERS
100 SELECTIONS

Special Volume Prices

- Reconditioned—Davis Guaranteed
- New Selection Buttons—New Instruction Plates
- Income can be doubled in many locations by adding 100-selection wallboxes

WORLD EXPORT

WESTERN EXPORT DISTRIBUTING

Corp.

Davis

Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
Cable Address: "DAVDIS" Phone: GRanite 5-1631

Shaffer Guaranteed RECONDITIONED PHONOS

★ Mechanisms Completely Overhauled and Tested

★ All Worn and Defective Parts Replaced With New Parts

★ Amplifiers and Tone Arms Reconditioned or Replaced

★ Cabinet Refinished and Plastics, Glass Replaced Where Needed.

New Plex-Tone Finish

SEEBURG

HF100R	\$700.00
HF100G	615.00
M100C	525.00
M100B	425.00

New Plex-Tone Finish

WURLITZER

Model 2000 (200 Sel.)	\$695.00
Model 1900	675.00
Model 1800	595.00
Model 1700	425.00
Model 1250	129.50



SEEBURG 3W1

100 Wall Box Special
Chrome Covers
New Buttons
Completely Reconditioned
New Instruction Plates

\$49.50

AMI

G-200 (200 Sel.)	\$695.00
G-120	595.00
E-80	325.00
E-120	395.00

WRITE FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years
Columbus, Ohio Cincinnati, Ohio Indianapolis, Ind.
849 N. High St. 1200 Walnut St. 1327 Capitol Ave.
AXminster 4-4614 MAIn 1-6310 METron 4-3571

COINMEN YOU KNOW

Continued from page 113

Rome, Florence, Venice, Lucerne, Frankfurt and Paris, according to the last report. From Copenhagen, Seedman reported. "Trip is fabulous and my survey of European vending machine operations is off to an interesting start. Denmark is a land of honest people. Automatic vendors are everywhere, all on the outside of buildings and no one attempts to steal from them or tamper with them. Am learning much about how the other half operates."

The many friends of Johnny Ketchersid, Long Beach operator, will regret to know that he suffered a relapse and is again in the hospital. . . . Dick Norton, Whittier operator made a tour of the West Pico jobbers and distributors. . . . William R. Happel Jr. of Badger Sales Company is already planning his annual vacation which he will take soon after Labor Day. He plans to go to a spot on the Rogue River in Oregon to fish and relax. . . . A. J. Peterson (Continued on page 115)

Lyon Industries

Continued from page 104

pose of such merchandise before any liability for infringement will be incurred.

Lyon said that his firm is willing to enter into license arrangement with patent users. He added that court action is not contemplated at this time.

The action was taken as a result of consultation with the Lyon patent attorneys and with lawyers of the Worthington Pump Company, a 49 per cent stockholder in Lyon Industries.

Meanwhile, Lyon Industries announced the appointments of three new distributors. They are E. R. Barnes Sales Company for the St. Louis area; Forline Vending and Equipment Company, Oklahoma City, Oklahoma, and Kansas; and the Miller-Newark Distributing Company, Grand Rapids and Detroit, for Michigan.

FTC Approves

Continued from page 104

order, Superior must not misrepresent earnings, or claim contrary to fact that it (1) obtains locations for machines, (2) trains purchasers (3) allots exclusive territories, or (4) conducts surveys where machines are sold. The order also requires the company to meet promised delivery dates.

Glenn E. Mercer, Superior president, was named in the order. According to FTC, the agreement is "for settlement purposes only and does not constitute an admission by the company or its president that they have violated the law."

Williams

Now Delivering:

- ARROW HEAD 5-Ball
- HI-HAND 5-Ball with High Card Hand. "Wild" Joker!
- 1957 BASEBALL
- CROSSFIRE Gun Game
- 6-POCKET POOL TABLE

See Your Williams Distributor

Williams
MANUFACTURING CO.

4242 W. Fillmore St., Chicago 24, Ill.

BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

WHY? 1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"

STANDARD HARVARD METAL TYPER, inc.

1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120



KEENEY better for Individual and team play . . . EARNS MORE!

Bowl-O-Rama

6-PLAYER REGULATION BOWLER

FEATURING:

- TOTAL TEAM SCORING!
- TOTAL TEAM MARKS!
- ★ Jam-Proof Ball Lift
- ★ Actual Gutters
- ★ Colored Reels for Team Scoring
- ★ Black and White Reels for Team Marks

HAND-HIGH BALL RETURN BUTTON!
National Slug Receptor Coin Mechanisms



HINGED INSERT!



J. H. Keeney & CO., INC. 2600 W. FIFTIETH ST. CHICAGO 32, ILLINOIS

NOTHING SOLD AS IS

All used merchandise thoroughly reconditioned—rails sanded and lacquered—equal to new. You will remember the quality long after price is forgotten.

RIDES

Bally Model T	\$710.00
Bally Space Ship	325.00
Bally Motor Bike	775.00
Bally Champion	425.00
Capital Elsie	375.00
Capital Palomina Horse	295.00
Capital See-Saw	350.00
Capital Donald	375.00
Duck	375.00
Lane Lancer Horse	495.00
Lane Miss America	235.00
Lane Fire Engine	450.00
Decca 3-Horse Carousel	325.00
Decca 4-Horse Carousel	395.00
Ex. Big Bronco	350.00
C. C. Space Ship	295.00

CIGARETTE MACHINES

Lehigh 12 Col., new	\$225.00
Eastern 12 Col., new	285.00
Eastern 22 Col., new	319.50

USED

Mercury 8 Col.	\$150.00
National 933	95.00
National 935	110.00
National 9 M	140.00
PX 3 Col.	85.00
PX 18 Col.	110.00
Lehigh 12 Col.	130.00
Electra 3 Col.	95.00
Electra 10 Col.	125.00

DRINK VENDORS

Specarb 2 Drink, 3D58	\$225.00
Specarb 4 Drink, 4D31	295.00
Mills Hat Chocolate	175.00
Revco Ice Cream, Coo. 18v	95.00
Barr Mills Coffee, Model 300	295.00
Barr Mills Coffee, 7202, with hot choc. attach.	195.00
Barr Mills Coffee, M54	265.00

ARCADE EQUIPMENT

Make this your Arcade Headquarters. We can completely equip and help finance.

Atomic Bomber	\$125.00	Auto. Photomat	\$250.00
Auto Photo	1,795.00	Auto. Lord's Prayer	Write
Bally Big Inning	85.00	Auto. Voice Recorder	375.00
Bally Defender	125.00	Oracle of the Sphinx with cards	150.00
Balloonomat	295.00	Paragrams	325.00
3 Pl. Basketball	215.00	Pictom & Ball'm	175.00
Boomerang	75.00	Pop Say	65.00
Coon Hunt	100.00	Genco Rifle Gallery	175.00
C.C. Hockey	75.00	Rock N Ball	95.00
Champion Hockey	125.00	Silver Bullets	125.00
Chester Pollard	85.00	Shoe Brush Up	95.00
Foot Ball	85.00	Shoe Shine	150.00
C.C. 3-Man Hockey	295.00	Ex. Shoot's Gallery	175.00
Dale Gun	99.00	Sidewalk Engineer	199.00
Evans Bat-A-Score	145.00	Skill Jump	45.00
Ex. Hi Ball	95.00	Silver Gloves	195.00
Harvard Metal Typewriter	195.00	Spear the Dragon	125.00
Hayburners	79.00	Undersea Raider	125.00
Heavy Hitters	35.00	Foot Vibrator	150.00
Wms. Jet Filter	225.00	Wms. Crane	165.00
Keeney Air Raider	125.00	ART Rifle Range	1,350.00
Keeney Submarines	125.00	Zingo	45.00
Life A Leanos	75.00	Zodiac Vendors	95.00
Midget Movies	125.00		
Auto. Card Vendors	50.00		

BINGOS

FOR BALLY'S LATEST WRITE FOR SPECIAL PRICES

Big Shows	\$425.00
Beach Beauty	275.00
Big Times	150.00
Broadways	295.00
Brazil	250.00
Key West	275.00
Night Beach	160.00
Nite Club	220.00
Pinix	125.00
Starlet	140.00

WE WILL ACCEPT IN TRADE ALL YOUR BINGOS AND 3-BALL PIN GAMES AGAINST PURCHASE OF SIX POCKET POOL TABLES, MUSIC, SHUFFLE ALLEYS OR ANY ARCADE EQUIPMENT. CALL OR WRITE.

WURLITZER DISTRIBUTOR



CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

GIVE TO DAMON RUNYON CANCER FUND

ROUTE FOR SALE

Including Music, Pin Balls and Shuffle Alleys In Midwestern State. Must sell because of health. No blue sky.

BOX D-7

c/o The Billboard, Cincinnati 22, Ohio

"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!



Write for Prices and Literature

AUTOMATIC \$500
HOSTESS

COMPLETE STUDIO
30 UNITS
4 Turntables • 2 Switchboards
Steel Record Racks, 1000's of Records,
many extras.
Will Sell at Any Reasonable Offer!

REX

COIN MACHINE DISTRIBUTING CORP.

821 So. Salina St. Syracuse 3, N.Y.

Telephone: Harrison 3-8233

COINMEN YOU KNOW

Continued from page 114

of the T. H. Specialty Company in Honolulu was a Los Angeles visitor recently. He stopped off at the Badger Sales.

Dave Yates, who was assistant to Jack Leonard in the Badger Sales parts department, has resigned and is now employed by one of the railroads. . . . Al Bettelman of C. A. Robinson Company returned from his vacation during which he combined pleasure and business. He spent several days in Chicago where he visited the factories of United, Chicago Coin and Exhibit. The trip to the Windy City was primarily made to attend the awarding of a Master's Degree to his kid brother-in-law at the University of Chicago. . . . Hank Tronick of C. A. Robinson reports that the second shipment of United Manufacturing Company's phonographs has arrived and is being shown. . . . Bill DeSelm, United Manufacturing Company's sales manager, left here for San Francisco and Chicago. Bob Beaver, United's factory representative, is remaining in this territory a few more days before returning to his home base in Salt Lake City.

Don Peters of Paul Laymon, Inc., service department, is on vacation in Colorado. . . . Jack Simon of Simon Distributing Company is on the road visiting operators in Northern California and Nevada. . . . Myron Forst is entering the hot foods field here on his own. He formerly worked for Davidson Bros. before going into the service. . . . The Western Vending Machine Operators Associations will hold their regular monthly meeting Tuesday night (30) at the Unique Restaurant at the corner of Washington and Figueroa. . . . Stan Rousso, Stoner sales representative, is out of

town on one of his frequent trips into the San Francisco and Northern California areas.

Washington

By DELORES NEWCOMB

The tourist trade is still helping raise the profits of local coinmen. Roger Squite-

Phonographs

WURLITZER 2000 \$695

WURLITZER 1900 675

WURLITZER 1800 595

ROCK-OLA 1448 595

Atlas Music Co.
of Iowa

12th & Walnut Street
Des Moines, Iowa
Atlantic 8-3331

ro, secretary-treasurer of Hirsh Machines says sightseers did much to help business in May and June. The thousands of Boy Scouts who stopped in Washington this month on the way to and from their annual

(Continued on page 116)

Panoram Operators!

FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould

283 Market St. Newark 4, N. J.
Market 3-4275

WATCH GENCO!

for NEW and DIFFERENT GAMES

that give you

MORE OF EVERYTHING!

MORE Player Appeal . . .
MORE Exclusive Features . . .
MORE Quality Construction . . .
MORE Profit for the Operator!

WATCH GENCO

for news of the NEWEST Industry Sensations.

—COMING SOON IN THESE PAGES!
KEEP "ON THE GO" WITH GENCO.

GENCO MANUFACTURING

Division of Chicago Coin Machine Company
2621 N. ASHLAND AVENUE • CHICAGO 14, ILLINOIS

IT'S 10 to 1
"FIRST"
HAS WHAT
YOU WANT!

2 RECONDITIONED
14-FOOT
BOWLING
GAMES



WRITE OR PHONE FOR PRICE!
QUANTITY LIMITED!

3 SHUFFLES
5-BALLS
POOL GAMES
BINGOS

Large selection available for immediate delivery. Write for listings and prices.

WANTED!

GOTTLIEB and WILLIAMS
5-BALL GAMES

Also Late SHUFFLE GAMES

Cash or Trade

Write or Phone Today!
for BEST DEAL!

1 IT'S THE
GREATEST!

New Giant 2 1/2-Pound
Balls ACTUALLY HIT THE
New Giant Bowling Pins!
BROTHER—THAT'S BOWLING
with Chicago Coin's



CLASSIC BOWLING LEAGUE

4 GUNS

GENCO

New DAVY CROCKETT . . . Write
STATE FAIR \$325
SKY ROCKET 260
SKY GUNNER 125

EXHIBIT

JUNGLE HUNT \$395
JET GUN 110

WILLIAMS

JET FIGHTER \$185

SEEBURG

SHOOT THE BEAR \$125

5 ARCADE

Mut. LORD'S PRAYER Write
C. C. TWIN HOCKEY .. \$235
C. C. STEAM SHOVEL .. 145
Gen. 2-PL. BASKETBALL 185
C. C. BASKETBALL CHAMP 125
C. C. 4-PLAYER DERBY 145
Cap. MIDGET MOVIES 125
Evans SUPER BOMBER 115
Evans BAT-A-SCORE .. 105
TELEQUIZ w/Film 90
Mut. ROCK 'N' ROLL .. 85
Wms. QUARTERBACK .. 85
Sc. BATTING PRACTICE .. 75

6 SPECIAL!
Exhibit's

SLATE
POOL

Original, authentic Exhibit
Slate Bumper Pool, with
specially designed
cabinet. Recondi-
tioned Like New!



\$125

7 NEW GAMES

Gottlieb CONTINENTAL CAFE
Bally SUN VALLEY
Bally SHOW TIME—Special!
Valley 6-POCKET POOL GAMES

8 NEW CLOSEOUTS!

Chicago Coin STEAM SHOVELS
Genco DAVY CROCKETT GUNS
Write—Phone for Special Prices!

9 SPECIALS!

Chicago Coin
MIAMI SHUFFLE, Like New \$ 65
Exhibit
RINGER BALL, Like New 135

10 KAYE SUPER DeLUXE
SLATE POOL GAMES

Most luxurious Bumper Pools ever
made! Finest mahogany cabinet! Rich
Furniture Finish! Genuine Slate Tops!
Jumbo Plastic Bumpers!

BRAND NEW! \$215

IMPORTERS!



SEND FOR
OUR BIG
NEW
CATALOG!

COMPLETELY ILLUSTRATED

WANTED

★ It is imperative
that we buy this
equipment im-
mediately.

Gottlieb Pins

- 25 Rainbows
- 25 Auto Races
- 25 Derby Days
- 50 Aces High
- 25 Classy Bowlers
- 15 Frontiersmen
- 10 Easy Aces
- 10 Queen of Hearts
- 10 Dragonettes
- 10 Grand Slams
- 10 Gypsy Queens
- 10 Stage Coaches
- 5 Sluggin' Champs
- 10 Southern Belles
- 10 Sweet Add-A-Lines
- 10 Wishing Wells
- 5 Daisy Maes
- 5 Four Bells
- 5 Twin Bills
- 5 Gold Stars
- 5 Lady Lucks

★ We will purchase
quantities
greater than
those listed.

- Victory
- Champion
- Jet
- Rocket
- Magic
- Mystic
- ABC
- ABC Deluxe

United Alleys

- Ace
- Chief
- Leader
- League
- Rainbow
- Shuffle Targette
- Speedy
- 11th Frame
- Lightning
- Clipper

★ If you have
them, CALL,
WRITE OR
WIRE TO-
DAY.

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7112
Branch: 819-821 Lockwood Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



FIRST

COIN MACHINE
EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • DIRKENS 2-0500



WORLD WIDE Clearance VALUES!

BINGO GAMES

QUANTITIES AVAILABLE—
LOW—LOW—LOW PRICES!

SHOW TIME	PARADE	VARIETY
KEY WEST	NITE CLUB	BIG TIME
BIG SHOW	BROADWAY	BRAZIL
DOUBLE HEADER	GAYTIME	STARDUST
MIAMI BEACH	GAYETY	PIXIES

IMMEDIATE DELIVERY!

**WANT TO BUY—
ALL TYPE 5-BALL GAMES
WILL PAY HIGHEST DOLLAR!**

Cable Address
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: Everglade 4-2300

COINMEN YOU KNOW

• Continued from page 115

jamboree also upped the take, Roger adds.

Michael Bushdid, operator of the Game Room at Washington's National Airport was recently awarded a contract enabling him to keep the operation going for five more years. Contract is awarded by the government, because the airport is on federal property. Bushdid is planning to add several new pieces of equipment, including 50-cent picture machines. . . . An extended spell of hot weather has hurt coffee sales at Kwik Kafe, says manager James Bowen. Milk sales are high, he adds.

Milwaukee

By BENN OLLMAN

A dozen local music and games operators gathered recently at the Mayfair Lounge for their regular monthly meeting. Doug Opitz, Kendou, Inc., president of the group, presided over a discussion of current problems. No further meetings will be held during July, and perhaps the balance of the summer, according to Opitz. . . . Ray Buch, M-G-M Records sales rep, claims that Marvin Rainwater's "My Love Is Real" is becoming a big juke box favorite all over his territory.

Karr Distributing Company, Woodruff, Wis., has added candy and tobacco jobbing to its list of activities. The firm will continue to operate a string of vending machines as well. To handle the new volume, Karr has recently built a big addition to their warehouse. . . . Don Reynolds, Wayne Candy Company, reports that venders

BINGO MECHANIC WANTED

**GOOD PAY
NO DRIFTERS**

★

WRITE TO BOX 903

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WE HAVE THEM

5 BALLS

Gottlieb HARBOR LITES . . .	\$210.00
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QUINTETTE . . .	65.00
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FOUR STARS . . .	65.00

GUNS

Genco RIFLE GALLERY . . .	\$150.00
Keeney SPORTSMAN GUN . . .	175.00

USED ALLEYS

Genco 6 PL. DELUXE SKILL BALL . . .	\$395.00
Chi. Coin 6 PL. SKI BOWL . . .	395.00
Exhibit RINGER BALL . . .	95.00
United SUPER BONUS . . .	275.00
LEADER . . .	75.00
11th FRAME . . .	95.00
LEAGUE . . .	100.00
ROYAL . . .	65.00
Chi. Coin BULL'S-EYE . . .	350.00
FIREBALL . . .	150.00
FLASH . . .	115.00
BOWLING TEAM . . .	195.00
THUNDERBOLT . . .	195.00

BASEBALL

Williams 4 BAGGER . . .	\$345.00	United STAR SUPER SLUGGER . . .	\$325.00
Genco CHAMPION BASEBALL . . .	225.00	Genco HI FLY BASEBALL . . .	225.00

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 BROADWAY
 Write—Wire—Call

WANTED

CHICAGO COIN BLINKER—BULL'S EYE
 6 PLAYER SKI-BALL

have been ordering heavy on his new Mint Cream Bar, a nickel seller.

New office gal in the Paster Distributing Company front office is Janice Lukaseczk. Out-of-town operators stopping in last week to see Sam Cooper, included Harry Kososki, Niagara; Johnny Barros, Merrill; Dewey Wright, Wausau; Val Andreas, Oshkosh, and Joe Volk, Madison.

Avenue Arcade, says Ken Kulow, is being air conditioned this week. . . . Vending receipts are holding up well during the summer, report Carl Millman and Asher Rabin of Automatic Merchandising Corporation. Firm is experimenting with fruit juice vending, and getting good results with the Home Juice Company of Chicago's variety of half-pint and third-quart cartons of assorted juices at a dime.

Window Records is the label recently activated by Bill Schwartz in Sheboygan. Recent release by the Dick Metko band is getting a lot of juke box action, he claims. Numbers are "Happy Days Are Here Again" and "Yearning Heart." Distributor for the line is Don Smith, of Records Unlimited.

Exclusive Distributors for

AMI—CHICAGO COIN—ERHIBIT—GENCO—GOTTLIEB—KEENEY—WILLIAMS—VICTOR VENDING

NEW GAMES

Gott. Continental Cafe
 Williams Arrow Head
 Williams 6-Pocket Slate Pool
 Williams Hi Hand
 Williams Yukon
 Exhibit Tru Bowler
 Chicago Coin Classic Bowling League
 Keeney Bowl-A-Rama
 Genco Number Roll
 Genco Gypsy Grandma
 Genco Rotation Pool
 Valley 6-Pocket Slate Pool

USED MUSIC

AMI C-45 RPM \$109.50
 AMI D-40, 45 RPM 224.50
 AMI F-120 595.00
 AMI G-80 650.00
 AMI G-200 750.00
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REALISTIC SIZE

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4 1/2 in. DIAMETER—2 1/2 POUNDS

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"Makes the Game"

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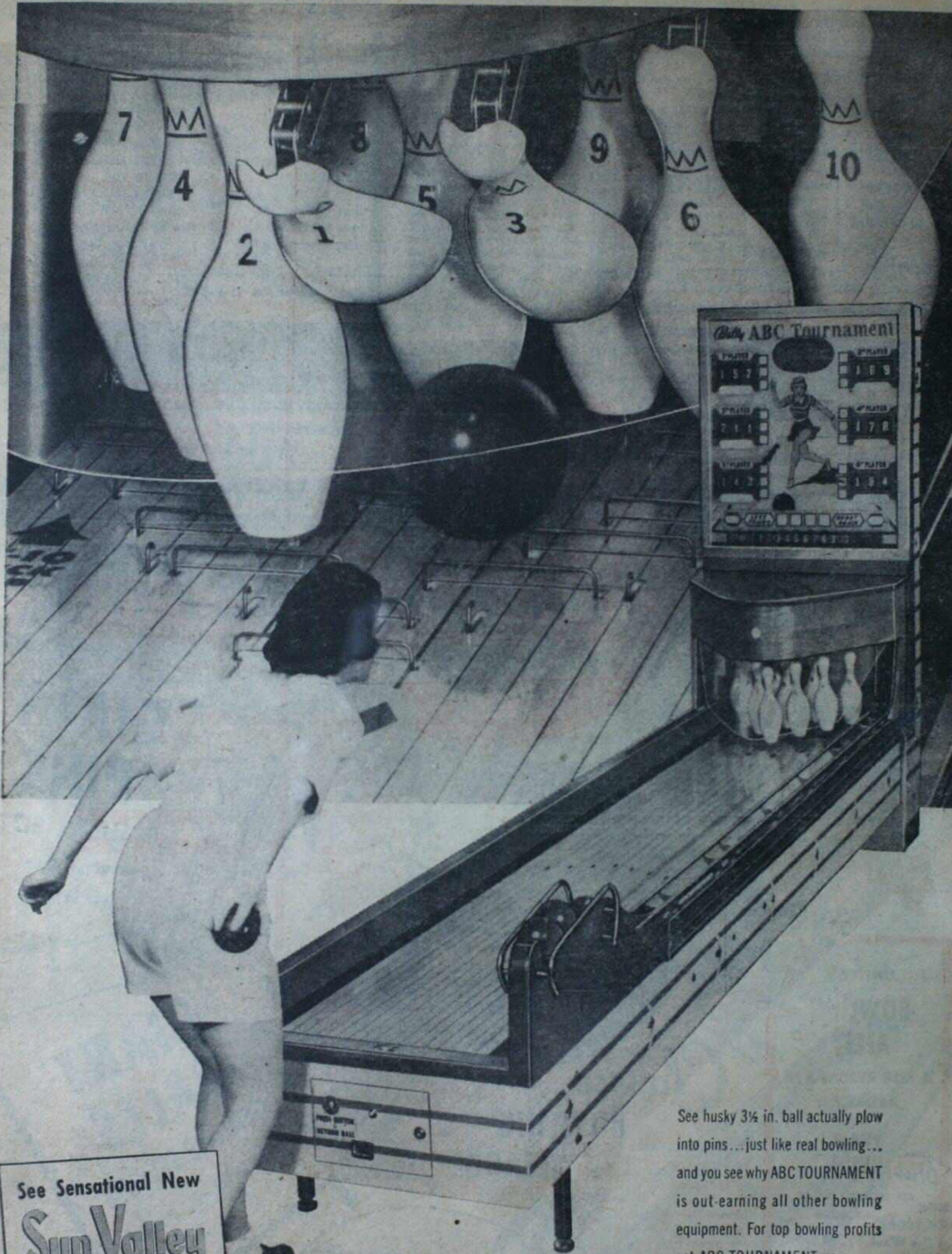
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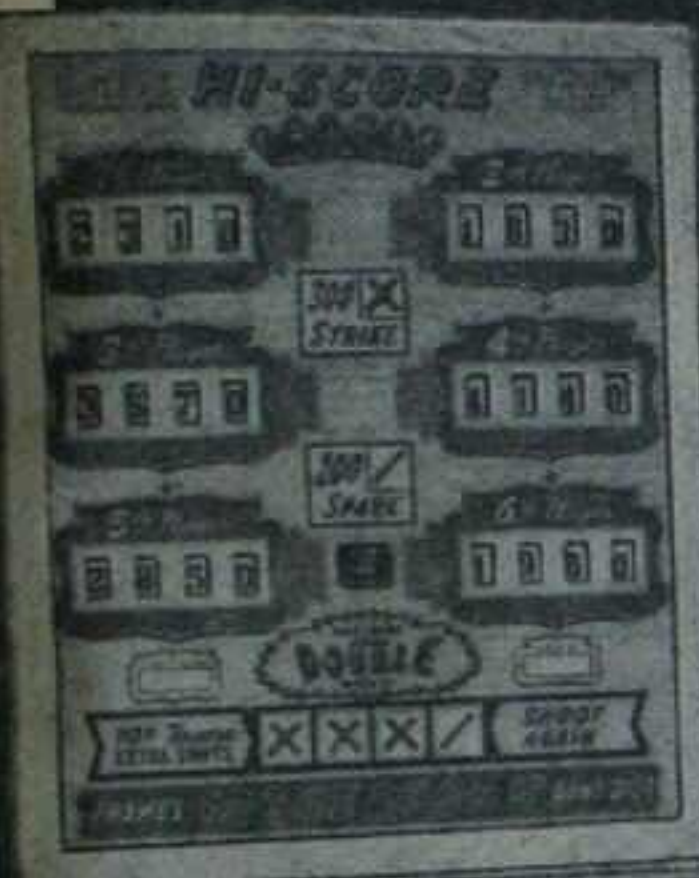
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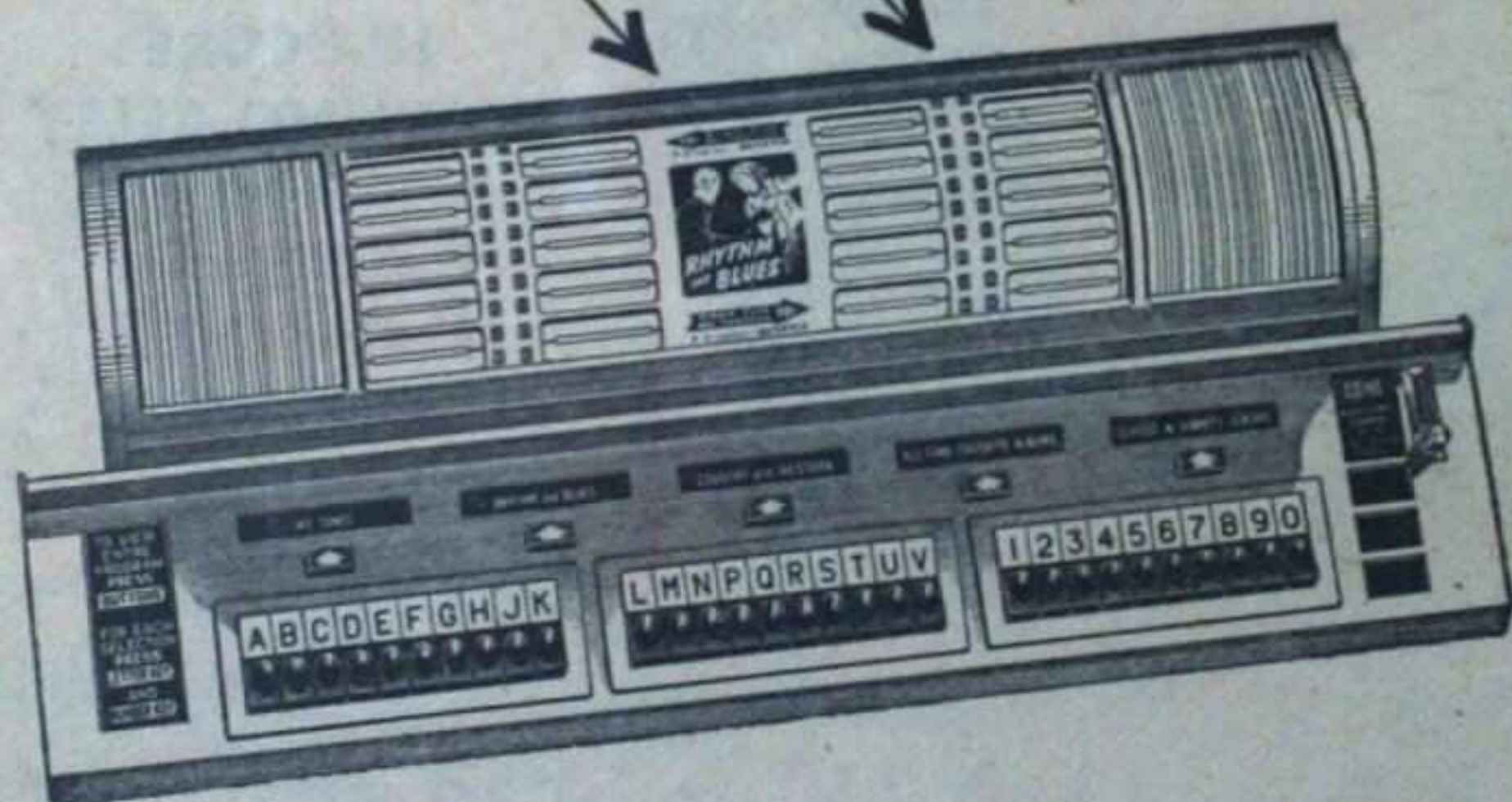


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